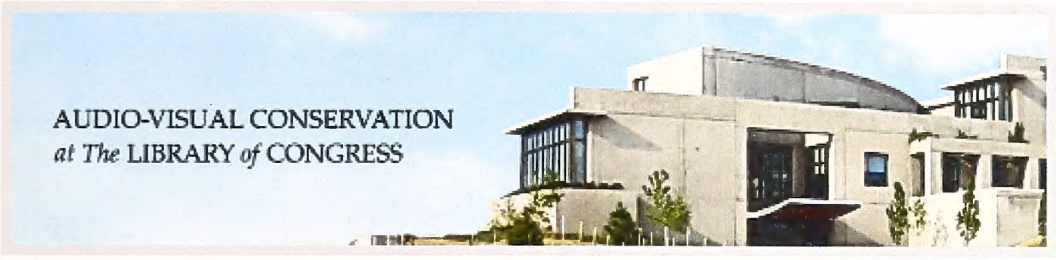
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OCTOBER 3, 1955

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BROADCASTING TELECASTING

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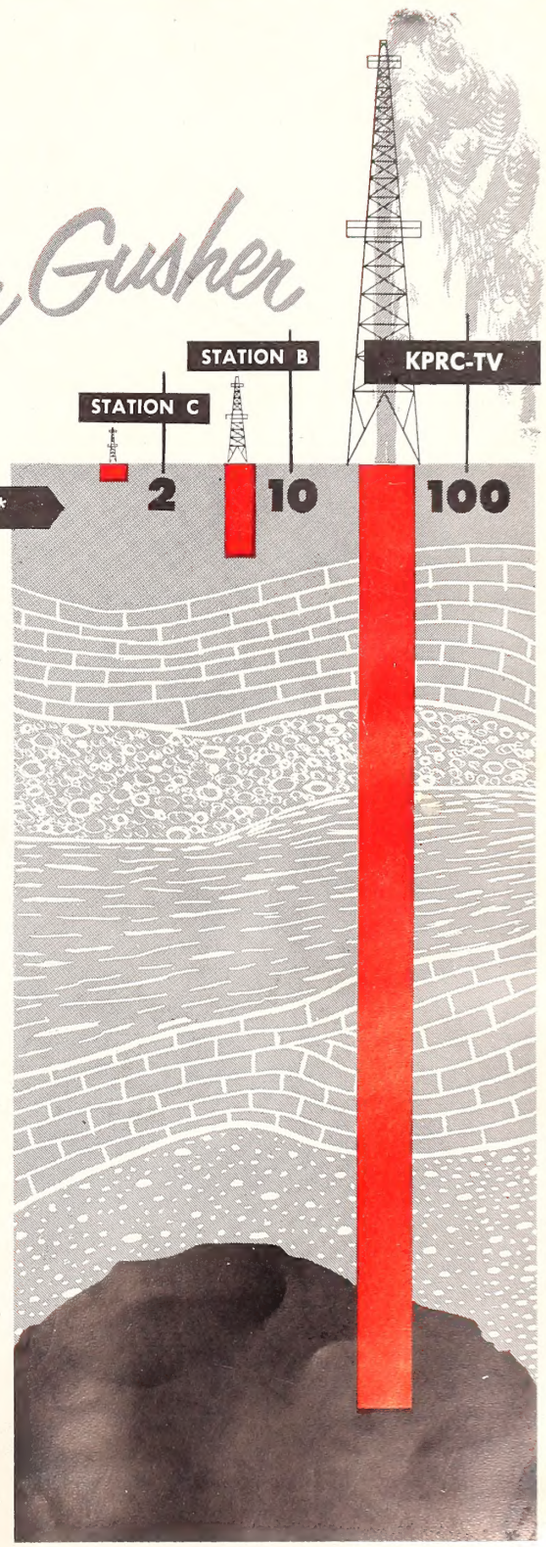
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24TH year

THE NEWSWEEKLY OF RADIO AND TV

KPRC-TV
hits a Houston Gusher



The overwhelming dominance of KPRC-TV in the Houston Gulf Coast area has been conclusively proved again. Latest ARB gives KPRC-TV a gusher of quarter-hour firsts that would put old "Spindletop" to shame.

Whether you are just now "spudding in" in the Houston market or reworking an old producer, you'll get bigger and better sales results by going with KPRC-TV . . . the one station that *really reaches the Houston Market.*

KPRC-TV

CHANNEL 2 HOUSTON

JACK HARRIS *Vice President and General Manager*

Nationally Represented by
EDWARD PETRY & CO.

*ARB—July 1955

TK6540
.B85

"Location*" can be important...



*We ought to know . . . there's a bank and a wine shoppe right next door.

But in Louisville . . .

WHAS-TV Programming pays off!



"SPORTRAITS"
10:45—10:55 P. M.
Monday through Friday
(Market's only complete evening sportscast.)

Are you participating?

VICTOR A. SHOLIS, *Director*
NEIL CLINE, *Station Mgr.*
Represented Nationally by Harrington, Righter & Parsons,
Associated with The Courier-Journal & The Louisville Times

316,000 WATTS
WHAS-TV
Channel 11
LOUISVILLE, KENTUCKY

BASIC CBS-TV Network

Your Sales Message Deserves
The Impact of Programming of Character



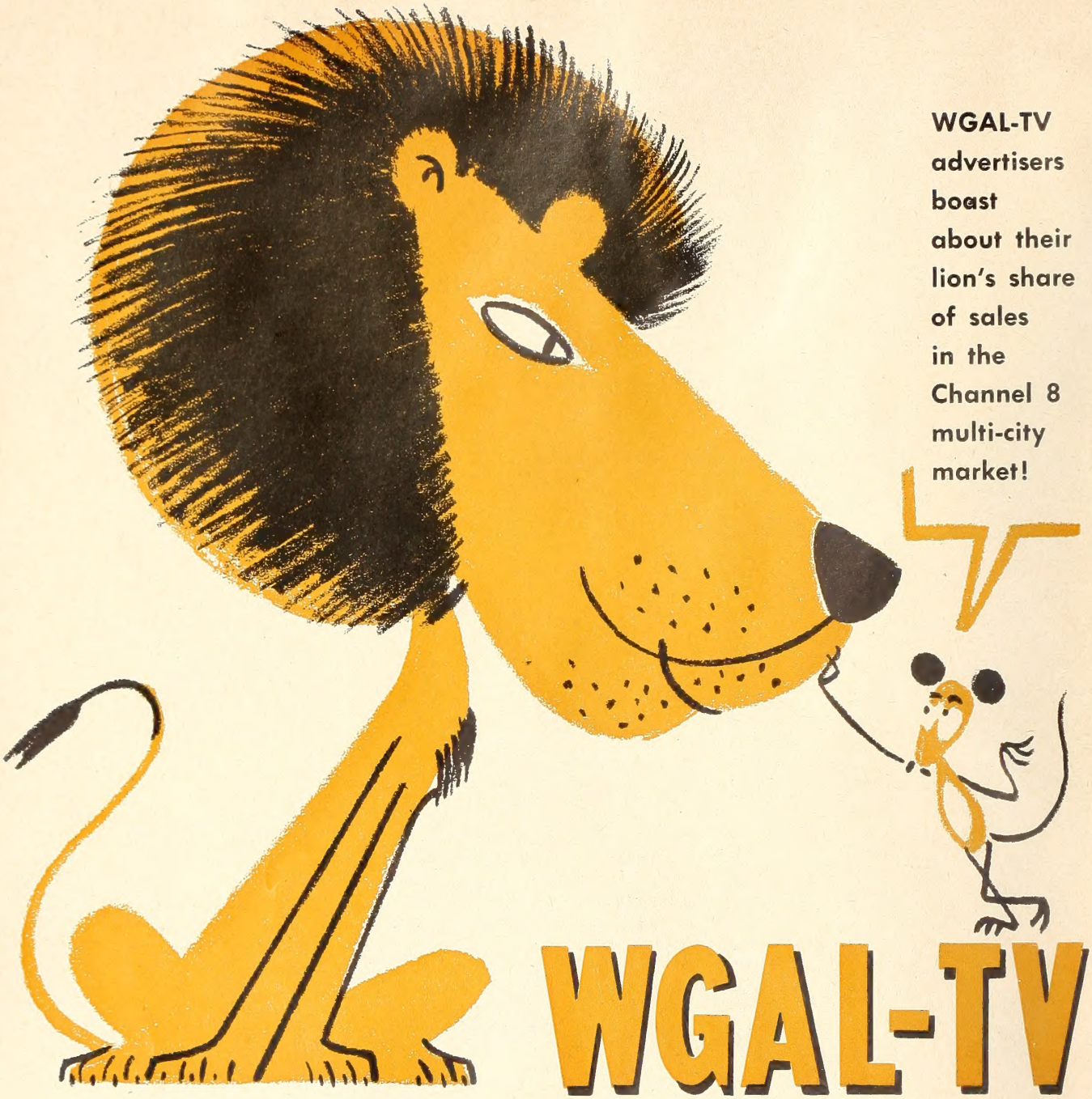
*108,000 UNDUPLICATED TV HOMES
IN THE TERRE HAUTE AREA

CBS · ABC

WTHI TV channel 10

Represented nationally by The Bolling Company — New York — Chicago

Published every Monday, with Yearbook Numbers (53rd and 54th issues) published in January and July by Broadcasting Publications, Inc., 1735 DeSales St., N.W., Washington 6, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.



WGAL-TV advertisers boast about their lion's share of sales in the Channel 8 multi-city market!

WGAL-TV

LANCASTER, PENNA.

NBC and CBS

And *you'll* boast, too, when you advertise your product on WGAL-TV—the *one* station that reaches the Channel 8 multi-city market. Here 3½ million people, who own 912,950 TV sets, spend $5½ billion annually. *You*, too, can get a lion's share of sales!

STEINMAN STATION • Clair McCollough, Pres.

Representatives:

MEEKER TV, INC.

New York Los Angeles Chicago San Francisco



316,000 watts

Channel 8 Multi-City Market

Harrisburg	Lebanon	Hanover	Gettysburg	Chambersburg	Waynesboro	Frederick	Westminster	Carlisle	Sunbury	Martinsburg
York	Reading	Pottsville	Hazleton	Shamokin	Mount Carmel	Bloomsburg	Lewisburg	Lewistown	Lock Haven	Hagerstown

closed circuit®

MISSED DEADINE • On eve of NBC's Oct. 1 target date for radio affiliate acceptance of revised affiliation contracts [B•T, Sept. 12], network still had approximately two-thirds of way to go for clean sweep. Officials reported Friday they had received signed contracts from 62 of their 197 stations, embracing acceptance of plan to extend controversial *Monitor* concept to weekdays, network sale of participations in additional nighttime programs, and 25% cutback in station compensation. Network definitely will go ahead with *Monitor* extension Nov. 7. Some participations sales already have been made. Officials said no stations had notified them they would refuse to sign new contracts and that those not yet heard from will now be objects of station-by-station missionary work.

B•T

FLORIDA Citrus Commission, Lakeland, has bought sponsorship of two radio strips (four times weekly) on Mutual, plus placing television spot campaign in 65 markets. Mutual strips are Storytime, *11:05-11:30 a.m., and mystery series, 8-8:30 p.m. (Tues., Wed., Thurs., Fri.) Tv shots started end of September for 52 weeks in some markets, will start Oct. 5 for 26 weeks in others. Agency is Benton & Bowles, New York.*

B•T

LIP AND EARS • First assignment handed former New York Giant Manager Leo Durocher after his signing by NBC last week (see story page 94) was to persuade close friend to appear on upcoming NBC-TV spectacular. Close friend: Clark Gable. Mr. Durocher left New York immediately for Hollywood, without waiting to see World Series.

B•T

STATION-owned Vitapix, formed originally as television film producing-distributing-selling group, may soon expand operations. Organization may develop into cooperative purchasing agency for other services and products in addition to film.

B•T

WHAT'S IN NAME? There's angle not mentioned in regional meeting talk about changing name of National Assn. of Radio & Television Broadcasters back to old National Assn. of Broadcasters. Some radio members fear they'll be lost as term "broadcasters" becomes more and more television word, and they want "radio" left in title. On other hand, one of original demands of tv stations when they were drawn into NAB fold several years ago was addition of "television" to corporate name.

B•T

MOVEMENT for separate "Radio Week" next year may develop out of unhappiness which reportedly is burning number of broadcasters who feel radio was given brush-off in this year's combined National Radio and Television Week celebrations. Common complaint is that radio got lip service in passing, while television got all the play. It's understood Radio Advertising Bureau has heard in this vein from member stations all over, has so advised Radio-Electronics-Television Manufacturers Assn. and NARTB, which co-sponsor annual event.

B•T

HOW TO GET ULCERS • CBS-TV Hollywood executives hung on cliff during Judy Garland debut (see IN REVIEW, page 14) when medic in wings had to doctor her throat each time she stepped off camera. Insurance against collapse of star would have cost prohibitive $100,000.

B•T

DREXEL HINES, ABC producer and director who is credited with ABC Radio's It's Time *series among others, reported as being tapped for new post of executive producer on radio network's new nighttime "personalized listening concept" of multi-segmented programs. Segments are to be interconnected in theme though separately contained.*

B•T

CLIP JOINTS • Tv operators who indulge clippings of musical "quickies" out of syndicated packages to build up their station libraries are the current gripe of some Hollywood film distributors. Because policing is impractical, distributors are seeking other means to curb pirating of material as well as damage to films.

B•T

THERE'S revived talk about copyright problems when doors are closed during NARTB regional meetings. Association officers say they're mere panel members at these private meetings and refuse to divulge nature of discussion, but it's known many stations are unhappy about money they spend for copyright protection. Incidentally, ASCAP radio contracts expire at end of 1958, tv one year earlier. Copyright discussions have been arising spontaneously at recent state association meetings.

B•T

BACK TO RADIO • Barkers Bros., major Los Angeles department store chain, returned to radio this year and is getting results. Using saturation technique, store's first quarter business was 21% over 1954 when no radio was used. Firm spends $1 million annually in advertising.

B•T

PACKARD cars, through Ruthrauff & Ryan, New York, is considering radio spot announcement campaign in addition to sponsorship of Tv Reader's Digest *on ABC-TV (Mon., 8-8:30 p.m.).*

BRITISH BUYING • There's no official word yet on volume of business under contract on Britain's new commercial television setup. Some idea of medium's potential can be gleaned from rate card of Associated Broadcasting Co. Ltd., one of four program contractors licensed by Independent Television Authority. If sold out at current rates, Associated would bill about $17 million annually. Associated produces weekend program service on existing London commercial station, will have weekday service on Birmingham station which goes on air in February.

B•T

SUBSCRIPTION television isn't going anywhere in Great Britain in foreseeable future. Informed opinion opposes it on grounds it would hurt British business and work against public interest.

B•T

MRS. LITVIN'S PLANS • When Fanney Neyman Litvin, doyenne of FCC hearing examiners, stepped down last Friday—after 30 years of government service, including FCC and its predecessor Federal Radio Commission—these were her plans: (1) Rest in Washington until first of year; (2) visit with brother in San Jose, Calif.; (3) "manage" unnamed radio station for about three months; (4) offer her services to Democratic National Committee for 1956 campaign. Mrs. Litvin refused to identify station she will manage, but it would not be surprising to see her acquire ownership interest in California station after 1956 election. She definitely will not practice law in Washington, she tells friends.

B•T

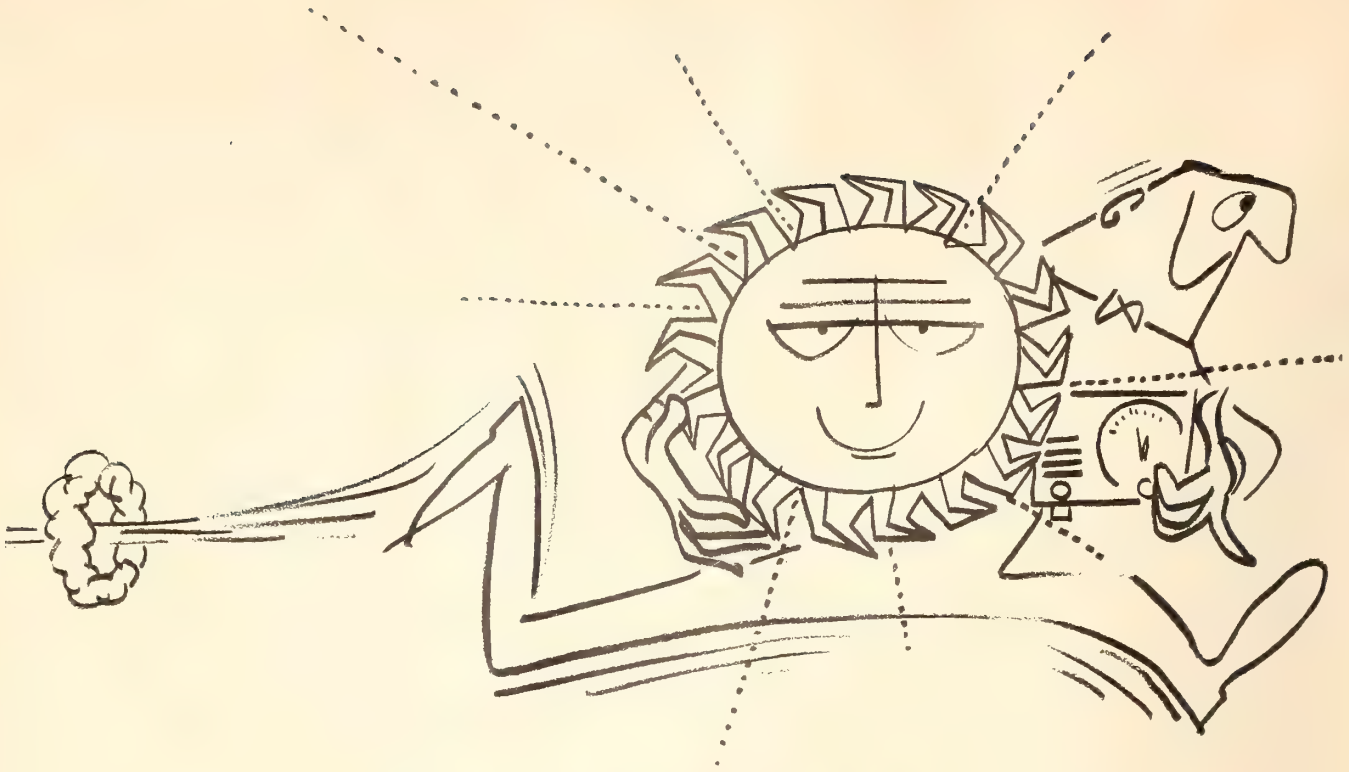
MARGARET HANLON, radio-tv traffic, will be promoted to timebuyer, succeeding Anne Small, who is retiring, at Scheidler, Beck & Werner, New York.

B•T

NO HURRY • Now it can be told. Last summer, when Congress was hastening toward adjournment, FCC Chairman George C. McConnaughey was under tremendous pressure by Senators and Congressmen to do something at once about uhf. He refused to be rushed into taking action for the sake of action, accepting full responsibility for any delay. "This is too important to rush," he said then. He still feels same way.

B•T

NBC-TV's Wide Wide World, *which went international in two directions (Canada and Mexico) in initial appearance last summer, plans to go another this fall. Arrangements reportedly have been made with Goar Mestre and his CMQ-TV Havana for pickups from there, employing airborne relays, for two or three* Wide Wide *shows.*



The feeling of **THE PULSE** is:
WHB is running away
with the Kansas City radio day

Every daytime quarter hour, Monday-Friday, PULSE finds WHB in first place. So does Hooper, so it's unanimous.*

PULSE and Hooper have WHB first in every daytime quarter hour. WHB has more than twice the audience of the second station. (All-day average Hooper: 44.9%) Mid-Continent programming, ideas and excitement have achieved this dominance for WHB! The same programming, ideas and excitement can achieve dominance for you! Run over the Kansas City situation with the man from **Blair,** or WHB General Manager **George W. Armstrong.**

**Pulse—July—August, Hooper—July—August*

WHB

10,000 Watts, 710 kc

MID-CONTINENT BROADCASTING COMPANY
President: Todd Storz

WTIX, New Orleans
Represented by
Adam J. Young, Jr.

KOWH, Omaha
Represented by
H-R Reps., Inc.

WHB, Kansas City
Represented by
John Blair & Co.

at deadline

North Adv. Inc. Organized By Nathanson and Nathan

FORMATION of new advertising agency, North Adv. Inc., with offices in New York, Chicago and Beverly Hills, Calif., effective Dec. 1, and with Don Paul Nathanson and Cyrus H. Nathan as principal executives and Toni Products as nucleus of initial operation, was to be announced yesterday (Sun.). Overall advertising outlays of accounts are in neighborhood of $10 million.

Mr. Nathanson, formerly vice president of Weiss & Geller and onetime advertising director of Toni Co., will be president, and Mr. Nathan, recently vice president, Biow Co., executive vice president. Bruce Dodge, radio-tv director, Weiss & Geller, is vice president and member of agency's management committee, in charge of New York and Los Angeles offices. Mr. Nathan was creative head on Philip Morris at Biow and once worked on American Tobacco Lucky Strike and Pall Mall accounts.

North agency will start with Toni accounts and add others, as well as personnel, Mr. Nathanson said. Among other key executives: Roger Moran, formerly Young & Rubicam, creative director; Frank Higgins, New York production head (under Mr. Dodge); Walter N. Hiller, formerly Weiss & Geller and radio-tv manager of Toni Co., Beverly Hills office chief; George Gruenwald, former Toni brand and advertising manager, head of Deep Magic, Tonette and Curler creative group. James Mackin, Bennett Cooper and Richard Sachse named account executives in Chicago.

Agency to maintain offices at 430 N. Michigan Ave., Chicago; 6 E. 45th St., New York, and 9533 Brighton Way, Beverly Hills. Other offices will be announced later.

Ziv Organizations Open New Office in Chicago

ZIV organizations have opened new office in Chicago (McGraw-Hill Bldg., 520 N. Michigan Ave.) with Alvin E. Unger, vice president in charge of radio sales of Frederic W. Ziv Co. since 1947, in charge there for both radio and tv activities of Ziv organizations (Frederic W. Ziv Co., Ziv Television Programs and World Broadcasting System), John Sinn, president of Ziv Television Programs, announced Friday.

Mr. Sinn said Ziv, because of more than $650 million total advertising billings originating from Chicago's more than 600 agencies, was reversing what he called trend of radio-tv programming and sales to move out of city. Ziv's move into full-fledged business in Chicago necessary to handle steadily increasing purchases of its tv and radio programs and properties by advertisers, agencies and stations in area, Mr. Sinn said.

Mr. Unger, with Ziv 17 years, will supervise national, regional and local tv program activity, radio programs and WBS properties. Frank O'Leary, Ziv Tv film account executive who covered territory out of Chicago past three years, will head staff with additions to be made shortly. Ben Philley, manager of sales promotion and assistant national radio sales manager, succeeds Mr. Unger as national radio sales manager, Mr. Sinn said.

PRUDENTIAL'S 80th

PRUDENTIAL Insurance Co. of America will use special broadcast on ABC Radio Oct. 13, 11-11:30 a.m. (EDT), to celebrate its 80th birthday. John Daly and Prudential President Carroll M. Shanks will conduct program that will feature live pickups from six home offices of company. Calkins & Holden, N. Y., is Prudential agency.

Nelson Sees Need to Spread Tv to Peoples of World

SOMETHING "constructive" must be done to narrow gap that exists between world's 2.4 billion people and "appallingly small" total of 44 million tv sets, James Nelson, assistant to NBC President Sylvester L. Weaver Jr., told tv and film officials of 20 nations at United Nations' sponsored 11-day conference which ended Friday in Tangier, Morocco.

Mr. Nelson proposed vast effort to expand tv service throughout world as means to better international understanding. Goal should be sufficient numbers of receivers and transmitters for all world's peoples, he said at UN Educational, Scientific & Cultural Organization's conference called "to encourage international cooperation between motion pictures and television." Government and private enterprise in each country could work together on such project, he said, noting cultural efforts of American tv and citing as example NBC-TV's techniques of inserts, pre-emption and full-series programming in its "Enlightenment Through Exposure" policy.

Allen Signs Long NBC-TV Pact

STEVE ALLEN, star of NBC-TV *Tonight* show (Mon.-Fri., 11:30 p.m.-1 a.m. EDT), signed to long-term contract by NBC. Network spokesmen meanwhile said that Mr. Allen's repeated requests to move *Tonight* origination point from New York to Hollywood are under consideration but that no decision will be made before first of year.

Herbert Akerberg Injured

HERBERT V. AKERBERG, CBS-TV vice president in charge of station relations, who is recuperating at Roosevelt Hospital, New York, from leg injury suffered while alighting from taxicab in front of his Park Ave. apartment Sept. 24, expected to be released in about week. Mr. Akerberg's leg, which was broken, has been in cast since accident.

WCYB ROBBED

THIEVES broke into transmitter building of WCYB Bristol, Va.-Tenn., in early hours Friday morning, stole spare tubes and other gear, apparently tried to rip up copper ground screen. Losses valued at several hundred dollars for tubes, plus labor of repairing ground wires.

• BUSINESS BRIEFLY

LIPTON SPOTS • Lipton Tea Co., N. Y., preparing spot announcement campaign to run for four weeks in 35 television markets, effective Oct. 10 for Lipton soup mixes. Company also is preparing limited radio spot announcement campaign in 15 markets, also effective Oct. 10 for four weeks, and in addition will participate starting Oct. 10, on *Houseparty* on CBS three times weekly on radio portion and three times weekly on tv, for six weeks. Agency is Young & Rubicam, N. Y.

B-M NAMES BBDO • Bristol-Myers Co. names BBDO, N. Y., to handle new flouride dentifrice, Sentry. It is using tv in test market.

SSS RADIO DRIVE • SSS Co., Atlanta, preparing saturation radio spot announcement campaign to break in January covering 30 states in South and Midwest. Day, Harris, Mower & Weinstein, Atlanta, is agency.

JUNKET TEST • Junket Quick Fudge and Frosting Mix, N. Y., running test for three weeks starting Oct. 13 in three radio markets through Sullivan, Stauffer, Colwell & Bayles, N. Y.

FOOD FIRM ON RADIO • American Home Foods, for Chef-Boy-Ardee pizza pie mixes, preparing radio spot announcement campaign to start Oct. 10 in 45 markets and use Thursday, Friday and Saturday morning time for ten weeks. Young & Rubicam, N. Y., is agency.

PARVEX CLEARING • William Douglas McAdams advertising agency, N. Y., clearing radio spot availabilities for campaign in Midwest for Parvex, product used to rid hogs of worms. Agency is interested in early morning programs. No starting date has been determined.

COLLEGE SERIES • P. Lorillard Co., N. Y., to sponsor 15-minute transcribed *Old Gold Time*, starring songstress Jill Corey, over 20 college stations starting today (Mon.) through end of academic year. College Radio Corp., national representatives for college stations, produces show. Lennen & Newell, N. Y., handles account.

Heart Specialist on 'Today'

HEADLINE-making interview with Dr. Paul D. White, noted Boston heart specialist who flew to President Eisenhower's bedside in Denver last week after latter stricken, came Friday when Dave Garroway, in special two-way audio-video feed for NBC-TV's *Today* asked Dr. White's opinion about Ike running for second term. Dr. White replied that President's future condition would have to be considered before decision reached but that if he were President, after seeing strain of job, he would not care to run again. He also said President's golf and other outdoor activities had nothing to do with coronary attack, and that President's early treatment was exactly what he would have done if he had been on spot then. Interview handled through facilities of Westinghouse Broadcasting Co.'s WBZ-TV Boston.



MEREDITH *Radio and Television* STATIONS

affiliated with Better Homes and Gardens and Successful Farming magazines

KANSAS CITY		SYRACUSE		PHOENIX		OMAHA	
KCMO	KCMO	WHEN	WHEN	KPHO	KPHO	WOW	WOW
RADIO 810 kc. ABC	TV Channel 5 CBS	RADIO 620 kc. ABC	TV Channel 8 CBS	RADIO 910 kc. ABC	TV Channel 5	RADIO 590 kc. CBS	TV Channel 6 NBC

Represented by KATZ AGENCY INC. — JOHN BLAIR & CO. — BLAIR TV, INC.

at deadline

NBC-TV WORKING ON $100,000 DETAILS; DENIES TRYING TO LURE '$64,000' SERIES

NBC-TV's new *Big Surprise* quiz program that will offer cash prizes up to $100,000 to winning contestants has format so complicated that as of last Friday program's staff still grappled with details like: How many questions should it take for contestant to hit jackpot (probably 10 or 12 questions) and how much should home viewer, who is called by phone, share in winnings?

Up to 150 million people—or nearly entire U. S. population—may be eligible to share in mathematical chance of being called upon to take part. Some of program's ingredients: Contestant appears on program at suggestion of "reporter" on basis of some unusual act (kindness, generosity or heroic deed), answers questions based on contestant's own life, family or interests; when past first four, contestant can stick on show and receive assistance.

International Business Machine's "electronic brain" will have cards—some 180,000 to start but capable of handling 150 million—bearing name and personal characteristics of participating home audience. When contestant cannot answer but passes four-question hurdle, "brain" sorts card of person who has similar characteristics as contestant.

This home viewer is called, giving contestant chance to recoup status on road to $100,000. Sponsors of *Big Surprise* (Sat., 7:30-8 p.m. EDT, beginning Oct. 8) are Speidel Co., through Sullivan, Stauffer, Colwell & Bayles, and Purex Co., through Weiss & Geller, on alternate weeks. Producer is Louis G. Cowan Inc., also producer of CBS-TV's *$64,000 Question*.

NBC-TV Denies 'Lure' Charge

NBC-TV not only did not offer free time to Revlon products in effort to lure Revlon's top-rating *$64,000 Question* from CBS-TV, but it also made no specific offer at all and, last Friday morning, rejected offer originated by Revlon, NBC spokesman reported Friday. Reiterating earlier denials of offer of bonus time [B•T, Sept. 26; also see story page 55], spokesman said, "There's not a word of truth in the statement that we made or authorized any offer, either written or oral."

He said NBC-TV heard program was "a free ball" and "naturally entered into discussions" but made no specific proposals, and that Revlon representatives themselves approached NBC last Wednesday with terms on which they'd be willing to move *$64,000 Question* to NBC-TV. NBC notified them Friday morning it was not interested, he asserted.

Economic Injury to Am Back of Louisiana Protest

INCREASED attention of FCC and broadcasters to economic potential of market to support am stations was spotlighted again Friday by James A. Noe (KNOE Monroe, La.) who protested new am grant for West Monroe on grounds of economic injury. Mr. Noe told FCC grant to Howard E. Griffith for 1310 kc, 1 kw day would add fourth station to Monroe-West Monroe market.

Citing decline in national advertising revenues since tv's advent, Mr. Noe said economic factors have made existing three Monroe outlets "absolute optimum" number of radio stations that can profitably exist in market area. He said KNOE in 1954 calendar year lost $28,376 and through end of August it shows net profit of only $3,955, despite stringent operating economies. Commission currently has cases pending to determine weight of economic potential issue [B•T, Sept. 12].

Fringe Tv Methods Explained

HOW community television systems can bring tv to fringe areas was explained to Sens. Warren G. Magnuson (D-Wash.) and Wayne Morse (D-Ore.) by members at Pacific Northwest Community Tv Assn. and National Community Tv Assn. meeting in Walla Walla, Wash. Both senators expressed interest in methods of extending tv service into "white" areas of Northwest. Meeting also discussed plans to ask FCC to permit community system owners to establish their own microwave relay systems to bring large city tv signals to smaller, wired communities [B•T, Sept. 26]. NCTA's western regional conference is scheduled for Oct. 25-26 at Colorado Springs, Colo.

Tv Film Union Sessions

PROSPECT that writers for television films may strike if they do not gain their new contract demands appeared late last week as Writers Guild of America, both East and West, scheduled special New York and Hollywood meetings of television branch next Friday night. Network negotiations began Sept. 7 in Hollywood and lasted until Sept. 20 when network representatives said they had to return to New York for home office conferences, WGA stated.

UPCOMING

Oct. 3-5: National Electronics Conference, Sherman Hotel, Chicago.
Oct. 3-7: AIEE Fall General Meeting, Morrison Hotel, Chicago.
Oct. 3-7 Society of Motion Picture & Tv Engineers Convention, Lake Placid Club, Essex County, New York.
Oct. 7-8: Ohio Assn. of Radio-Tv Broadcasters Fall Convention, Deshler-Hilton Hotel, Columbus, Ohio.
Oct. 7-8: Third Dist. AFA Convention, Sedgefield Inn, Greensboro, N. C.
Oct. 7-9: National Adv. Agency Network, western meeting, Dayton, Ohio.
Oct. 7-9: N. Y. State Chapter of the American Women in Radio & Tv, fall conference, Mark Twain Hotel, Elmira, N. Y.
Oct. 8: Alabama Broadcasters Assn., U. of Alabama, Tuscaloosa.
Oct. 8: Texas Chapter of the American Women in Radio & Tv, annual meeting, Fredonia Hotel, Nacogdaches, Tex.

For other Upcomings see page 104

PEOPLE

FRANKLIN C. SNYDER announced resignation Friday as managing director of WXEL (TV) Cleveland. He has managed station since it was put on air in December 1949. Station was acquired last year by Storer Broadcasting Co.

RAY BAKER resigns as vice president and commercial manager of KOMO-AM-TV Seattle Nov. 1 after 10 years with station. Station General Manager **W. W. WARREN** names **BILL HUBBACH** as KOMO-TV sales manager, and **KING MITCHELL** as KOMO radio sales manager.

EDWARD CODEL, vice president and director of The Katz Agency, elected to board of directors of Station Representatives Assn., filling unexpired term of **GEORGE BRETT,** retired vice president of Katz. Mr. Codel also was appointed to head SRA committee on trade practices.

OTTO PAOLONI promoted to service manager of Pathe Labs Div. of Chesapeake Industries Co., N. Y., replacing **JOSEPH TAMES** who will assume new duties with Pathecolor Inc., amateur color still film process subsidiary of Pathe Labs.

Elan-Porter Signs Pact

FORMAL association between Elan-Porter Productions Inc., New York, producers of industrial films and tv commercials and features, and Najelski & Co., New York, management consultants, was announced jointly by two firms last Friday. Though each company will retain complete autonomy, each will function in its own sphere toward mutual objectives, with Elan-Porter operating as film producing adjunct and consultant on film to Najelski & Co., and latter firm serving as business consultants to Elan-Porter.

Yuma Tv Application Filed

APPLICATION for ch. 13 Yuma, Ariz., filed Friday by Wrather-Alvarez Broadcasting Co. (KFMB-AM-TV San Diego), proposing 26.7 kw visual power, 618 ft. antenna height, $320,200 construction cost. Applicant owned 38.89% each by Jack I. Wrather and Maria Helen Alvarez, former owners of KOTV (TV) Tulsa, and 22.22% by Edward Petry & Co. (station representative). Mr. Wrather holds grant for ch. 44 WJDW (TV) Boston and is one-third owner of Lone Ranger Inc. Mr. Wrather and Miss Alvarez each own 50% of applicant for Corpus Christi, Tex.

ABC Film Acquires Series

ABC Film Syndication has acquired distribution rights to *The Three Musketeers,* filmed in Italy by Thetis Films, for sales availability as of January 1956, ABC Film officials announced Friday. Series to be shown in 26 half-hour programs.

RCA Victor Names Bannon

NAMING of Joseph P. Bannon, field sales manager, RCA Victor Television Div., to post of general sales manager is being announced today (Mon.) by Charles P. Baxter, general manager. Mr. Bannon succeeds Raymond W. Saxon, whose appointment Friday as manager of RCA's northeastern region, with headquarters in Boston, was announced by M. F. Bennett, director, RCA regional operations. Mr. Saxon succeeds R. M. Macrae, who becomes vice president in charge of distribution for RCA Victor Co. Ltd., Montreal.

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*Reg. U. S. Patent Office

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a rich market...

and the one tool that opens it BEST!

You can open a bottle with a vise, a wrench, or a pair of pliers. But you don't. You use a bottle opener—the logical tool.

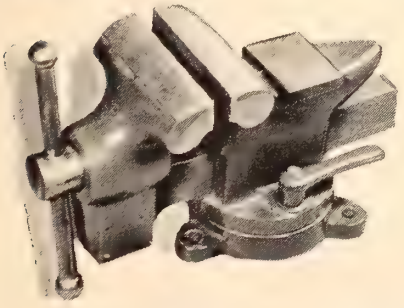
That's how it is with WSM and the Central South—a rich $2,713,371,000 market—more potent in consumer spending power than the cities of *Baltimore, Buffalo, Minneapolis, Cincinnati, or Houston.*

At first glance the Central South is an apparently tough market for the advertiser to reach and sell. It's an extended market composed largely of small towns.

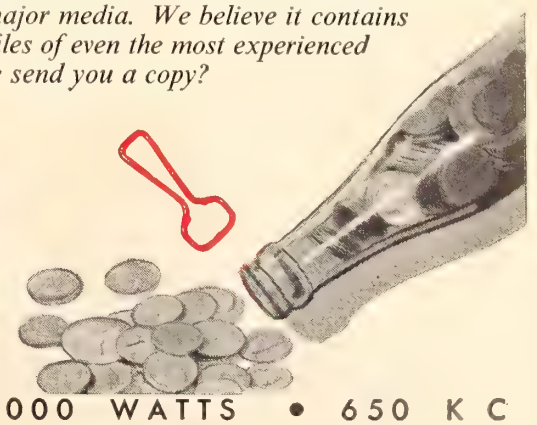
If you attempt to cover it with a combination of another Nashville radio station plus small town stations or with a combination of a Nashville newspaper and small town papers, the cost is three to fifteen times greater than that of a WSM custombuilt program. And TV viewers in this market represent less than half the buying power of the Central South.

There is only one tool that opens this rich market at a cost within the bounds of the sensible advertising budget. That's Radio Station WSM.

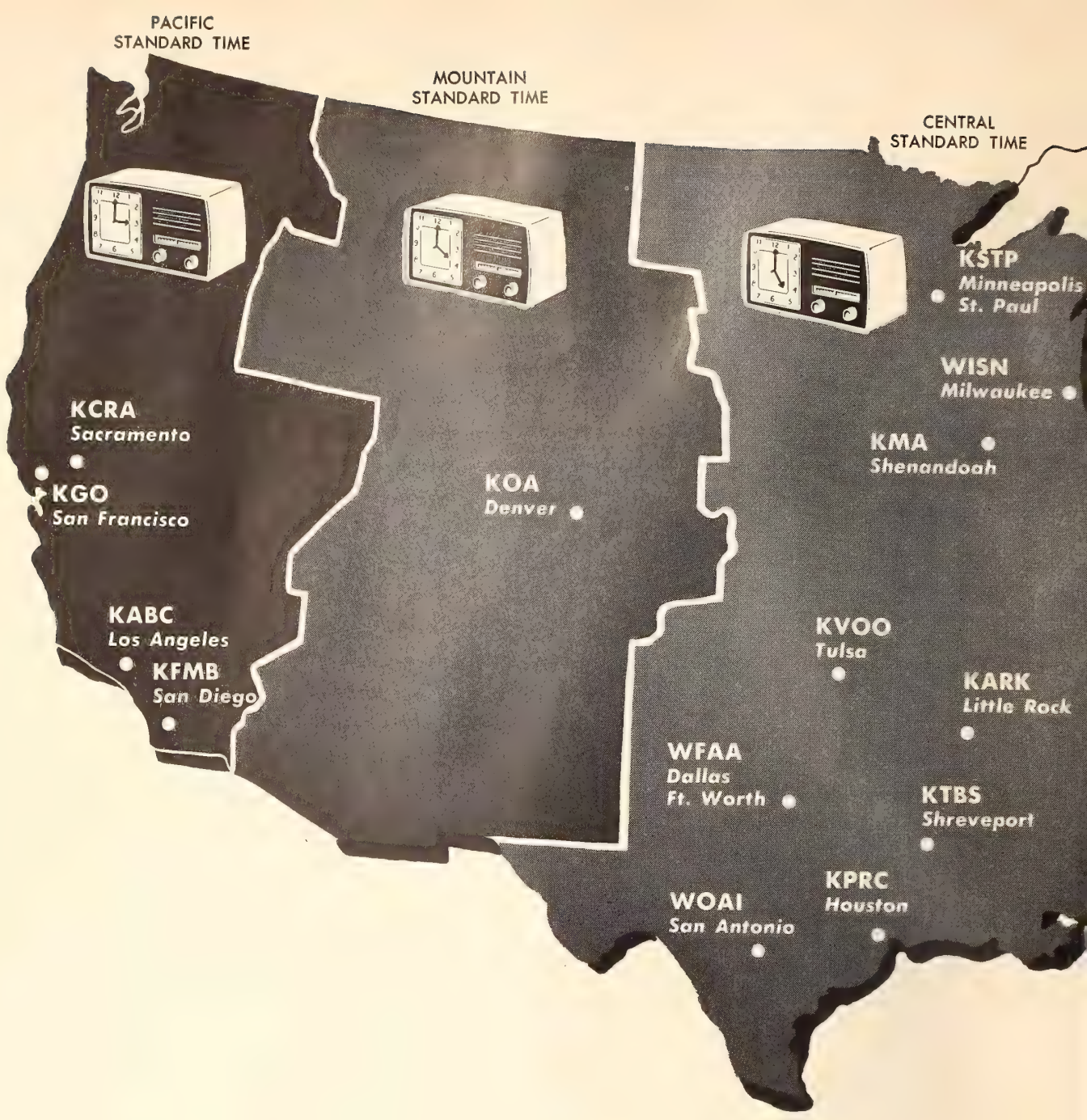
May we prove this to you? We would like to put into your hands a new brochure about the Central South entitled "The Mystery Market." It shows the relative costs of advertising in this market for all major media. We believe it contains facts and figures not found in the files of even the most experienced advertisers. May we send you a copy?



WSM
RADIO
BOB COOPER, Sales Manager
Represented by John Blair and Company



NASHVILLE • CLEAR CHANNEL • 50,000 WATTS • 650 K C



WSB	Atlanta	NBC
WFAA*	Dallas Ft. Worth	NBC ABC
KOA	Denver	NBC
WIKK	Erie	NBC
KPRC*	Houston	NBC
WJIM	Lansing	NBC ABC
KARK	Little Rock	NBC
KABC	Los Angeles	ABC

WISN	Milwaukee	CBS
KSTP	Minneapolis St. Paul	NBC
WABC	New York	ABC
WTAR	Norfolk	CBS
WIP	Philadelphia	MBS
WRNL	Richmond	ABC
KCRA	Sacramento	NBC
WOAI*	San Antonio	NBC
KFMB	San Diego	CBS

KGO	San Francisco	ABC
KMA	Shenandoah (Iowa)	ABC
KTBS	Shreveport	NBC
KVOO	Tulsa	NBC
ABC	Pacific Radio Regional Network	

***Also represented as key stations of the TEXAS QUALITY NETWORK**

EDWARD PETRY & CO., INC.

NEW YORK • CHICAGO • LOS ANGELES • DETROIT • ST. LOUIS • SAN FRANCISCO • ATLANTA



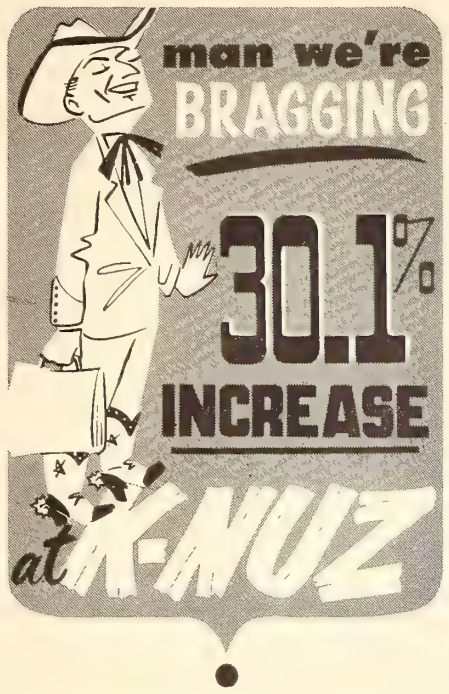
radio-active sunrise

Across the country, from Montauk to Malibu, people "rise 'n' shine" with the Radio-Active Sunrise.

Millions of people wake up at the same hour-on-the-clock but, actually at different times because of time zones. When it's 6 a.m. along the East Coast, it's hours earlier out West.

Wherever they live, whatever time their radio-alarm gently nudges them out of the land of nod, and into the activities of their day, people arise to the music, news, weather, and time reports of their favorite local station.

Advertisers, wide awake and alert to the "big sell" of Radio-Active Sunrise, use Spot Radio in the markets of their choice, and at the exact clock hour of their decision, to turn early morning listeners into regular customers.



THAT'S RIGHT! K-NUZ HOUSTON during the first 6 Months of 1955 has increased its billing 30.1% over the same period in 1954.

WHERE is this increase coming from? FROM OUR HOME TOWN . . . Yes, our biggest increase is locally, WHERE PEOPLE KNOW **THEIR** STATIONS **BEST.**

Write For
"OPERATION TIN HAT"
(our FREE Survey on Houston's tremendous Industrial Market)

In Houston the swing is to RADIO . . . and Radio in Houston is . . .
K-NUZ
Radio Ranch
Houston's 24 Hour Music and News
NAT'L REPS.— FORJOE AND CO.
IN HOUSTON, CALL DAVE MORRIS
JAckson 3-2581

FORD STAR JUBILEE

ACCORDING to the audience reaction at the Hollywood press viewing of this CBS-TV colorcast, the "It's a Ford" cartoon station break by Storyboard Inc. was a much better show than Judy Garland's television debut on *Ford Star Jubilee*, Sept. 24. All that was expressed for Miss Garland was nostalgic sympathy.

But Miss Garland deserves considerable credit for upholding the best tradition of showbusiness. The show did go on in spite of her hoarse throat, a slow pace and considerable repetition. She bravely stuck it out to the last gasp of her theme song, "Over the Rainbow," when many undoubtedly prayed to help her make it. For Judy Garland fans, the show was a milestone. For the rest of us, it proved that the transition from the old medium of movies to the new one of tv demands more than a one-woman recap of songs from the good old days. Even a movie has a plot.

If the camera work and lighting in the closeups and major production numbers of this show are indicative of what may follow in the other nine color spectaculars scheduled by Ford, the series will be worth calling in your friends to see. Color tv can be as effective as a big movie musical—right in the living room.

Host David Wayne valiantly helped breathe a little life into the show when it dragged the most and the comedy quintet, the Goofers, particularly the masked drummer sequence, provided a welcome laugh relief. The youthful Japanese songstress, Mitsuko Sawamura, was pleasing. The Escorts, dancing chorus, were relegated to the background by repetitive introductions for the star.

Production cost: Approximately $300,000.

Sponsored by Ford Motor Co. through J. Walter Thompson Co. every fourth Saturday, 9:30-11 p.m. EDT, on CBS-TV in color and black-and-white.

Star of Sept. 24 premiere: Judy Garland. Cast: David Wayne, Mitsuko Sawamura, The Goofers, The Escorts.

Producer: Sid Luft; production advisor: Ralph Levy; associate producers: Paul Harrison, Bernie Gould; musical conductor: Jack Cathcart; writer: John Tackaberry; choreographer: Miriam Nelson; set designer: Robert Tyler Lee.

IT'S A GREAT LIFE

THAT unrestrainable trio of mugging Happy Hooligans—Denny, Steve and Earl, backstopped by the frequently exasperated but always lovable Amy—is back on the NBC-TV fall-winter schedule, with the clear intent of delivering fresh assaults on the funnybones of their loyal viewers.

While the plots are stock and run thin, the characterizations run deep and true through the "misadventures" of Denny and Steve, two ex-GIs; Amy Morgan, the widow who boards them out in her Los Angeles home, and her hopelessly helpless and gullible brother, Earl, to whom work is a horrible thought and unemployment a desirable state of life.

Michael O'Shea, William Bishop and James Dunn play their respective prototype roles (the high-pressure angler, the handsome straight man and the errant oaf) with evident relish in a series that must have been inspired by Jimmy Hatlo's "boardinghouse." Frances Bavier is excellent as Amy.

They seem as intent on kidding themselves as their viewers by way of proving "it's a great life" for one and all, including surely their writers.

Production costs: $35,000.

Sponsored by Chrysler Div. of Chrysler Corp. through McCann-Erickson Inc. on NBC-TV, Sun., 7-7:30 p.m. (EDT).

Cast: Michael O'Shea, William Bishop, James Dunn, Frances Bavier, Madge Blake and Pat Hardy.

Created, written and produced by Ray Singer and Dick Chevillat for Raydic Productions; director: Christian Nyby; associate producer: Tommy Greenhow; associate director: Thomas F. Kelly; director of photography: Lucian Androit.

Filmed at Hal Roach Studios.

FRONTIER

REYNOLDS METALS Co. was under the gun when it launched the *Frontier* western series on NBC-TV. It had to be doubly good to win forgiveness for the sponsor who had axed *Mr. Peepers*, the charming comedy which may not have sold a lot of aluminum but certainly sold itself to a loyal (though apparently small) following.

Happily for Reynolds, *Frontier* did well in its initial venture. In a realm of scripting noted for the stereotyped plot, it came up with something new. Writers Morton Fine and David Friedkin concocted a yarn about a nondescript, inept idler who was built into a gunman by the published (if inaccurate) stories of a bored newspaperman. The feat was accomplished without firing a shot. Then the "Paper Gunman" suddenly believed all the legend spun about him, and decided he'd just challenge an honest-to-goodness gunman and show who was top. He lost.

Production cost: $30,000

Sponsored by Reynolds Metals Co. through Buchanan & Co., New York, and Clinton E. Frank Inc., Chicago.

Broadcast on NBC-TV, 3 out of 4 Sundays, 7:30 to 8 p.m. EDT.

Executive producer: Worthington Miner; producer: Carroll Case.

Writers: Morton Fine and David Friedkin.

ADVENTURES OF ROBIN HOOD

THE Adventures of Robin Hood, magic words evoking dreams of merry adventures in the greenwood (and memories of boyhood attempts to re-enact them in the old orchard), bids fair to provide as many pleasant thrills on tv as in the dog-eared book.

Richard Greene is properly handsome and dashing as Robin, returned from the Crusades to find himself landless and, before the first installment is over, an outlaw.

Hannah Weinstein's adaptation of the old legend not only retains all the physical action needed to captivate the young, but adds such adult touches as the Sheriff of Nottingham's speech to Robin to the effect that: "You veterans are all alike. You go off to war of your own free will and when you come back you expect all sorts of favors."

Production costs: Approximately $32,000.

Sponsored alternately by Johnson & Johnson through Young & Rubicam and Wildroot through BBDO.

Broadcast on CBS-TV, Mon., 7:30-8 p.m.

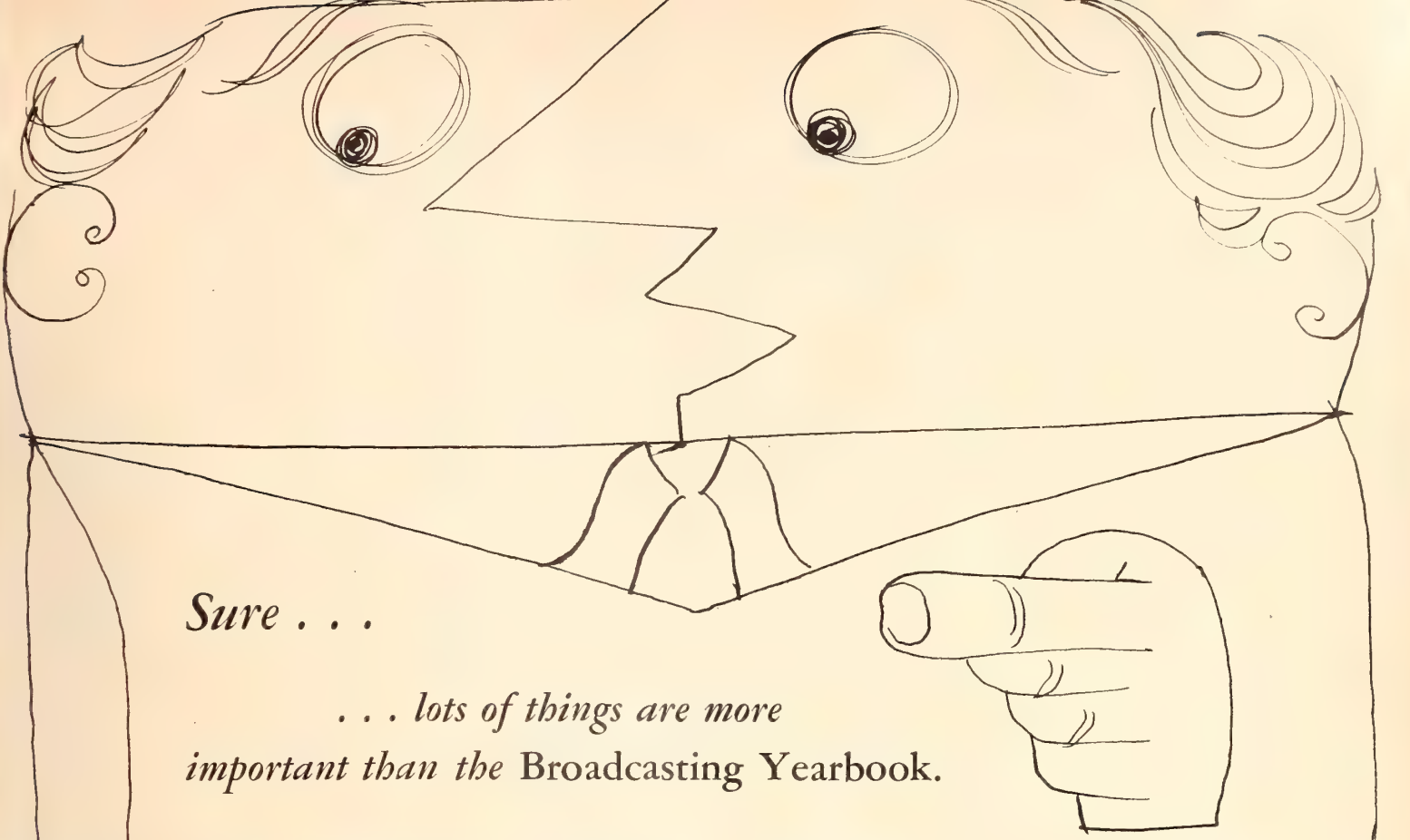
Stars: Richard Greene, Bernadette O'Farrell, Ian Hunter and Alexander Gauge.

Producer: Hannah Weinstein; director: Ralph Smart; asst. director: Bernard Knowles; technical director: Gabriel Toune; art director: Peter Proud.

Packaged by Sapphire Films Ltd., England.

WARNER BROS. PRESENTS CASABLANCA

MOVIES, say the much-maligned inhabitants of the movie colony, are better than ever, but after



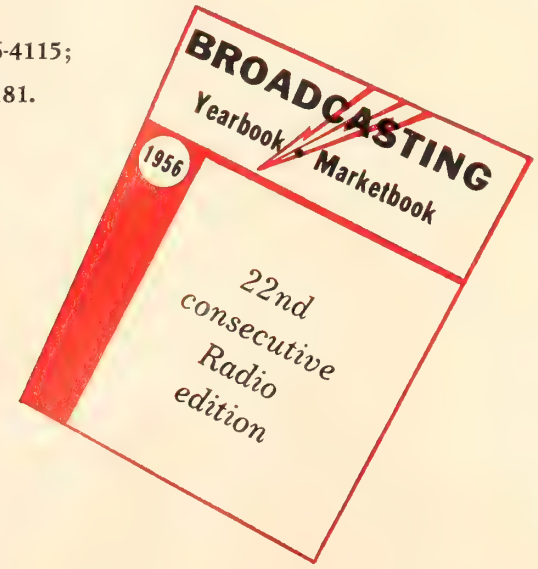
Sure . . .

. . . lots of things are more
important than the Broadcasting Yearbook.

But folks need the Yearbook *to find them.*

The Broadcasting Yearbook is radio's one-book library, and it's here to stay. The 22nd consecutive issue deadlines December 1. To assure your advertisement's correct position, make a reservation right now.

Regular B•T rates prevail. Phone*
Washington—MEtropolitan 8-1022;
or New York—PLaza 5-8355;
or Chicago—CEntral 6-4115;
or Hollywood—HOllywood 3-8181.



* or write Broadcasting • Telecasting
1735 DeSales St., N.W.
Washington 6, D. C.



different from anything ever developed for radio!

Whatever ladies want, ladies get on WEEKDAY. It's NBC's dramatic revitalization of Monday-through-Friday daytime radio programming. And it will be a new sales medium of the greatest importance to advertisers.

WEEKDAY's fascinating flow of entertainment, service and news features will be *timed specifically to the daily living patterns of the modern homemaker, and tailored to her tastes and interests.*

Hour by hour, day by day, WEEKDAY's regular hosts and hostesses will introduce prominent service and information editors, news commentators and performers. Entertainment will range over the whole gamut of music, comedy and drama. A stock company of versatile actors will perform every type of play, and WEEKDAY will have its own group of top popular singers. Nationally known experts will cover, *from the woman's point of view,* subjects like Child Care, Money Management,

PREMIERE, NOVEMBER 7th

"weekday"

Health and Medicine, Fashions and Beauty, Personal Relations, Show Business, Geriatrics, and Public Affairs. "Easy to listen to, easy to work to" will be the keynote of WEEKDAY programming.

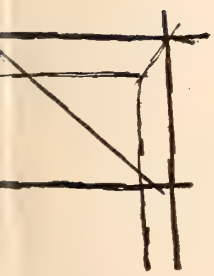
Women will get to know the time-of-day of WEEKDAY features, and each feature will have a daily change of approach and treatment.

Just as MONITOR gave week-end radio a new significance for advertisers, so WEEKDAY will now add significant new values to Monday-through-Friday daytime radio. Availabilities consist of one-minute and 30-second announcements and 6-second billboards; and special savings are possible NOW through WEEKDAY's Introductory Dividend Plan.

Only 15 participations on WEEKDAY will deliver *71% more homes* than the same number of commercials can deliver with conventional daytime programming.

Make us prove it! Call your NBC Radio Representative for full details.

companion and counselor to America's women



exciting things are happening on

NBC radio network *a service of* RCA

PRIMARY COVERAGE + LOCAL COVERAGE

GIVES YOU

4 MILLION PEOPLE

1 1/4 MILLION FAMILIES

3 1/2 BILLION DOLLARS
Annual Retail Sales

If you're looking for a terrific buy for your client (most buyers are)... then buy Sunflower Network. Sunflower gives greater coverage at a lower unit cost, and...one buy... one billing means less work for you...saves you time and the client's money.

1 Buy-1 Billing

The SUNFLOWER NETWORK

KANS 5000 NBC 1480
WREN 5000 ABC 1250
KSAL 5000 MBS 1150
KVGB 5000 NBC 1590
KOAM 10,000 NBC 860
KGGF 10,000 ABC 690

viewing the first episode of the "Casablanca" series, the second of the *Warner Bros. Presents* trilogy (Tues., 7:30-8:30 p.m., EDT), we tend to react as in the case of the preceding week's "Cheyenne"—namely, why blame tv? Given enough time and more of this sort of fare, Hollywood will surely strangle itself on reels of television film.

"Casablanca" had every ingredient found in a bad "B" movie except the disclaimer which, though not necessary in light of the fact that ABC-TV said that only the title was borrowed, might have been considered a nice gesture: "any similarity between this and the 1942 movie starring Bogart, Bergman, Lorre and Rains was purely coincidental."

Considering the material the cast had to work with, the leads, Charles McGraw as Rick, Anita Ekberg as the girl-scientist and Marcel Dalio as Prefect Renaud, behaved perfectly respectably. The good Brothers Warner also saw fit to retain the original theme song: "As Time Goes By."

It certainly does . . .

Production costs: $64,000

Sponsored alternately by Liggett & Myers Tobacco Co. through Cunningham & Walsh and General Electric Co. through Maxon Inc., on ABC-TV, Tuesdays, 7:30 p.m., EDT

Host: Gig Young

Cast: Charles McGraw, Anita Ekberg, Marcel Dalio, Dan Seymour, Michael Fox, Clarence Muse, Alberto Morin, Ludwig Stossel.

Director: John Peyser; producer: Jerome C. Robinson; writer: David P. Harmon; director of photography: Harold Stine; art director: Perry Ferguson; film editor: Ben Ray.

JACK BENNY PROGRAM

THE PRIDE of Waukegan is back and it's suspected he has no intention of tampering with his time-tested formula for success. There's Dennis Day with childlike simplicity that always bests Jack; the nimble witticisms of Eddie (Rochester) Anderson which invariably trump Mr. Benny, and verbal repartee on the corpulence of announcer Don Wilson.

As always, Jack is the object of ridicule. He revives such topics as his "39 years of age," his entertaining ability and a personal conviction that he is not a cheapskate. Only the ancient Maxwell and ever-youthful Mary Livingston were absent from the first show.

This all adds up to kudos for the established talents of Mr. Benny and the deftness of his writers since these standing gags are refurbished and offered in such an entertaining manner. Perhaps the viewer won't roll on the living room floor in spasms of laughter, but he will find himself repeatedly chuckling for the solid half-hour.

Kudos, too, for the Lucky Strike commercials. They sell the theme of "They Satisfy" without lapsing into the goobledygook of medical claims or explanations of cigarette processes with names and machines that well might have been swiped from the technical files of *Space Cadet.*

Production Cost: Approximately $46,000

Sponsor: American Tobacco Co., through BBDO.

Telecast on CBS-TV alternate Sundays, 7:30-8 p.m. EDT, from Hollywood.

Executive producer: Ralph Levy; producer: Hilliard Marks; associate producer: Dick Fisher; announcer: Don Wilson; music conductor: Mahlon Merrick; writers: Sam Perrin, George Balzer, Al Gordon and Hal Goldman.

Cast with Mr. Benny: Dennis Day, Rochester, Lois Corbett, Vera Felton and Dick Ryan.

Radio '55

EDITOR:

SEPT. 19 ISSUE A TERRIFIC JOB. WE OF THE SOUTHERN CALIFORNIA BROADCASTERS ASSN. CONGRATULATE YOU. SO VOTED AT THE SEPT. 21 BOARD OF DIRECTORS MEETING.

Lloyd C. Sigmon, V.P. & Asst. Gen. Mgr.
KMPC Hollywood
V.P., SCBO

EDITOR:

HAVE READ YOUR VERY EXCELLENT ISSUE OF SEPTEMBER 19. IT IS A MUST FOR MY ENTIRE STAFF. PLEASE SEND FIFTEEN ADDITIONAL COPIES AIR MAIL SPECIAL AND SEND ME A BILL.

John Thomas, Gen. Mgr.
KEPO El Paso, Texas

EDITOR:

The Sept. 19 issue of B•T was magnificent. It took me a week to wade through everything I wanted to read. Hence the belated reaction.

Kevin B. Sweeney, Pres.
Radio Advertising Bureau
New York

EDITOR:

. . . If this doesn't light a fire under some of the pokier and gloomier radio station managements, nothing will, for this issue certainly brings to light but a few of the examples of radio's resurrection . . .

Caley E. Augustine, Prom. Mgr.
WJAS Pittsburgh, Pa.

WEJL is Am, not Fm

EDITOR:

. . . We spent an awful lot of money to promote our change of call letters. . . . We, therefore, are disturbed when your excellent publication finally prints a small item about us on page 206 of the issue of Sept. 19 and transforms our nice little, profitable am station into an fm. . . .

Cecil Woodland, Gen. Mgr.
WEJL Scranton, Pa.

[EDITOR'S NOTE: B•T regrets that the rewrite man who processed the WEJL release about its record billings failed to remember that in July WQAN changed its call to WEJL, letters formerly used only by its affiliate fm station.]

Telecasting Yearbook

EDITOR:

I have received the 1955-56 TELECASTING YEARBOOK and feel that it is, as usual, an outstanding job.

I know that I will have many occasions to refer to it during the coming year.

Jerome Feniger, Timebuyer
Cunningham & Walsh, New York

EDITOR:

Half your annual bonus arrived yesterday in the form of the TELECASTING YEARBOOK and if I can't spell this morning it's because I stayed up much too late last night reading same. As usual, it's more than the usual source and reference tome; it's sort of a strong right arm that one grabs for constantly. . . .

Raymond E. Jones Jr., Supervisor
Spot Broadcasting Co-ordinating Unit
Young & Rubicam, New York

[EDITOR'S NOTE: Subscribers have already received their copies of the 1955-56 TELECASTING YEARBOOK-MARKETBOOK issue. A limited number of copies are still available at $3 each.]

KSLA-FULL POWER -NOV. 15

LOWEST COST PER THOUSAND

...because present low rates are in effect for established clients through June 1956!

CBS-ABC NETWORK SHOWS

Sure-fire attractions to draw this huge new audience to KSLA's top-notch local programming.

22 MONTHS ON THE AIR

Shreveport's only experienced television staff, with 22 months of telecasting to its credit.

BUSINESS IS GOOD in the rich ARK-LA-TEX MARKET...

More people with a higher spendable income! Over $203 million in grocery sales, $27 million in drug sales, $236 million in automotive sales. 77,390 farms with a gross income of $171,155,000.

CHANNEL 12 SHREVEPORT COVERING THE RICH ARK-LA-TEX AREA



Louisiana's TALLEST TOWER — 1,442 Feet Above Sea Level

...and now, great new 48-COUNTY—3-STATE COVERAGE!

KSLA'S 316 KW Market Picture

Population	1,178,450
Households	311,235
Shreveport Mkt. Circ.	150,830*
Spendable Income	$1,275,069,000
Income per household	3,411
Retail Sales	$ 876,193,000

Source: SRDS 1955 Consumer Markets *TELEVISION MAGAZINE

PAUL H. RAYMER COMPANY, INC. National Representatives

New York • Atlanta • Detroit • San Francisco • Hollywood • Dallas • Chicago

FIRST IN SHREVEPORT, LOUISIANA

KSLA CHANNEL 12

Affiliated with CBS and ABC



We've been "marching through Georgia" for more than three decades now, here at WMAZ Radio, and one thing we're proud of is the SERVICE we are rendering to the folks who listen to us. Naturally, one of the chief ways we serve is through our newscasts.

Right now on WMAZ Radio, we send out a total of 65 newscasts every week, and that's just the newscasts that we prepare. The CBS Radio newscasts we carry would add up to a whole lot more. We've got a staff of six full time newsmen that look out for our local news and the wire services. And we've won some national awards in our day for our news.

The main point to us, and to clients, is that people in Middle Georgia listen FIRST to WMAZ Radio for their news information. How do we know they listen? Just take a look at our latest 22 county area Pulse survey. Shares of audience as high as 52 against a total of 21 other stations heard in the same area! At 7 a.m. a 47%; at 7 p.m. a 46%.

Yep. Folks are listening to our WMAZ Radio newscasts. Lots of 'em. The most. So if you want the most to plug your product in Middle Georgia, get in touch with the Katz Agency. They'll give you the word about WMAZ's popular newscasts.

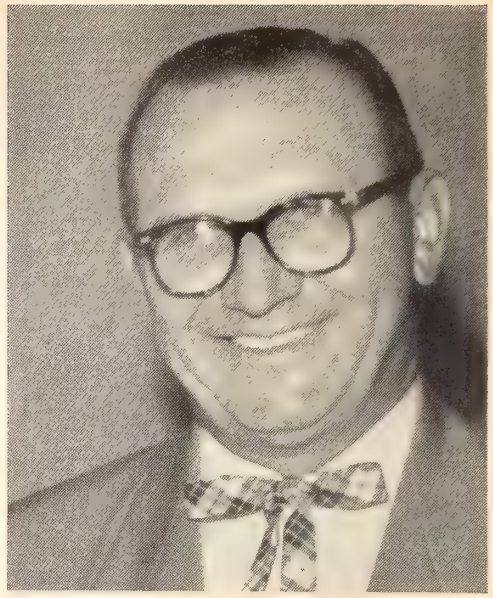
Cobb

SOUTHEASTERN BROADCASTING COMPANY

MACON, GA.

our respects

to FREDERICK ERNEST LACKEY



CHANCES ARE most of his friends will wonder if there are seven instead of six Lackey brothers when they see his full name. Mention Dutch, and a substantial majority of broadcasters will nod cheerfully as they recall some recent meeting with one of the industry's best-known small-station broadcasters—"the man with the red vest."

F. Ernest is the way the president-general manager of this 250 watter (WHOP) in Hopkinsville, Ky., signs his name. Lately he's been signing it more often, meeting stacks of bills that keep coming in for one of radio's more interesting expansion projects.

Mr. Lackey has just spent the weekend celebrating a big event—the opening of a set of studios that have Hopkinsville popeyed and will impress broadcasters who stop in this city of 20,000 to see how the Lackeys are backing up their faith in radio with a magnificent new plant.

While Mr. Lackey supplied a good share of the enterprise, oomph and faith in WHOP and radio, Bonnie—that's Mrs. Lackey—supplied the tasteful decor. The new studios occupy 3,600 square feet in the new Bass & Co. building supply headquarters. Most alluring achievement is the polycylindrical main studio, with walls painted the colors of the spectrum. Offices have matched walls, desks, telephones, carpets and even typewriters in red, black, blue and other colors. A series of murals in the lobby depicts typical Kentucky scenes.

Right now the Lackey name is before the industry because F. Ernest is NARTB director-at-large for small stations and president of Community Broadcasters Assn., which currently is seeking a boost to 1 kw for Class IV stations. Other industry posts include membership of the NARTB freedom of information, election procedure and membership committees.

Locally he maintains the usual drawer-full list of affiliations. They include: ex-mayor of Hopkinsville; ex-president of Kentucky Municipal League; ex-exalted ruler of the Elks, to mention some of the official connections. He is a lay reader in the Episcopal Church.

The name Dutch was attached by his mother some decades ago (he was born Sept. 12, 1906). The lad used to leave the Paducah front porch nicely laundered and return a couple of hours later in dire need of a hygienic overhaul. "Nobody could get as dirty as you without chasing dirt," his mother once said, standing in the kitchen holding a can of Old Dutch Cleanser. That did it; the Dutch dame on the label was chasing dirt and the cognomen Dutch stuck.

After finishing his public schooling he went to U. of Illinois to study engineering and play a little football and basketball. Torn cartilages in both knees squelched his gridiron aspirations and he stuck to basketball. After two years at college he got an engineering job on the Louisville & Nashville railroad, and later on the Illinois Central.

In 1930 young Lackey joined the Kansas City engineering firm of Burns & McDonnell. Soon he returned to Paducah—he never has liked to be away from Kentucky for more than a brief time. The depression was on and he joined the Kentucky Emergency Relief Administration, later Works Progress Administration, becoming assistant district engineer covering 30 counties. By 1936 he was district engineer in Louisville and two years later was assistant state engineer.

When his older brother, Pierce, decided in 1940 to add a Hopkinsville station to his Paducah property (WPAD), Brother Dutch informed him, "You may not know it, but I'm coming to work for you." He did, at $20 a week. Brother Hecht managed the new WHOP at the beginning. Hecht soon left to operate WSON in Henderson, with Dutch Lackey becoming WHOP manager. On the side he did sports, wrote copy, announced and peddled time. During World War II he was down to a staff of four. "I signed her on and I signed her off," he recalls. Prewitt Lackey now runs WPAD.

This mayor business runs in the Lackey family. Hecht is mayor of Henderson, Pierce was Paducah mayor, and all three followed in the footsteps of their father, who twice was mayor of Paducah. In Hopkinsville, Dutch Lackey tore into two serious problems when he became mayor in 1946—indifferent garbage collection, a health problem, and an unbalanced budget. He stirred up a political mess in the process of putting in modern garbage collection and he risked local ire by installing profitable parking meters.

Bonnie Lackey, nee Bessire, Louisville, is widely known around the industry, often accompanying her husband to NARTB board and other meetings. They met when she was a social worker in Kentucky. Often she shows up at resort hotels with off-beat hats that serve as favorite props for camera hounds.

The Lackeys have three children—Sue, married and living in England; Sherry, 17, and Mike, 14. Young Mike is a fine golfer. Since outgrowing the Little League ball club he has been doing radio play-by-play. Sherry works in the music library and does a d.j. routine.

This has been Dutch Lackey's traveling year. Besides NARTB board and committee meetings and several conventions, he has been on military missions to Panama and Japan. His genial manner qualifies him as an ambassador of goodwill. Should his personality ever fail to get diplomatic results, his scarlet vest is bound to draw attention from international problems.

He qualifies as a sportsman, Kentucky variety. At the start of the recent Nashua-Swaps race, he told a Washington group huddled around a tv set, "That Swaps is quitting."

Buyers Who Know Their Radio

MAKE "OK" BUYS!

BECAUSE . . . They get results in OK GROUP Towns. It's not just mouth music but actual hard hitting, well planned audience holding . . . audience selling that OK STATIONS do. Time after time the advertisers have been excited about our results. Time after time they have renewed! Actions tell more than talk!

In New Orleans

WBOK Leads

3 Networks—6 Independents
Mornings from 7:00 A.M. to 12:00 M.
Source (C. E. Hooper regular report August 1955)

In Houston

KYOK Leads

3 Networks—6 Independents
Mornings and Afternoon from 7:00 A.M. to 6:00 P.M.
Source (C. E. Hooper regular report July-August 1955)

In Lake Charles

KAOK Leads

All Stations
Source (Latest available O'Connor Survey)

In Baton Rouge

WXOK Leads

3 Networks
Morning and Afternoon from 7:00 A.M. to 6:00 P.M.
Source (C. E. Hooper regular report July-August 1955)

The OK GROUP Sells and Sells Again

Retailers, food sellers, appliance dealers, automobile dealers, drug distributors, all have outstanding success stories on OK Group Stations.

1,250,000 Negroes in OK GROUP Area

That's a market worth reaching for!! It's healthy, wealthy and wise . . . they have money . . . they spend money . . . they prefer advertised brands . . . they prefer Negro DJs . . . they prefer the music the OK GROUP Stations offer. In the Gold Coast of the Gulf Coast you can ring up new sales record with this untouched, profitable consumer group.

"OK Group"

A group of stations united to do a specific job in the low income market. Located only in New Orleans, Baton Rouge, Houston and Lake Charles.

One Buy

By making one group buy you reach the rich market of Negro and low income whites that you can easily justify by top ratings.

One Bill

By making one purchase you cover the four hottest business towns in America and receive one bill, save time, save money, save placement problems.

Extra Discount

There are extra discounts for multiple station buys, 5% for two, 10% for three and 15% for four, deducted from the national rate.

Big Coverage

The potential sales in the OK Group Markets are the richest and fastest growing in the South. Important for bringing your products to quick leadership.

Call or Write

Stanley W. Ray, Jr.,
General Manager
Tulane 6388
in New Orleans,
or Contact Forjoe & Co.
for Louisiana Stations.
John E. Pearson Co.
for Houston.

the OK Group

505 BARONNE ST. NEW ORLEANS, LA.



HOW MANY TIMES HAS YOUR STATION MISSED OUT ON NATIONAL SALES BECAUSE YOUR REPRESENTATIVE'S BIG LIST OF STATIONS DIDN'T LEAVE HIM ENOUGH TIME TO SELL ***YOURS***.

IF YOU FEEL YOU'RE MISSING OUT — TIME YOU TALKED TO ***BURKE-STUART,*** WHERE PERSONALIZED SELLING FOR A LIMITED LIST OF STATIONS IS PAYING OFF... ***BIG!***

BURKE-STUART COMPANY, *Inc.*
Radio and Television Station Representatives

NEW YORK · CHICAGO · DETROIT · LOS ANGELES · SAN FRANCISCO

HIGH-RATINGS!

28.7% SHARE OF AUDIENCE*

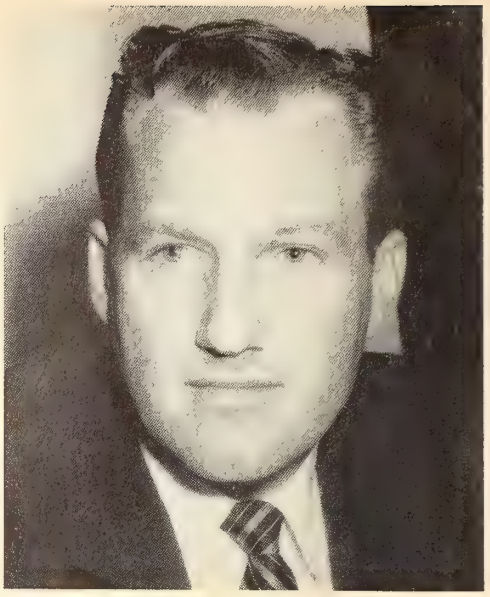
THE RECORD SHOW...10 to 11 A.M.

one of many high-rated shows on

WBNY

BUFFALO'S ONLY FULL-TIME MUSIC & NEWS STATION

*Hooper, July, 1955 BURKE-STUART CO. INC., National Representation



THOMAS JOSEPH TILSON

on all accounts

THOMAS JOSEPH TILSON, 31-year-old time-buyer at Ted Bates & Co., is perhaps the only man in Manhattan to have literally flown his way into advertising. To add to this, he has the distinction of having assisted in the delivery of the third baby to be born in flight since the Wright brothers left the ground at Kitty Hawk.

All this happened when Mr. Tilson, a wartime fighter pilot turned commercial airline jockey, got a job flying Benton & Bowles' executive plane back in September 1949. It was all in a day's work to shuttle from New York to Miami, thence to Boston and back again. While on a routine flight to Procter & Gamble's Cincinnati headquarters, he "homed in" on WLW's signal and "well . . . having relied on aerial navigation for so long while working for an agency . . . it stood to reason that sooner or later I'd get interested in the commercial opportunities of broadcasting media."

This interest in advertising increased as Mr. Tilson accompanied the B&B merchandising teams on their forays into the field. Going from store to store, he saw how the impact of radio helped to move P&G goods into the homes of consumers. In March 1952, Mr. Tilson joined the agency's merchandising department and progressed through the Best Foods and General Foods media groups as assistant time-buyer before moving to the P&G section.

Last June, Mr. Tilson left Benton & Bowles to go with Ted Bates, where he buys time on three major accounts: Standard Brands (Royal desserts, Blue Bonnet margarine) Hunt Club dog foods and CBS-Columbia.

Buying approximately an equal amount of radio and tv, Mr. Tilson is in a better-than-average position to judge the effectiveness of the two media. He is convinced that an effective campaign should use both.

Tom Tilson, a New Jerseyite all of his life, was born in the Garden State in 1923, and now, with his wife and three children, makes his home in Closter, near Englewood. He majored in business administration at Bergen Junior College. As to hobbies, he says, "I've given up flying in order to concentrate on my golf."

As to that baby—it was born somewhere over the Caribbean between Miami and San Juan, P. R., early in 1947 in a non-scheduled airliner. Says Mr. Tilson now, "All I've got to substantiate this story is a yellowed clipping from a Puerto Rican newspaper. I can't read Spanish, but when I came across 'El Capitan Tilson,' that was good enough for me."

NOW one PACKAGE DISCOUNT for two great area stations



WBTV CHARLOTTE
Channel **3** Top Power

WBTW FLORENCE, S. C.
Channel **8** Top Power

and you get . . . DOMINANCE DOUBLED IN THE CAROLINAS

One package discount now gives your product special delivery to one of the nation's top 10 TV markets! Advertisers earn 15% discount on WBTW *in addition to regular discounts*—by combining top-power WBTV and WBTW.

The buying habits of more than 50% of all Carolinians are directly influenced by these two great area stations. That's 3,375,000 Carolinians with $3½ billion in effective buying power . . . over $2½ billion in retail sales!

Here's a package of sales power, wrapped and ready to work for you. Place your order with WBTV, WBTW or CBS Television Spot Sales.

JEFFERSON STANDARD BROADCASTING COMPANY

ON THE AIR OCTOBER 10th



The NEW way to kindle SALES

WWIL



MARKET DATA -- BROWARD COUNTY

Population, Spring '55 (U. S. Census Bureau) 159,052

% Increase in Population Since 1920
- United States 51%
- State of Florida 249%
- BROWARD COUNTY (Fastest in the nation!) 3,086%

Consumer Spendable Income $219,629,000.00
(From Consumer Markets)

Building Permits 1st 5 Months, '55 ..... $16,109,490.00

Number of Radio Homes in Broward County 43,320
(From Consumer Markets 1955)

% Gain in Number of Motels and Apartments added last 8 years in major Florida tourist counties:
- In State of Florida 234%
- In BROWARD COUNTY 531%

... with BLANKET coverage in the ...

LUCRATIVE FLORIDA GOLD COAST AREA

WWIL

FORT LAUDERDALE, FLORIDA



The Newest, Most Powerful
Independent RADIO STATION
Between Miami and Jacksonville
on Florida's East Coast
1580 on Your Dial

ON THE AIR OCTOBER 10th
with MUSIC AND NEWS HEADLINES

20 Hours Daily – 6 A. M. (EST) to 2 A. M. 1000 Watts

Owned and Operated by WIL – St. Louis, Missouri Broadcasting Corporation

National Representatives

GRANT WEBB & COMPANY

New York – Chicago – Detroit

CBS IN INDIANAPOLIS

The latest ARB for Indianapolis shows the top 10 programs are on WISH-TV... (19 of the first 25). See the Bolling Company for availabilities.

Channel 8

WISH-TV

CBS TELEVISION

BROADCASTING TELECASTING

October 3, 1955 Vol. 49, No. 14

CLOCKS GO CRAZY IN OCTOBER AND SO DO TV TRAFFIC CHIEFS

- **Daylight-Standard time confusion costs television plenty**
- **One harried network executive calls October 'idiot month'**
- **It's tough for tv, but radio licks problem with tape recording**

TELEVISION networks and their affiliated stations were ensnarled last week in a time-change imbroglio complicated almost beyond belief and costly to a degree challenging computation.

Advertisers and agencies also were caught in the scheduling madness that started Sept. 25 when some areas returned from Daylight Saving to Standard Time while others remained on DST and will continue to go by the stepped-up clock until the end of October [B•T, Aug. 8].

ABC-TV claimed to have evolved a way out of the month's maze, though admittedly at considerable out-of-pocket expense. CBS-TV and NBC-TV, also expensively, were meeting the problem as best they could.

Unofficially, an expert working directly on the problem estimated that "this one idiot month" might cost the three networks around $1.5 million. There was not even an educated guess as to the cost to stations in local and national spot advertising they had to pre-empt, in missed billings for network shows they couldn't get or couldn't accommodate, and in expenses incurred in providing local programming for periods suddenly bereft of network shows. Some months ago officials of New York —which still is on DST—were cautioned by Robert Jamieson, sales service manager for CBS-TV, that the industry cost might be around $2 million. This estimate, however, was made when it appeared that some major markets, notably Chicago, would not extend DST—which they eventually did—and therefore, Mr. Jamieson feels, the estimate now would be somewhat lower.

ABC-TV reported that it had set up a "repeat pattern" which would take care of all programs —except fight telecasts, football games and similar events which must be carried live—for the duration of the time mix-up.

Without revealing the mechanics, ABC-TV officials said the system was devised by Dick Bailey, traffic coordinator, and the ABC traffic department in order to assure delivery of the new *Mickey Mouse Club,* Mon.-Fri. series in the 5-6 p.m. local time period of all stations.

This is accomplished by a series of four separate feeds, and officials said that a somewhat similar method is being used on other programs—and that 90% of the advertisers were satisfied with its results. Most stations also are satisfied, they reported, asserting that throughout the country the actual loss of ABC-TV programming will involve only two shows and will be confined to a few stations.

NBC officials told B•T that their main costs stemming from the time mix-up result (1) because network shows which originate in Class A or Class B time in New York are seen in many areas in time that, for the one-month period, is suddenly Class B or Class C; and (2) from making kinescope recordings for delayed broadcasts—mainly on major-market Midwest stations—that ordinarily wouldn't be necessary.

As an example of time periods suddenly dropping off from one classification to a less costly one, they cited the *Pinky Lee Show,* which originates in New York at 5-6 p.m., is seen in New York at 5-6 p.m. and ordinarily would be seen in Washington, say, at the same time, which is Class B. For this month of uniform time, however, it will be seen at 4-5 p.m. Washington time, which is Class C.

Similarly, the Camels and Plymouth news programs normally seen in St. Louis, for example, at 6:30 p.m. (Class A) are temporarily seen there at 5:30 (Class B).

For the duration of DST-Standard split, NBC-TV reported, affiliates in most major Midwest markets require kinescopes of many shows that originate in New York in the evening, particularly those scheduled around 8 p.m.

Sports events are a problem all around, since they almost necessarily must be carried live. Thus during October the Gillette fights on NBC-TV (Fri., 10 p.m. New York time) and the Pabst Bouts on ABC-TV (Wed., also 10 p.m. New York time) will be seen in California at the somewhat early local hour of 6 p.m.

Authorities at CBS-TV, who said their big problem could be summarized by the statement that New York and California are now four hours apart, cited last week's *U. S. Steel Hour* to show what the mixed-up time can provoke.

One of the reasons *Steel Hour* was switched from ABC-TV to CBS-TV was that the latter network could offer 100% live clearance, an important factor in talent and literary rights matters. Yet when California returned to Standard Time while New York remained on DST, *Steel Hour* became a 6 p.m. rather than 7 p.m. show in California—and West Coast facilities feed a repeat of CBS-TV's Doug Edwards news show, sponsored by Ronson, at 6:15 p.m. California time.

As a result of this conflict CBS-TV had to advise some 10 West Coast affiliates to fill the *Steel Hour* period locally last week; the network loses the billings for those stations and the stations lose not only the compensation for the *Steel Hour* for last week but also the money it cost them to program locally. Meanwhile CBS-TV recorded the show for delayed broadcast on those stations two weeks later—but in the meantime the network has an alternate-week program which normally would invite listeners to tune to next week's *Steel Hour* production, only next week's *Steel Hour* production won't be seen on the Coast for another two weeks because of the delay factor.

Another important consideration is that when kinescopes are used a second time, the actors must be paid their original salaries.

In the case of *Studio One,* for which CBS-TV had to provide a separate West Coast show, the network went through its files and came up with an old program which employed only three actors, thus keeping its extra expense down.

On alternate Wednesday evenings, CBS-TV Hollywood originates General Electric's *20th Century-Fox Hour* film show an hour earlier to retain Eastern viewing at 10-11 p.m. The film is rerun to give local western showing 7-8 p.m.

What happens at the end of season to the leftover *Studio One* show and the extra U. S. Steel kinescope hasn't been settled. The *Studio One* kinescope would probably be used in a summer run, the network said.

On Sunday, because *What's My Line* from New York is a full network live program at 10:30 p.m., hitting the West at 6:30 p.m. instead of the usual 7:30 p.m., the network in that area has been required to reshuffle *Lassie* into 7:30-8 p.m. to clear the 6:30 spot.

On Friday, Edward R. Murrow's *Person to Person,* also live from New York, hits the West at 6:30 p.m. instead of 7:30, forcing a sustaining film show, *Adventures of Champion,* a Flying A production, to delay an hour.

The radio networks, meanwhile, have had relatively smooth sailing, continuing one-hour delay service to stations which remained on Standard Time through the summer and to those which went back from DST to Standard.

WHAT TIME IS IT?

The insane hodge-podge of time changes is reflected in this sample list of key cities which extended Daylight Time through October or went back to Standard at the end of September after being on Daylight in the summer months.

These extended Daylight Time through October: New York, Boston, Buffalo, Chicago, Philadelphia, Providence, Rochester, Syracuse, Hartford, Pittsburgh, Indianapolis, Steubenville, Lancaster, Bangor.

These switched from Daylight to Standard Sept. 25: Los Angeles, Baltimore, Cleveland, Washington, San Francisco, St. Louis, Youngstown, San Diego, Terre Haute, Louisville, Sacramento, Quincy.

THE TOP 100 ADVERTISERS OF THE RADIO-TV NETWORKS

AND HOW THEY SPEND THEIR MONEY. A B•T MEDIA COMPARISON

WHO WERE the top hundred advertisers on the radio networks during the first six months of 1955? Who were the top hundred tv network advertisers? How much did the tv network clients spend for radio network time, and what were the tv network time purchases of the radio network clients? How did these time expenditures compare with the space purchases of these advertisers in magazines and newspaper magazine sections?

The answers to these questions are to be found in the following lists, compiled by B•T from *National Advertising Investments,* which lists all expenditures for time on networks or space in magazines and newspaper supplements during the first half of this year as reported by Publishers Information Bureau. *Volume,* published by Leading National Advertisers Inc., covers expenditures of 1,816 advertisers—all who spent $20,000 or more during the six-month period.

Even casual examination of the two lists shows that the majority of advertisers using one type of network broadcasting also use the other. Of the top hundred tv network advertisers, 55 also are clients of the radio networks. The radio network hundred leaders include 61 tv network accounts.

Procter & Gamble Co. is the biggest buyer of network time in both radio and tv. Colgate-Palmolive Co., General Motors Co., Gillette Co. and Lever Bros. Co. also appear among the top ten advertisers on both radio and tv networks.

Comparisons of the expenditures of the leading network advertisers in these four media are provided in the following listings for radio and television.

TELEVISION'S TOP HUNDRED

	Network Television	Network Radio	Magazines	Newspaper Supplements
1. Procter & Gamble Co.	$16,012,481	$5,159,781	$ 3,354,965	$ 463,280
2. Colgate-Palmolive Co.	9,120,752	1,856,417	2,110,676	1,839,607
3. Chrysler Corp.	7,313,421	872,595	4,986,104	464,965
4. Gillette Co.	6,834,007	2,673,907	1,274,704	249,980
5. General Motors	6,636,750	3,347,611	14,423,894	2,539,972
6. General Foods	6,303,455	715,076	6,348,078	2,014,978
7. R. J. Reynolds Tobacco Co.	5,292,848	442,154	1,391,494	
8. American Tobacco Co.	5,169,285	976,790	2,465,825	752,760
9. Lever Bros. Co.	4,617,736	1,926,132	1,051,745	1,755,825
10. General Mills	4,526,629	1,377,515	1,152,811	521,055
11. Liggett & Myers Tobacco	4,052,786	1,567,407	1,086,615	
12. Ford Motor Co.	3,924,984	140,976	4,391,283	383,410
13. General Electric Co.	3,877,818		5,310,562	212,214
14. American Home Products Corp.	3,842,183	1,760,655	979,110	220,619
15. P. Lorillard Co.	3,512,010	1,217,571	1,231,726	
16. National Dairy Products Corp.	3,111,057	1,573,213	1,605,617	578,789
17. Pillsbury Mills Inc.	2,612,929	971,468	569,151	89,250
18. Bristol-Myers Co.	2,524,006	894,498	1,797,620	393,602
19. Swift & Co.	2,484,236	1,385,541	1,087,823	660,590
20. Campbell Soup Co.	2,455,300	5,442	2,924,830	62,805
21. Westinghouse Electric Corp.	2,346,855		999,294	195,750
22. Kellogg Co.	2,192,196	555,191	596,693	237,636
23. Borden Co.	2,143,615		937,396	
24. Serutan Co.	1,886,582		2,126	165,386
25. S. C. Johnson & Son	1,729,400		1,204,028	223,580
26. American Motors Corp.	1,658,085	26,048	1,248,277	54,930
27. Coca-Cola Co.	1,546,164	136,850	850,265	294,860
28. Helene Curtis Industries	1,519,883	73,502	655,516	579,673
29. National Biscuit Co.	1,432,144	320,052	179,476	563,410
30. Scott Paper Co.	1,431,616		833,404	33,830
31. Philip Morris Inc.	1,241,250	534,212	813,469	676,326
32. Dow Chemical	1,240,490	25,060	527,901	45,440
33. Miles Labs Inc.	1,206,122	2,056,066	412,844	71,327
34. Hazel Bishop Inc.	1,170,833			
35. Revlon Products Corp.	1,123,942		524,556	37,600
36. Simoniz Co.	1,093,810	6,112	74,710	226,415
37. Pabst Brewing Co.	1,087,696	80,595	3,200	
38. Philco Corp.	1,085,185	337,791	687,830	
39. Lehn & Fink Products	1,080,283		296,762	
40. Quaker Oats Co.	1,070,095	828,437	1,409,284	618,928
41. Brown & Williamson Tobacco Co.	1,055,664	617,180	740,693	139,455
42. H. J. Heinz Co.	1,047,978		763,220	70,130
43. Joseph Schlitz Brewing	1,039,545		559,822	
44. Sylvania Electric Products	1,028,055		423,818	132,310
45. Goodyear Tire & Rubber	1,023,630	189,478	2,568,779	23,800

(Continued in Column 1, page 29)

RADIO'S TOP HUNDRED

	Network Radio	Network Television	Magazines	Newspaper Supplements
1. Procter & Gamble Co.	$5,159,781	$16,012,481	$ 3,354,965	$ 463,280
2. General Motors	3,377,515	6,636,750	14,423,894	2,539,972
3. Gillette Co.	2,673,907	6,834,007	1,274,704	249,980
4. Miles Labs	2,056,066	1,206,122	412,844	71,237
5. Lever Brothers Co.	1,926,132	4,617,736	1,051,745	1,755,825
6. Colgate-Palmolive Co.	1,856,417	9,120,752	2,110,676	1,839,607
7. American Home Products	1,760,655	3,842,183	979,110	220,619
8. National Dairy Products	1,573,213	3,111,057	1,605,617	578,789
9. Liggett & Myers Tobacco	1,567,407	4,052,786	1,086,615	
10. Swift & Co.	1,385,541	2,484,236	1,087,823	660,590
11. General Mills	1,377,515	4,526,629	1,152,811	521,055
12. P. Lorillard Co.	1,217,571	3,512,010	1,231,726	
13. Sterling Drug Inc.	1,197,509	656,910	1,173,863	730,441
14. American Tobacco Co.	976,790	5,169,285	2,465,825	752,760
15. Florida Citrus Commission	975,227	471,385	258,325	305,460
16. Pillsbury Mills	971,468	2,612,929	569,151	89,250
17. Armour & Co.	936,204	541,766	794,699	536,336
18. Bristol-Myers Co.	894,498	2,524,006	1,797,620	393,602
19. Carnation Co.	889,838	747,461	788,508	248,770
20. Chrysler Corp.	872,595	7,313,421	4,986,104	464,965
21. Quaker Oats Co.	828,437	1,070,095	1,409,284	618,928
22. Campana Corp.	758,927		109,020	65,684
23. Texas Co.	738,655	849,759	1,338,700	
24. William Wrigley Jr. Co.	720,144	350,790	227,560	
25. General Foods Corp.	715,076	6,303,455	6,348,078	2,014,978
26. American Fed. of Labor	686,202			
27. Longines-Wittnauer Watch	620,269	197,185	90,559	
28. Brown & Williamson Tobacco Corp.	617,180	1,055,664	740,693	139,455
29. Standard Oil of Indiana	615,858	207,787	37,260	
30. Congress of Industrial Organizations	581,667			
31. Mutual Benefit Health & Accident Assn.	556,109	75,285	22,240	419,092
32. Kellogg Co.	555,191	2,192,196	596,693	237,636
33. Philip Morris Inc.	534,212	1,241,250	813,469	676,326
34. Sears, Roebuck & Co.	517,799		286,388	
35. Billy Graham Evangelistic Assn. Inc.	514,421			
36. Sun Oil Co.	483,962		102,253	
37. Anheuser-Busch Inc.	463,833	322,560	16,595	
38. R. J. Reynolds Tobacco Co.	442,154	5,292,848	1,391,494	
39. Firestone Tire & Rubber Co.	441,886	739,845	1,036,416	
40. Prudential Insurance Co. of America	430,697	647,691	3,495	455,410
41. AT&T Co.	416,926		3,270,914	25,721
42. Continental Baking Co.	411,395	537,193		
43. A. E. Staley Mfg. Co.	398,796	151,430	78,098	31,660
44. Pet Milk Co.	396,910	1,004,025		
45. Aero Mayflower Transit Co.	364,316		16,910	

(Continued in Column 2, page 29)

TELEVISION'S TOP HUNDRED—Cont'd.

	Network Television	Network Radio	Magazines	Newspaper Supplements
46. Pet Milk Co.	1,004,025	396,910		
47. Remington Rand Inc.	995,419		732,729	
48. Eastman Kodak	980,143		1,187,620	26,377
49. Columbia Broadcasting System Inc.	969,879	126,808	195,816	9,336
50. Aluminum Co. of America	965,654		499,402	35,539
51. Reynolds Metals	965,279		522,616	
52. Gulf Oil Corp.	955,645		119,315	
53. Best Foods	950,086		584,150	254,091
54. Maytag Co.	945,910		156,619	
55. Admiral Corp	940,134		452,330	
56. W. A. Scheaffer Pen Co.	919,084		107,690	12,458
57. Hallmark Cards Inc.	905,160	174,486		
58. Armstrong Cork Co.	884,055		1,031,304	7,210
59. American Dairy Assn.	868,990	230,555	468,307	
60. Texas Co.	849,759	738,655	1,338,700	
61. Sweets Co. of America	837,632		51,090	
62. Radio Corp. of America	827,174	256,270	2,088,571	167,954
63. Wine Corp. of America	800,654			
64. U. S. Steel Corp.	796,170		776,251	
65. Studebaker-Packard Corp.	755,977	105,888	1,221,720	
66. Ralston Purina	753,957		571	
67. Elgin National Watch Co.	753,888		29,760	
68. Nestle Co.	749,402	58,453	918,108	191,171
69. Carnation Co.	747,461	889,838	788,508	248,770
70. Firestone Tire & Rubber Co.	739,845	441,886	1,036,416	
71. Pond's Extract Co.	726,688		779,354	38,324
72. Carter Products	726,047	76,935	1,900	
73. American Chicle Co.	724,030	5,442		
74. Avco Manufacturing Corp.	719,187	60,749	359,610	141,960
75. Andrew Jergens Co.	713,885		757,627	209,615
76. Amana Society	694,630		118,468	
77. Frawley Corp.	675,777	93,733		
78. Standard Brands Inc.	674,841	31,772	1,983,691	210,743
79. Schick Inc.	661,533		46,806	
80. Warner Lambert Pharmaceutical Co.	658,494		835,358	62,869
81. Sterling Drug Inc.	656,910	1,197,509	1,173,863	730,441
82. Prudential Insurance Co. of America	647,691	430,697	3,495	455,410
83. B. F. Goodrich Co.	600,837	26,664	990,336	
84. Singer Manufacturing Co.	567,465		320,142	
85. Gold Seal Co.	565,892			
86. Brillo Manufacturing Co.	557,265		228,618	
87. Electric Cos. Advertising Program	542,511		305,900	
88. Armour & Co.	541,766	936,204	794,699	536,336
89. Continental Baking Co.	537,193	411,395		
90. Pepsi-Cola Co.	518,775		504,735	569,086
91. International Harvester Co.	495,585		402,591	125,380
92. Florida Citrus Commission	471,385	975,227	258,325	305,460
93. Jules Montenier Inc.	468,294		173,480	145,442
94. Wander Co.	446,439			
95. Sunbeam Corp.	422,139		332,628	
96. Knomark Mfg. Co.	404,888		1,740	
97. Noxzema Chemical Co.	392,775			18,510
98. E. I. DuPont de Nemours & Co.	377,587		2,182,891	116,584
99. Lewis-Howe Co.	374,055	186,070	270,091	14,646
100. Johnson & Johnson	369,967		1,862,153	338,186

RADIO'S TOP HUNDRED—Cont'd.

	Network Radio	Network Television	Magazines	Newspaper Supplements
46. Seeman Brothers	358,134		103,451	
47. Philco Corp.	337,791	1,085,185	687,830	
48. Gospel Broadcasting Assn.	335,918			
49. Cities Service Co.	315,737		46,962	
50. Consolidated Cosmetics Inc.	292,967		15,009	84,031
51. General Tire & Rubber Co.	280,860		593,055	
52. Bankers Life & Casualty Co.	278,434		1,990	6,320
53. General Conference of 7th Day Adventists	278,216	147,600	20,503	
54. Doeskin Products	276,848	132,445		
55. Radio Bible Class	264,645			
56. Dr. Thomas Wyatt	260,682			
57. Radio Corp. of America	256,270	827,174	2,088,571	167,954
58. Thomas Leeming & Co.	252,628		53,886	19,584
59. Standard Oil of New Jersey	242,254		61,326	
60. Metropolitan Life Insurance	233,189		736,571	
61. Minnesota Mining & Manufacturing Co.	231,768	318,880	361,276	38,947
62. American Dairy Assn.	230,555	868,990	468,307	
63. Allis-Chalmers Mfg. Co.	224,815		527,351	
64. National Biscuit Co.	220,052	1,432,144	179,476	563,410
65. Musterole Co.	214,007	143,930	8,165	
66. First Church of Christ Scientist	211,782			
67. Lutheran Church—Missouri Synod	211,041		1,162	
68. State of Florida	193,500		72,090	11,730
69. Goodyear Tire & Rubber	189,478	1,023,630	2,568,779	23,800
70. Lewis-Howe Co.	186,070	374,055	270,091	14,646
71. Assemblies of God	184,097			
72. Beltone Hearing Aid Co.	179,442	4,976	41,587	702
73. Hallmark Cards Inc.	174,486	905,160		
74. Jackson Brewing Co.	173,599			
75. Kiplinger Washington Agency Inc.	173,203	9,000	11,530	5,186
76. Corn Products Refining	172,157	346,823	833,518	138,780
77. Pearson Pharmacal Co.	171,000		120,726	
78. Crowell-Collier Publishing	167,596	136,377	54,245	781
79. Rockwood & Co.	160,718			
80. Richfield Oil Corp.	159,835		4,546	
81. Realemon-Puritan Co.	157,164			
82. Christian Reformed Church	156,731			
83. Highland Church of Christ	155,193			
84. American Safety Razor Corp.	153,962	154,585	102,511	
85. San Francisco Brewing Co.	153,346			
86. Curtis Publishing Co.	152,258	178,257	52,606	5,558
87. Milner Products Co.	145,253		31,100	
88. Pharmaco Inc.	144,747		47,650	39,818
89. Hawaiian Pineapple Co.	142,619	281,585	111,003	
90. Ford Motor Co.	140,976	3,924,984	4,391,283	383,410
91. Pacific Western Oil Corp.	137,459	272,100	149,330	
92. Coca-Cola Co.	136,850	1,546,164	850,265	294,860
93. Bayuk Cigars Inc.	130,339	185,595		
94. Columbia Broadcasting System Inc.	126,808	969,879	195,816	9,336
95. Q-Tips Inc.	115,795		80,280	
96. Burton-Dixie Corp.	115,713		9,215	
97. Olson Rug Co.	114,779		425,612	1,762
98. Radio Church of God	109,738			
99. Mars Inc.	109,570	235,475	204,850	
100. Sleep-Eze Co.	108,772		8,730	

THE UPWARD SWING OF NATIONAL ADVERTISING

THE VOLUME of national advertising in network radio, network television, magazines and newspapers more than quadrupled from 1939 to 1954—from $333 million to $1,429 million, according to a compilation made by Magazine Advertising Bureau. Figures are gross time charges before discounts, space costs before commissions; they do not include talent and production costs of the broadcast advertising nor preparation charges for print media ads.

The totals also are limited to expenditures of national advertisers spending $25,000 or more in any one of the four major media. The number of such advertisers, MAB reports, was 936 in 1939, when the average expenditure per company in the four media was $355,900. By 1954 the total number of advertisers had risen to 2,615, their average expenditure to $546,500.

MAB figures for 1939, 1944, 1949 and 1954 for the four media are tabulated as follows:

Dollar Volume of National Advertising in Four Media (in thousands)

	1939	1944	1949	1954
Magazines	$130,777	$243,763	$395,713	$ 550,267
Newspapers	121,243	134,786	332,619	429,418
Network Radio	81,137	185,408	184,418	130,631
Network Television	....	....	11,951	318,847
Total	$333,157	$563,957	$924,701	$1,429,163

Figures for network radio, network tv and magazines come from Publishers Information Bureau; newspaper figures from Bureau of Advertising, ANPA.

THE FACTS AND FIGURES OF NETWORK ADVERTISING

P&G, COLGATE-PALMOLIVE INCREASE BLISTERING BUYING PACE

THE FIRST two—Procter & Gamble and Colgate-Palmolive—of network radio-tv's top national advertisers bought a combined total of over $5.5 million in network time during June, according to computations based on Publishers Information Bureau records on network advertising revenue.

This total was some $700,000 above the approximately $4.8 million the same two advertisers purchased in network time during the same month a year ago. Both companies this year in June spent more on network tv but trimmed their radio network expenditures. P & G increased its tv from more than $2 million to more than $2.8 million; while C-P was over the $1.6 million mark in tv compared to more than $1.1 million in June 1954. P & G's network radio dropped from more than $1.1 million in network radio in June 1954 to nearly $850,000 this June, and C-P was down about $170,000 in its network radio spending.

Once again, the auto makers highlighted the PIB report. General Motors Corp., the fourth ranking tv advertiser of June 1954 and unable to break into that month's top radio 10, this June shot into the second spot in network radio's leaders and took seventh position in network tv's top 10. Its combined network radio-tv total for June was $1,548,-569, about $200,000 less than in May of this year.

Chrysler Corp., ninth ranking in the June 1954 listing of network tv's top 10 when the firm spent nearly $600,000 in that medium, this June was in the third tv spot, spending

TV

ADVERTISING EXPENDITURES FOR NETWORK TIME, COMPARING JUNE OF 1955 AND 1954 WITH JANUARY–JUNE TOTALS

GROSS TV NETWORK TIME SALES BY PRODUCT GROUPS FOR JUNE AND FIRST SIX MONTHS OF 1955 COMPARED TO 1954

	June 1955	Jan.-June 1955	June 1954	Jan.-June 1954
Agriculture & Farming	$ 19,845	$ 19,845	$ 3,572	$ 77,964
Apparel, Footwear & Access.	204,568	1,814,761	147,535	1,693,274
Automotive, Auto Access. & Equip.	3,511,370	21,140,125	2,267,912	13,712,029
Aviation, Aviation Access. & Equip.	19,380	33,915	....	....
Beer, Wine & Liquor	642,341	3,690,954	569,509	3,395,757
Bldg. Materials	66,654	622,735	162,564	832,882
Confectionery & Soft Drinks	655,537	4,338,881	347,544	3,409,158
Consumer Services	84,171	752,796	72,642	454,805
Drugs & Remedies	1,756,753	10,539,195	1,162,714	6,760,628
Food & Food Products	6,529,492	40,466,212	5,008,693	29,864,959
Freight, Industrial & Agricultural Development	....	....	....	....
Gasoline, Lubricants & Other Fuels	362,795	2,285,291	195,442	1,558,806
Horticulture	13,549	109,669	....	23,406
Household Equipment & Supplies	2,400,327	15,575,573	1,926,847	12,891,969
Household Furnishings	144,407	1,628,223	213,500	2,269,311
Industrial Materials	563,251	3,716,625	519,929	3,139,566
Insurance	154,904	1,032,700	127,379	902,956
Jewelry, Optical Goods & Cameras	383,774	2,544,301	222,763	1,476,077
Office Equipment, Stationery & Writing Supplies	403,632	3,125,573	432,295	2,414,243
Publishing & Media	42,924	365,422	10,890	80,478
Radios, Tv Sets, Phonographs, Musical Instruments & Access.	585,499	4,769,790	562,759	4,425,975
Retail Stores & Direct by Mail	....	10,392	....	42,345
Smoking Materials	3,467,893	20,781,062	3,441,948	20,683,112
Soaps, Cleansers & Polishes	3,530,642	21,398,968	2,882,259	16,774,825
Sporting Goods & Toys	....	45,927	13,602	42,502
Toiletries & Toilet Goods	6,076,821	34,605,547	3,902,731	21,024,047
Travel & Resorts	39,210	240,435	38,370	599,420
Miscellaneous	110,973	1,654,902	193,724	1,430,975
TOTALS	$31,770,712	$197,309,819	$ 24,507,123	$149,984,469

Source: Publishers Information Bureau

LEADING ADVERTISERS IN RESPECTIVE GROUPS DURING JUNE 1955

Pittsburgh Coke & Chem. Co.	$ 19,845
Knomark Manufacturing Co.	88,513
Chrysler Corp.	1,372,413
General Dynamics Corp.	19,380
Joseph Schlitz Brewing Co.	170,682
Johns-Manville Corp.	50,100
Coca-Cola Co.	272,402
Electric Cos. Adv. Program	84,171
American Home Prods. Corp.	680,865
General Foods Corp.	1,204,133
Gulf Oil Corp.	156,780
Motor Wheel Corp.	8,696
General Electric Co.	677,563
Armstrong Cork Co.	115,545
Reynolds Metals Co.	230,077
Prudential Ins. Co. of America	101,856
Eastman Kodak Co.	216,345
W. A. Sheaffer Pen Co.	152,514
Curtis Publishing Co.	29,924
Columbia Broadcasting System	212,469
R. J. Reynolds Tobacco Co.	938,951
Procter & Gamble Co.	2,168,187
Colgate-Palmolive Co.	1,170,259
Pan American World Airways	39,210
Polk Miller Products Corp.	35,064

The accompanying tables are taken from the report of Publishers Information Bureau on advertising expenditures for time on the nationwide radio and television networks during the month of June 1955.

TOP 10 TV NETWORK ADVERTISERS IN JUNE 1955

1.	Procter & Gamble	$2,801,865
2.	Colgate-Palmolive	1,603,084
3.	Chrysler	1,372,413
4.	General Foods	1,204,133
5.	Gillette Co.	1,019,290
6.	R. J. Reynolds Tob.	938,951
7.	General Motors	901,964
8.	American Tobacco	854,405
9.	Lever Bros.	849,067
10.	General Electric	817,543

TOP 10 RADIO NETWORK ADVERTISERS IN JUNE 1955

1.	Procter & Gamble	$843,761
2.	General Motors	646,605
3.	Gillette	423,399
4.	Colgate-Palmolive	315,873
5.	Miles Labs	305,840
6.	National Dairy Prod.	256,491
7.	Liggett & Myers Tob.	236,596
8.	Swift & Co.	233,357
9.	Sterling Drug	202,423
10.	P. Lorillard	199,899

more than $1.3 million, or more than twice as much.

The advertiser makeup of the leading 10 in network tv changed little over the year on a June to June comparison except for Lever Bros. replacing P. Lorillard Co. Radio's top 10, on the other hand, had a turnover of three: General Motors, National Dairy Products and Swift & Co. replacing Lever Bros., General Foods and General Mills.

Network tv's gross billing for the January-June period totaled $197,309,819, more than $47 million above the comparable months of 1954. Gross billings in network radio were $61,591,309, or about $12.9 million below the comparable 1954 period.

Declining Categories

On the June to June comparison, gross time sales in network radio dipped more than $1.4 million. In the listing of product groups, nearly every top category in network radio declined (e. g. beer, food, office equipment, household equipment, radio-tv sets, soaps and toiletries). Among product groups which showed an advance in network radio were: automotive, gasoline, confectionery, insurance and smoking materials.

Product groups in network tv, however, showed time sales in the main to be higher, particularly in the over $1 million categories—a standout climb being made in toiletries and toilet goods where advertisers nearly doubled their gross time purchases—from $3.9 million in June of last year to more than $6 million this June.

AM

ADVERTISING EXPENDITURES FOR NETWORK TIME, COMPARING JUNE OF 1955 AND 1954 WITH JANUARY—JUNE TOTALS

GROSS RADIO NETWORK TIME SALES BY PRODUCT GROUPS FOR JUNE AND FIRST SIX MONTHS OF 1955 COMPARED TO 1954

	June 1955	Jan.-June 1955	June 1954	Jan.-June 1954
Agriculture & Farming	$ 41,572	$ 264,871	$ 41,254	$ 482,961
Apparel, Footwear & Access.	....	44,668	....	338,492
Automotive, Auto Access. & Equip.	896,477	5,047,583	668,532	5,028,638
Beer, Wine & Liquor	184,484	838,546	322,262	1,584,160
Building Materials	5,009	23,717	236,416	946,451
Confectionery & Soft Drinks	236,523	1,077,543	204,560	1,296,547
Consumer Services	85,307	460,038	110,386	688,413
Drugs & Remedies	915,445	7,025,020	1,430,672	9,906,242
Food & Food Products	1,854,054	12,614,813	2,143,615	15,121,339
Freight, Industrial & Agricultural Development	9,046	424,392	....	....
Gasoline, Lubricants & Other Fuels	501,458	2,834,869	311,083	2,806,399
Horticulture	....	79,408	....	124,643
Household Equipment & Supplies	175,379	1,459,388	289,460	2,032,009
Household Furnishings	....	230,492	....	224,901
Industrial Materials	....	....	....	386,167
Insurance	373,973	2,016,228	180,214	1,152,927
Jewelry, Optical Goods & Cameras	9,000	662,770	61,482	738,637
Office Equipment, Stationery & Writing Supplies	31,246	499,987	101,539	693,220
Political	....	7,998	302	302
Publishing & Media	41,669	746,464	33,555	384,357
Radio, Tv Sets, Phonographs, Musical Instruments & Access.	25,698	577,649	126,309	1,041,252
Retail Stores & Direct by Mail	56,496	67,879	....	....
Smoking Materials	821,846	5,485,653	708,701	5,799,592
Soaps, Cleansers & Polishes	984,508	6,380,869	1,193,688	7,783,591
Sporting Goods & Toys	....	1,349	....	294
Toiletries & Toilet Goods	1,210,158	7,331,550	1,757,516	10,826,677
Travel & Resorts	33,000	193,500	55,746	614,399
Miscellaneous	829,510	5,194,065	761,153	4,401,163
TOTALS	$ 9,321,858	$61,591,309	$10,738,445	$74,503,773

Source: Publishers Information Bureau

LEADING ADVERTISERS IN RESPECTIVE GROUPS DURING JUNE 1955

Allis Chalmers Mfg. Co.	$ 34,741
General Motors Co.	577,701
Pabst Brewing Co.	80,595
General Paint Corp.	5,009
William Wrigley Jr. Co.	124,178
American Tel. & Tel. Co.	62,102
Miles Labs	305,840
National Dairy Products Co.	256,491
Bekins Van & Storage Co.	9,046
Texas Co.	168,642
General Motors Co.	68,904
Sears-Roebuck & Co.	135,520
Gruen Watch Co.	9,000
Frawley Corp.	31,246
First Church of Christ Scientist	22,111
Columbia Broadcasting System	16,936
F. W. Woolworth Co.	56,496
Liggett & Myers Tobacco Co.	236,596
Procter & Gamble Co.	603,271
Gillette Co.	423,399
State of Florida	33,000
American Federation of Labor	114,707

INGREDIENTS FOR MORE EFFECTIVE TV SELLING OUTLINED BY Y&R'S ERICKSON

Agency executive tells west coast session that magnetic tape will unravel the problem of slotting in uniform times. Penetration of tv and factors affecting viewing choices are also discussed.

ONCE magnetic tape for television is made practical, the development will reduce the value of film syndication and obliterate the advertising-television industry's No. 1 problem—getting a show on the air in the same time slot all across the nation.



MR. ERICKSON

This is what a Hollywood audience of the Academy of Television Arts & Sciences was told Wednesday night by Rodney Erickson, vice president of Young & Rubicam in charge of account planning and program analysis, following his slide presentation on "Television as an Advertising Medium." But he assured them "Hollywood is here to stay" in view of the trend of national shows to film, from 27% to 49% in the last three years.

Unions already consider that magnetic television tape will be the same as film, he said, indicating that film packagers and producers will make the switch in the years to come in order to survive.

Syndicate Film Value

The New York agency executive told the packagers and producers to get their money's worth out of a syndicated film on the first run. He explained that the market today is loaded with good film buys, caused in part by syndication of major network shows of previous seasons. Mr. Erickson commented that a smart program manager of an independent outlet in any multiple-station market today can give the networks a real run for their money by wisely scheduling syndicated films.

A definite trend toward the magazine concept in programming is in evidence, Mr. Erickson said. At present, 68% of all major shows advertise at least three brands. Although brand identification drops off as more products are added to a program he said, the cost reduction to the advertiser is far greater, thus making multiple sponsorship a better buy. Though sharing sponsorship, the advertiser can afford a greater spread of programs and thereby saturate a major portion of U. S. homes in only a month.

He recalled that Jello Instant Pudding, using only the "busy day" commercial on just a few top shows and no other advertising, was able to reach 92.5% of all homes 8.1 times in four weeks and thereby achieve complete national distribution and sales.

Mr. Erickson was introduced by Nat Wolff, Young & Rubicam vice president and director of program development. Chairman of the meeting, held at the Screen Directors Guild Theatre, was Hal Roach Jr., head of his own tv film studio. ATAS President Don DeFore said the meeting was the second of a regular series of professional programs planned this season. The Oct. 26 program will be devoted to technical developments in tv program production, he said, including a description of the color tv magnetic recorder developed by the Bing Crosby Enterprises Inc. Electronic Div., and ticketed for a subsequent laboratory demonstration. New RCA developments also will be shown.

The Young & Rubicam television presentation involved a quarter million dollar investment in research, Mr. Wolff said in introducing Mr. Erickson.

To show the depth of television penetration, Mr. Erickson pointed out that by the end of next year four out of every five homes in the U. S. will have one or more television sets.

Pointing out that it is the job of advertising agencies to sell merchandise and not to entertain, Mr. Erickson noted, however, that it takes a top program to "get the folks into the tent." Noting that no matter how good a program may be, he said it must have circulation in order to be of any value to the advertiser. "There is no sense in selling to a vacuum," he said.

Uhf Circulation

Referring to the set circulation problem of uhf television stations in the U. S., Mr. Erickson pointed out that commercial television in England is having a similar problem. According to the last reports, there are less than 100,000 receivers in Great Britain which can receive the commercial channels. The circulation potential is 4 million sets, he said.

Mr. Erickson said 85% of the sets now in use are at least one year old; therefore, the novelty factor in television ratings is no longer as important as it once was.

The agency executive said that during all of 1954, according to the latest Young & Rubicam information, the television set in the average home was turned on 4.7 hours per day. He explained however that this would include baseball and fooball games and other long programs.

Mr. Erickson reported that the current program trend is to full one-hour programs because advertisers gain a lower cost per thousand advantage. He explained that the average half-hour nighttime show has 6.2 million audience. With the average cost for time and talent running at $60,000 a week for the half-hour show or $3.1 million a year, the cost per thousand impression for the commercial message is $3.50, he explained.

Since the advertiser gets six minutes of commercial time in the full hour program, which has an average production cost of about $114,000 a week, the cost per thousand is only $2.50, he noted.

Mr. Erickson said spectaculars are doing better this year than last. He said spectaculars are here to stay because they give the small advertiser a chance to compete with the big firms by allowing him to use television on a one-shot basis during important selling seasons like Christmas.

What happens to the viewing audience in the interval between the end of one program and the beginning of the story plot in the following program? Mr. Erickson said a Young & Rubicam study in four cities showed that 1/3 were out of the room for various reasons, 17% were in the room but not watching, 5% were switching channels, 7% did not remember, and 38% said they were watching the commercials.

Mr. Erickson emphasized the influence of young children in program selection at home. He said that particularly in the evening period 7:30 to 8:30 p.m., the child influenced the programs watched by the adults. "Mother and dad and the bigger children don't settle down to their tv choice until after the kids get to bed."

The Viewers Switch

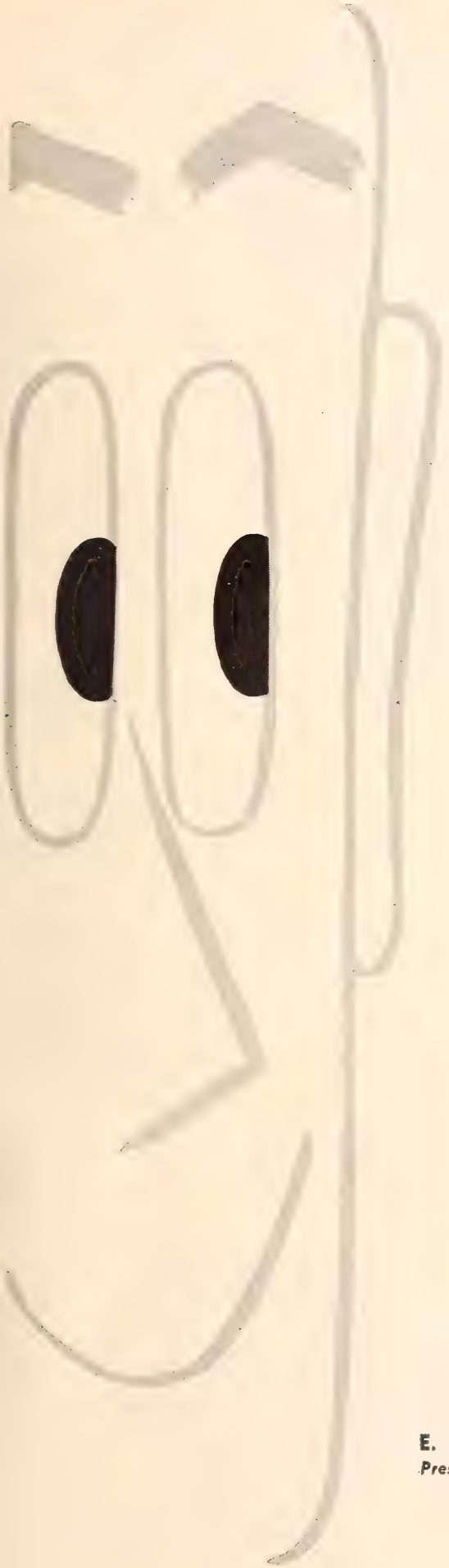
In describing the effectiveness of good types, Mr. Erickson said a variety show is only as good as the act that is on at the particular moment. He said that the statistics show that viewers constantly switch between *Colgate Variety Hour* and *Toast of the Town*, depending on the act.

He said a new program such as a comedy show will draw the audience once and if the viewer likes the comedian he will try the show again in following weeks. If the viewer's reaction is negative, Mr. Erickson said it is very unlikely that the viewer will tune the show again. The anthology is a different matter though, he said. "The anthology is a different show each week. If the viewer does not like the show one week he may be attracted to it the next time."

(A&A continues on page 50)



WHAT makes the commercial tick on the NBC-TV *George Gobel Show*? The word: "integration." A conference on this phase of the program took place in Chicago recently when executives of Armour Auxiliaries (Dial soap, shampoo) and Foote, Cone & Belding, agency which handles the account, met with the producer-writer of the show. L to r: D. L. Duensing, advertising manager, Armour Auxiliaries; Hal Kantor, producer-writer of the program, who flew from Hollywood for the discussions; Jack Simpson, vice president in charge of radio-television, Foote, Cone & Belding, and James W. Cameron, agency account executive. The program returns Oct. 8.



The EYES of 44 COUNTIES are on KTBS-TV



No Wonder! . . .

. . . yes, it's no small wonder that the more than a million people in this area are in love with us . . . they now enjoy the finest of viewing on their more than 150,000 TV sets . . . thanks to KTBS-TV's top-flight programming, low channel, 1153 foot tower, and . . .

MAXIMUM POWER

E. NEWTON WRAY
President and General Manager

NBC

Represented Nationally by
EDWARD PETRY & CO. INC.

W-I-T-H reaches

74%

of all Baltimore homes every week!

That's penetration for you! As the Cumulative Pulse Audience Survey shows, just about three-quarters of all the homes in Baltimore are reached weekly by W-I-T-H.

At W-I-T-H's low, low rates, W-I-T-H delivers listeners at the lowest cost-per-thousand of any advertising medium in Baltimore. Just get your Forjoe man to tell you the whole W-I-T-H story!

IN BALTIMORE THE BIG BUY IS

W-I-T-H



Tom Tinsley, President — **R. C. Embry, Vice-President**

Represented by Forjoe & Co.



QUICK CHANGE ON TV

It will take but 7½ seconds for this new Philip Morris commercial to cross your screen, but it took months of labor to put it there

TV HISTORY comes in quick gulps. In less than a year, the full-screen method of tv station "shared" identification, considered at its introduction in 1954 as a radical and novel departure from the usual, has become commonplace.

One of the most dramatic uses of the technique of running about 7½ seconds of commercial with approximately 2½ seconds of station logo (call letters and channel number) is about to go on the air nationwide in some 50 tv markets.

Carla Belinda, Hollywood actress, is Philip Morris' personal contact with millions of viewers. In only a few seconds, she imparts the gentleness (PM's copy theme is "gentle") of the smoke and, faster than one can inhale, she quickly flips a 36-inch high replica of the old brown pack into the new, eye-catching red, white and gold package.

This filmed ID goes a giant step further than most 10-second quickie spots. In addition to showing the product, the commercial had to announce a dramatic turnabout: PM's new package.

In its six-second audio portion the ideas of "gentle," of "change," of "color" and "taste" are conveyed inoffensively and with nary a hitch: "Gentle Philip Morris . . . is changing . . . to a red, white and gold package . . . in tune with today's gentle taste." The copy, which could stand on its own, blends almost aromatically with the visual portion.

In only about 7½ seconds, Miss Belinda, who first holds and then puffs on a Philip Morris, stands at the side of a replica of the old, brown package set on a swivel top table. With the magic touch of her finger the table turns and with it the old package disappears and the newly-designed package comes into view. A fraction of the time is taken up in the film by the concluding frame—a full-screen insert shot of the new cigarette package opened and ready for use. (Allowing about one-half second for dissolves, the station has some two seconds for its call and channel which follow immediately).

This 10-second commercial, a few other similar IDs, a group of 20-second filmed spots, plus the other facets of the on-the-air (including radio) campaign planned by Philip Morris and the Biow-Biern-Toigo agency, did not bounce into the copy room overnight.

The creation of "10-Second Spot 'Turntable'," as it was titled on Biow-Biern-Toigo storyboards, started with initial discussions last June between the client and the agency, with John Toigo, the agency's executive vice president and partner (and No. 1 creative man at B-B-T) huddling with Ed Sherry, B-B-T's group head in charge of the creative department, and Philip Morris executives.

First actual work sessions involved such people as Mr. Sherry, Warren Ambrose, agency writer, and Ros Relin, of the agency's television creation and production department, with others including, for example, Sol Dworkow, film producer at Biow, called in at the early stages because of the unique production and technical problems involved.

The commercial was given a number on the Biow's schedule of Philip Morris projects, once the general discussion came up with the form. Substance was supplied in copy and then visualization, via the storyboard. PM's 10-second ID—"Turntable", No. 2-01148-55—was on its way.

After the storyboard—actually an artist's conception of the commercial along with

(Continued on page 40)



CREATIVE MINDS at work at Biow-Biern-Toigo (l to r): Roslyn Relin, responsible for visualization and concept of commercial; Ed Sherry, creative department group head; Warren Ambrose, copy writer; Sol Dworkow, commercial film director, and Marc Statler, film commercial department manager.

A B•T PICTURE STORY



"TURNTABLE" advances from an idea to substantive form as commercial storyboards are prepared by Frank Knight (l), tv storyboard art director, and Nick Geraci, technical art director, both of Biow-Biern-Toigo.



PHILIP MORRIS receives the plan. Biow's account executive Grover Silliman (l), explains "Turntable" storyboard to Thomas S. Christensen (seated), Philip Morris advertising manager, and Paul Ehmann, his assistant.



TIMEBUYING. William C. Decker (l), NBC Spot Sales, shows availabilities to Isabel Ziegler, timebuyer for Philip Morris, and her assistant, Sol Israel.



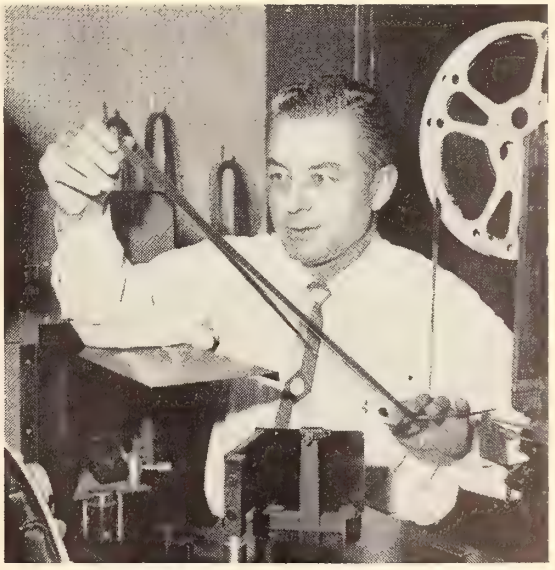
THE 10-SECOND commercial receives clearance by Margaret Gerz, NBC Spot Sales' manager of continuity acceptance, and Carl Watson, assistant manager.

IN HOLLYWOOD, at Universal-International studios, camera crew prepares for filming of commercial as Miss Belinda stands next to the old Philip Morris cigarette pack. During commercial, Miss Belinda turns table to show PM's newly-designed package (see page 35).





THE TEN-SECOND spots arrive from the West Coast and are screened in New York. L to r: front row, Mr. Silliman; Mr. Christensen; Miss Relin; back row, Roger Greene, Philip Morris advertising director; Joseph Cullman III, executive vice president of Philip Morris, and Lou Berger, vice president in charge of marketing, Biow-Biern-Toigo.



FINISHED film print is prepared for projection by technician Raoul St. Pierre of WRCA-TV New York. Project "Turntable" now is a fully-developed commercial ready to tell its story in some 7½ seconds.



In Cincinnati - - - - -

There is only one

50,000 watt

Station

which gives you

BOTH!

Daytime—

The Cincinnati Audience—
WCKY has **21%** of the Cincinnati Audience*

(6 am-6 pm. Mon. thru Fri.)

(The other 50kw station has only 11.5% of the Cincinnati Radio audience for the same period.)

•

•

Night Time—

The Outside Audience—
WCKY has an average nightly audience of 823,500 radio families**

(The other 50kw station has an average nightly radio audience of 843,000 families.)

•

WHEN YOU BUY CINCINNATI— BUY THE STATION WHICH GIVES YOU BOTH THE CINCINNATI AUDIENCE AND THE OUTSIDE AUDIENCE.

BUY WCKY

*Pulse; May-June '55
**Nielson.



For availabilities wire or phone collect

NEW YORK
Tom Welstead
Eastern Sales Mgr.
53 E. 51st St.
Phone: Eldorado 5-1127

CINCINNATI
C. H. "Top" Topmiller
WCKY Cincinnati
Phone: Cherry 1-6565

CHICAGO
A M Radio Sales
Jerry Glynn
400 N. Michigan Ave.
Phone: Mohawk 4-6555

SAN FRANCISCO
A M Radio Sales
Ken Carey
607 Market St.
Phone: Garfield 1-0716

LOS ANGELES
A M Radio Sales
Bob Block
5939 Sunset Blvd.
Phone: Hollyw'd 5-0695

OUR HOURS A DAY • SEVEN DAYS A WEEK

(Continued from page 35)

copy for the audio—was conceived, the agency sent its proposed commercial to Philip Morris for approval. This step completed, Biow-Biern-Toigo, which handled "Turntable's" production from beginning to end, asked for film studio bids. Universal-International studios in Hollywood was awarded the contract.

By late July, agency people who had worked closely on the project—including Messrs. Ambrose and Dworkow, and Miss Relin—flew to Hollywood. There, U-I people and Roger Greene, Philip Morris advertising director, joined with the agency staff in putting the commercial on celluloid.

At this phase of Project Turntable, all concerned were busy with casting, wardrobing and building of sets. Some 10 days of preparation were necessary for the Turntable ID and for the other Philip Morris commercials being filmed consecutively. Shooting on the commercials was scheduled for Aug. 1, 2 and 3.

For the "Turntable" project a simple set was constructed. Background was highlighted with the use of silk-like gauze material hung in layers with lighting employed to convey a somewhat shimmery but not ostentatious effect. The staging itself was simply a set with a turntable, which during the filming was pulled around with the use of "invisible" guy wires (to permit Miss Belinda to shut her mind to mechanical gimmicks and concentrate on the commercial).

A full motion picture crew was used, comparable in staff to that needed for a sequence filmed in a major feature. All film was black-and-white 35mm with about a 4 to 1 ratio of film shot to film used. Cutting, editing and copy revision were handled at the scene.

While rehearsal is important, most of the preparation time was spent on the casting, wardrobing, setting and for such unique problems as the built-up PM package. The latter was achieved by special art work in black-and-white and color corrected. Black and white packs comparable to the actual PM pack—both the new and the old—were photographed and placed on closed circuit to test reproduction. After finding which pack reproduced best, the film was blown up to a 36-inch height, which was found to be the best proportion to use next to the live model.

Once the film was completed, raw stock (or rushes) were screened. Other screenings were held both at the agency and at Philip Morris offices in New York. The timebuying phase, already set in motion, was continued.

As expressed by Philip Morris and its agency, the 10-second shared identification is perhaps one of the most important of the commercials in the campaign. It tells the Philip Morris story quickly and to the point. Its advantages over the 10-second shared ID that uses three-quarters advertiser message and one-quarter station identification on the screen include elimination of need for printing logos for every station to be used in the campaign; not as distracting to the viewer, and presents two full messages, one for the advertiser, the other for the station.



VIDEO: Camera opens on young man walking toward girl. He is serious.
AUDIO: (Announcer, voice over) When you step up to ask a girl for a dance, do you have confidence in yourself?



VIDEO: Camera dollies in for closeup of man. Gobo frames picture. He smiles.
AUDIO: . . . one thing that gives any man confidence is a neat personal appearance . . .

PREVIEW

WILDROOT CREAM-OIL DISPLAYS ROMANTIC BENT IN COMMERCIALS ON THIS WEEK'S 'ROBIN HOOD'

CONFIDENCE. That's the key to success, whether in business or romance.

And, "one thing that gives any man confidence is a smart, successful appearance."

And, "confidence in your appearance just naturally begins with well-groomed, healthy-looking hair."

That's the message of the commercials which make their tv debut tonight (Monday), when Wildroot Co. begins its alternate sponsorship of *Robin Hood* on CBS-TV to advertise Wildroom Cream-Oil Hair Tonic.

The opening commercial, a 40-second spot, begins with a view of a young man walking toward a girl. He is serious. But a closeup of his head, as the announcer says ". . . and neat appearance just naturally begins with the hair," and a flashback of him at home combing his hair in front of a mirror, with a bottle of Wildroot Cream-Oil on the shelf, pave the way for a picture of the young man dancing happily with the girl and for the final picture of a bottle and tube as the announcer concludes: "Wildroot Cream-Oil gives you confidence!"

The second commercial, 80-seconds this time, shows how confidence, inspired by the smart, successful appearance of his Wildroot Cream-Oiled hair, helps him land the job he so seriously wants.

In medieval England, as *Robin Hood* shows, the way to success in love and the fight for human rights which was the main business of Robin and his band of outlaws was through a well-shot arrow or a well-wielded sword. In modern times, as the commercials prove, the way to success in love or business is through a well-groomed—a Wildroot-groomed—head of hair.

Film made by Elliot, Unger & Elliot
Supervisor: Art Bellaire, vice president in charge of tv commercials
Account executive: Gert Scanlan
Producers: Stuart Garner, Herald Douglas
Writer: Richard Davis
Agency: BBDO



VIDEO: DS to man seen before. Now he is in a "T" shirt, in front of a mirror and combing his hair. Wildroot Cream-Oil bottle is on shelf.
AUDIO: . . . healthy looking hair, the way Nature intended . . . neat, but not greasy. For that successful look that's so important . . .



VIDEO: Dissolve to same young man dancing happily with young girl.
AUDIO: . . . whether you're on a date, or on the job . . . every day use . . . Wildroot Cream-Oil!



THE STATION WITH A PERSONALITY

Not the oldest but... the Leader

Every month since WGR-TV went on the air,
it has carried at least 8 of the top 15 shows. (Pulse)

WGR-TV **CHANNEL 2**

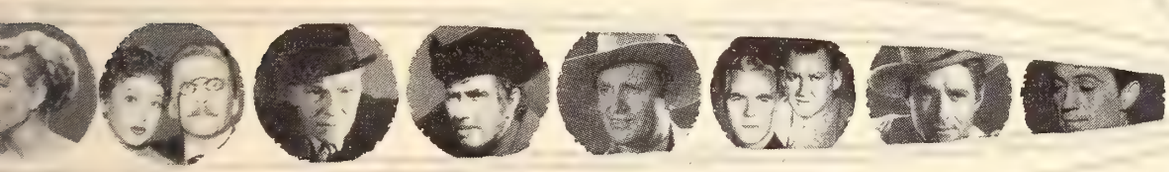
184 Barton Street, Buffalo 13, New York

LONG JOHN SILVER *Robert Newton*
FABIAN OF SCOTLAND YARD *Bruce Seton*
SCATTERGOOD BAINES *Will Rogers, Jr.*
SAN FRANCISCO BEAT *Warner Anderson, Tom Tully*
LIFE WITH FATHER *Leon Ames, Lurene Tuttle*
BUFFALO BILL, JR. *Dick Jones*
RED RYDER *Allan "Rocky" Lane*
EYE ON THE WORLD *Walter Cronkite*
AMOS 'N' ANDY
ANNIE OAKLEY *Gail Davis*
THE GENE AUTRY SHOW
THE RANGE RIDER *Jack Mahoney*
THE WHISTLER
CASES OF EDDIE DRAKE *Don Haggerty, Patricia Morison*
FILES OF JEFFREY JONES *Don Haggerty*
HOLIDAY IN PARIS *Dolores Gray*
NEWSFILM, *a product of CBS News*

ALIKE?



No...but they all have a lot in common. Although one series may suit your particular sales needs better than another, *all* the films syndicated by CBS Television Film Sales are top quality audience builders. And *all* (except of course the brand-new releases) have run up impressive rating and sales records in markets across the country. For example . . . ANNIE OAKLEY's been the highest-rated show in its time period in Los Angeles every month since it first started in January 1954. GENE AUTRY is the highest-rated daytime strip in all Chicago television, month after month after month. THE WHISTLER's been the highest-rated program—by far—in its time period in San Francisco since its debut one year ago.* And so on.



With each of these films, too, goes the follow-through that's so important to stations and sponsors: professional merchandising and promotion... sales service... speedy, smooth-functioning distribution.

After calling CBS Television Film Sales for information on cost and availability in the sales areas of your choice, take your pick. You'll find these are the *best-looking* film shows in all television.

CBS TELEVISION FILM SALES, INC.

with offices in New York, Chicago, San Francisco, Detroit, Boston, St. Louis, Los Angeles, Dallas and Atlanta. In Canada, S.W. Caldwell, Ltd., Toronto.

*All data from ARB



ALL YOU NEED'S A BEEPER PHONE

AND YOU'RE A LOCAL 'MONITOR.' HOW FOUR STATIONS DO IT

IF IMITATION is as sincerely flattering as the old saw has it, then those in charge of putting on *Monitor* for NBC Radio must certainly be flattered at the local variations of this 40-hour continuous weekend program that are springing up throughout the land. Their gratification, however, may be tinged with annoyance at the way these local *Monitor*-type operations are garnering listeners and advertisers in their communities.

One local variation on the *Monitor* theme is *Denver at Night,* launched Sept. 12 as a seven-hour weekday evening operation by KLZ, which broadcasts the program from 5 p.m. to midnight, Monday through Friday. Described by a Denver newspaperman as "a nomadic microphone reporting the pulse of a big city," *Denver at Night* covers the city—and the suburbs and the surrounding area—via "beeper" telephone for human interest stories behind the news of the day.

This local personal news service is not all there is to *Denver at Night.* The seven-hour daily airtime span also gives its listeners music, news, sports and three short CBS Radio Network programs. But the roving microphone, the "beeper" phone calls and the stories relayed back from the special *Denver at Night* radio telephone-equipped station wagon, which goes places which the telephone does not reach, make the program what it is. For example, take the program's opening night. On that initial seven-hour stint, producer-pilot Charles Roberts and his crew:

- Talked with the new Miss America (a Denver girl) and her parents by long distance telephone from the new Queen of Beauty's suite in Atlantic City.
- Eavesdropped while a group of Denver orphans said their goodnight prayers.
- Visited at a gas pump with the gas station attendant about a growing gas-price war in Denver.
- Aired direct reports on late conditions from the Denver police and fire departments.
- Chatted with a weather forecaster at the U. S. weather bureau.
- Talked with the radio-television editors of Denver's two daily newspapers, the men telling KLZ's audience about current conditions in London, where they are touring.
- Aired a conversation with the night watchman at Denver's newest skyscraper, the Mile High Center Building.
- Talked informally with the president of Time Inc., Roy Larsen, from the KLZ studios . . . then, after a lively musical selection, switched to a grocery store for a chat with a housewife doing her evening shopping.
- Heard a member of the Denver Bears baseball team tell about the heart-breaking loss of the final playoff game to the Minneapolis Millers.

In addition, KLZ proudly reports, the DaN crew "scooped both local newspapers three of the first five nights—properly forecasting that two of the three scoops would be the next day's front page headlines."

Originated by KLZ Manager Phil Hoffman, *Denver at Night* readily admits that it has taken the *Monitor* approach and given it a local angle suited to the Denver audience. Included in the seven-hour nightly broadcast are 75 minutes of *Party Line,* a KLZ program whose m.c., Starr Yelland, makes his telephone-mike available to all comers. "This show's success, commercial as well as listener, was the labor pains which actually led to the birth of *Denver at Night,"* KLZ states.

The new series caught on commercially even before it went on the air, the station says. "KLZ salesmen inked contracts for a 45-minute segment, five nights a week, the day of the opener; grabbed off a flock of spot participations the day after the first airing. One entire night was sponsored after the first week's run and encouraging reaction from advertisers and agencies indicate the remainder of the five days will go fast."

In Watsonville, Calif., KHUB's *Operation Hometown* is doing the same job for the audience of this 250 w station that NBC's *Monitor* does for the network listeners, according to Vic Rugh, KHUB's station manager. "*Operation Hometown* embraces everything," he says. "If Johnny Smith has a birthday party, KHUB calls him up, records him from the 'beeper' phone and wishes him the best of the day. When an accident happens, the staff member most available covers the event and reports in with the news.

"It's not just a programming gimmick," Mr. Rugh declares. "We may be strictly cornball but we feel that as a part of the community we should enter into everything. Naturally, it helps business because folks are afraid not to listen for fear they'll miss something."

WTTM Trenton, N. J., which calls its *Monitor*-type programming *Impulse,* has gone all the way with the new style operation, scheduling it daily from 6:30 a.m. until midnight, comprising all of the station's broadcast day except those periods committed to NBC.

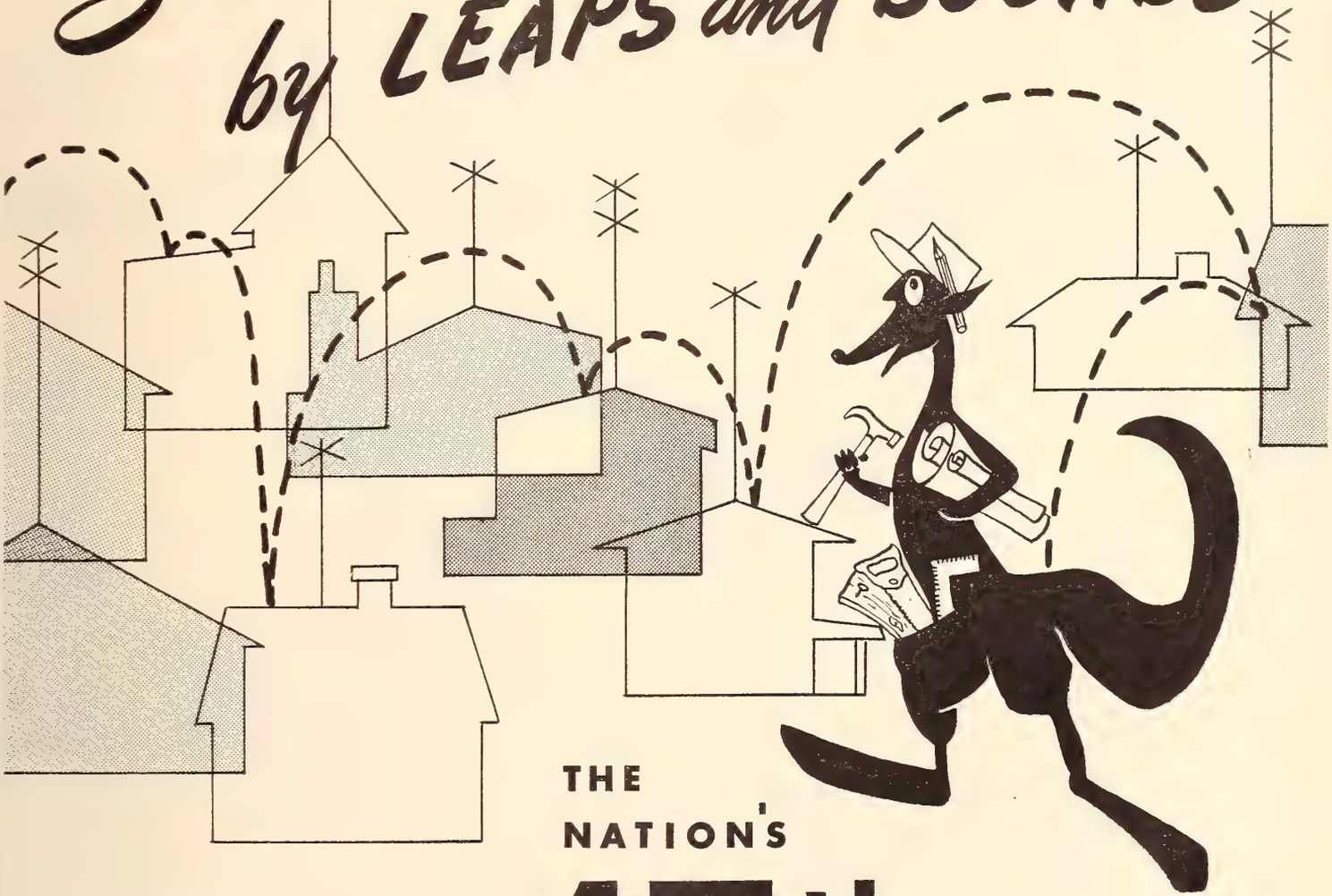
"We have tossed aside arbitrary time periods," Fred L. Bernstein, general manager of WTTM, said, "and will let the material determine how much time will be devoted to it on the air. The content will determine the form instead of the form determining the content."

Using remote pick-ups and telephone wires to get local news to its listeners first, WTTM during the first week of *Impulse* visited the office of New Jersey Gov. Robert B. Meyner; covered the capture of a murderer (scoring a four-hour beat on all competing media); was on the spot to report the results of the Delaware Valley United Fund; interviewed Miss Pennsylvania; talked to many citizens about flood relief and the peacetime uses of atomic energy; covered opening day at New Jersey State Teachers College; broadcast daily reports from the county agent, live weather reports from the U. S. Weather Bureau and several-times-daily stock market reports from the local office of Merrill Lynch, Pierce, Fenner & Beane, among other features. Music, news headlines, ball scores, weather bulletins and on-the-street interviews are interspersed with the *Impulse* specials.

Another New Jersey station, WCTC New Brunswick, on Oct. 1 inaugurated *Weekend,* which the station described as "a running show of news, sports, weather, human interest features, on-the-spot news reports and dance band pick-ups, with recorded music tying the segments together." Like the original *Monitor, Weekend* is a Saturday-Sunday proposition, running from 6:30 Saturday morning to 6:30 Sunday evening. Staffer Ray Wilson has been relieved of all other duties to cruise Central Jersey nine hours a day to tape human interest features and an additional "beeper" phone has been installed at headquarters.

AT TOP: KLZ personality Tom Carlisle does a Denver at Night *interview at the bank of beeper telephones in the station control room.*

San Diego is growing by LEAPS and BOUNDS



THE NATION'S

15th

MARKET in the sale of Lumber and Building Materials*

Out where the west grows fastest! That's San Diego . . . a market that spent $65,597,000 for Lumber - Building Materials and Hardware in 1954. In this category, San Diego is . . .

BIGGER-THAN

BUFFALO, N. Y., KANSAS CITY, MO., MIAMI, FLA., OR DALLAS, TEXAS

SEE YOUR PETRY MAN!

KFMB ABC CBS **TV**

WRATHER-ALVAREZ BROADCASTING, INC. SAN DIEGO, CALIF.
REPRESENTED BY PETRY

America's more market

*Sales Mgt. Survey of Buying Power, 1955

now, 3rd series
is ready to
a great show



of BADGE 714
prove again...
stays great!



In market after market, BADGE 714, starring Jack Webb, delivers the biggest TV audiences in town for its sponsors, proving again and again that it's a *great* show.

As DRAGNET on network, the 39 exciting half-hour episodes comprising the third series of BADGE 714 chalked up an average national Nielsen rating of 44.7*. In the latest ratings of all ARB markets, the second series outrated 58 of 62 programs, network and local, in time-period competition.

And the latest Annual *Billboard* Poll of TV station managers, advertising agencies and sponsors again selected BADGE 714 as "the best non-network mystery series." Its star, Jack Webb, once again was named "best performer."

Great entertainment for audiences and great selling for advertisers – that's the way BADGE 714 adds up every time. And now, the third series is ready to do a great selling job for *you*. Sign up now for first-run syndication sponsorship in your markets. For availabilities, write, wire or phone







NBC FILM DIVISION

Serving *All* Sponsors... Serving *All* Stations

30 Rockefeller Plaza, N. Y. 20, N. Y. Merchandise Mart, Chicago, Ill. Sunset & Vine, Hollywood, Calif.

*Nielsen Television Index—September, 1954-May, 1955



THAT FIRST LOOK AT TV

U. S. IS PROVIDING IT AT TRADE FAIRS THROUGHOUT THE WORLD

"PARTICIPATION of the United States for the first time in the Pakistan International Industries Fair has enabled the people of Pakistan to view that dream invention of modern times—the television," wrote the *Morning News* of Karachi on its editorial page.

That was one reaction when the first major demonstration of television in the Far East was undertaken by RCA in cooperation with the International Trade Fair Program of the U. S. Dept. of Commerce. The purpose of the Trade Fair program, in the words of President Eisenhower, is "to tell adequately the story of our free enterprise system and to provide effective international trade promotion cooperation."

The tv demonstrations to the huge populations of the Far East will help tell graphically the story of the American way of life. The RCA exhibit is a feature of three international trade fairs being held from Aug. 18-through Dec. 15, at Djakarta, Indonesia; Karachi, Pakistan, and New Delhi, India. Judging by the vast turnouts thus far, it is expected that approximately 12 million Asians will see television for the first time during the expositions.

Already, Uncle Sam has taken the edge by a wide margin over the other nations exhibiting the results of their scientific, industrial and agricultural know-how and production. RCA has sent a team of 15 engineers and technicians to set up and operate many tons of equipment valued at more than $500,000. The demonstrations are held in specially designed and constructed pavilions, style in ultra-modern manner (glass front theatre), where fairgoers can watch live native talent perform on stage and at the same time see performances shown on any of the twenty-four 21-inch screen sets distributed around the grounds.

The demonstration tv programs are carried four to five hours daily, with each program lasting about 10 minutes. Because of the angle of the sun, the programs must wait until almost dark to get underway. A. Vance Hallack, television program director of the International Trade Fair, reports that shows don't start much before 6:30 each night and continue through 10:30 p.m. on weekdays and 11:30 p.m. on Saturdays. In view of the overwhelming popularity of television, the program is terminated a half-hour before closing time in order to enable officials to clear the fair grounds for the day.

Mr. Hallack said that "the most popular program in Indonesia was *Pak Kasur and Children.* Pak Kasur is the 'Uncle Don' of Indonesian radio fame. The children dance, sing and play 'angklungs', native bamboo instruments." He also reports that the rest of the program also is quite popular "as long as classic elements alternate with popular music." "See Yourself on Tv" is another big favorite. Puppet plays, Sumatran wrestling, Javanese dancing, harmonica quartets, etc., also are on the program, which is introduced by a Dave Garroway type walk-about show in Indonesian explaining how tv works.



GREECE's King Paul and Queen Frederika (r) see themselves on tv at the International Trade Fair in Salonika.

In Karachi, where the fair had been delayed a week (until Sept. 16) because the heavy damage wreaked by rains and the monsoon, the huge crowds at the American television show and viewing it on the sets scattered throughout the fair grounds created consternation among the other exhibitors of the 17 nations represented because of overflowing crowds. On opening day, when more than 50,000 persons saw the show, a *New York Times* dispatch reported that "Soviet representatives were obviously annoyed when their outdoor display of trucks and automobiles was blocked off by the backs of several hundred television fans."

The Office of International Trade Fairs also demonstrated television for the first time in Salonika, Greece (Sept. 4-25). King Paul and Queen Frederika were among the many thousands who thrilled to the "See Yourself" exhibit. The royal couple watched themselves on the monitor set of the DuMont closed circuit. Bradlee Smith, the fair manager, said regarding the tv exhibit, "The Greeks seem to love it and are constantly pausing, giggling and calling their friends to see them. With the exception of a few Americans, none of our visitors have ever seen television before."

Said Roy Williams, director of the Office of International Trade Fairs: "Television, along with the many other products on display at our main pavilions, is certainly helping us to tell global-wide the American story, or to 'roll up the window shades on American life'."

More

LOCAL

and More

NATIONAL

Advertisers use

WPEN

than any other station in

Philadelphia*

*Latest B.A.R. Reports, Inc.

Represented Nationally by Gill-Perna

(A&A continues from page 32)

PULSE REFINES METHOD WITH REVISITS OF HOMES

New move brings fuller data by listing those families not at home during first visit.

PULSE Inc. claims it has made a major move in refining its personal roster recall interview method and already has incorporated the procedure in its September radio-tv reports to subscribers. Details were released last week.

Basically, the new move is to revisit families who at the outset are not at home. Two additional visits—the first an hour later and the other at the end of the four-hour interviewing span that is Pulse's standard—are made before an alternate family "of equal status and characteristics" is included.

At the same time, Pulse's director, Dr. Sydney Roslow, said the sample used to derive its daytime radio ratings in Dallas and Fort Worth would be increased by a third this month. Pulse in its separate reports for the markets will give Monday-Friday radio ratings for daytime hours based on interviews with 1,000 radio families. Pulse also will issue six tv reports yearly for these two areas instead of the former four reports issued annually.

It was understood Pulse's move to reduce the "not-at-home" segment of its radio-tv reports was stimulated in part by the Advertising Research Foundation's ratings review committee, which released a recommended standards study last December. Reservations had been made on the accuracy and dependability of the sample and method because of this factor.

Pulse said it adopted the new procedure after careful pre-testing followed by a final, large sampling (9,249 contracts) in metropolitan New York. Accordingly, Pulse said, "revisits shrink the not-at-homes to a factor of insignificance, whether the interest is statistical only, highly critical theory, or pocket-book interest in knowing the correct audience data."

Pulse chose last July—a month when peoples' stay-at-home desires are at a low ebb and vacationing is at a high—to make its test "revisit" sample of metropolitan New York.

Pulse indicated that it expects that in months of average tune-in when increased viewing and listening of top programs swell the tune-in its reports will show only 5% or fewer homes not available via its spaced re-visits.

In its breakdown of the test survey, Pulse interviewed 70.3% of the home sample in the first round; 16.2% in the revisits, leaving only 13.5% not interviewed.

Miller Joins Grant Agency

APPOINTMENT of Gordon S. Miller, formerly vice president at Ruthrauff & Ryan Inc., to a similar capacity at Grant Adv. Inc., Detroit, was announced last week by Lawrence R. McIntosh, Grant executive vice president. Mr. Miller will serve as account executive on the newly - acquired Electric Auto-Lite Co. account, on which he worked at Ruthrauff & Ryan for 11 years, also in Detroit. The company uses both radio and television media.



MR. MILLER



IOWA, NEW JERSEY, RHODE ISLAND, TENN.

These preliminary state and county figures from the U. S. Census of Agriculture show the number of farms with television sets in October-November 1954, when the census was made. Figures are projected from a survey covering 20% of all farms. B•T will present farm tv figures for each state as they are tabulated by the Census Bureau. Readers may clip and save these reports to accumulate a complete, county-by-county, state-by-state file.

IOWA	Total Farms	Farms With Tv	% Farms With Tv
Adair	1,932	990	51.2
Adams	1,355	772	53.3
Allamakee	1,898	383	20.2
Appanoose	1,692	507	30.0
Auburon	1,661	1,100	66.2
Benton	2,434	1,596	65.6
Black Hawk	2,199	1,427	64.9
Boone	2,174	1,576	72.5
Bremer	1,917	730	38.1
Buchanan	2,218	1,080	48.7
Buena Vista	2,019	962	47.6
Butler	2,236	915	40.9
Calhoun	1,930	1,090	56.5
Carroll	2,045	1,307	63.9
Cass	1,984	1,316	66.3
Cedar	2,101	1,663	79.2
Cerro Gordo	1,988	1,032	51.9
Cherokee	1,765	1,112	63.0
Chickasaw	1,948	695	35.7
Clarke	1,260	626	49.7
Clay	1,783	655	36.7
Clayton	2,715	910	33.5
Clinton	2,518	2,045	81.2
Crawford	2,364	1,363	57.7
Dallas	2,123	1,498	70.6
Davis	1,535	364	23.7
Decatur	1,561	412	26.4
Delaware	2,177	1,030	47.3
Des Moines	1,394	817	58.6
Dickinson	1,204	318	26.4
Dubuque	2,042	981	48.0
Emmet	1,199	396	33.0
Fayette	2,818	1,195	42.4
Floyd	1,766	716	40.5
Franklin	2,076	1,306	62.9
Fremont	1,321	1,118	84.6
Greene	1,914	1,461	76.3
Grundy	1,765	1,066	60.4
Guthrie	2,045	1,193	58.3
Hamilton	2,046	1,518	74.2
Hancock	1,974	835	42.3
Hardin	2,021	1,391	68.8
Harrison	2,152	1,609	74.8
Henry	1,703	875	51.4
Howard	1,661	435	26.2
Humbolt	1,410	910	64.5
Ida	1,403	996	71.0
Iowa	1,939	1,165	60.1
Jackson	1,992	1,235	62.0
Jasper	2,696	1,802	66.8
Jefferson	1,601	555	34.7
Johnson	2,244	1,238	55.2
Jones	1,959	1,272	64.9
Keokuk	2,140	1,077	50.3
Kossuth	3,070	1,226	39.9
Lee	1,751	781	44.6
Linn	3,133	2,152	68.7
Louisa	1,199	858	71.6
Lucas	1,345	593	44.1
Lyon	1,878	740	39.4
Madison	1,857	1,131	60.9
Nahaska	2,320	746	32.2
Marion	2,106	1,071	50.9
Marshall	2,151	1,755	81.6
Mills	1,209	936	77.4
Mitchell	1,658	758	45.7
Monona	1,825	1,314	72.0
Monroe	1,317	436	33.1
Montgomery	1,397	967	69.2
Muscatine	1,713	1,362	79.5
O'Brien	1,948	1,030	52.9
Osceola	1,268	451	35.6
Page	1,824	1,110	60.9
Palo Alto	1,833	475	25.9
Plymouth	2,722	1,887	69.3
Pocahontas	1,907	770	40.4
Polk	2,329	1,788	76.8
Pottawattamie	3,330	2,610	78.4
Poweshiek	1,991	1,157	58.1
Ringold	1,544	584	37.8
Sac	1,894	1,125	59.4
Scott	2,030	1,590	78.3
Shelby	1,978	1,427	72.1
Sioux	2,842	1,151	40.5
Story	2,123	1,663	78.3
Tama	2,537	1,446	57.0
Taylor	1,839	912	49.6
Union	1,376	489	35.5
Van Buren	1,532	491	32.0
Warren	2,081	1,305	62.7
Washington	2,057	1,110	54.0
Wapello	1,610	516	32.0
Wayne	1,618	386	23.9
Webster	2,463	1,806	73.3
Winnebago	1,629	685	42.1
Winneshiek	2,580	615	23.8
Woodbury	2,784	1,930	69.3
Worth	1,463	632	43.2
Wright	1,855	1,256	67.7
TOTAL	192,933	105,809	54.8
RHODE ISLAND			
Bristol	100	70	70.0
Kent	319	246	77.1
Newport	444	350	78.8
Providence	819	652	79.6
Washington	322	211	65.5
TOTAL	2,004	1,529	76.3
NEW JERSEY			
Atlantic	1,279	1,012	79.1
Bergen	547	467	85.4
Burlington	1,835	1,431	78.0
Camden	658	575	87.4
Cape May	315	246	78.1
Cumberland	2,237	1,926	86.1
Essex	154	111	72.1
Gloucester	1,608	1,425	88.6
Hudson	52	43	82.7
Hunterdon	2,204	1,765	80.1
Mercer	828	662	80.0
Middlesex	1,070	978	91.4
Monmouth	2,486	2,146	86.3
Morris	1,023	847	82.8
Ocean	1,214	1,009	83.1
Passaic	314	255	81.2
Salem	1,478	1,225	82.9
Somerset	1,035	874	84.4
Sussex	1,021	754	73.8
Union	208	165	79.3
Warren	1,120	882	78.8
TOTAL	22,686	18,798	89.9
TENNESSEE			
Anderson	1,555	475	30.5
Bedford	2,299	871	37.9
Benton	1,035	115	15.0
Bledsoe	827	58	7.0
Blount	2,847	916	32.2
Bradley	1,430	306	21.4
Campbell	1,467	295	20.1
Cannon	1,503	390	25.9
Carroll	3,205	370	11.5
Carter	2,446	631	25.8
Cheatham	1,232	509	41.3
Chester	1,399	255	18.2
Claiborne	2,622	347	13.2
Clay	1,089	128	11.8
Cocke	1,451	309	12.6
Coffee	1,698	537	31.6
Crockett	2,607	801	30.7
Cumberland	1,549	207	13.4
Davidson	2,374	1,676	70.6
Decatur	1,046	61	5.8
De Kalb	1,527	520	34.1
Dickson	1,898	641	33.8
Dyer	2,653	1,097	41.3
Fayette	4,188	613	14.6
Fentress	1,464	119	8.1
Franklin	2,262	519	22.9
Gibson	4,880	1,337	27.4
Grainger	2,249	206	9.2
Greene	5,955	977	16.4
Grundy	596	120	20.1
Hamblen	1,558	260	16.7
Hamilton	1,908	787	41.2
Hancock	1,748	155	8.9
Hardeman	2,710	542	20.0
Hardin	2,008	149	7.4
Hawkins	3,646	527	14.5
Haywood	4,294	833	19.4
Henderson	2,423	300	12.4
Henry	2,503	417	16.7
Hickman	1,407	413	29.4
Houston	622	156	25.1
Humphreys	1,040	299	28.8
Jackson	1,884	392	20.8
Jefferson	2,084	346	16.6
Johnson	1,807	261	14.4
Knox	3,599	1,280	35.6
Lake	760	222	29.2
Lauderdale	3,368	989	29.4
Lawrence	3,200	550	17.2
Lewis	529	106	20.0
Lincoln	3,407	697	20.5
Loudon	1,400	351	25.1
McMinn	2,016	291	14.4
McNairy	2,599	502	19.3
Macon	2,409	721	29.9
Madison	3,594	852	23.7
Marion	894	145	16.2
Marshall	1,887	620	32.9
Maury	3,010	1,021	33.9
Meigs	684	103	15.1
Monroe	2,540	350	13.8
Moore	764	150	19.6
Montgomery	2,475	669	27.0
Morgan	908	192	21.1
Obion	2,488	667	26.8
Overton	2,194	349	15.9
Perry	715	62	8.7
Pickett	788	46	5.9
Polk	770	115	14.9
Putnam	2,544	572	22.5
Rhea	1,005	234	23.3
Roane	1,306	272	20.8
Robertson	3,002	1,412	47.0
Rutherford	3,441	1,398	40.6
Scott	1,016	76	7.5
Sequatchie	433	72	16.6
Sevier	2,577	466	18.1
Shelby	5,145	2,190	42.6
Smith	2,505	835	33.3
Stewart	1,134	237	20.9
Sullivan	3,499	1,083	31.0
Sumner	3,522	1,314	37.3
Tipton	3,906	1,523	39.0
Trousdale	847	260	30.7
Unicoi	954	120	12.6
Union	1,426	335	23.5
Van Buren	479	85	17.7
Warren	2,253	649	28.8
Washington	3,541	1,138	32.1
Wayne	1,447	85	5.9
Weakley	3,402	470	13.8
White	1,822	321	17.6
Williamson	2,669	1,094	41.0
Wilson	2,990	997	33.3
TOTAL	203,149	50,123	24.7

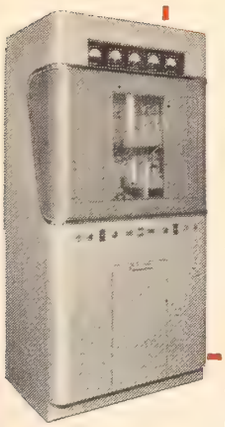
Cadillac on Blair Stations

PURCHASE by General Motors Corp. (for its Cadillac Motor Car Div.) of an expanded schedule of 40 announcements per week on each of the 42 radio stations represented by John Blair & Co. is being announced today (Monday) by Charles Fritz, manager of the Detroit office of Blair. The business, placed through McManus, John & Adams, Detroit, compares with a 24-announcement schedule per week on the Blair stations last year.

Collins 20V PERFORMANCE

TOPS ALL OTHERS!

Since the introduction of the One Kilowatt 20V, Collins has sold hundreds of these transmitters based on "Conservative, better than average" performance specifications. But broadcasters have found that the on-the-air characteristics are actually much better than originally advertised. As a result specifications have been revised to reality — *and the new 20V is guaranteed to outperform all others!*



NEW SPECIFICATIONS

FREQUENCY STABILITY
Deviation less than ±5 cps.
(Typical—Less than ±2 cps).

AUDIO FREQUENCY RESPONSE
Within ±1 db from 30 to 15,000 cps.
(Typical—±0.5 db from 30 to 15,000 cps).

AUDIO FREQUENCY DISTORTION
Less than 3% from 50-7,500 cps for 95% modulation, including all harmonics up to 16 kc.
(Typical—Less than 2½% from 50-7,500 cps, less than 2% from 100-5,000 cps).

CARRIER SHIFT
Less than 3%, 0-100% modulation.
(Typical—Less than 2%).

POWER DEMAND

0% modulation	2950 Watts
30% modulation	3250 Watts
100% modulation	4150 Watts

(83% Power Factor)



This guaranteed High Fidelity performance, coupled with the proven experience of Collins reliability and low-cost operation, easily makes the 20V *the outstanding buy of all AM Kilowatts.*

Your nearest Collins representative will be glad to send this brochure and complete price and delivery data.

COLLINS RADIO COMPANY | **CEDAR RAPIDS, IOWA**

261 Madison Avenue, NEW YORK 16, NEW YORK
1200 18th Street, N.W., WASHINGTON, D.C.
1930 Hi-Line Drive, DALLAS 2, TEXAS
2700 W. Olive Avenue, BURBANK, CALIFORNIA
Dogwood Road, Fountain City, KNOXVILLE, TENNESSEE
Petroleum Building, TALLAHASSEE, FLORIDA
COLLINS RADIO COMPANY OF CANADA LTD.
77 Metcalfe Street, OTTAWA, ONTARIO

COLLINS

a spectacular beginning

Television's new season of excitement opened with Helen Hayes and Mary Martin starring in "The Skin of our Teeth." Said the Newark News about this new NBC Sunday Spectacular, "The season is indeed off to a wonderful start." And the Detroit Times reported ". . . one of the most memorable shows in television's short history . . ."

Then on "Producers' Showcase" Frank Sinatra and Eva Marie Saint brought the warmth and beauty of "Our Town" into more than 12,000,000 homes. Martha Raye in NBC's great Tuesday night spot; Martin and Lewis on the Colgate Variety Hour; and Perry Como in his new Saturday night extravaganza all walked away from their competition. And no wonder. Each of these three shows reached at least 32,000,000 viewers — viewers who expect . . . and get . . . the biggest and best on NBC.

"Inspired . . . sensitive . . . imaginative"—Variety

"Magnificent achievement"—The New York Times





And this is only the beginning. A few of the big shows upcoming on NBC are: Max Liebman's musical version of "Heidi"; Jose Ferrer's production of "Cyrano de Bergerac" starring Mr. Ferrer; Maurice Evans' production of "Alice in Wonderland"; and "The Constant Husband" featuring Rex Harrison.

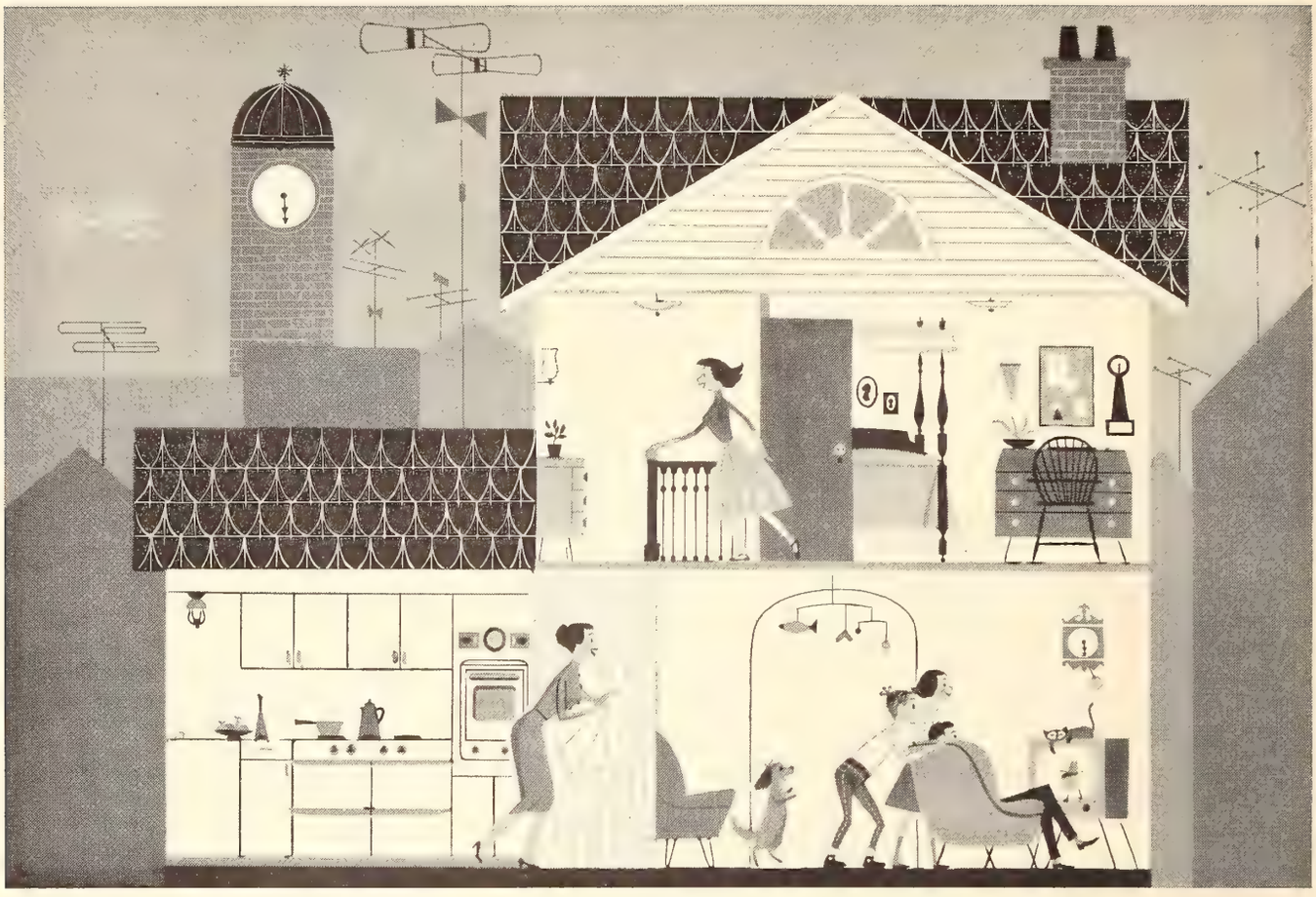
New programming ideas on NBC continue to open up profitable opportunities for *new* sponsors. NBC Matinee Theater, for instance. For the first time in television history, viewers will be able to see a live, full-hour, dramatic show in color and black-and-white, every day, five days a week — equal to the best that nighttime television offers. Advertisers who buy NBC Matinee Theater before October 31 can qualify for the money-saving Charter Client Plan. Like they say...

exciting things are happening on **NBC TELEVISION**

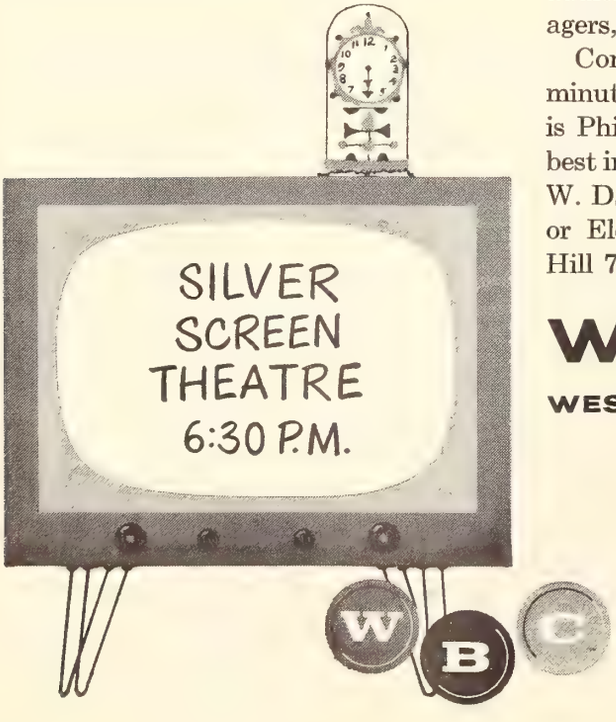
a service of RCA

Happiest opening of the new TV Season"
—New York Herald Tribune "...rocked the viewers"—New York Daily Mirror "...socko all the way"—Variety





Philadelphia's Sunday Best!



Ever since August 14th, when WPTZ introduced "Silver Screen Theatre," more and more people are going to WPTZ for the *finest full-length feature films* ever seen on television in Philadelphia! Films like "Algiers," with Charles Boyer and Hedy Lamarr—"Pardon My French," with Paul Henreid and Merle Oberon.

At 6:30 on Sunday evening it's a family time and a family audience . . . two-thirds adults, one-third children and teen-agers, an amazing three viewers per set!

Commercials are carefully integrated, so that even a one-minute participation rates a big payoff. "Silver Screen Theatre" is Philadelphia's "Sunday best" in entertainment . . . Sunday best in advertising value. Get the complete scoop from Alexander W. Dannenbaum, Jr., WPTZ Sales Manager, at LOcust 4-5500, or Eldon Campbell, WBC National Sales Manager, MUrray Hill 7-0808, New York.

WPTZ **First in Television in Philadelphia**

WESTINGHOUSE BROADCASTING COMPANY, INC.

RADIO	TELEVISION
BOSTON—WBZ+WBZA	**BOSTON**—WBZ-TV
PHILADELPHIA—KYW	**PHILADELPHIA**—WPTZ
PITTSBURGH—KDKA	**PITTSBURGH**—KDKA-TV
FORT WAYNE—WOWO	**SAN FRANCISCO**—KPIX
PORTLAND—KEX	

KPIX REPRESENTED BY THE KATZ AGENCY, INC.
ALL OTHER WBC STATIONS REPRESENTED BY FREE & PETERS, INC.

No selling campaign is complete without the WBC stations

CALIFORNIANS PLAN RADIO PITCH IN EAST

Southern California Broadcasters Assn. to show sound presentations to eastern agencies and advertisers.

THIS fall eastern advertising agencies and advertising executives will learn first-hand about radio's growth in Southern California, the market that is expanding at such a phenomenal rate [B•T, Sept. 19]. They will learn by radio's unique, intimate, effective means—the human voice and sound.

The Southern California Broadcasters Assn., representing 70 stations, is preparing an "ultraphonic" sound system of multiple speakers and an Ampex tape unit, to provide a "moving sound" experience for those listening to the live and partially recorded market story. The live portion will be delivered by Frank W. Crane, SCBA manager director, supported by recorded contributions from the people who are "radio" in Southern California.

Mr. Crane said the "moving sound" experience will be a new technique for an advertising presentation. It will be made to groups of about 40 persons with speakers throughout the room, he explained, indicating voicings and sound effects would range from speaker to speaker or in combination. No visual aids will be used, he emphasized, since radio will tell its story in its own medium and thereby prove its impact.

The SCBA presentation will be made in New York, Oct. 10-21; Philadephia, Oct. 24; Detroit, Oct. 27-28; Chicago, Oct. 31-Nov. 2; Portland, Ore., Nov. 9, at a combined meeting of Portland and Seattle Advertising Clubs; Los Angeles Advertising Club, Nov. 15; national conference of Public Relations Society of America, Los Angeles, Nov. 16, and San Francisco in early December. The Oregon Assn. of Broadcasters will fly a planeload of Seattle timebuyers to the Nov. 9 Portland session, he said.

Cites Radio's Usefulness

"We think all media are good, but radio is a little better for covering this area," Mr. Crane said, adding that SCBA is not selling against anyone else.

To emphasize the importance of autos in the region, most of which are radio equipped, Mr. Crane said less than 15% of the people going in or out of downtown Los Angeles use public transportation, while 67% use public vehicles in New York. "That's why they listen to the radio here to and from work instead of reading the paper," he said.

SCBA is active in taking the radio message to prospective advertising groups which have not used radio before. In addition the organization conducts a vigorous "listen to radio" consumer promotion through its members, using singing "commercials" developed by Song Ads Inc. of Los Angeles. Underway only since last December, the on-air promotion records have been solicited by more than 200 stations in other sections of the country, Mr. Crane said.

Also, SCBA acts as a clearing house for information on various public service organizations which seek free radio spots or programs. SCBA also keeps a personnel availability file and issues bulletins but does not offer a job placement or interview service because of limited staff. Mr. Crane is assisted at the headquarters, 6047 Hollywood Blvd. in Hollywood, by Louis Sanders and Constance Smithers.

Typical of the cooperative radio presentations SCBA has made this year are these firms and groups: Barker Bros. and May Co. (department stores), Southern California Advertising Agencies Assn., National Paint & Wallpaper Dealers Assn., 43 service and sales executives clubs, six advertising clubs and hundreds of calls on specific advertisers concerning special sales problems (both local and regional).

COLORCASTING

Advance Schedule Of Network Color Shows

CBS-TV

Oct. 4 (9:30-10 p.m. EDT) *Red Skelton Show,* S. C. Johnson & Son through Needham, Louis & Brorby and Pet Milk Co. through Gardner on alternate weeks. (Also Oct. 11, 18, 25.)

Oct. 6 (8:30-9:30 p.m. EDT) *Shower of Stars,* "Time Out for Ginger," Chrysler Corp. through McCann-Erickson.

Oct. 8 (7-7:30 p.m. EDT) *Gene Autry Show,* William Wrigley Jr. Co. through Ruthrauff & Ryan. (also Oct. 15, 22, 29.)

Oct. 20 (8:30-9:30 p.m. EDT) *Climax,* Chrysler Corp. through McCann-Erickson.

Oct. 22 (9:30-11 p.m. EDT) *Ford Star Jubilee,* "Together With Music," Ford Motor Co. through J. Walter Thompson Co.

NBC-TV

Oct. 3-7 (5:30-6 p.m. EDT) *Howdy Doody.* (Also Oct. 10-14, Oct. 17-21, Oct. 24-28.) Participating sponsors.

Oct. 3 (12:45-4 p.m., EDT) World Series from Yankee Stadium, Gillette Safety Razor Co. through Maxon Inc. (Also Oct. 4.)

Oct. 9 (7:30-9 p.m.) *Color Spread,* "Show Biz." Participating sponsors.

Oct. 15 (2:45-5:30 p.m. EDT) NCAA Football, Notre Dame vs. Michigan State. Participating sponsors.

Oct. 17 (8-9:30 p.m. EDT) *Producers Showcase,* "Cyrano de Bergerac," Ford Motor Co. through Kenyon & Eckhardt and RCA through Kenyon & Eckhardt, Grey and Al Paul Lefton.

Oct. 18 (8-9 p.m. EDT) *Milton Berle Show,* Sunbeam Corp. through Perrin-Paus Co. and RCA and Whirlpool Corp. through Kenyon & Eckhardt.

Oct. 23 (4-5:30 p.m. EDT) *Hallmark Hall of Fame* "Alice in Wonderland," Hallmark cards through Foote, Cone & Belding.

Oct. 29 (2:15-5 p.m. EDT) NCAA Football, Iowa vs. Michigan. Participating Sponsors.

[Note: This schedule will be corrected to press time of each issue of B•T]

STICK WITH RATE CARD, KOBAK WARNS AGENCIES

Agencies and their clients were cautioned against being a party in offers of free time or similar deals which would undercut existing rates.

EDGAR KOBAK, station owner, business consultant and president of the Advertising Research Foundation, warned that accepting or encouraging offers of free time "can tear down something in the media business that is important to everybody." Mr. Kobak, featured speaker at the season's first luncheon meeting of the Advertising Agency Financial Management group, held last Wednesday at the Hotel Lexington, New York, said he was bringing up the free time issue in view of an unverified report that NBC-TV had offered bonus time to Revlon Product Corp. in attempting to wean the top-rated *$64,000 Question* from CBS-TV [B•T, Sept. 26].

Although sources involved in negotiations claimed time had been proposed in a tie-in, gratis deal, NBC executives vigorously denied the assertion [CLOSED CIRCUIT, Sept. 26].

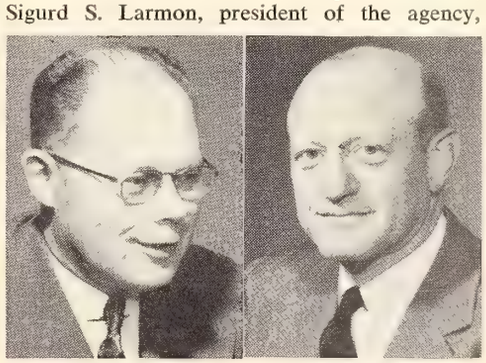
Mr. Kobak said that if the alleged free time offer by NBC were true, it could stir other advertisers on that and other networks to seek similar arrangements. It is "up to agency and advertiser financial people to stop such practices," he said, while it is for the media people "to stand by their rate cards." Below rate card selling, he asserted, "Breaks down confidence and respect in the media field."

In his talk, Mr. Kobak also said advertising agencies should remember that their copy departments are "the keys to financial success," since the advertising copy that is "sound" eventually will bring in the most revenue.

Other advice proferred by Mr. Kobak: Advertisers should think in terms of concentration in media rather than spreading their buys "too thin"—"the in and out buying practice is not as sound as the consistent-continuity method of media advertising"; advertisers need to think in terms of results rather than just spending money when times are good and money is "easy"; agencies ought to review their policies every year, and that a temporary "loss" in business is not always unhealthy because often it encourages sorely-needed review of management or financial policies.

Enders, Farrand Promoted

HARRY H. ENDERS, secretary and treasurer, has been elected vice president and secretary, and George N. Farrand, assistant treasurer, has been named treasurer of Young & Rubicam, Sigurd S. Larmon, president of the agency,

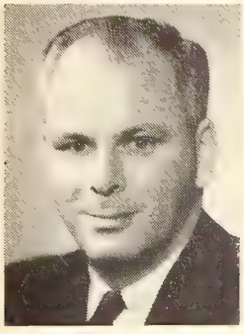


MR. FARRAND MR. ENDERS

has announced. Mr. Enders joined Y & R in 1936 and Mr. Farrand in 1948. Dwight F. Smith and Paul Muller were also named assistant treasurers of the company.

Hoag & Provandie Fills Four Executive Positions

BOARD of directors of Hoag & Provandie Inc., Boston, last week elected Paul H. Provandie president and Myron L. Eastwood treasurer, at a meeting called to fill executive positions vacated by the death of J. Paul Hoag [B•T, Sept. 19].



MR. PROVANDIE

Mr. Provandie is a co-founder of the agency, which was formed in 1947, and is immediate past president of the Advertising Club of Boston. He is 1st district governor of the Advertising Federation of America and current president of Broadcasting Executives Club of Boston. Mr. Eastwood has also been with the firm since its founding and became a vice president and general manager in 1954.

At the same time the board elected Langley C. Keyes executive vice president and William Van N. Washburn, vice president.

K. C. Advertising Parley Features Report by Weiss

EDWARD H. WEISS, president of Weiss & Geller Inc., Chicago, carried his agency motivational research campaign to the Kansas City Regional Advertising Conference last week.

Mr. Weiss told delegates Wednesday that "many products fulfill all of the advertising claims perfectly, but can't possibly fulfill the promises that buyers read into the ad as a result of their own buried desires." He urged advertisers to utilize motivational research techniques after purchase to test advertising claims against consumer experience with the product. Mr. Weiss alluded specifically to cosmetic advertising.

UpJohn Enters Network Tv

UPJOHN Co. makes its entry into network television Wednesday with a weekly 15-minute segment on NBC-TV's *Home* (Mon.-Fri., 11-12 a.m. EDT). The pharmaceutical house will be featured for 52 weeks during *Home's* Wednesday segment on medical news, featuring Author Howard Whitman's progress report for all fields of medicine. UpJohn's schedule of *Home* participations will present the institutional story of the pharmaceutical industry, with emphasis on the industry's rigid controls, its research undertakings and its system of distribution. William Douglas McAdams, New York, is the agency.

Mahoney Joins Hooper

JAMES A. MAHONEY has joined C. E. Hooper Inc., New York rating service, to participate in agency and station contacts. Mr. Mahoney was associated with Crosley Inc. in the early days of audience ratings, and later was with Mutual and ABC. More recently, he has done account work with Lennen & Newell, New York agency.



MR. MAHONEY

WRCA Signs Financiers

SIGNING of two financial advertisers for time over WRCA New York was announced last week by George Stevens, sales manager. Lee Higginson Corp., New York, has purchased a 13-week spot announcement campaign on the early-morning *Bill Cullen Show* (Mon.-Fri. 6:30-9:30 a.m.) to promote its mutual funds. Tomorrow (Monday) Shearson, Hammill & Co., New York, will begin sponsorship of *Today in Business* (Mon.-Wed.-Fri., 6:40-6:45 p.m.). Doremus & Co., New York, is the agency for both sponsors.

Craig, Sparks to Head Whirlpool-Seeger Sales

SALES functions of the newly-organized Whirlpool-Seeger Corp. [B•T, Sept. 19] will be administered under two new divisions—merchandise development and distribution—headed by John W. Craig, former RCA vice president, and Jack Sparks, respectively.

RCA, whose stove and air-conditioning branches were absorbed in the merger is represented with executives in various product groups.

Mr. Craig will be director of merchandise development for laundry, refrigeration, range and air conditioner appliances, each to include a general, product, assistant product, sales and sales promotion manager. Mr. Sparks is general sales manager for distribution. Also named to key posts were Roy Howard as merchandising manager; Harvey Weimer, formerly with Crosley-Bendix, as market research manager, and Austin Rising, of RCA, as general manager of the range and air-conditioning divisions.

Martin to Kenyon & Eckhardt

GERRY MARTIN, former director of sales for DuMont Television Network and before that executive contact man at Lennen & Newell and account executive at Geyer Inc., to Kenyon & Eckhardt, N. Y., as an account executive.



MR. MARTIN

Mr. Martin previously was with Duane Jones, in charge of television and radio, and assistant director, television department, William Esty.

Antell Buys on 200 Tvs

CHARLES ANTELL Inc. is introducing its new "super lanolin" liquid make-up with a $2 million network and local television campaign. Half-hour shows are being placed for 13 weeks on 200 tv stations covering all markets. The program features the Ern Westmore show, *Hollywood Backstage*. Jan Gilbert, head of timebuying for Product Services Inc., New York, agency for Antell, is placing the time.

NEW BUSINESS

Motorola Inc., Chicago set manufacturer, has signed as a sponsor for NBC-TV's new color program, *Matinee,* to be launched Oct. 31. Motorola will participate with a live color commercial each Friday for 13 weeks during the Mon.-Fri. hour-long dramatic series.

Norwegian Kippers, N. Y., through McCann-Erickson, N. Y., placing radio spot announcement campaign on West Coast power stations for 13 weeks.

Bristol Myers Co., for Sal Hepatica, has signed for sponsorship of the *Jimmy Wakely Show* on Columbia Pacific Radio Network effective Oct. 8, it was announced by Bert S. West, CPRN general sales manager. Contract is for 13 weeks through Young & Rubicam, New York. In fourth season, show is aired Saturday 7:30-7:55 p.m.

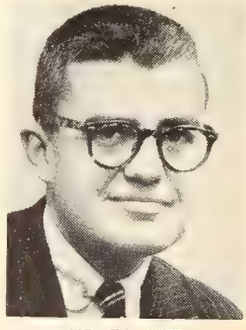
RENEWALS

Voice of Prophecy Inc., through Milton Carlson Co., Los Angeles, has renewed half-hour Sunday morning *Voice of Prophecy* on 285 Mutual and 146 ABC stations effective immediately. Annual budget for both networks runs about $450,000, the agency said. The program also is sponsored on some 50 independent U. S. and 17 Canadian stations, plus stations abroad.

A&A PEOPLE

George E. Simons, and **Robert Shirey,** account executives, Kenyon & Eckhardt, N. Y., have been elected vice presidents. Mr. Simons has been with the agency since last February. Mr. Shirey joined the firm in 1954.

Ralph C. Tanner, Mooresville Mills advertising and sales promotion manager, returns to Anderson & Cairns, N. Y., as vice president and account executive.



MR. TANNER

Arthur H. Baum, formerly advertising manager, Forest City Mfg. Co. (dresses), St. Louis, to Formfit Co. as advertising director.

Pat Kater, Elwood J. Robinson Co., Los Angeles, to Batten, Barton, Durstine & Osborn, L. A., as assistant in production department.

Fred J. Rapp, previously sales manager of consumer products, Phenix Foods Co., appointed assistant national cheese products sales manager for parent Kraft Foods Co.

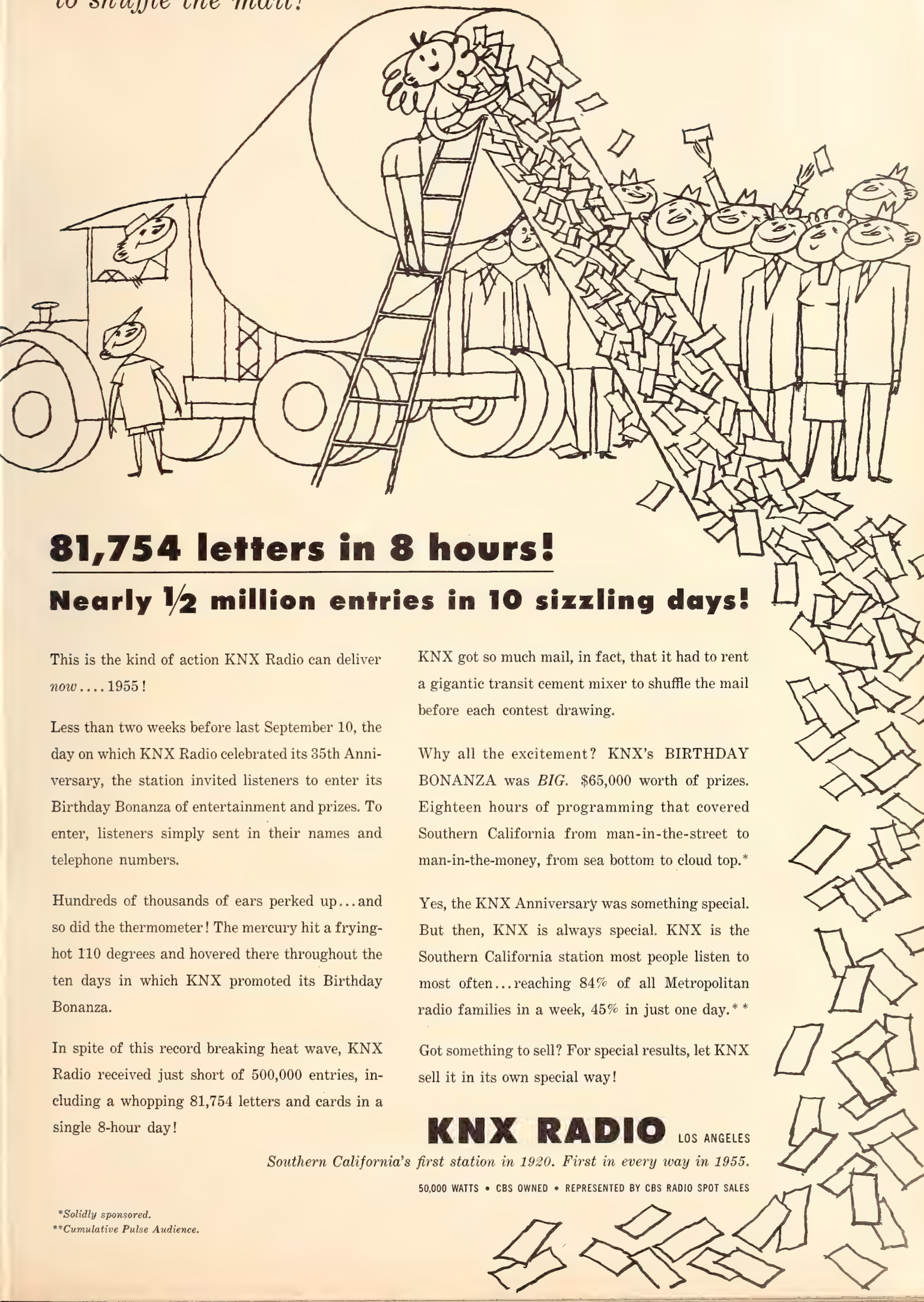
Dick Bruce, tv personality with WLWT (TV) Cincinnati and WDSU-TV New Orleans, to O. W. Joslyn Adv. Agency, New Orleans.

Robert D. Nicolin named account executive, Ruthrauff & Ryan Inc., St. Paul. Mr. Nicolin formerly operated his own agency.

Hugh R. Dunbar, formerly public relations-sales promotion manager, WFIE (TV) Evansville, Ind., named director of newly created Public Relations Div. at R. Malcolm & Assoc., same city.

Robert S. Spaeth, formerly vice president of advertising, General Mills Ltd., appointed group head for client service department, McCann-Erickson Inc.

...so we hired a cement mixer to shuffle the mail!



81,754 letters in 8 hours!

Nearly ½ million entries in 10 sizzling days!

This is the kind of action KNX Radio can deliver *now*....1955!

Less than two weeks before last September 10, the day on which KNX Radio celebrated its 35th Anniversary, the station invited listeners to enter its Birthday Bonanza of entertainment and prizes. To enter, listeners simply sent in their names and telephone numbers.

Hundreds of thousands of ears perked up...and so did the thermometer! The mercury hit a frying-hot 110 degrees and hovered there throughout the ten days in which KNX promoted its Birthday Bonanza.

In spite of this record breaking heat wave, KNX Radio received just short of 500,000 entries, including a whopping 81,754 letters and cards in a single 8-hour day!

KNX got so much mail, in fact, that it had to rent a gigantic transit cement mixer to shuffle the mail before each contest drawing.

Why all the excitement? KNX's BIRTHDAY BONANZA was *BIG*. $65,000 worth of prizes. Eighteen hours of programming that covered Southern California from man-in-the-street to man-in-the-money, from sea bottom to cloud top.*

Yes, the KNX Anniversary was something special. But then, KNX is always special. KNX is the Southern California station most people listen to most often...reaching 84% of all Metropolitan radio families in a week, 45% in just one day.**

Got something to sell? For special results, let KNX sell it in its own special way!

KNX RADIO LOS ANGELES

Southern California's first station in 1920. First in every way in 1955.

50,000 WATTS • CBS OWNED • REPRESENTED BY CBS RADIO SPOT SALES

**Solidly sponsored.*
***Cumulative Pulse Audience.*

SARNOFF MAY TESTIFY AT 16MM TRIAL

Federal court in Los Angeles continues as site of hearing regarding certain movie producers' alleged restraint of film distribution.

ALTHOUGH cautioned by Federal District Judge Leon R. Yankwich in Los Angeles last week not to divulge prospective witnesses, the government this week is expected to commence calling movie and tv industry figures in an effort to prove its charges that certain major film producers conspired to keep 16mm feature films from tv and other non-theatre distribution.

Among those said to be on the list to be examined by Justice Dept. counsel are Brig. Gen. David Sarnoff, RCA, who gave a deposition in the case earlier [B•T, July 25, June 27]; Frank Stanton, CBS; George Nasser, film producer; Sidney Schreiber, New York secretary of Motion Picture Assn. of America; Eliot Hyman, film broker; and Charles Weintraub, head of Quality Films.

There was no hint who may be called as first witness. Oral testimony may commence Tuesday if the Justice Dept. attorneys by then have finished introducing some 1,000 letters and other movie and tv industry documents said to support the government's charges.

Sixteen millimeter antitrust proceedings were undertaken by the government against several of the big movie producers and exhibitor associations in 1952. The court trial began on the West Coast a fortnight ago [B•T, Sept. 26]. On the eve of the case before Judge Yankwich three of the defendant producers signed consent decrees whose terms include eventual release of 16mm features to tv. These were Republic Pictures and its subsidiary, Republic Production Inc.; Films Inc., pioneer 16mm distributor, and Pictorial Films Inc.

Defendants remaining in the historic case include Twentieth Century-Fox Film Corp.; Warner Bros. Pictures Inc. and distributing subsidiary; RKO-Radio Pictures Inc. (now owned by General Teleradio Inc., major radio-tv operator); Columbia Pictures Corp. and subsidiary Screen Gems Inc., and Universal Pictures Co. and subsidiary United World Films Inc. "Co-conspirators," named by the government in its complaint are Theatre Owners of America Inc., and a half dozen regional exhibitor groups. MGM and Paramount Pictures Corp. are not defendants in the case because they do not make 16mm prints of their features for domestic distribution, the court was told.

The Sides

The Justice Dept. case is being presented by Samuel Flatow, special assistant to the Attorney General. Homer I. Mitchell is counsel for Twentieth Century, Warners and Universal. Macklin Fleming is attorney for RKO, Columbia and Screen Gems.

The film industry attorneys petitioned the court last week to refuse to accept many of the government's documents on the grounds that they are incomplete, constitute hearsay, or are not relevant.

During argument over the admittance of the documents, movie attorneys through Judge Yankwich asked the Justice Dept. counsel if it is the government's position that the film industry must release films to tv. Mr. Flatow replied, "If it is part of the plan to keep film from being competitive with theatres, we say that its your duty to make the film available" to tv.

Judge Yankwich commented to defense counsel that the government's attorney "will make a public utility out of you with a vengeance. I don't know who is going to control your rates."

"The government, if they can have their way," Mr. Mitchell interjected.

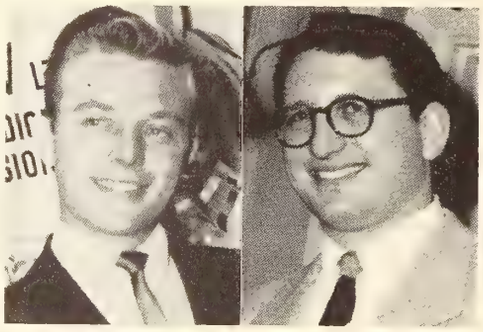
Later Judge Yankwich expressed the view that possibly 50% of the government's documents may not be admissible. He will rule on them later after he has read them, he advised.

MCA-TV Opens Branch And Realigns Executives

REALIGNMENT of staff responsibility at the executive level of MCA-TV Film Syndication Division was revealed last week by Wynn Nathan, vice president in charge of sales, coincident with the announcement that the division has opened an office in Tampa, Fla.

Highlighting the personnel changes was the promotion of Dale Sheets to the new post of director of regional sales for the western division under Robert Greenberg, vice president in charge of sales for the unit. Mr. Sheets has been assistant national sales manager for MCA-TV, Film Syndication Division.

In other moves, Noel K. Rubaloff, associated with MCA-TV for the past three years, was named administrative assistant to the vice president in charge of sales and Robert P. Riley, who has been assistant to Mr. Rubaloff, has been placed in charge of producer relations.



MR. SHEETS MR. RUBALOFF

Robert Montgomery, previously with the World Broadcasting Co., was named manager of the new Tampa office, which will cover Florida, Southern Georgia and Southern Alabama. MCA-TV currently has 26 offices throughout the world handling syndicated tv films.

As part of another development, Jules C. Stein, chairman of the board of MCA, announced a series of distribution of common stock, representing ownership of the MCA companies. The new allocations of stock went to the following 11 officers of various MCA companies: David Baumgarten, James K. Breyley, Carl F. Hiecke, Freddie Fields, Edwin K. Greene, Richard Irving, Jay Kanter, Dan Patrick Kelley, Bernard Rubin, George Stern and David Sutton. Among those named to the board of directors of MCA-TV Ltd. are Lou Friedland, M. C. Levee Jr., and Mr. Nathan.

RKO Pictures, Atlas Corp. Heading for Widening Merger

RKO PICTURES Corp., former parent of RKO Radio Pictures Inc., which is now owned by General Teleradio Inc., seemed headed last week for a widening merger. Plans, as released by Floyd S. Odlum, president of Atlas Corp., call for a consolidation of Atlas, RKO Pictures, Wasatch Corp., Airfleets Inc., San Diego Corp. and Albuquerque Associated Oil Co., and possibly still others. This six-company (or plus) combination was under study by directors of the respective firms.

RKO Radio was sold in July to General Teleradio for $25 million by Howard Hughes, who had acquired the subsidiary only a year before for $23.4 million [B•T, July 25]. That purchase vaulted General Tire & Rubber Co. into Hollywood's big five feature film producers and established General Teleradio in a more powerful position in the tv industry.

Mr. Hughes, in selling RKO Radio, retained an almost $8.5 million stock investment in RKO Pictures. He had originally purchased a controling interest in the former parent company from Atlas.

Screen Gems Report Shows Wide Use of Firm's Films

SCREEN GEMS, Columbia Pictures subsidiary, reported last week that of 407 tv stations in 267 U. S. tv markets, all but 27 stations carry one or more of its programs. Survey, released by the tv film company, also showed that at least one Screen Gems program is seen weekly in every television market throughout the country except Yuma, Ariz. Furthermore, while in some markets only one Screen Gems series is seen weekly, others, such as New York, have at least ten telecasts during any seven-day period.

"This is a remarkable record to establish in so short a time," said Ralph M. Cohn, vice president and general manager. "Three years ago, the first Screen Gems network program, *Ford Theatre*, was telecast over 59 NBC stations. Today, 380 tv stations in the U. S. are carrying at least one of our series. . . ."

Screen Gems programs in the study were: *Ford Theatre, Father Knows Best, Adventures of Rin-Tin-Tin, Damon Runyon Theatre, Tales of the Texas Rangers, Captain Midnight, The Patti Page Show, Your All-Star Theatre, Top Plays of 1955,* and *The Big Playback.* The company plans to add two new programs to its list this fall: *Jungle Jim* and *Falstaff Celebrity Playhouse.*

UPA Adds Four to Work On New CBS-TV Program

JOHN WHITNEY has joined United Productions of America, Burbank, Calif., to direct a musical sequence of UPA's color cartoon program now in production for CBS-TV. He recently completed the engineering and development of a low cost 16mm continuous motion picture processing machine to be marketed soon.

Other additions at UPA are Sidney Peterson, formerly with the Museum of Modern Art, to write a series of storyboards on contemporary painters and their work to be used in new show; Gerald Ray, signed to direct "Dusty of the Circus" for UPA's new CBS-TV show, and Jack Fascinato, composer and arranger for the *Tennessee Ernie Show,* has been signed to do the score for a four-minute animated film which will be a sequence of UPA's all cartoon program.

FILM SALES

Sale of the *Steve Donovan, Western Marshal* tv film series to Quality Bakers of America for five markets was announced last week by Jake Keever, national sales manager of the NBC Film Div. The half-hour series has been sold to Regan Bros. Bakery for Minneapolis; Stroeh-



"biggest thing since beer in cans"

"How do I know?" asks Pat Mahoney, genial stirrer and shaker at Cincinnati's famous Gourmet Room. "I've got *ears*, haven't I? Why do you think all these guys keep saying it, if it isn't so? Why do they keep putting their clients' money on WABI and WABI-TV if *that* isn't the best mixed combination in the State of Maine?"

He's nobody's patsy, this fellow! Knows the score in a rough game where the final score is all that counts! And whether *your* game is the selling of suds (in flakes or bars — or by bottles or cans) . . or any of the countless other products a red-blooded American market area consumes . . this radio-TV key can unlock the multi-million dollar purse-strings of seven jumbo counties in the most important part of Maine.

Beer in cans was a vibrant discovery. But sales in mid-Maine is no less vital to a well-rounded pattern of progress. And you *can't* attain it . . you *can't* sell efficiently in this bellwether state . . without the help of its foremost media— WABI (via radio), WABI-TV (via television).

Like beer and pretzels, they click!

wabi AM TV

Represented by: George P. Hollingbery — Nationally
Kettell-Carter — New England

BANGOR, MAINE

General manager: Leon P. Gorman, Jr.

man Bros. Co. for Altoona, Pa., and Purity Baking Co. for Champaign-Urbana, Rockford and Peoria, Ill.

FILM DISTRIBUTION

Craftsman Films Inc., N. Y., has obtained national distribution rights to *Bud Wilkinson Show,* 39 quarter-hour films of interviews with sports figures and action footage. Series is produced and narrated by Mr. Wilkinson, coach of the U. of Oklahoma football team.

Films of the Nations Distributors Inc., 62 W. 45th St., New York 36, has available for free loan 16mm black-and-white and color films on France, produced by D.P.M. Productions Inc., N. Y., in cooperation with French Government Tourist Office. Included are "Holiday in France" (13½ minutes running time) and "Landmarks of France" (4½ minutes).

Bray Studios Inc., 729 7th Ave., N. Y., has available for rent or purchase 11½-minute, sound, 16mm black-and-white film, "The Doctor Examines Your Heart," presenting story of heart examination.

FILM PEOPLE

John Whitney, experimenter in the field of abstract cinema, has joined United Productions of America, Burbank, Calif., and will direct a musical sequence of UPA's color cartoon program for CBS-TV. Others who have been assigned to the tv program are **Sidney Peterson,** writer; **Gerald Ray,** animation director, and **Jack Fascinato,** composer and arranger.

Jack R. von Maur, formerly with McCann-Erickson marketing services dept., elected executive vice president, Depicto Films Inc., N. Y. Mr. von Maur's main activities will be in the formulation and development of visual sales training and promotional programs.



MR. VON MAUR

Holman Faust, Encyclopedia Britannica Inc., appointed director of sales promotion and promotion. **William H. Houghton** is now sales promotion manager of that firm.

Richard Fischer, program operations manager of WJBK-TV Detroit, to Interstate Television Corp., Allied Artists Pictures Corp. subsidiary, as Canadian division manager in new Toronto branch.

Jack Davis, formerly independent producer, appointed production supervisor at Transfilm Inc., N.Y., producers of films for industry and tv.

Gerard Pick, formerly film supervisor at NBC, to Animated Productions Inc., N. Y., as head of industrial film division.



MR. DAVIS

Stan Smith, account executive, Official Films, N. Y., promoted to newly-created post of New York sales manager.

NEED FOR INDUSTRY SELF-DISCIPLINE CITED AT NARTB NEW ORLEANS MEETING

President Fellows points to rate situation as one area that should be adjusted. Regional meeting also endorses move to change name back to National Assn. of Broadcasters.

BROADCASTERS must clean up their rate practices and improve program service if they are to hold the confidence and attention of the public, NARTB members from seven states were told last week in New Orleans as the association held the third of its autumn series of regional meetings.

NARTB President Harold E. Fellows led the move to overhaul industry service, calling the "deplorable state of radio rates" one of broadcasting's "trouble spots."

The third regional meeting of the series, covering seven states, found attendance totaling 183 compared to the 162 persons who registered at the dist. 5-6 meetings in 1954. The 1955 figure can be increased to roughly 215 for purposes of comparison because staff and associated members delegates were counted twice under the district meeting procedure.

War II, a period in which they should have been raising rates and sticking to rate cards.

Mr. Fay contended telecasters, as trustees of one of the world's most powerful forces, must recognize legislative efforts to censor the medium. He referred to the Senate subcommittee proposal for the presidential commission to investigate all media, including tv, as "a sobering development."

He recalled that a few years ago NAB encouraged and promoted formation of local citizen councils to confer regularly with local stations, an idea that was successfully carried out in Rochester, "Broadcasters do not need new legislation to show them how to perform their moral obligation," he said.

Members of the national tv council would consult intermittently with the association, under Mr. Fay's plan. Membership should include outspoken critics of tv, he suggested, adding telecasters should be "gratified" rather than dismayed at the interest in the medium. He added, "a citizens council would keep us as an industry alert to the challenges and criticisms directed at us."

The resolution proposing to change NARTB's name back to National Assn. of Broadcasters



DIRECTORS and state association heads at NARTB regional meeting in New Orleans (l to r): **TOP:** Harold P. Danforth, WDBO Orlando, Fla.; John M. Outler, WSB Atlanta; Edgar B. Stern Jr., WDSU New Orleans; L. B. Tooley, KXAR Hope, Ark. **BOTTOM:** William Fay, WHAM-TV Rochester; Glenn C. Jackson, WAGA Atlanta; Owen F. Uridge, WQAM Miami; Henry B. Clay, KWKH Shreveport, La., host director.

All three regions have voiced approval of the regional meeting idea in their resolutions. As at Chicago and Saranac Lake, N. Y. [B•T, Sept. 26], some individual delegates felt the areas covered were too large—Florida to Arkansas in the case of last week's meeting.

Developments last week included these:

- Unanimous approval of a resolution calling for a poll of NARTB membership in a proposal to change the name back to National Assn. of Broadcasters.
- Proposal for creation of a national citizens tv advisory council, offered by William Fay, WHAM-TV Rochester, an NARTB tv director.
- Agreement that rapid growth of the state association structure is strengthening the industry's legislative and regulatory position.

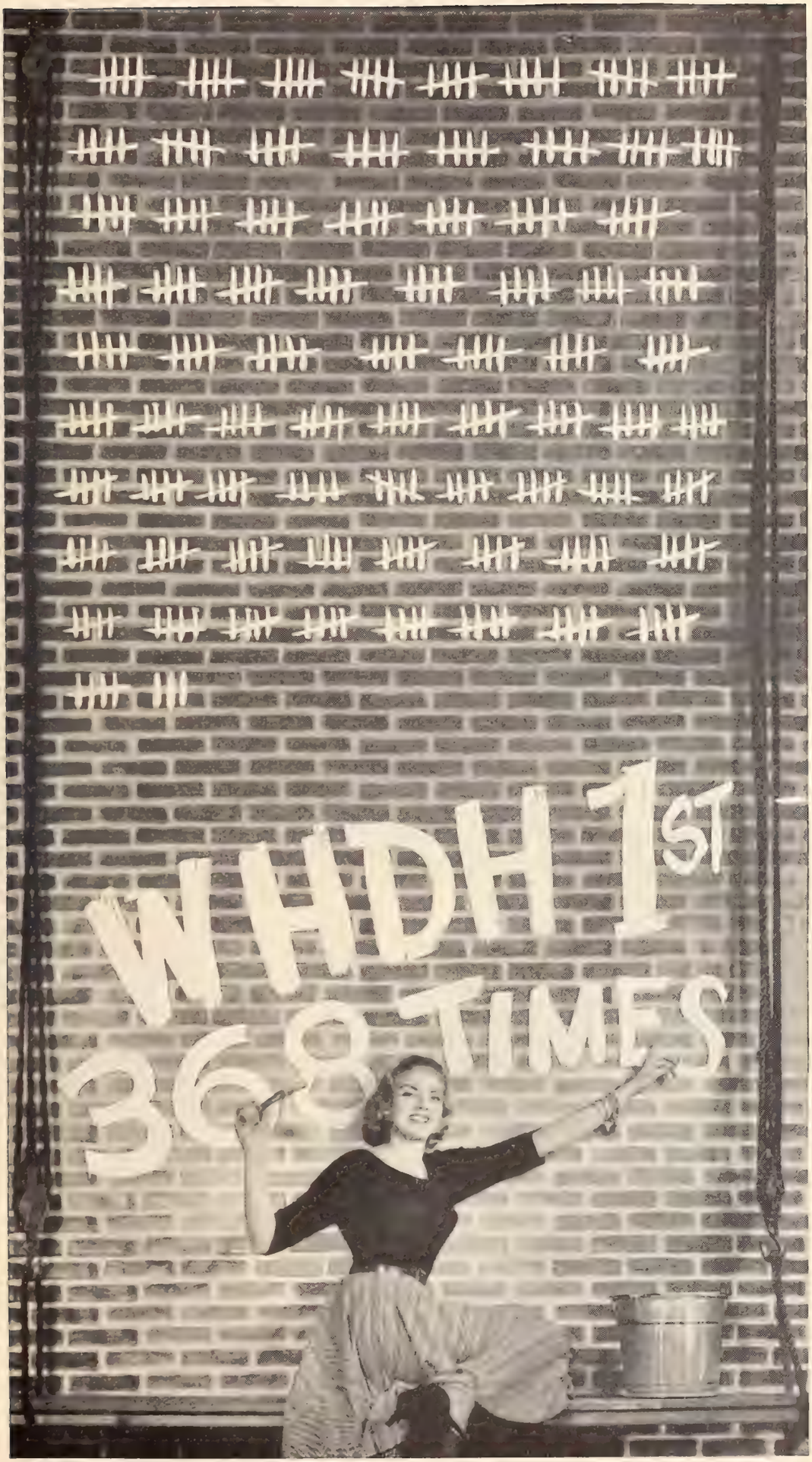
President Fellows' terse talk about rate card practices came during a philosophical speech labeled "The Case of the Stricken Conscience." In urging broadcasters to take a look into the future, and think in terms of the "legacy" they will leave, he chided them for having allowed their rate structures to deteriorate since World

grew out of a stand taken by the Georgia Assn. of Broadcasters at its August meeting. Author of the idea was Wilton Cobb, WMAZ Macon, Ga. The action was explained by Glenn C. Jackson, WAGA-TV Atlanta, managing director and vice president of Storer Broadcasting Co., who submitted one of the seven state association reports made to the regional membership.

Other resolutions thanked FCC Comr. Richard A. Mack, banquet speaker, and other program participants, urged support of the Crusade for Freedom, advocated uniform time as one of the industry's pressing problems and urged vigilance by state associations in watching for legislative restrictions on news and advertising.

Members of the resolutions committee were F. C. Sowell, WLAC Nashville, Tenn., chairman; Ted Eiland, WJNO-TV Palm Beach Fla.; L. B. Tooley, KXAR Hope, Ark.; L. H. Christian, WRFC Athens, Ga.; W. Emmett Brooks, WEBJ Brewton, Ala.; Granville Walters, WAML Laurel, Miss.; T. B. Lanford, KRMD Shreveport, La.

State association reports were given Thursday



When you count ***every*** *rated quarter hour —*

When you count ***all*** *the audience —*

here's how Boston radio stations line up in ***all*** *500 rated quarter hours:**

WHDH ***first*** ***368*** *times*

Station B (network) first 128
Station C (network) first 8
Station D (network) first 4
Station E (Independent) first 2
Station F (Independent) first 1
Station G (network) first 0

(Eleven duplications make total 511)

P.S. WHDH First or Second in 486 out of 500 rated quarter hours.*

**Pulse of Boston Total Audience — Monday through Sunday — 6 00 AM to 12 00 Midnight — July-August 1955 — 500 rated quarter hours*

WHDH First 73.6% of the week — First or second 97.2% of the week

Complete breakdowns by quarter hours available — Ask your John Blair man

WHDH

850 on the dial
50,000 watts
BOSTON

Represented Nationally By John Blair & Company

by Mr. Jackson, as president of the Georgia group; Richard B. Biddle, WOWL Florence, for Alabama; Mr. Tooley, for Arkansas; Harold P. Danforth, WDBO Orlando, for Florida; Edgar B. Stern Jr., WDSU-AM-TV New Orleans, for Louisiana; Mr. Walters, for Mississippi on behalf of Ray Butterfield, WLOX Biloxi, vice president of association, and Mr. Sowell, substituting for Henry W. Slavick, WMC Memphis, Tennessee president.

The deplorable state of radio rates is one of the "trouble spots" in broadcasting, Mr. Fellows said, explaining the "fast deal" hurts the entire industry. Alluding to the legacy theme, he added, "You will have some explaining to do in your last will and testament."

He contended one of radio's main troubles is not "over-commerialization" but rather a widespread trend toward underselling or underpricing of the product in relationship to the earning potential. He said rates have always been too low, and should have gone up along with increases in all other industries. Failure to do this, he said, led to such devices as special saturation deals, frequency discount manipulations and similar practices.

"We are only able to survive," he said, "because of ingenious methods of reducing cost of operation: Simplifying programming, remote control, competitive music licensing, and fewer personnel." If radio rates had reached "a reasonable plateau" before tv, they would have stayed there, he said, charging "too many of us are operating in 1955 on a 1935 concept of charges."

Mr. Fellows cited examples of broadcasters who have analyzed their markets, modernized methods, improved programming and scrutinized advertising acceptance, with remarkable increases in revenue. He told of cases where study of personnel and their capabilities, plus incentives and juggling of duties, have brought beneficial results.

Winding up with the legacy theme, he said "You are building not alone a business enterprise, but an institution which will survive you —an important, even an essential, institution which will devote itself in the years ahead to the free people of a free nation. What will you leave to those who take up the assignment when you must lay it aside? A small and boisterous noise, slightly run down, in need of a coat of paint, a coat of culture, and a mathematician to figure the rates? Or a proud business enterprise that is a force in the community where you lived?"

Mr. Cobb reminded broadcasters that they are required by law "to charge fixed maximums or less for political time," and added that there is no such restriction on newspapers. He cited other special legislative and regulatory problems facing broadcasters, mentioning lack of free access to public events and the proposals to ban beer and wine advertising as well as to regulate the length of commercials.

Criticizing writers who tell about "the sorry plight of radio," he said they are "extremely short of facts" and said much of this bad publicity comes from "what they know that isn't so."

The rate problem drew this comment from Mr. Cobb: "Some of us still cling to antiquated rate cards, laden with rules and regulations which completely confuse advertisers and often perplex our own salesmen."

Neglect of radio by operators who spend all their time worrying about their video problems led him to wonder "what the combination radio and tv owner would think of the latest round of network rate cuts were he operating only a radio station, rather than being dependent on a choice network affiliation for the success of his tv operation."

He urged radio stations to modernize their operations. "Sales techniques have not changed with our medium in many cases," he said, describing radio as "the one medium best equipped to offer the advertiser the most for his money."

Radio does "many things better than tv," he said. "Tv has virtually boycotted the field of good music, its unwieldiness prohibits more than token coverage of local and regional sports, and survey after survey and study on study proves conclusively that both men and women prefer their news on radio rather than television. Music, news and sports—the very vitals of radio."

Frank Atwood, WTIC Hartford, Conn., farm director and president of National Assn. of Television & Radio Farm Directors, said farm programs are good revenue producers and told of the value of specialized crop and weather reports. New farm listeners are appearing, he said, as people move farther from their jobs and into suburban and rural homes. "If they have one apple tree in the backyard they consider themselves farmers," he said.



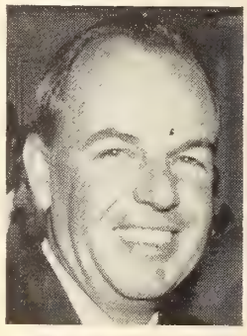
NEW ORLEANS delegates were (l to r): Henry Poellinitz Johnston, WAPI-WABT (TV) Birmingham; Henry W. Slavick, WMC-WMCT (TV) Memphis; M. K. Vickrey, SESAC; E. Newton Wray, KTBS Shreveport, La.; Howard Connors, ASCAP; Lee Ruwitch, WTVJ (TV) Miami.

RADIO-TV CAN HELP COMMISSION—MACK

FCC commissioner tells NARTB New Orleans meeting that industries he has regulated have usually worked out their own solutions and submitted them to agencies involved.

FCC Comr. Richard A. Mack believes regulatory agencies and regulated industries can cooperate in working out their common public service problems, he told the NARTB regional meeting at New Orleans Thursday.

Comr. Mack made his industry bow at the meeting and gave his first public expression of radio-tv regulation since assuming office three months ago.



MR. MACK

"You have the newest regulated industry," he said. I've been in the regulating business nine years. I don't think you have anything to fear. AT&T has been subject to 48 regulatory agencies. They've lived.

"No American likes to be regulated. Unfortunately, Congress sometimes passes laws — also state legislatures. Sometimes laws are hard for the agencies and industry to work with. The result is the industry's confused, the agency's confused. Don't forget, the ICC was created in 1887 to regulate the railroads and only two railroads have not gone through bankruptcy—Atlantic Coast Line and the Richmond-to-Washington line (RF&P).

"You have a lot of problems—uhf, vhf, pay tv and I could name several more. Next year you will have problems just as serious as those you have now.

"It's my experience in the regulatory field that you people come up with the answers—not the regulatory agencies, but industry. You have got to figure out the answers to these problems and tell the regulatory agency. You work in this thing every day. I have experience in the trucking industry, railroads, power, gas, ferry boats, toll bridges—all have problems, and they know the answers better than we do. I could say let's abolish uhf, fm, am, something else—that would make you mad."

Citing the fast growth of radio-tv, he discussed common problems this way:

"There is no doubt that regulatory agencies have been faced—and are now faced—with changing economic conditions and technical developments that cause many serious problems.

"However, I feel that I can safely say that no regulated industry has experienced the fantastic development as that of yours in a short span of time. The result has been that despite the best efforts of the Commission, industry and other parties in interest, we are today faced with making decisions of the greatest importance. Maybe these can be made properly without statutory changes or long court litigation. Maybe not. But one thing I am certain of, and that is that these are not the last of our mutual major problems. We will have new ones every year. In any event, I know that it is the intention of each member of our Commission and its staff to solve these problems to the

OVER 40%

of all TV towers over 1,000 feet tall are towers by

IDECO

Of the companies who have built TV towers over 1000 feet tall throughout the country . . . IDECO has produced *twice as many* as the second company's total . . . *more* than all the other companies combined.*

Look to experience you can see . . . dozens of successful television stations all over the country who now depend on the very best, Towers by IDECO. IDECO pioneered tall tower construction . . . built the country's first TV tower over 1000 feet . . . has built over 40% of the country's high TV towers over 1000 feet tall. Then, too, IDECO has built the tallest TV tower in the world . . . KWTV's 1572-footer in Oklahoma City. From the birth of broadcasting . . . IDECO has been building towers of all types and all heights . . . pioneering and perfecting the triangular tower . . . gathering experience in both guyed and self-supporting tower designs and construction to fit your demands.

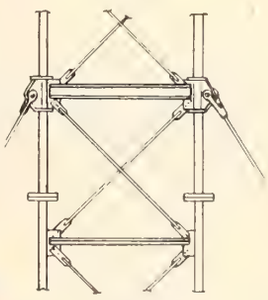
*Tower height data from TV Factbook, spring 1955 edition.



Ideco self-supporting tower for WBNS-TV, Columbus, Ohio. RCA TF12AH antenna

Put this unparalleled record of tower experience to work for you. Under one contract, IDECO engineers will assume responsibility for your entire tower job. From initial planning through final inspection . . . place your confidence in IDECO. Get the facts . . . write IDECO, or contact your nearest RCA Broadcast Equipment representative.

Only Towers by Ideco offer this combination of structural safeguards: *no indeterminate stresses* caused by eccentricity at guy cable attachment points . . . *no loose gusset plate bolts* caused by vibration induced by reversal of stresses on girts and diagonals . . . *no cracked welds* on leg splices, caused by reversal of stresses on those welds.



CIVIL ENGINEERS career opportunities now available at Ideco . . .
Write for information.

IDECO®

DRESSER-IDECO COMPANY

One of the Dresser Industries • Columbus 8, Ohio

Branch: 8909 S. Vermont Ave., Los Angeles 44, Calif.

Tall or short . . . for TV, Microwave, AM, FM . . . IDECO Tower "know-how" keeps you on the air

New England listens to

YANKEE



Yankee offers you New England's largest regional radio news service — complete coverage with home town impact throughout this rich six state market.

It's a New England habit listening to Yankee News — ten minutes of world news, five minutes of local news — five times daily!

8 A.M. **9 A.M.**

1 P.M. **6 P.M.** **11 P.M.**

You can reach more listeners, more often with Yankee. For availabilities —

Ask the man from H-R Representatives

THE YANKEE NETWORK

DIVISION OF GENERAL TELERADIO, INC.

21 BROOKLINE AVENUE, BOSTON 15, MASS.

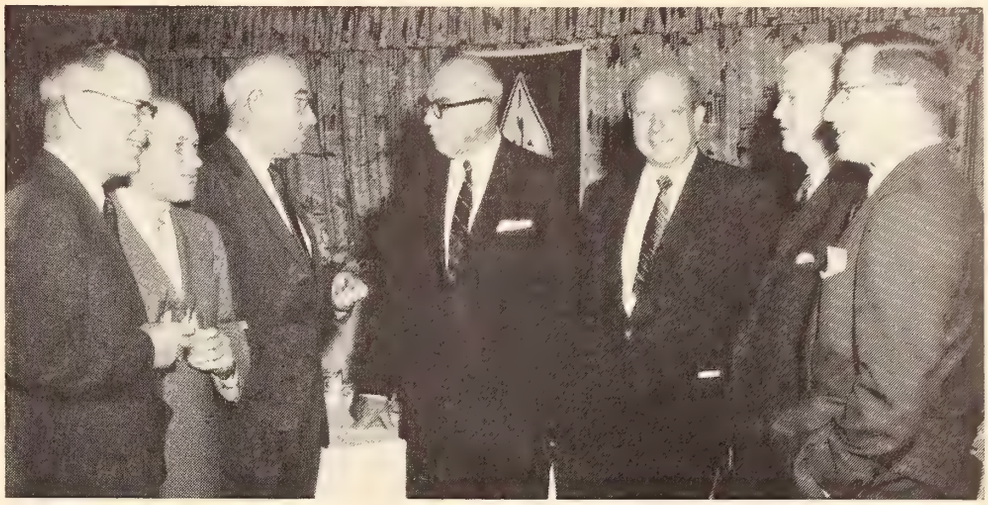
best interest of all concerned.

"Government control and competition is always hanging over the head of any industry such as yours. It is my opinion that this problem is mainly due to the public's opinion of the various regulatory agencies and the public relations maintained by the industry itself.

"It is obvious that if regulatory commissions are adequately financed and conduct their regulatory business efficiently, they will have the respect and confidence of the general public. It follows, also, that the general public quickly responds to evidence that any industry is genuinely interested in serving them properly.

"I believe that if we, on the Commission, and you, in the broadcast field, never forget that it is ultimately the public to which we are responsible, that we will accomplish our respective purposes.

"With the continued cooperation and assistance from all of you, I am sure our efforts will not be in vain and that the broadcast industry in the United States will continue to be second to none."



HEAD TABLE notables chat together before banquet of IRE Professional Group on Broadcast Transmission Systems meeting in Washington Sept. 23-24 [B•T, Sept. 26]. (L to r): Stuart L. Bailey, president, Jansky & Bailey Inc.; Fred W. Albertson, Dow, Lohnes & Albertson; Raymond Guy, NBC; George W. Bailey, IRE executive secretary; Dr. W. L. Everitt, engineering dean, U. of Illinois (toastmaster); Rosel H. Hyde, FCC commissioner, and William B. Lodge, CBS.

Tv Code Acceptance Cited at NARTB Meet

PROGRAM and commercial standards of the NARTB's Television Code are getting general acceptance from advertisers, agencies and program interests, NARTB's third regional meeting at New Orleans was told Friday (see main story, page 60).

Two telecasters, representing network and station viewpoints, told the group how they work with industry and media personnel to keep program material and advertising continuities within the code provisions. They were Herbert A. Carlborg, CBS Television director of editing, and Glenn C. Jackson, managing director of WAGA-TV Atlanta and vice president of Storer Broadcasting Co. The code discussion was led by Edward H. Bronson. NARTB director of Tv Code Affairs, who said 257 stations and all tv networks subscribe to the code.

Mr. Carlborg said CBS Television takes a positive approach in editing material, offering a substitute when a deletion is suggested. He explained the network uses the code as an ideal instead of a do-or-don't document and added that network personnel are not allowed to have their own private do-or-don't lists.

He said he went to the West Coast a fortnight ago for the sole purpose of asking a famed movie director not to use the words "polite violence" in the lead-in to a program series, explaining how the term "violence" is snapped up by critics and others.

"We discuss and persuade, rather than hand down edicts, and we seek the cooperation of those involved," Mr. Carlborg said. Informal discussions are held frequently with the NARTB code staff."

Mr. Carlborg showed a series of film clips containing material deleted by WCBS-TV New York. The clips included a man taking a drink of liquor to gain courage to tell a girl he loves somebody else; reference to "sneaky Japs"; artist drawing a shamrock as orchestra plays Jewish number, then erasing to substitute pawnbrokers symbol; suicide scene with drinking sequence; suggestive cartoon scene involving roosters and containing reference to a rooster ice-man as illegitimate parent; man represented as having divine healing power and making papal-like gestures; reference to sexual abnormality; church scene in which mother is dragged from child and flogged in prison in front of husband who commits suicide; bathroom and bedroom scenes in British films.

Some literary classics pose problems, he said, citing "Uncle Tom's Cabin" and "Robin Hood." He told of astrology difficulties and explanations of the facts of life.

"The code is now widely understood and there is little resistance to efforts to follow its provisions," Mr. Carlborg said. "It is almost universally accepted." Network producers are familiar with it and CBS is constantly exploring application of the provisions, he said. The network frequently consults Dr. Gus Wieve, professional psychologist who now is assistant to CBS Inc. President Frank Stanton.

Mr. Jackson called the code "a valuable instrument of the program department, helping in the attainment of high program standards." He said the station program director is in charge of code enforcement and listed station operating experiences.

Salesmen at WAGA-TV carry copies of the code when they make calls, he said, so they can discuss program and commercial standards and requirements with clients. He said violations are not frequent and proposed that stations' staffs review code provisions frequently. He, too, commented on the industry-wide acceptance attained by the code in a little over three years.

SOLVE OWN PROBLEMS, TV OPERATORS ADVISED

Paramount's Raibourn speaks at NARTB Saranac Inn session. States that idea of an election to decide subscription tv is 'silly' in reiterating his advocacy of pay-as-you-see.

TELEVISION broadcasters will be "better off" to solve their problems themselves rather than depend on outsiders, Paul Raibourn of Paramount Pictures, president of Paramount's KTLA (TV) Los Angeles and a member of NARTB's television board, told the NARTB Region 1 meeting at Saranac Inn, N. Y. [B•T, Sept. 26].

"Some of the things I say may make some people angry," he said in the principal speech at the Sept. 24 luncheon, a feature of the television day program presided over by William Fay, president of WHAM-TV Rochester.

Having "a vote of the people" to settle the subscription tv issue would be "a very silly approach," Mr. Raibourn asserted. He did not mention names, but Brig. Gen. David Sarnoff, board chairman of RCA and NBC, had advocated only a few days earlier that subscription television be made a political campaign issue.

Mr. Raibourn reiterated his advocacy of pay-see tv—in which he forms a one-man minority on the NARTB television board and said "you can either take it as broadcasters, or wake up some morning and see it's come by wire."

On other subjects, he noted that NBC has appointed a "committee to criticize"—presumably referring to a committee of laymen designated by NBC to appraise children's programs—and that CBS plans to form such a committee. "We broadcasters," he said, "will be better off if we solve these problems ourselves—but it's no simple matter."

Mr. Raibourn cautioned that broadcasters "have a job in trying to live up to television's potentialities." Tv is "a strong social force"—and as such, he observed, is "bound to be beset by controversies"—and color will make the medium even more powerful than it is now, he asserted.

In other appraisals of tv problems at the Saranac session, Grace M. Johnsen, director of continuity for ABC, and George R. Dunham, general manager of WNBF-TV Binghamton, looked at "the challenge of the Television Code" from the standpoints of network and station, respectively.

Miss Johnsen said that although a few are over-eager, most advertisers want to substantiate the claims they make and uphold faith in advertising. She showed film clips which had been cut from "children's programs" for violation of various provision of the Tv Code. Mr. Dunham called the code "a challenge of a very healthy kind for the television station operator" and said WNBF-TV finds that most of its problems in this regard come from local retail and co-op accounts—usually, however, resulting from innocence rather than design.

In a talk on the handling of television news, F. E. Whitmarsh, news director of WBZ-TV Boston, told the group that tv news is "authenticated gossip" and said "there is no such thing as inconsequential news" if a station has film good enough to attract and hold viewers.

Mr. Whitmarsh stressed the importance of local names and news. For example, he said, WBZ-TV covers the various service organiza-

so you're interested in

STATION PROMOTION!



Being the dominant station in the Wheeling-Steubenville Market by every accepted method of audience measurement, we could sit back on our laurels, but, because we believe a good TV program will do a better job for the advertiser if properly promoted, we give our advertisers every possible assistance, resulting in this remarkable record:

1. OCTOBER, 1953
WTRF-TV came on the air.

2. MARCH, 1954
Runner-Up promotion prize "The Bob Hope Show": Young & Rubicam for General Foods.

3. APRIL, 1954
First Prize in Nation for promotion of "The Big Story": Sullivan, Stauffer, Colwell & Bayles for Pall Mall Cigarettes.

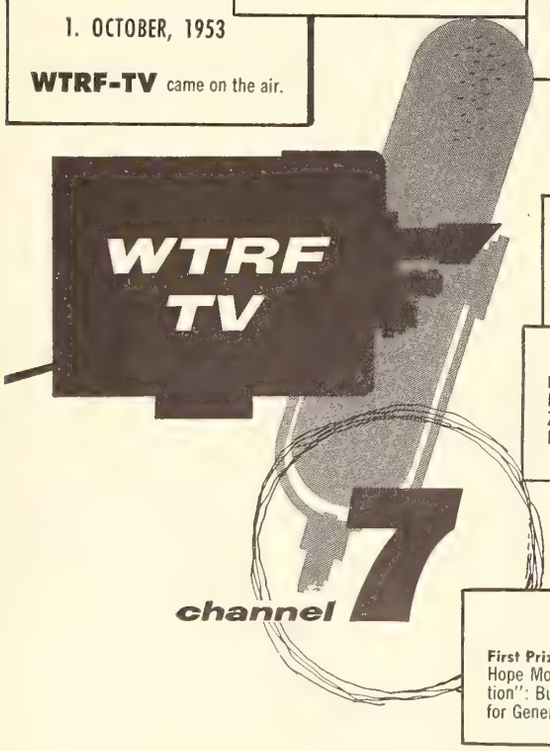
4. OCTOBER, 1954
Second Prize in Nation for promotion of "Lux Video Theatre": Lever Brothers for their products.

5. NOVEMBER, 1954
Runner-Up merchandise prize for Bulova spot campaign: Biow. Strictly a merchandising award.

6. DECEMBER, 1954
First Prize in Nation for "Football Forecasts": B.B.D.O. for DuPont Zerone and Zerex. Promotion and Merchandising award.

7. MAY, 1955
First Prize in Nation for "Lux Video Theatre": Lever Brothers for their products. Promotion and merchandising award.

8. JULY, 1955
First Prize in Nation for "The Bob Hope Most Beautiful Bride Promotion": Bureau of Industrial Service for General Foods.



In every case there were more than 75 stations competing for these awards.

And WTRF-TV has conducted some other outstanding local projects: "Annie Oakley Shooting Match," "Clarabell the Clown Promotion," "Spring Fashion Parade," "The Fairmont Story," "Wheeling Old-Fashioned Bargain Days Event," "Better Homes Shows," "Wild Bill Hickok Shooting Match," etc.
When planning any TV program, consider WTRF-TV's dominance; its aggressive promotion and merchandising know-how; its 316,000 watts—truly the BIG station in a rapidly growing Billion Dollar Market. For availabilities, call Hollingbery or Bob Ferguson, VP and General Manager, Wheeling 1177.



WHEELING, W. VA.

● Equipped for network color

tions in the area, and has solved the difficult problem of gathering local news from throughout the New England area by setting up a system of "camera correspondents" consisting of high school and other movie camera fans.

"We're not worried about the big story," he said. "Somebody is bound to get that. It's the little stories we have to chase."

PACIFIC 4A MEET OPENS ON COAST

PACIFIC Region 4 meeting of the American Association of Advertising Agencies got underway yesterday (Sunday) at the Hotel del Coronado, Coronado, Calif., and will run through Wednesday.

Overall theme of the conclave is "Advertising's Forward Look at Tomorrow's Business Opportunities," with regular business sessions beginning today. Partial list of speakers and panel leaders include Joseph Epstein, Fitzgerald Agency, New Orleans; Walter H. Buchen, Arthur G. Rippey and Marion Harper, all McCann-Erickson; R. M. Lindsey, vice president A. C. Neilsen Co.; Robert Holbrook, Compton Agency, New York; Walter Guild of Guild, Bascom & Bonfigli; Ernest Dichter, Institute for Motivation Research, and Franklin H. Graf of the A. C. Neilsen Co.

The meeting will close with annual luncheon honoring the national chairman, regional officers and board members. Robert D. Holbrook, AAAA national vice chairman, will speak.

Ostby Named Chairman Of So. Calif. Assn.

PROMOTION of Norman Ostby, vice president in charge of station relations for MBS-Don Lee, from president to chairman of the board of the Southern California Broadcasters Assn. was announced Thursday at the monthly SCBA meeting in Hollywood.

In a membership vote to change the bylaws, Frank Crane, SCBA managing director, was elected president to succeed Mr. Ostby in that post. Lloyd Sigmon, vice president-chief engineer of KMPC Los Angeles, continues as SCBA vice president. Mr. Crane left the West Coast over the weekend for the East to present the association's "Moving Sound" story of Southern California radio to advertising agencies and sponsors (story page 55).

FCC Comr. Robert E. Lee, enroute to Washington after a two-week trip of the U. S., reviewed briefly his ideas for solving the uhf-vhf television problem by providing additional vhf channels [B•T, Sept. 26]. He emphasized the FCC role as a frequency traffic cop in our free enterprise system. Comr. Lee was hopeful for fm. Left alone, he said, fm will continue to grow and find acceptance because it is a superior service technically.

NARTB Names Committee To Organize '56 Convention

NARTB's Convention Committee, which will organize the 34th annual convention of the organization scheduled April 15-19 at Chicago's Conrad Hilton Hotel, was named last week by President Harold E. Fellows.

E. K. Hartenbower, KCMO Kansas City, vice chairman of the NARTB Radio Board, and Campbell Arnoux, WTAR-TV Norfolk, Va., vice chairman of the Tv Board, will head the Convention Committee as co-chairmen.

Co-chairmen of this year's convention in Washington last spring, Henry B. Clay, KWKH

Outstanding...

say the time buyers who know us best!

WNHC

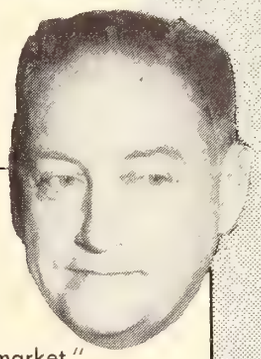
Channel 8 • Television

COVERS CONNECTICUT COMPLETELY

316,000 WATTS MAXIMUM POWER

Pop. Served 3,564,150 - TV Homes 948,702

represented by the katz agency, inc.



Chris Lynch
TED BATES, INC.
says . . .
"WNHC-TV is in the center of a $6 billion dollar market."



Vera Brennan
SCHEIDELER, BECK & WERNER
says . . .
"Coverage, rating and WNHC-TV market story is above average."



Les Blumenthal
WM. H. WEINTRAUB & CO., INC.
says . . .
"WNHC-TV 'know-how' certainly pays off in sales."



Genevieve Schubert
COMPTON ADVERTISING
says . . .
"WNHC-TV does the job . . . expertly, spring, summer, fall, and winter."

Shreveport, La., and Clair R. McCollough, WGAL-TV Lancaster, Pa., will serve on the 1956 committee.

Other members: For radio—William Holm, WLPO LaSalle, Ill., director of NARTB's 9th District (Ill.-Wis.), and Chicago area broadcasters Frank P. Schreiber, WGN Chicago; Glenn Snyder, WLS Chicago, and Edward A. Wheeler, WEAW-AM-FM Evanston, Ill., NARTB director at large for fm stations. For television—H. Leslie Atlass, WBBM-TV; Jules Herbuveaux, WNBQ (TV), and Sterling C. Quinlan, WBKB (TV), all Chicago.

E. K. Jett, WMAR Baltimore, will handle liaison for the concurrent 10th annual Broadcast Engineering Conference.

Wolf to Lead Panel At RAB Radio Clinic

GEORGE WOLF, vice president and radio-tv director of Ruthrauff & Ryan, New York, is scheduled to lead a panel discussion on "Creative Selling on the Air" which will open the second day of the National Radio Advertising Clinic, to be conducted by Radio Advertising Bureau Oct. 13-14 at New York's Waldorf-Astoria Hotel.

Lending aural emphasis to the discussion, which will present the views of agency men, advertisers, media executives and independent jingles producers, will be the playback of dozens of successful radio spot commercials, RAB said.

Following the panel discussion, eight gold plaques will be awarded to those advertisers and agencies who, in the minds of a "jury" of 200 advertising executives, trade paper publishers and radio station managers, produced the best commercials of 1955. According to RAB President Kevin Sweeney, this will mark the first time that creative radio copy will have been so honored. Criterion for prizes, according to Mr. Sweeney, is "distinction of memorable and effective presentation of the product or service's sales points in the commercials." [Nominations for winners began last week in New York.]

Meanwhile, RAB is announcing today (Monday) that Gov. Averell Harriman of New York will make the principal address at the luncheon session of the clinic Oct. 13. Program that day will consist of a day-long discussion of "Radio Campaigns That Clicked," in which 12 advertisers and agency executives will tell the details of their campaigns.

Gov. Harriman will give his views on business and the nation's economy and will be introduced to the audience by Joseph E. Baudino, Westinghouse Broadcasting Company, board chairman of the RAB.

V. P. Nixon, Others Prepare Voice of Democracy Records

VOICE of Democracy contest invitations have been recorded by Vice President Richard M. Nixon and other notables and have been sent to radio stations in time for the Oct. 1 start of this yearly high school competition. Recordings will be sent to radio stations for use during the VOD contest, sponsored by NARTB, RETMA and the Junior Chamber of Commerce.

Others whose remarks have been recorded are Dr. S. M. Brownell, U. S. Commissioner of Education; John Daly, ABC vice president and commentator; Harold E. Fellows, NARTB president; H. Leslie Hoffman, RETMA president; Hugh McKenna, Jaycee president; George C. McConnaughey, chairman, FCC; Edward R. Murrow, CBS commentator, and Theodore Streibert, director, U. S. Information Agency.

Key RAB Committees Meet in N. Y. Oct. 12

TWO KEY committees of Radio Advertising Bureau—executive and nominating—will meet Oct. 12 preceding RAB's first annual National Radio Advertising Clinic, to be held Oct. 13-14 in New York.

The nominating committee, headed by Charles C. Caley of WMBD Peoria, will consider nominations for several posts, including the presidency, board chairmanship, and impending vacancies on the board. It is deemed questionable, however, whether the committee will come up with a full slate of nominees at its first session. The annual meeting of RAB members, usually held in November, is not scheduled this year until December.

Kevin B. Sweeney, currently president of the bureau, gave notice several months ago that he was not a candidate for re-election after the end of his present term on Dec. 30. The board chairmanship is held by Joseph E. Baudino of Westinghouse Broadcasting Co. Three board members—Edgar Kobak, business consultant and station owner; William B. Quarton of WMT Cedar Rapids, and Frank P. Schreiber of WGN Chicago—have asked to be relieved of their board posts.

The meeting of the executive committee, headed by Kenyon Brown of KWFT Wichita Falls, will be the regular quarterly session of the group. Like the nominating committee meeting, it will be held at the Waldorf-Astoria, which also will be the scene of RAB's two-day advertising clinic. The executive committee will meet in the morning, the nominating committee in the afternoon.

Members of the executive committee are Chairman Brown; Mr. Caley; Arthur Hull Hayes, CBS Radio; Ward D. Ingrim, KHJ Los Angeles: William B. McGrath, WHDH Boston; Robert W. Sarnoff, NBC, and Allen M. Woodall, WDAK Columbus, Ga.

The nominating committee consists of Chairman Caley, Messrs. Ingrim, Kobak, and Quarton, and James H. Moore, WSLS Roanoke.

Philadelphia Women Install New Officers

NEWLY elected officers of the Philadelphia Chapter of American Women in Radio & Television were installed last month during the chapter's first meeting of the 1955-56 year. At the same time it was resolved that the prime objective for the year would be stronger liaison between Philadelphia's women broadcasters and public service organizations of both local and national scope.

Margaret Mary Kearney, WCAU, was installed as president. Other new officers include: Alma Desborough, Needlework Guild of America, first vice president; Jane King, WPTZ (TV), second vice president; Wendy Phillips, WIP, third vice president; Mary Dorr, WFIL, recording secretary; Dorothy Davis, director of NBC's *Luncheon is Served*, corresponding secretary; Anne Horton, WCAU-TV, treasurer; Zara Bishop, WCAU, program chairman, and Margaret McNeilly, Curtis Publishing Co., publicity chairman.

Engineers Set Chicago Meet

TELEVISION and aural broadcasting will be featured Oct. 4 during the fall meeting of the American Institute of Electrical Engineers, Oct. 3-7 in Chicago, according to J. B. Epperson, chairman of the committee on television and aural broadcasting systems. Mr. Epperson also stated that all engineers are welcome and it is not necessary to be a member of AIEE to attend. Officers of the tv and radio committee for the 1955-56 term are: Mr. Epperson, chairman, chief engineer for Scripps-Howard television; C. M. Braum, consultant, Joint Committee on Educational Television, and Carl E. Smith, secretary, Carl E. Smith Consulting Radio Engineers.

D. C. Women's Chapter Installs New Officers

THE District of Columbia chapter of American Women in Radio & Television installed as its new president, Esther Van Wagoner Tufty, Washington correspondent of NBC-TV's *Home* show, at an inauguration party Tuesday evening at Washington's Sheraton Park Hotel.

Fran Riley, NARTB assistant manager of publicity and information, is new vice president.

Mrs. Tufty, who has her own Washington news bureau and who appears on other NBC shows, succeeds Florence Lowe, Washington newswoman, who acted as Tuesday's program chairman. The new and retiring presidents were given testimonials by NBC Vice President Carleton Smith, general manager of WRC-AM-TV; former CBS Vice President Earl Gammons, and National Press Club President Lucian Warren, correspondent for the Buffalo (N.Y.) *Courier-Express* (WEBR).

Faye Emerson, tv actress and personality and a member of AWRT, was a special guest. Mary Pauline Perry, Washington public relations woman, was inaugural chairman.

Idaho Broadcasters Meet, Discuss Ad Competition

IDAHO broadcasters authorized the appointment of a committee to study the possibility of a statewide survey of the effectiveness of radio vs. newspaper and phonebook advertising at the Idaho Broadcasters Assn. convention in Lewiston, Sept. 18-19.

Art Moore, of Moore & Lund, Seattle, urged the broadcasters to sell against newspapers rather than in competition with each other. Radio can reach more people and sell more merchandise than newspapers, Mr. Moore said. Henry Fletcher, general manager of KSEI Pocatello, and a member of the NARTB Freedom of Information committee, told of the industry's campaign to be allowed to broadcast and telecast public hearings.

Clair Hull, KCID Calwell, was elected president, succeeding Don Thomas, KRLC Lewiston. C. N. Layne, KID-AM-TV Idaho Falls, was named vice president; K. Clark, KBAR Burley, secretary-treasurer, and the following directors were elected: Norman Bauer, KSPT Sandpoint; Earl Glade, KBOI-AM-TV Boise; Frank McIntyre, KLIX-AM-TV Twin Falls, and Mrs. Ruth Fletcher, KSEI Pocatello.

Kentucky Broadcasters Schedule Fall Meeting

KENTUCKY Broadcasters Assn. will hold its fall meeting at the Phoenix Hotel, Lexington, Oct. 13-15, according to Hugh O. Potter, secretary-treasurer.

Mr. Potter stated that all business will be taken care of the first two days, including election of officers, with the final day set aside for fun at Keeneland races and Kentucky-Mississippi State football game.

Our Stadium holds Millions!

...and every week WKMH thrills the millions with this double football treat!



What a gang of football lovers we have in Michigan! And, because WKMH brings the best in the mid-west to those rabid fans . . . the tune in is tremendous each and every Saturday of the football season. Not just ONE . . . but 2 MAJOR GAMES . . . one right after the other! No wonder advertisers are giving millions of cheers for the results they're scoring!

WKMH

Dearborn—Detroit

Frederick A. Knorr, Pres.
John T. Carroll, Mg. Director

save 10%

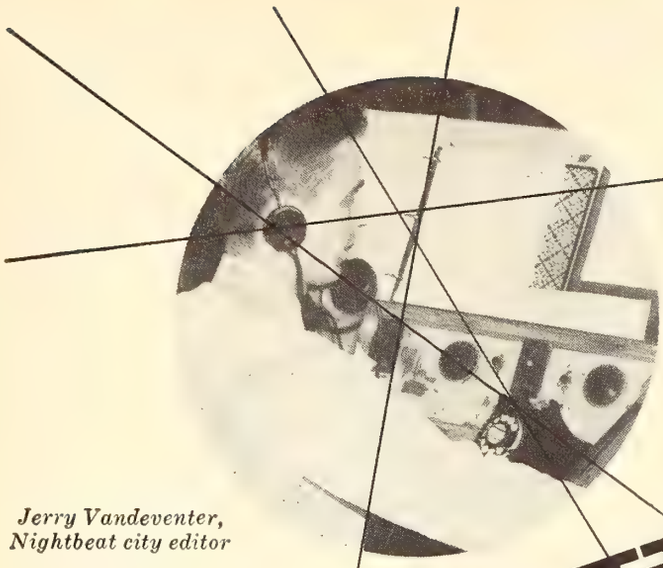
Buy any 2 or more of these powerful stations and save 10% from rate card.

WKMH—Dearborn—Detroit
WKMF—Flint, Michigan
WKHM—Jackson, Michigan
WSAM—Saginaw, Michigan

Represented By Headley-Reed

The Community Stations

KNORR Broadcasting CORP.



Jerry Vandeventer, Nightbeat city editor



Bob Noble, Nightbeat reporter covering Atlanta police station

NIGHTBEAT

The most exciting night-time radio show ever created in Atlanta

Nightbeat is a reflection of the energy, dreams, the happiness and sorrows of a great city.

Nightbeat deals with people who are up and around, working and playing at night, all over Atlanta.

Nightbeat walks the dark hours with the police, the firemen and the ambulance drivers . . . talks to the cabbies, the cooks, the charwomen and the cabaret singers.

Nightbeat goes to fires, to wrecks, in the air with a B-47, on the rails of the Nancy Hanks.

Nightbeat reports spot news, sports, features, fads, fancies and favorite stories.

Nightbeat goes behind prison bars, behind theater curtains — and if Atlanta ever should have any iron curtains, behind those too.

Nightbeat is Atlanta by night, brought into focus by the WSB Radio staff, and fitted into a framework of wonderful music!

The time is 10:15 to 12:15 midnight, Monday through Friday.

Contact your Petry man for information and availabilities on Nightbeat.



Jim Wesley, Nightbeat reporter at city desk, The Atlanta Constitution



Jerry Keane, Nightbeat reporter covering Grady Hospital emergency clinic



Ted Hightower, Nightbeat reporter covering downtown Atlanta fire

WSB RADIO

ATLANTA, GEORGIA

NBC Affiliate. Represented by Petry. Affiliated with The Atlanta Journal and The Atlanta Constitution

JOINT INDUSTRY-FCC COMMITTEE SEEN AS STUDY GROUP ON RADIO-TV PROBLEMS

Interest rising in such group to find remedies for uhf-vhf, deintermixture, low power, directional antenna, and 'drop in' headaches.

THERE is a strong sentiment building up at the FCC to place the problems of uhf and vhf, of deintermixture and low power, of directional antennas and "drop-ins" in the lap of a joint government-industry committee.

This move has its advocates among commissioners and among top staff personnel. The Commission begins its deliberations on the uhf-vhf problem this morning.

Whether this attitude will take fire during this week's deliberations by the Commission is unknown. But many close observers of the FCC believe that there exists more than just a bare possibility that some sort of common study group may eventuate to give the Commission guidance.

The portents, they say, are these:

• Chairman McConnaughey has asked both RCA-NBC Chairman Brig. Gen. David Sarnoff and CBS President Frank Stanton to let the Commission have any ideas they might have to resolve the uhf-vhf controversy. Mr. McConnaughey has let it be known that he has arranged appointments with ABC President Robert E. Kintner and Dr. Allen B. DuMont, DuMont Labs. He also, it is understood, intends speaking to GE, Uhf Industry Co-ordinating Committee, NARTB and other industry groups—big and small—to ask their assistance.

• Individual commissioners have pumped almost everyone with whom they recently have been in contact, seeking ideas on various approaches to the allocations problem.

• The FCC's newest commissioner, Richard A. Mack, told the NARTB's New Orleans regional meeting last week that it was his experience that industry, not the regulatory agencies, must figure out the answers to problems and tell the agency (see story page 62). Comr. Mack was a member of the Florida Public Utilities Commission before being appointed to the FCC last July.

• Establishment of the special frequency allocation committee by Radio-Electronics-Tv Manufacturers Assn., under the leadership of Dr. W. R. G. Baker, GE Electronics Div. head [B•T, Sept. 26] is seen as more significant than is apparent in the bare announcement.

It was Dr. Baker who headed the industry-wide National Television System Committee which, from 1951 to 1953, hammered out compatible color standards. Dr. Baker, who is also chairman of RETMA's standing Television Committee, was active in the joint government-industry committee which drew up the original tv standards in 1941 and in 1945.

Dr. Baker said last week that he hoped to call his committee into its first meeting by mid-October. He said he hoped that it would authorize a preliminary policy and technical report for submission to the FCC then. Just what this would include he refused to discuss.

All these signs, observers say, point to an almost inescapable conclusion: There will be a joint committee activated to accomplish—under a "crash" directive—a solution to what everyone acknowledges is one of the most vexatious problems the FCC has faced since the color controversy three years ago.

The first move toward this end might be an open conference, it is believed. The only fear is that this may engender recollections of what happened when the FCC called an engineering conference in 1948 to discuss interference problems. It resulted in the four-year freeze.

The FCC meetings, which begin today, will continue as intensively as possible until a solution can be found, B•T was told by a ranking FCC executive.

The only time out, it was said, will be for the normal functions of the Commission. These comprise oral arguments, grants, actions on petitions and internal administrative matters.

At the initial sessions, the Commission will study staff presentations involving the background of the present dilemma and possible alternatives to alleviate it. These have been whipped into form by the Broadcast Bureau's Rules & Standards Division.

First consideration, it is believed, will be whether anything must be done—or whether time will cure the present situation.

If it is the consensus that something must be done, the next step, it is understood, will be to decide whether one or more individual steps can be taken or whether a complete overhaul of the 1952 Sixth Report & Order allocation principles is required.

The minimum approach is advocated by FCC Comr. Rosel H. Hyde. Mr. Hyde contends that deintermixture—making a market commercially all uhf or all vhf—plus some readjustments in mileage separations to accommodate more vhf stations in markets with less than three vhf assignments is the answer.

The other extreme is the position taken by Comr. Robert E. Lee who wants additional vhf assignments made—on a short range and on a long range basis. He, too, advocates a relaxation of mileage separations, plus the use of low power, directional antennas and reverse polarization to add additional vhf channels throughout the country.

It is no secret that there is no crystallization of what to do at the Commission. All commissioners and staff have open minds and would welcome suggestions.

FCC Dismisses WIRK-TV Bid; Upholds WEAT-AM-TV Sale

ATTEMPT by WIRK-TV West Palm Beach, Fla., to have the FCC set aside General Teleradio's purchase of WEAT-AM-TV there was dismissed by the Commission last week because of insufficient showing that injury would be caused. Comr. Robert T. Bartley dissented in part.

Chief issue raised by ch. 21 WIRK-TV is that General Teleradio's acquisition of WEAT-TV would result in undue concentration of control, causing economic injury to the protestant. The Commission said WIRK-TV has not shown that competitive injury between it and WEAT-TV would be increased by the transfer of control.

The FCC indicated that WIRK-TV has not established that it is a party in interest entitled to protest under Sec. 309 (c) of the Communications Act (economic protest). The Commission added that WIRK-TV "must show that it is adversely affected or aggrieved by some change flowing from the Commission action protested."

Although it was concluded that WIRK-TV lacked standing, the FCC noted that it examined the issues raised and found no likelihood of undue concentration "in terms of geographical grouping of stations and other relevant considerations."

Comr. Bartley said he has no disagreement with the conclusion that WIRK-TV has not shown itself to be a party in interest. He continued:

"However, as indicated in my original dissent to the Commission's grant [of sale approval] . . . , I am of the opinion that the facts before the Commission call for a further inquiry as to the impact on the public interest of the additional concentration of control which will result from the acquisition of these stations by General Teleradío."

General Teleradio bought WEAT-AM-TV from James R. and June H. Meachem for an aggregate $300,000, which received FCC approval in late July [B•T, Aug. 1]. WIRK-TV asked the FCC to designate the sale transaction for hearing.

Lee Sees More Space For Special Radio Services

HOPE that there may well be additional spectrum space available for special radio services if additional vhf space can be found for tv, thus releasing some uhf bands, was held out last week by FCC Comr. Robert E. Lee in a speech to the Institute of Radio Engineers at Portland, Ore.

Two weeks ago, Comr. Lee suggested that the tv separation factors be reduced to permit the addition of more vhf channels to the existing 12 [B•T, Sept. 26].

Mr. Lee discussed radio as a "vital part" of the timber industry. He told his audience that there were 10,800 transmitters in the Forest Products Radio Service and 27,200 transmitters in the Forestry Conservation Radio Service.

Tv ranks close to the top of home appliances in power consumption, Mr. Lee said. He said tv owners spent $481 million for electricity to run their sets, while radio owners used $169 million to operate their receivers. This totals $650 million for radio-tv power consumption, he said.

This does not include the power consumption of 3,400 am and fm and more than 400 tv stations, he said. Overall, he remarked, there were close to one million transmitters of all kinds in operation. This makes radio broadcasting and communications one of the heaviest of power users, he said.

Golden Valley Broadcasting Applies for KGDM License

APPLICATION for assignment of the license of KGDM Stockton, Calif., to Golden Valley Broadcasting Co. for $162,500 was filed with the FCC last week. Principals in the purchase of the 5 kw CBS outlet from E. F. Peffer are L. E. Chenault, Bert Williamson, Amelia Schuler, Alan L. Torbet, Richard C. D. Bell and Lindsey H. Spight.

Mrs. Schuler is majority owner of KYNO Fresno and KONG Visalia, both Calif. Messrs. Chenault and Williamson hold minority interests in these stations. Mr. Torbet is west coast manager of Headley-Reed and Mr. Spight is vice president and Pacific Coast manager of Blair-Tv (both representation firms).



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TALL TOWER BIDS FACE TIGHTER RULES

Working group of Joint Industry-Government Tall Structure Committee, in recommendations to be submitted today, asks tighter restrictions on applications for over-500 ft. towers. Pending final determination by 16-member committee, FCC again postpones rules revision affecting antenna heights in Zone I.

TALL TOWER applicants may have a rougher time from now on getting approval for towers more than 500 ft. above ground. A recommendation tightening up on approvals is due to be submitted today (Monday) to the full 16-member Joint Industry-Government Tall Structure Committee.

The suggestions will be filed by the working group of the joint committee [B•T, Sept. 19].

Pending final determination of the recommendations by the joint committee, the FCC last week postponed for the second time its rules revision permitting 1,250 ft. antenna heights in Zone I (northeastern areas) without having to reduce powers from the permitted maximums [CLOSED CIRCUIT, Sept. 26].

The report of the working group recommended two major moves and several minor steps. It suggested that:

- All applicants for antennas over 500 ft. above ground be forced to justify to the FCC why they cannot locate in an antenna "farm" area or on an existing structure.
- New criteria to provide additional protection for (a) low altitude intercity routes, (b) present and estimated future high density traffic areas, (c) airways and "fly-ways," and (d) airport vicinities.

Proposed FCC Jurisdiction

It also proposed that legislation be sought to give the FCC or any other federal agency jurisdiction over receiving antenna towers. It urged that the FCC assume full responsibility for seeing that unused or abandoned towers be properly lighted and marked. And, it plumped for additional marking and lighting requirements for all towers.

The report was drawn up by a working group comprising the following: For broadcasting—John R. Evans, FCC; Robert E. L. Kennedy, Assn. of Federal Communications Consulting Engineers, and A. Prose Walker, NARTB. For aviation—Lt. Col. J. D. Harris, Air Force; Jean Dubuque, National Business Aircraft Assn., and Robert J. Froman, Civil Aeronautics Board. J. A. McCrary, secretary of the Air Coordinating Committee's Technical Division, is chairman.

When the report is submitted to the full committee, it will also contain a request by the National Assn. of State Aviation Officials for a paragraph urging that all antennas—not just those over 500 ft. in height—be required to be placed in antenna farm areas where possible.

The report has been accepted by all elements of the working group except NARTB. NARTB officials feel, it is understood, that they cannot agree to the recommendations without board approval. The next NARTB Tv Board meeting is in January.

The full committee is co-chaired by FCC Comr. Robert E. Lee and CAA Deputy Administrator Charles Lowen. It contains representatives of the broadcast industry and of the aviation industry as well as military and government agencies.

The study of tall tv towers came into being last year after the military services formally asked that all towers more than 1,000 ft. above ground be banned or the grounds that they were an air hazard. Failing to secure unanimous Airspace Panel approval, the recommendation went to the full Air Coordinating Committee. A full scale study was ordered after ACC failed to reach agreement on the recommendation.

Full text of the working group's recommendation to JIGTSC follows:

A. MULTIPLE ANTENNAS AND TOWER "FARMS"

The adoption of the single structure multiple antenna, and/or antenna tower "farm" concept for radio and television transmitting antennas is necessary in order to compromise the conflict of interest between the aviation and broadcast industries.

I. *Control of Transmitting Towers*

The FCC has the authority to require radio and television transmitting antennas to be placed in "farm" areas or to require the use of multiple antennas on a single supporting structure if the record shows that such action will be in the public interest, convenience and necessity. Obviously there are some types of towers which would be excepted, as for example, towers along a petroleum line or towers for micro-wave transmission.

The Committee should request the FCC to initiate rule-making to require that any application for a transmitting tower in excess of 500 feet in height above the ground should not only be reviewed by the ACC Airspace Panel to determine the aeronautical hazards involved, but should also be subjected to proof by the applicant as to why his tower could not be located in a "farm" area or his antenna could not be located on an existing structure. The proposed rule-making should include a requirement not only that all towers in excess of 500 feet in height should be either grouped in "farm" areas or placed on a single structure, but also that "farm" areas should be so spaced in relation to each other as to present the least hazard to aviation.

II. *Control of Receiving Antenna Towers.*

Since the FCC does not have authority to control the erection of receiving antenna towers, except where such receiving antenna is part of an array for a transmitting antenna (as in a micro-wave system), legislation should be requested which would control the installation, height, and location of receiving antenna towers. Such legislation should not provide any more stringent restrictions on receiving antennas than

Height Approval Sought

RECOMMENDATION that no radio or tv tower be approved unless it has state aviation authorities' approval is on the agenda of the annual convention of the National Assn. of State Aviation Officials, meeting Oct. 11 in Dallas.

Some states already have passed legislation giving this—or similar—authority to their aviation commissions. They are: Arkansas, Idaho, Minnesota, Nebraska, New Hampshire, North Dakota, and Pennsylvania.

Most of the acts provide that state officials take jurisdiction if a structure is over 150-200 ft. high, or in the approaches of an airport.

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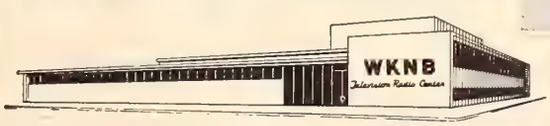
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on transmitting antennas, and should be developed and coordinated within the ACC structure.

In the event that the FCC should not desire to control receiving antenna towers under such legislation, there would be no objection to a move on the part of the Federal agencies concerned to have similar authority vested in some other agency, either at Federal, or possibly State, level.

The object of such legislation would be to have the same criteria and principle apply to all tower structures.

B. CONTROL OF STRUCTURES OTHER THAN ANTENNA TOWERS.

I. *Aviation Viewpoint.*

Appropriate legislation should be drafted to cover the erection, location, and height of other obstructions to aviation.

C. CONTROL OF UNUSED OR ABANDONED TOWERS.

FCC authority to control the lighting, marking, or removal of unused or abandoned towers is not clear except where the person involved is a licensee of another station(s). This question is presently under consideration in the Commission. Accordingly, the FCC should require the removal or appropriate marking and lighting of unused or abandoned towers if such authority exists, and if such authority does not exist, the FCC should seek appropriate legislation to attain this objective.

D. ADDITIONAL LIGHTING AND MARKING.

Full cooperation between the television and aviation industries toward improvement in the lighting and marking of radio and television antenna towers is assured and is in the initial stages of implementation in the ACC structure.

E. CRITERIA FOR DETERMINING HEIGHT AND LOCATION.

The Committee agrees in principle to the objectives set forth in a), b), c), and d) below:

a) To provide protection for low altitude inter-city air routes;

b) To provide additional protection for high density traffic areas, present and forecast;

c) To provide increased protection for airways and much used "fly-ways";

d) To provide additional protection for areas in the vicinity of airports.

The Committee agrees that criteria will be developed jointly which will afford additional protection for the areas specified in a), b), c), and d) above. This criteria, in addition to being necessary to accomplish the desired objectives, will serve as the guide to television and aviation interests in their consideration of mutual problems in the field.

The working group expects that the criteria which will finally be agreed upon will satisfactorily limit the height of towers in accordance with the above principles.

It is recognized that regardless of strict application of the foregoing principles and the criteria to be developed, certain applicants may in the future seek to erect towers of unreasonable heights in spite of sound engineering advice to the contrary. If and when such situations arise, the television interests are agreeable to consideration of additional means of control.

F. IMPROVING AIRSPACE PANEL PROCEDURES.

The Airspace Panel should not limit its consideration of antenna tower proposals solely to the question of aviation hazards involved, but should continue its present practice of considering economic and other factors in reaching a compromise mutually satisfactory to both television and aviation. After having reached a conclusion based solely on technical aviation considerations that a certain tower as proposed would be a hazard, the Airspace Panel should then determine whether or not the tower can be moved or shortened, or whether aviation concessions can be made. At this point in its deliberations, it will obviously be necessary for ASP to consider the direct cost of some physical relocation either on the part of television or aviation, in order that it may determine where the economic burden should rest.

It is agreed by aviation interests that radio and television antenna towers in excess of 1000 feet above the ground are, per se, considered to be unwarranted hazards (obstructions, menaces, etc.) to air navigation. However under certain conditions antenna towers in excess of 1000 feet above the ground may be required in the public interest, convenience, and necessity. In view of this, on all proposals considered by the Airspace Panel which would require towers in excess of 500 feet above the ground, the applicant should present complete justification, excluding all economic considerations except the direct costs of physical relocation. If the applicant fails to submit justification to the Airspace Panel, the Panel will consider the application only from the hazard perspective.

In addition, the Airspace Panel may wish the applicant to cite the particular page and paragraph of any FCC rule to which he may allude as an FCC requirement.

The FCC will, insofar as practical, provide additional engineering and technical assistance at Airspace meetings, beginning soon.

G. BOOSTER AND SATELLITE STATIONS.

While the use of booster and satellite stations may in specific instances serve to resolve conflicts between the television and aviation industries, it is generally agreed that their use does not offer a satisfactory solution to the problem of broad area coverage.

Community Tv Microwave's Approved by Commission

PERMITS for microwave relay radio stations to serve community tv antenna systems in Riverton, Wyo., and Kingman, Ariz.-Needles, Calif., were granted by the FCC last week.

At Riverton, Pioneer Transmission Corp. will pick up the signals of KOOK-TV Billings, Mont., and feed them to Worland Television Corp., community antenna operator. Pioneer's transmitter will be located near Worland. Total construction cost was estimated at $13,165, while annual operating cost was figured at $3,730. During the first year, operation will be on a promotional basis, with rates to be set at mutual agreement with Worland—reported at less than $400 a month.

Another permit was granted Hualapai Peak Carrier Co. which will feed to community antenna operators at Kingman, Ariz., and Needles, Calif., the signals of KTVK (TV), KPHO-TV, KOOL-TV and KVAR (TV) Phoenix, Ariz., and KLRJ-TV and KLAS-TV Las Vegas. The system will cost about $40,970 to construct and $15,614 for annual operation. Community antenna operator Kingman Television Co. will serve Kingman, while a company is currently being organized to serve Needles.

Hualapai will charge each community antenna subscriber $900 a month. Its transmitter will be located at Hualapai Peak, about 12 miles from Kingman and 43 miles from Needles.

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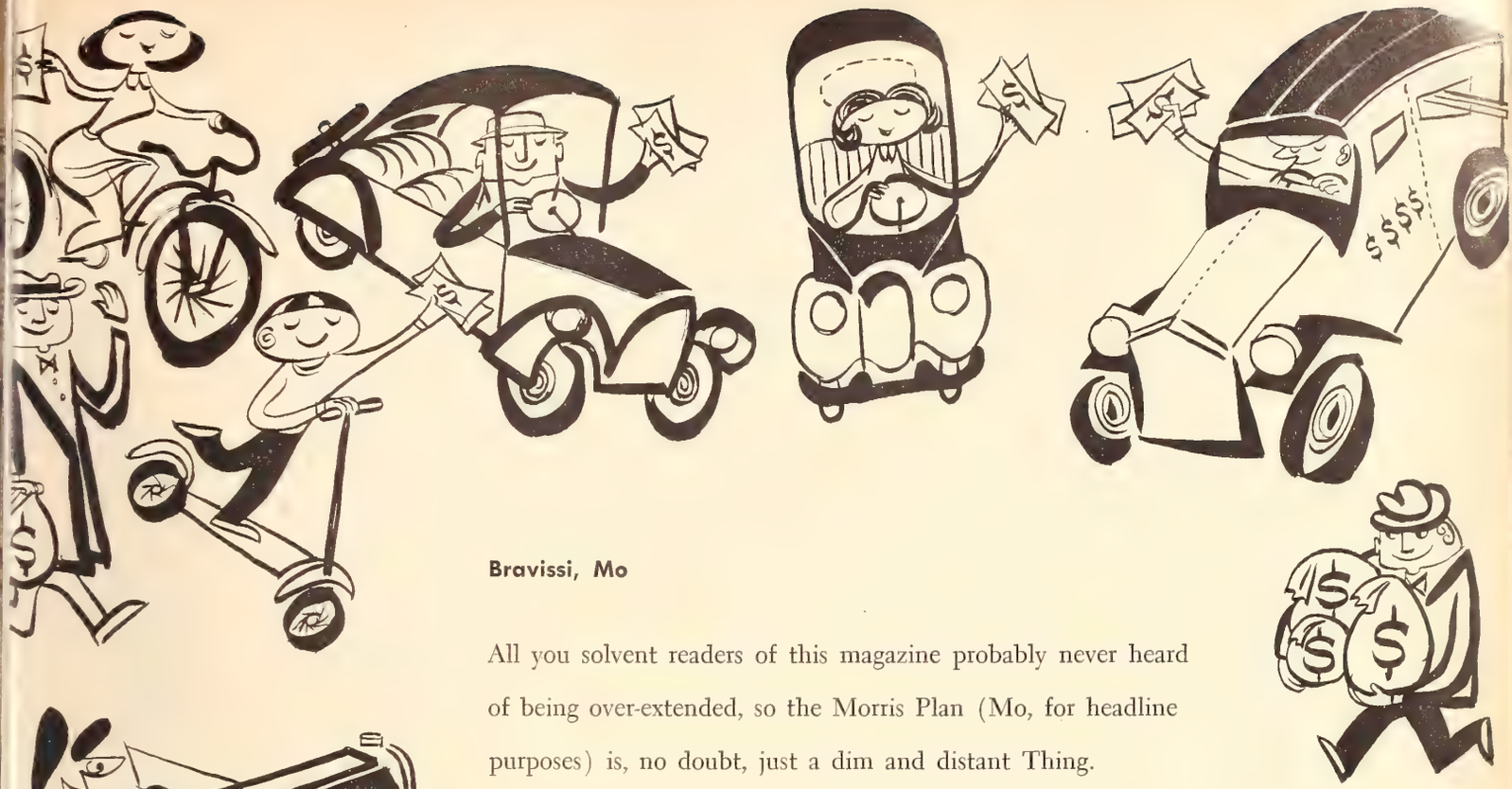
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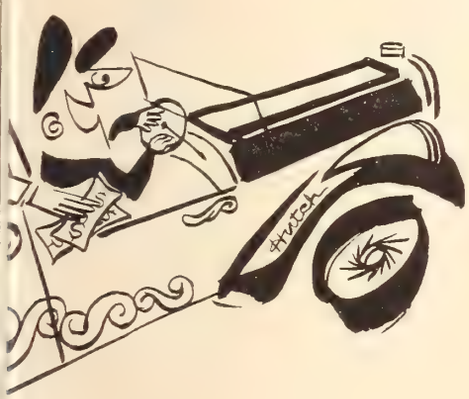
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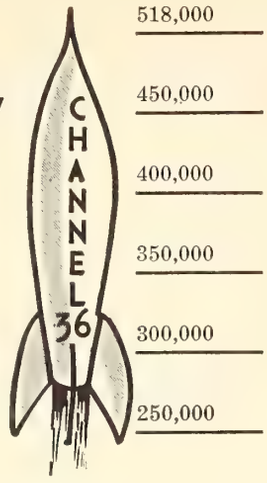
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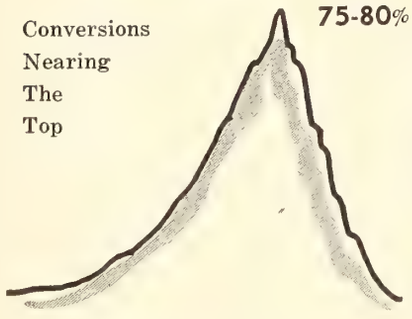
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CBS, Triangle Defend Protested Tv Buys

CBS and Triangle Pub. Inc. last week defended their purchases of tv stations against attacks that the sale transactions should not be granted without a hearing.

CBS replied to charges of concentration of media made by WNHC-TV New Haven, Conn., which opposed the network's acquisition of ch. 18 WGTH-TV Hartford, Conn., along with WGTH-AM, for $650,000 [B•T, Sept. 5]. CBS last week told the FCC there is no overlap between the service contours of WCBS-TV New York and WGTH-TV within the intention of Commission Rules.

The network said WNHC-TV "has long enjoyed its unique position as Connecticut's only vhf facility with the power to select or reject service from all three national television networks."

CBS called WNHC-TV's charges "broad and reckless" and said the station's "aim is delay." It "categorically denied" any conclusions and inferences of wrongdoing as cited in the WNHC-TV charges.

CBS further said that ch. 8 WNHC-TV has no grounds to protest under Sec. 309 (c) of the Communications Act. The network said that this section's "party in interest" provision cannot be extended to the "premature protest" by an operating station in one city against the application for FCC sale approval of an operating station in another city.

Triangle Pub. (WFIL-TV Philadelphia and *Philadelphia Inquirer*) asked the FCC to dismiss the protests of ch. 27 WCMB-TV and ch. 71 WTPA (TV) Harrisburg, Pa., against Triangle's purchase of ch. 15 WLBR-TV Lebanon, Pa. [B•T, Sept. 26].

As in the CBS purchase, the question of alleged overlap arose. Triangle and WLBR-TV replied that ". . . in no way can the limited Grade B overlap [between WLBR-TV and WFIL-TV] result in Triangle's serving substantially the same area" within the meaning of FCC Rules.

Triangle said that Harrisburg is more than 20 miles from Lebanon and the communities have entirely different economic, social and cultural activities. The firm further charged that "nothing could be more contrary to fact" than the allegation that WLBR-TV will be used as a satellite of WFIL-TV. Triangle also declared there is no intention to use WLBR-TV as a bonus to WFIL-TV coverage.

Triangle is seeking to buy WLBR-TV for $115,000 plus assumption of obligations totaling $125,000 [B•T, July 4]. It also has announced that it is buying WFBG-AM-TV Altoona, Pa., for an aggregate $3.6 million [AT DEADLINE, Sept. 26] and has an application pending for ch. 18 at Elmira, N. Y., to be used as a satellite of its owned ch. 12 WNBF-TV Binghampton.

Gay's Financial Status In Warrenton Am Questioned

THE FINANCIAL qualifications of Connie B. Gay, Washington (D. C.) country music personality, to construct a new am station were questioned last week by Old Dominion Broadcasting Co. which asked the FCC to set for hearing Mr. Gay's application for a new am outlet at Warrenton, Va.

Old Dominion, owned by Oliver M. Presbrey and his wife, the former Martha Roundtree, one-time part owner of *Meet the Press,* asked the FCC to determine if Mr. Gay has overextended himself in the light of two recent broadcast acquisitions and the proposed Warrenton station which would operate on 1250 kc with 1 kw day.

The Presbreys, who also have an application pending for a new am at Warrenton (1420 kc, 5 kw day), noted in July the FCC approved the purchase by Mr. Gay of 95% interest in WTCS Fairmont, W. Va. (formerly WVVW), and sole control of WTCR Ashland, Ky. (formerly WWKO). They said in the Ashland purchase and in the Warrenton application Mr. Gay relied upon a $100,000 bank loan which, they said, is no longer in existence. The Presbreys said they doubted that Mr. Gay, after paying the cash needed to close the Ashland and Fairmont sales, will have enough left to construct the Warrenton station.

In charging that Mr. Gay overextended himself, the Presbreys said they believe that an ad for sale of a radio station, appearing in the Aug. 28 issue of the *Washington Post & Times Herald,* was placed by Mr. Gay in an effort to dispose of the Fairmont property. The ad offered for sale 95% interest in a West Virginia station. The Presbreys said the ad stated, "present owner overexpanded".

Mack Completes Staff; Appoints Doane, Barber

FCC COMR. Richard A. Mack last week completed his office organization and appointed John E. Doane engineering assistant and H. Earl Barber legal assistant.

Mr. Doane, who moves up from supervising engineer of FCC's Broadcast Hearing Div., is a native of Hydro, Okla., born in 1912. He joined the Commission in 1940 as a radio inspector at the Grand Island, Neb., monitoring station and came to Washington in 1941 as a member of the engineering staff.

In 1950 he was promoted to chief of the Fm Branch and in 1952 was named to his present post. Mr. Doane received from George Washington U. degrees of B.E.E. in 1946 and LL.B. in 1949.

Mr. Barber, 32, moves to Washington from Miami, Fla., where he was associated with the law firm of Yonge, Whiteside & Prunty. He is a native of Bennington, Vt., and was graduated from the U. of Miami (Fla.) Law School in 1948 after attending Columbia U. Law School. He has served as staff correspondent with United Press in Miami, Atlanta, New York and London.

Comr. Mack, who took office in early July after serving as a member of the Florida Railroad & Utilities Commission, last week delivered his first official public address, before the NARTB district meeting in New Orleans (story page 60).

Hearings Concluded In Gleeson Ch. 1 Case

HEARINGS on the $6 million claim against the government by William L. Gleeson, former owner of Broadcasting Corp. of America, were concluded last week by Commissioner Marion T. Bennett of the U. S. Court of Claims.

Mr. Gleeson was granted tv ch. 1 for Riverside, Calif., in 1946. In 1947, the FCC deleted ch. 1 from the tv table of allocations, assigning those frequencies (48-54 mc) to mobile services.

A bill to recompense Mr. Gleeson for his losses—he claims $306,000 expenditures, plus $150,000 damages, with the remainder of the $6 million attributed to loss of anticipated profits—was introduced in the 83rd Congress by Rep. Usher L. Burdick (R-N. D.). This was turned over to the U. S. Court of Claims for findings by the House Judiciary Committee.

Hearings before Comr. Bennett were held



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St. Paul 3M COMPANY Minnesota

last April in Los Angeles; last week's hearing in Washington concluded the testimony. Among the Washington witnesses were the following FCC officials: William P. Massing, assistant secretary; Edward F. Kenehan, Broadcast Bureau chief; James B. Sheridan, assistant chief, Economics Division, Office of Chief Accountant; and Louis H. Rein, engineer, Rules & Standards Division, Broadcast Bureau. Also testifying was James W. Blackburn, Blackburn-Hamilton Co., station brokers.

Comr. Bennett said he hoped to have his findings in several months. These will be submitted to the five-judge court, which will send its recommendations to the House Judiciary Committee.

FCC Grants Six Am Permits For Daytime Only Operation

PERMITS for six new am stations were granted last week by the FCC. All are daytime only stations which will operate with 1 kw power, or less.

Grants were:

• Denver, Colo.—Evert A. Bancker Jr., 1390 kc, 1 kw. Mr. Bancker owns KFML (FM) Denver.

• De Funiak Springs, Fla.—Walton Broadcasting Co., 1460 kc, 1 kw. Permittee is wholly-owned by Clayton W. Mapoles, owner of WEBY Milton, Fla.

• Russell, Kan.—The Prairie States Broadcasting Co., 990 kc, 250 w. Majority owner Melville L. Gleason (51%) is associated with William C. Whitlock and Tommy L. Gleason in Prairie States and in ownership of KAWL York, Neb.

• White Castle, La.—Big League Broadcasting Co., 1590 kc, 1 kw. Equal partners in permittee are William C. Lee Jr., J. Edward Van Velkenburg, and Elayn Hunt, none of whom has other radio-tv holdings. Mr. Van Velkenburg is chief engineer of WLCS Baton Rouge, La.

• Grants, N. M.—John Blake, 980 kc, 1 kw. Mr. Blake has majority interest in KNEM Nevada, Mo.

• Camas, Wash.—Camas Washougal Radio, 1480, 1 kw. Principal Gene R. Johnsick is chief engineer of KJUN Redmond, Ore.

Co-op Effort Brings Nebraska Farmers Tv

WHEN more than 8,000 wheat-rich, Nebraska farmers fork over $140,000 in order to get television service, it's worth a story. This is the story.

Early this year, a delegation of farmers from the wheat plains of southwestern Nebraska called on the owners of ch. 13 KHOL-TV Holdredge (Kearney), Neb. Couldn't the station do something about getting tv into their area, the Platte and Republican River Valley? After several huddles, the station suggested a satellite operation at Hayes Center (pop. 154) and the farmers agreed to raise enough money to build the station.

In two months the "Southwestern Nebraska Television Committee" raised $140,000. This was put in escrow until the station received its authorization from the FCC.

KHOL-TV moved twice to secure the grant. First it had to petition the FCC to allocate ch. 6 to Hayes Center. Then it had to apply for ch. 6 and receive formal FCC approval. It did both these things and two weeks ago the FCC approved its application to operate the Hayes Center satellite [B•T, Sept. 26].

The new Hayes Center station will cost more than $185,000 to build, including a three-hop microwave relay from Holdredge. It will bring tv for the first time to 100,000 people in the southwest corner of Nebraska.

KHOL-TV, owned by Dr. F. Wayne Brewster and associates, began operating Christmas Day 1953. It is affiliated with CBS and ABC. When the Hayes Center ch. 6 satellite commences operation—it is scheduled to begin in November—KHOL-TV will cover more than 500,000 people, Jack Gilbert, station manager, has reported.

Philadelphia, Las Vegas Tv Permits Granted by FCC

PERMITS for new tv stations were granted last week to Herbert Mayer for ch. 23 at Philadelphia and Moritz Zenoff for ch. 13 at Las Vegas.

Mr. Mayer, doing business as Ajax Enterprises, is making a bid to re-enter television after being out of the industry since 1954 when he sold to Storer Broadcasting Co. ch. 27 Portland, Ore., and ch. 8 WXEL (TV) Cleveland along with Empire Coil Co. (electronics parts), New Rochelle, N. Y., for $8.5 million.

Mr. Mayer's new station will operate with 537 kw visual and 288 kw aural. Construction cost was estimated at $414,100, first year operating cost at $500,000 and first year revenue $200,000. He also has an application pending for ch. 38 at Boston [B•T, Sept. 19].

At Las Vegas, a permit for ch. 13 was granted to Mr. Zenoff, who owns KBMI Henderson, Nev. The station will operate with 12.9 kw visual and 6.4 kw aural. Construction cost was estimated at $74,900, first year operating cost at $200,000 and first year revenue at $250,000. Mr. Zenoff also owns *Boulder City* (Nev.) *News* and the *Henderson Home News.*

In both new stations, the transmitters and antennas will be RCA.

WITN (TV) Control Transfer Granted Approval by FCC

APPROVAL was granted by the FCC last week for the acquisition of control of ch. 7 WITN (TV) Washington, N. C., by the Roberson family and William S. Page through 50.7% purchase of stock from H. W. Anderson and R. M. Fountain for $121,840. The Robersons will now own 67.82% of the outlet [B•T, Aug. 15].

Purchasers are W. R. Roberson Sr., W. R. Roberson Jr., J. P. Roberson and Mrs. Hannah R. Bagwell, nee Roberson. The Robersons also own WRRF Washington, N. C., and Mr. Page owns 80% of WELS Kinston, N. C.

Losing Applicants Dispute Charlotte Ch. 9 Decision

OBJECTIONS to the examiner's initial decision recommending Piedmont Electronics & Fixture Corp. for ch. 9 at Charlotte, N. C., were submitted to the Commission last week by Carolinas' Television Corp. and WSOC Charlotte, the two applicants denied by the examiner [B•T, Aug. 8]. They asked the Commission for oral argument.

The Broadcast Bureau also submitted exceptions to the Charlotte initial decision but did not quarrel with the recommended grant to Piedmont. The bureau claimed the examiner misinterpreted certain Commission criteria.

One of the principal issues objected to by the bureau was the examiner's determination that WSOC would not be able to complete

classics

are commercial . . .

last year, more Americans went to concerts than they did to baseball games . . . *serious music is serious business* . . . and the best in serious music is yours in the superb Concert Section of the

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TRANSCRIBED LIBRARY

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SESAC

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NOTICE TO EDITORS—This advertisement currently appears in leading national magazines. For more than 30 years, Metropolitan Life has sponsored similar messages on national health and safety. Because of public interest in the subject matter of these advertisements, Metropolitan offers all news editors (including radio news editors), free use of the text of each advertisement in this series. The text may be used in regular health features, health columns or health reports with or without credit to Metropolitan. The Company gladly makes this material available to editors as one phase of its public-service advertising in behalf of the nation's health and safety.



Sickness at your house?

TODAY, medical and nursing authorities are recommending home care for more and more patients . . . especially if someone in the family is skilled in home nursing.

There are several reasons why home nursing is of such great importance now. Nearly all of our country's hospitals are crowded. In fact, they care for more than 20 million patients a year.

Naturally, doctors, nurses and their assistants are busier than ever before. So, whenever a patient can be adequately cared for at home, hospital beds and personnel are freed for more serious cases.

Moreover, the cost of a long hospital stay is a heavy financial burden to the average family . . . as well as a source of worry to the ill person.

Lengthy hospitalization may also make the sick person depressed and even doubtful of his recovery. These attitudes can often be offset when the patient can safely and conveniently be cared for within the family circle. In fact, familiar home surroundings and family companionship can often help to hasten recovery.

Fortunately, in such circumstances, home nursing can usually be performed adequately by a family member under the direction of the doctor.

To give the best possible help to an ill person, however, the home nurse must know how to follow the doctor's specific instructions, and be able to care for both the physical and emotional needs of the patient. In addition, the home nurse should be prepared to make some simple but essential observations which help the doctor determine the patient's progress.

Suppose you had to give home nursing care to someone in your family. Would you know how to do any of the following:

1. Could you carry out a doctor's orders to observe and record a patient's breathing, or to take his pulse?
2. Help a sick person overcome fears and anxieties?
3. Persuade a child to take medicine?
4. Help a bed patient maintain comfortable posture?

Since illness may occur unexpectedly at any time in any family, someone in *every* household should be a qualified home nurse.

You can learn more about home nursing skills in free courses given in most communities by the American Red Cross.

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TIME OUT...

. . . Play after play, KDUB-TV's power-packed pro team can drive your sales into touchdown territory. The stands are packed with 105,133 loyal fans available at less cost than with any other Texas TV team!

NOW 316,000 watts!

CBS

KDUB-TV

KDUB-AM • WEST TEXAS' ONLY 24 HOUR RADIO

LUBBOCK, TEXAS

NATIONAL REPRESENTATIVES: AVERY-KNODEL, INC.

PRESIDENT AND GEN. MGR., W. D. "DUB" ROGERS

necessary construction for the price estimated.

Carolinas' Television, composed of WIS-AM-TV Columbia, S. C.; WIST Charlotte, and local residents, said it should have been clearly preferred on the basis of the examiner's ultimate findings and said its exceptions relate principally to the conclusions and weighing of the evidence.

Both WSOC and Carolinas' questioned the commercial practices of Mitchell Wolfson-owned WTVJ (TV) Miami. (Mr. Wolfson controls 40% of Piedmont.) Carolinas' said the examiner erred in ruling as irrelevant and immaterial what Carolinas' describes as the record of excessive commercialization at WTVJ under the direction of Mr. Wolfson.

Applicants File Bids For N. Y., Michigan Tvs

APPLICATIONS for new tv stations at Buffalo, N. Y., and Ironwood, Mich., were filed with the FCC last week.

At Buffalo, a group of local businessmen are seeking ch. 59 there. Principals are equal owners Bernard I. Obletz, Richard S. Levy and Daniel A. Roblin, who have no broadcast interests. The proposed station will operate at 25 kw visual and 13.5 kw aural. Construction cost was estimated at $86,500, first year operating cost at $155,000 and first year revenue at $185,000. Transmitter and antenna will be RCA.

WJMS Ironwood, Mich., has applied for low power operation on ch. 12 there. Effective radiated power would be 370 w visual and 185 w aural. Applicant Upper Michigan-Wisconsin Broadcasting Inc. also owns WATW Ashland, Wis., and 51% of WIKB Iron River, Mich.

Total construction cost was estimated at $59,004, first year operating cost at $80,000 and first year revenue at $88,000. Transmitter and antenna will be Dage Tv.

FCC Grants Seven Am, One Tv Facility Changes

FACILITY changes in a total of seven am and one tv station were granted by the FCC last week.

KBES-TV Medford, Ore., ch. 5, was granted a modification of its construction permit so it might move its transmitter to Soda Mt., about 15 miles southeast of Ashland, Ore., change effective radiated power from 28.8 kw visual and 15.8 kw aural to 75.9 kw visual and 38 kw aural, increase its antenna height from 430 ft. to 2,330 ft., and make other equipment changes.

Am facility changes granted were:

• KIUP Durango, Colo.—change power from 1 kw unlimited to 1 kw night, 5 kw to local sunset, continuing on 930 kc with directional antenna at night.

• WNER Live Oak, Fla.—switch from 1390 kc to 1250 kc, operating daytime only with 1 kw.

• WKXY Sarasota, Fla.—move from 1540 kc to 930 kc, operating daytime with 1 kw and directional antenna; engineering conditions were outlined by the Commission.

• WCSI Columbus, Ind.—increase power from 250 w to 500 w, operating day only on 1010 kc.

• WSYD Mount Airy, N. C.—change from 5 kw day to 1 kw at night and 5 kw until local sunset, using a directional antenna at night; engineering conditions were imposed. WSYD is licensed on 1240 kc, 250 w unlimited.

• WCLG Morgantown, W. Va.—increase from 500 w to 1 kw, operating daytime on 1300 kc.

CH. 13 WHTN-TV SET TO START LAST WEEKEND

WITN (TV) announces personnel lineup; KOSA-TV sets sights on Jan. 1 target date.

WHTN-TV Huntington, W. Va., which originally planned to go on the air Sept. 15, has announced that its new target date was to be yesterday (Sunday). The station will operate on 316 kw maximum power and is affiliated with ABC. With more than 315,000 sets claimed within its market, the ch. 13 station estimates it will service about 537,000 people. Fred Weber is president, Edward Petry & Co. is representative.

Personnel lineup for ch. 7 WITN (TV) Washington, N. C., which began commercial programming on Sept. 26 [B•T, Sept. 26], has been announced by the station. W. R. Roberson Jr., associated with his father in the establishment and operation of WRRZ Clinton and WRRF Washington, both N. C., is WITN president and general manager. T. H. Patterson, manager of WRRF for the past 10 years, has been named commercial manager of the new tv operation.

Mr. Patterson announced the appointment of Earl Broome, formerly with WGTC Greenville, N. C., as account executive. Hal Wilson, radio-tv veteran and for the past six years consultant to the establishment of WIRI-TV Plattsburg, N. Y., joins WITN as director of operations. Other appointments include Ben McDonald, news director; William E. Knight, meteorologist, and Ben McManis, personality.

Report from KOSA-TV Odessa, Tex., proposed ch. 7 outlet, sets a target date of Jan. 1, 1956, with test patterns expected to begin by Dec. 15. An order for GE equipment has been placed and construction has started on the studio building at 1211 N. Whitaker.

The building will comprise about 10,000 sq. ft., including a 45 x 45 foot studio. Cecil Trigg is president-general manager; John Vacca, station manager; Ed Costello, sales manager, and William Schock is chief engineer. The station is represented nationally by The Branham Co.

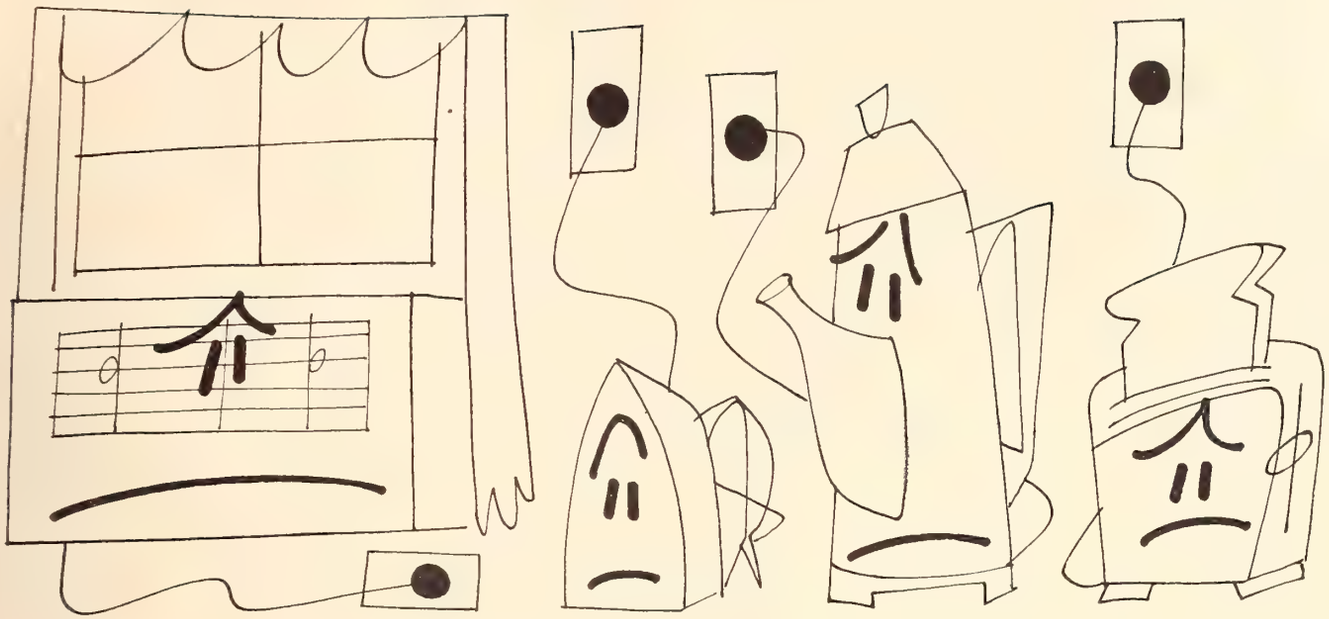
Sarnoff Keynotes WNDU-TV Dedication, Receives Degree

"THE CRISIS of our time is fundamentally moral" and the only real protection against ultimate chaos is the "spirit of man," Brig. Gen. David Sarnoff, RCA-NBC board chairman, told a Sept. 30 gathering of more than 3,000 at a special Notre Dame U. convocation marking the dedicaton of the university's new tv station, ch. 46 WNDU-TV.

General Sarnoff received an honorary Doctor of Science degree from the university as "an American genius of public communications" whose "contributions to the 20th Century wonders of radio and tv have put our country and the world immeasurably in his debt." The degree was conferred by Rev. Theodore M. Hesburgh, Notre Dame president.

WMUR-TV Sets New Rates

NORMAN A. GITTLESON, executive vice president and general manager of WMUR-TV Manchester, N. H., has announced an increase in the station's rate card, effective yesterday (Sunday). The new rate card changes Class AA time from 6 to 11 p.m. to 7:30 to 10:30 p.m.



What's the story on "Inadequate Wiring"?

You've been hearing a lot lately about "inadequate wiring." Perhaps you've wondered how wiring in so many homes seems all of a sudden to be "inadequate."

About 30,000,000 homes in the U. S. today have "old-fashioned" electric wiring. It's become "inadequate" because people are putting to work so many new electric appliances to save time and effort, to make living more pleasant.

Some buildings have, for example, only 115-volt current; air conditioners, electric ranges and the like need 230 volts. Some older homes have a 30-ampere service entrance . . . newer ones perhaps 60 . . . and too few circuits. Today they need a 100-ampere service entrance with more branch circuits and more outlets.

Four out of five homes need additional wiring today simply because when they were built no one foresaw the tremendous increases that have taken place in home use of electric power. But today people are using more than *four times* as much electricity as they were 25 years ago. They'll want still more for the future.

If you could send as much electricity as you wanted through a small wire, there'd be no problem. But the longer and thinner a wire, the less electricity it will carry. When you ask electric wiring to do more than it can, either fuses blow, or wires get too hot for safety, or you don't get the most efficient use of your appliances. For example, irons don't get hot enough, TV pictures shrivel, lights go dim.

The job of the local electric light and power company is to bring plenty of electricity up to where wiring enters the customer's house. From there on, the electrical contractor takes over. He's the one to see if wiring needs to be modernized.

Since 1945 Americans have doubled their use of electricity. In the next 10 years they'll need twice as much as they're using today. The nation's electric light and power companies are planning and building ahead so there'll always be plenty for everybody.

So long as inadequate wiring is a bottleneck, people can't enjoy all the electricity, and all the new appliances, that are ready for them.

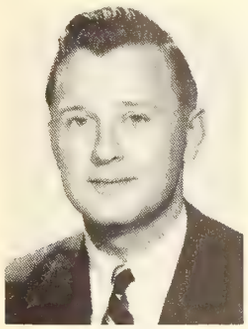
AMERICA'S ELECTRIC LIGHT AND POWER COMPANIES*

**Names on request from this magazine*

"YOU ARE THERE"—CBS *television—witness history's great events*

KYW NAMES TETER GENERAL MANAGER

ROBERT H. TETER, sales manager, KYW Philadelphia, has been named general manager of the station, succeeding Franklin A. Tooke, who is being transferred to Westinghouse Broadcasting Co.'s New York executive office for special assignment, Chris J. Witting, WBC president, said last week. Mr. Teter's promotion became effective Oct. 1.



MR. TETER

Mr. Teter, a veteran of Philadelphia radio and advertising, has been sales manager of KYW since 1950. Westinghouse, which owns and operates KYW, credited Mr. Teter with having contributed to "much of the rise in radio billings," which, it was noted, rose 21.7% the first nine months of this year over the same period last year. National spot billings are up 18.3% while local sales in 1954 were increased 42.8% over 1953, Mr. Witting said.

The new manager, who joined the station in 1947 as a sales representative, had been previously and successively with N. W. Ayer & Son, H. M. Dittman Agency and A. E. Aldrich & Assoc.

Hell or High Water

DESPITE the havoc wrought by Hurricane Ione, which dropped 20 inches of rain in two days at the transmitter site of WITN (TV) Washington, N. C., the storm failed to dampen a desire on the part of the station to get on the air in time to receive a feed of NBC-TV's World Series telecasts. Waters rose three inches deep in the transmitter room, necessitating rewiring, beginning Sept. 23 on a round-the-clock basis. Target date of Sept. 26 for the station was literally blown out by Ione's winds, which caved in a temporary window in the telephone microwave room, causing considerable damage. The telephone company provided the station with temporary service and WITN, with little time to spare, was on the air in time for the Wednesday start of the World Series.

KHFS Owner, C. M. Weagant Dies Following Long Illness

CHARLES MARVIN WEAGANT, 49, Portland radio engineer and owner of KHFS Vancouver, Wash., died Sept. 16 after a long illness.

In recent years, Mr. Weagant devoted his time to inventing and developing high fidelity transmission equipment and has been a licensed radio operator over 30 years. He developed what is said to be the only high fidelity am broadcast station in the nation, KHFS, which went on the air July 5, 1954. Mr. Weagant, with his son Ralph C., designed and built all the equipment for the station while confined to a wheel chair with arthritis.

Survivors include his widow and two sons, Ralph C. and Warren G.

Network Selling Plans Offer Spot Analysis, States Weed

NETWORK RADIO "segmented and regimented . . . (selling) plans" should afford "an opportunity for stations and their representatives to follow up with clients on how right the genuine spot formula has been through the years," Joseph J. Weed of Weed & Co., station representation firm, said last week.

In a statement on what he described as "further plans of radio networks to imitate the spot program formula," Mr. Weed said they would work as "tremendous promotion for genuine spot." Mr. Weed said the network radio plans "offer little on the program side that local talent, news services and record-transcription libraries cannot equal or surpass."

Muscle Shoals Inc. Re-elects Mapes WOWL General Mgr.

RADIO Muscle Shoals Inc., licensee of WOWL Florence, Ala., re-elected William A. Mapes executive vice president and general manager.

Other officers elected for the coming year were Richard B. Biddle, president; O. Bryan Miley, vice president, and John Martin, secretary-treasurer.

(Continued on page 92)

WREX-TV

means

256,600 TV sets

and over

1,000,000 pairs of eyes

Here is a billion dollar market, untouched by either Chicago or Milwaukee TV (90 air miles away). Only **one** VHF station rules this domain . . . only **one** VHF station feeds the finest of network (CBS-ABC) and local shows to agricultural and industrial eyes. A truly market-area station — an important station for **you.** Call Joe Baisch, or contact your H.R. man for complete details and availabilities.



WREX-TV "Fit for a King" Channel 13

ROCKFORD, ILLINOIS CBS-ABC Network Affiliation

represented by H-R TELEVISION, INC.

J. M. BAISCH, General Manager

B•T TELESTATUS

A monthly situation report on present and planned tv stations and television network shows

OCTOBER 1955

Total U. S. Stations on Air: 451
(Commercial: 435; Educational: 16)
Total Cities With Tv Stations: 290
Total Tv Homes: 32,000,000
(U. S. Census Bureau, June 1955)

HOW TO READ THIS LISTING

Each station or grantee is listed in the city where licensed.

Triangle (►): station on air with regular programming. Date of grant is shown for permittees, followed by planned starting date.

Channel number is in parentheses, followed by national network affiliations and sales representatives, estimated sets in coverage area and station's highest one-time hourly rate.

Set figures are provided by stations. Queries on set figures should be directed to stations.

Asterisk (*): non-commercial outlet.

Dagger (†): not interconnected.

Data on station color equipment: N, equipped for network color; LS, local color slides; LF, local color film; LL, local live color.

ALABAMA

ANDALUSIA†—
WAIQ (*2) 3/9/55-Unknown
BIRMINGHAM—
► WABT (13) NBC, ABC; Blair; 347,650; N; $750
► WBIQ (*10)
► WBRC-TV (6) CBS; Katz; 351,000; N; $750
WJLN-TV (48) 12/10/52-Unknown
DECATUR†—
► WMSL-TV (23) CBS, NBC; Walker; 31,200; $150
DOTHAN†—
► WTVY (9) CBS; Young; $100
MOBILE—
► WALA-TV (10) NBC, ABC, CBS; Headley-Reed; 124,500; $400
WKAB-TV (48) See footnote
► WKRG-TV (5) CBS; Avery-Knodel
MONTGOMERY—
► WCOV-TV (20) CBS, ABC, DuM; Raymer; 71,000; $200
► WSFA-TV (12) NBC; Katz; 105,550; N; $350
MUNFORD†—
► WTIQ (*7)
SELMA†—
WSLA (8) 2/24/54-Unknown

ARIZONA

MESA (PHOENIX)—
► KVAR (12) NBC; Raymer; 138,360; N; $450
PHOENIX—
► KOOL-TV (10) CBS; Hollingbery; 138,360; N; $500
► KPHO-TV (5) DuM; Katz; 138,360; N; $450
► KTVK (3) ABC; Weed; 167,000; LF, LS; $400
TUCSON—
► KOPO-TV (13) DuM, CBS; Hollingbery; 48,868; $250
► KVOA-TV (4) ABC, NBC; Raymer; 48,200; $225
KDWI-TV (9) 4/19/55-Unknown
YUMA†—
► KIVA (11) CBS, NBC; Raymer; 26,908; $200

ARKANSAS

EL DORADO†—
KRBB (10) NBC; 2/24/54-11/15/55
FORT SMITH—
► KFSA-TV (22) NBC, ABC, CBS, DuM; Pearson; 36,604; $150
KNAC-TV (5) Rambeau; 6/3/54-Unknown
JONESBORO†—
KBTM-TV (8) 1/12/55-Unknown
LITTLE ROCK—
► KARK-TV (4) NBC, DuM; Petry; 112,711; N; $350
► KATV (7) (See Pine Bluff)
KTHV (11) Branham; 11/4/54-11/1/55
PINE BLUFF—
► KATV (7) CBS, ABC; Avery-Knodel; 112,711; N; $450
TEXARKANA—
► KCMC-TV (6) See Texarkana, Tex.

CALIFORNIA

BAKERSFIELD—
► KBAK-TV (29) ABC, DuM; Weed; 93,000; $275
► KERO-TV (10) NBC, CBS, Hollingbery; 152,000; N; $400
BERKELEY (SAN FRANCISCO)—
► KQED (*9)
CHICO—
► KHSL-TV (12) CBS, ABC, NBC, DuM; Avery-Knodel; 68,100; $250
CORONA†—
KCOA (52), 9/16/53-Unknown
EUREKA†—
► KIEM-TV (3) CBS, ABC, NBC, DuM; Hoag-Blair, 25,000; $200
FRESNO—
► KJEO (47) CBS, ABC; Branham; 165,000; N; $450
► KMJ-TV (24) NBC; Raymer; 165,000; N, LF, LS; $500
KARM (12) Bolling. Initial Decision 8/3/54
KBID-TV (53) See footnote
LOS ANGELES—
► KABC-TV (7) ABC; Petry; 2,173,665; $1,500
► KCOP (13) Weed; 2,173,665; $1,250
► KHJ-TV (9) DuM; H-R; 2,173,665; N; $1,200
► KNXT (2) CBS; CBS Spot Sls.; 2,173,665; N, LS, LF, LL; $2,700
► KRCA (4) NBC; NBC Spot Sls.; 2,173,665; N, LS, LF, LL; $3,600
► KTLA (5) Raymer; 2,173,665; LS, LF, LL; $1,500
► KTTV (11) Blair; 2,173,665; $1,750
KBIC-TV (22) 2/10/52-Unknown
MODESTO†—
KTRB-TV (14) 2/17/54-Unknown
SACRAMENTO—
► KBET-TV (10) CBS; H-R; 366,000; N, LF, LS; $600
► KCCC-TV (40) ABC, NBC; Weed; 165,000; $400
► KCRA-TV (3) NBC; Petry
SALINAS (MONTEREY)—
► KSBW-TV (8) CBS, ABC, NBC, DuM; H-R; 110,879; $350
SAN DIEGO—
► KFMB-TV (8) CBS, ABC; Petry; 407,092; N; $800
► KFSD-TV (10) NBC; Katz; 306,845; N; $600
SAN FRANCISCO—
► KGO-TV (7) ABC; Petry; 1,153,730; $1,200
► KPIX (5) CBS; Katz; 1,153,730; N; $1,250
► KRON-TV (4) NBC; Free & Peters; 1,153,730; N, LS, LF, LL; $1,500
► KSAN-TV (32) Stars National; 300,000; $225
KBAY-TV (20) 3/11/53-Unknown (granted STA 9/15/54)
SAN JOSE†—
► KNTV (11) Bolling
SAN LUIS OBISPO—
► KVEC-TV (6) ABC, CBS, DuM; Grant; 95,218; $200
SANTA BARBARA—
► KEYT (3) ABC, CBS, NBC, DuM; Hollingbery; 227,918; $450
STOCKTON†—
► KOVR (13) DuM; Blair; 1,120,660; $700
► KTVU (36)
TULARE (FRESNO)—
► KVVG (27) Young; 215,000; $325
VISALIA†—
KAKI (43) 10/6/54-Unknown

COLORADO

COLORADO SPRINGS—
► KKTV (11) CBS, ABC; Hollingbery; 59,223; $150
► KRDO-TV (13) NBC; Avery-Knodel; 40,000; $125
DENVER—
► KBTV (9) ABC; Free & Peters; 317,901; $600
► KFEL-TV (2) DuM; Hoag-Blair; 317,901; N; $400
► KLZ-TV (7) CBS; Katz; 317,901; N; $650
► KOA-TV (4) NBC; Petry; 317,901; N; $650
KRMA-TV (*6) 7/1/53-Unknown
GRAND JUNCTION†—
► KFXJ-TV (5) NBC, CBS, ABC; Holman; 14,372; $120
PUEBLO†—
► KCSJ-TV (5) NBC; Avery-Knodel; 55,310; $150

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CONNECTICUT

BRIDGEPORT—
► WICC-TV (43) ABC, DuM; Young; 72,340; $200
WCTB (*71) 1/29/53-Unknown
HARTFORD—
► WGTH-TV (18) CBS, ABC, DuM; H-R; 357,000; $500
WCHF (*24) 1/29/53-Unknown
Travelers Bcstg. Service Corp. (3) Initial Decision 5/31/55
NEW BRITAIN—
► WKNB-TV (30) NBC, CBS; Bolling; 284,169; N; $500
NEW HAVEN†—
► WNHC-TV (8) ABC, CBS; Katz; 948,702; N, LF, LS; $800
WELI-TV (59) H-R; 6/24/53-Unknown
NEW LONDON†—
WNLC-TV (26) 12/31/52-Unknown
NORWICH†—
WCNE (*63) 1/29/53-Unknown
STAMFORD†—
WSTF (27) 5/27/53-Unknown
WATERBURY—
► WATR-TV (53) ABC; Stuart; 215,400; $200

DELAWARE

WILMINGTON—
► WPFH (12) NBC, DuM; Meeker; 2,051,000; N, LS, LF; $1,000

DISTRICT OF COLUMBIA

WASHINGTON—
► WMAL-TV (7) ABC; Katz; 600,000; $750
► WRC-TV (4) NBC; NBC Spot Sls.; 751,000; N; $1,250
► WTOP-TV (9) CBS; CBS Spot Sls.; 692,000; N; $1,500
► WTTG (5) DuM; H-R; 665,000; $600
WETV (20) 10/21/54-Unknown
WOOK-TV (14) 2/24/54-Unknown

FLORIDA

CLEARWATER†—
WPGT (32) 12/2/53-Unknown
DAYTONA BEACH†—
WESH-TV (2) McGillvra; 7/8/54-Oct. '55
FORT LAUDERDALE—
► WITV (17) ABC; H-R; 176,000 (also Miami); $400
FORT MYERS†—
► WINK-TV (11) CBS, ABC; McGillvra; 16,140; $150
FORT PIERCE†—
WTVI (19) 4/19/55-Unknown
JACKSONVILLE†—
► WJHP-TV (36) ABC, NBC, DuM; Perry; 75,600; N; $200
► WMBR-TV (4) CBS, ABC, DuM; CBS Spot Sls.; 491,024; N; $700
WOBS-TV (30) Stars National; 9/12/53-Fall '55
Jacksonville Bcstg. Corp. (12) Initial Decision 4/4/55
MIAMI—
► WGBS-TV (23) NBC; Katz; 204,000; N; $500
► WTVJ (4) CBS; Free & Peters; 336,000; N; $900
► WITV (17) See Fort Lauderdale
WMFL (33) 12/9/53-Unknown
► WTHS-TV (*2)
Biscayne Tv Corp. (7) Initial Decision 1/17/55
MIAMI BEACH†—
WKAT Inc. (10) Initial Decision 3/30/55
ORLANDO—
► WDBO-TV (6) CBS, ABC, NBC, DuM; Blair; 103,427; N; $250
WORZ Inc. (9) Initial Decision Aug. 10
Orange County Broadcasters Inc. (18) 9/21/55-Unknown
PANAMA CITY—
► WJDM (7) ABC, CBS, NBC, DuM; Hollingbery; 30,100; $150
PENSACOLA—
► WEAR-TV (3) ABC, CBS; Hollingbery; 107,000; $250
► WPFA (15) McGillvra; 32,500
ST. PETERSBURG†—
► WSUN-TV (38) ABC; Weed; 175,874; $325
TAMPA—
► WFLA-TV (8) NBC; Blair; 200,000; N, LF, LS; $400
► WTVT (13) CBS; Avery-Knodel; 198,500; N, LF, LS; $500
WEST PALM BEACH—
► WEAT-TV (12) ABC; Walker; 231,000; $200
► WIRK-TV (21) Cooke; 48,000; $150
► WJNO-TV (5) NBC, CBS, DuM; Venard; 301,875; $250

GEORGIA

ALBANY†—
► WALB-TV (10) ABC, NBC, DuM; Burn-Smith; 45,000; $200
ATLANTA—
► WAGA-TV (5) CBS, DuM; Katz; 462,000; N; $850



THIS MAN REPRESENTS A TOTAL OF OVER 1,000,000 HOURS OF TV EXPERIENCE!

Experience makes a world of difference when it comes to quality TV production. On the air since 1948, WBEN-TV is — by far — Buffalo's oldest TV outlet, with television know-how that has been seven long years in the making.

Nearly every man on the WBEN-TV staff has been with this pioneer station since its early beginning. These skilled veterans work in two fully equipped studios that permit staging with unhurried care.

The fact is, WBEN-TV means Q-U-A-L-I-T-Y. And in a field where quality is crucial, here's good news. *There's no need to settle for anything less when quality production by* WBEN-TV *costs no more.*

in Buffalo-TV dollars count for more on channel 4

7 of 10

WBEN-TV has seven of the 10 top rated multi-weekly shows in Buffalo. WBEN-TV also has the majority of the top 15 weekly shows, according to TELEPULSE.

CBS NETWORK

WBEN-TV

BUFFALO, N. Y.

WBEN-TV Representatives

HARRINGTON, RIGHTER and PARSONS, Inc., NEW YORK, CHICAGO, SAN FRANCISCO

B·T TELESTATUS

► WLWA (11) ABC; Crosley Sls.; 481,000; $700
► WSB-TV (2) NBC; Petry; 516,140; N, LS, LF; $900
WQXI-TV (36) See footnote

AUGUSTA—
► WJBF (6) NBC, ABC; Hollingbery; 169,180; N; $250
► WRDW-TV (12) CBS; Headley-Reed; 149,900; $250

COLUMBUS—
► WDAK-TV (28) NBC, ABC, DuM; Headley-Reed; 136,959; N; $220
► WRBL-TV (4) CBS, ABC; Hollingbery; 187,327; N; $300

MACON—
► WMAZ-TV (13) CBS, ABC; NBC (per program basis); Avery-Knodel; 106,017; N; $300
WOKA (47) See footnote

ROME†—
► WROM-TV (9) McGillvra; 174,330; $150

SAVANNAH—
► WTOC-TV (11) CBS, ABC, NBC, DuM; Avery-Knodel; 150,360; $200
WSAV-TV (3) 1/26/55-Unknown

THOMASVILLE†—
► WCTV (6) CBS; Meeker

IDAHO

BOISE†—
► KBOI-TV (2) CBS; Free & Peters; 47,800; $150
► KIDO-TV (7) ABC, NBC; Hoag-Blair; 44,000; $250

IDAHO FALLS†—
► KID-TV (3) CBS, ABC, NBC; Gill-Perna; 40,416; $175

LEWISTON†—
KLEW-TV (3) 2/9/55-11/1/55

TWIN FALLS†—
KLIX-TV (11) ABC; 3/19/53-Unknown (granted STA 4/19/55)

ILLINOIS

BLOOMINGTON—
► WBLN (15) McGillvra; 113,242; $200

CHAMPAIGN—
► WCIA (3) CBS, NBC, DuM; Hollingbery; 331,260; N; $700

CHICAGO—
► WBBM-TV (2) CBS, CBS Spot Sls.; 2,323,200; N; $3,300
► WBKB (7) ABC; Blair; 2,255,000; $2,200
► WGN-TV (9) DuM; Hollingbery; 2,300,000; $1,500
► WNBQ (5) NBC; NBC Spot Sls.; 2,043,000; N, LL, LS, LF; $3,300
WHFC-TV (26) 1/8/53-Unknown
WIND-TV (20) 3/9/53 Unknown
WOPT (44) 2/10/54-Unknown
► WTTW (*11)

DANVILLE—
► WDAN-TV (24) ABC; Everett-McKinney; 50,000; $150

DECATUR—
► WTVP (17) ABC, NBC, DuM; Bolling; 175,000; $300

EVANSTON†—
WTLE (32) 8/12/53-Unknown

HARRISBURG†—
► WSIL-TV (22) ABC; Walker; 30,000; $150

PEORIA—
► WEEK-TV (43) NBC; Headley-Reed; 232,437; N; $400
► WTVH (19) CBS, ABC; Petry; 231,056; N; $350
WIRL Tv Co. (8) Initial Decision 11/5/54

QUINCY† (HANNIBAL, MO.)—
► WGEM-TV (10) ABC, NBC; Avery-Knodel; 150,000; N; $200
► KHQA-TV (7) See Hannibal, Mo.

ROCKFORD—
► WREX-TV (13) CBS, ABC; H-R; 256,600; N; $400
► WTVO (39) NBC, DuM;; Headley-Reed; 116,000; $250

ROCK ISLAND (DAVENPORT, MOLINE)—
► WHBF-TV (4) CBS, ABC, DuM; Avery-Knodel; 303,930; N; $700

SPRINGFIELD—
► WICS (20) ABC, NBC, DuM; Young; 103,580; $250
Sangamon Valley Tv Corp. (2) Initial Decision 11/30/54

URBANA†—
► WILL-TV (*12)

INDIANA

ANDERSON†—
WCBC-TV (61) 2/2/55-Unknown

BLOOMINGTON—
► WTTV (4) ABC, NBC; Meeker; 657,615 (also Indianapolis); N; $800

ELKHART—
► WSJV (52) ABC, NBC, DuM, CBS; H-R; 208,319; LS; $300

EVANSVILLE—
► WFIE (62) ABC, NBC, DuM; Venard; 94,315; $250
► WEHT (50) See Henderson, Ky.
Evansville Tv Inc. (7) Initial Decision 10/4/54

FORT WAYNE—
► WKJG-TV (33) NBC, DuM; Raymer; 138,070; N; $400
► WINT (15) See Waterloo
WANE-TV (69) Bolling; 9/29/54-Unknown

INDIANAPOLIS—
► WFBM-TV (6) NBC; Katz; 660,000; N, LF, LS; $960
► WISH-TV (8) CBS; Bolling; 660,000; N; $1,000
► WTTV (4) See Bloomington
Mid-West Tv Corp. (13) Initial Decision 6/7/55

LAFAYETTE†—
► WFAM-TV (59) CBS, DuM; Rambeau; 66,500; $200

MUNCIE—
► WLBC-TV (49) ABC, CBS, NBC, DuM; Holman, Walker; 107,250; N; $225

PRINCETON†—
WRAY-TV (52) See footnote

SOUTH BEND—
► WSBT-TV (34) CBS, DuM; Raymer; 206,363; N; $400
► WNDU-TV (46) NBC; Meeker

TERRE HAUTE—
► WTHI-TV (10) CBS, ABC; Bolling; 154,000; N; $400

WATERLOO (FORT WAYNE)—
► WINT (15) CBS, ABC; H-R; 139,625; N; $300

IOWA

AMES—
► WOI-TV (5) ABC, CBS; Weed; 315,600; N; $550

CEDAR RAPIDS—
► KCRG-TV (9) ABC, DuM; Venard; 288,660; $325
► WMT-TV (2) CBS; Katz; 301,330; N; $500

DAVENPORT (MOLINE, ROCK ISLAND)—
► WOC-TV (6) NBC; Free & Peters; 295,165; N; $800

DES MOINES—
► WHO-TV (13) NBC; Free & Peters; 302,000; N; $650
► KRNT-TV (8) CBS; Katz
KGTV (17) See footnote

FORT DODGE—
► KQTV (21) NBC, DuM, CBS; Pearson; 41,200; N; $150

MASON CITY—
► KGLO-TV (3) CBS, DuM; Weed; 135,932; $200

OTTUMWA†—
KTVO (3) 12/16/53-Unknown

SIOUX CITY—
► KTIV (4) NBC, DuM; Hollingbery; 187,734; N; $300
► KVTV (9) CBS, ABC; Katz; 154,642; N; $300

WATERLOO—
► KWWL-TV (7) NBC, DuM; Avery-Knodel; 162,159; $400

KANSAS

GOODLAND†—
KWGB-TV (10) 5/11/55-Unknown

GREAT BEND—
► KCKT (2) NBC; Bolling; 144,350; $225

HUTCHINSON (WICHITA)—
► KTVH (12) CBS, DuM; H-R; 228,230; N; $450
► KAKE-TV (10) See Wichita
► KEDD (16) See Wichita

MANHATTAN†—
KSAC-TV (*8) 7/24/53-Unknown

PITTSBURG—
► KOAM-TV (7) NBC, ABC, DuM; Katz; 125,297; $250

TOPEKA—
► WIBW-TV (13) CBS, ABC; Capper Sls.; 459,428; N; $400

WICHITA (HUTCHINSON)—
► KAKE-TV (10) ABC; Katz; 225,000; $425
► KEDD (16) NBC; Young; 160,968; $425
► KTVH (12) See Hutchinson
► KARD-TV (3) Petry

KENTUCKY

ASHLAND†—
WPTV (59) Petry; 8/14/52-Unknown

HENDERSON (EVANSVILLE, IND.)—
► WEHT (50) CBS; Meeker; 89,865; N; $250

LEXINGTON†—
► WLEX-TV (18) NBC, ABC, DuM; Forjoe; $150
WLAP-TV (27) 12/3/53-Unknown

LOUISVILLE—
► WAVE-TV (3) ABC, NBC, DuM; NBC Spot Sls.; 466,671; N; $925
► WHAS-TV (11) CBS; Harrington, Righter & Parsons (last reported set count in July 1952 was 205,544); N; $850
WKLO-TV (21) See footnote
WQXL-TV (41) Forjoe; 1/15/53-Unknown

NEWPORT†—
WNOP-TV (74) 12/24/53-Unknown

New Tv Stations

THE following tv stations started regular programming within the past month:

WKRG-TV Mobile, Ala. (ch. 5); KCRA-TV Sacramento, Calif. (ch. 3); KNTV San Jose, Calif. (ch. 11); WTHS-TV Miami, Fla. (educ. ch. 2); WCTV Thomasville, Ga. (ch. 6); WTTW Chicago, Ill. (educ. ch. 11); KARD-TV Wichita, Kan. (ch. 3); WITN Washington, N. C. (ch. 7); KDLO-TV Florence, S. D. (ch. 3); KFJZ-TV Ft. Worth, Tex. (ch. 11); WHTN-TV Huntington, W. Va. (ch. 13).

PADUCAH†—
Columbia Amusement Co. (6) Initial Decision 4/11/55

LOUISIANA

ALEXANDRIA†—
► KALB-TV (5) NBC, ABC, CBS, DuM; Weed; 107,600; $250

BATON ROUGE—
► WAFB-TV (28) CBS, ABC, DuM; Young; 82,000; $250
► WBRZ (2) NBC, ABC; Hollingbery; 170,080; $250

LAFAYETTE—
► KLFY-TV (10) CBS; Venard; 67,500; $200

LAKE CHARLES—
► KPLC-TV (7) NBC, ABC; Weed; 66,781; $200
► KTAG (25) CBS; DuM; Young; 62,167; $150

MONROE—
► KNOE-TV (8) CBS, ABC, NBC, DuM; H-R; 245,500; N; $300

NEW ORLEANS—
► WDSU-TV (6) ABC, CBS, NBC, DuM; Blair; 343,390; N, LF, LL; $850
► WJMR-TV (20) ABC, CBS, DuM; Bolling; 139,000; $250
WCKG (26) Gill-Perna; 4/2/53-Unknown
Times-Picayune Pub. Co. (4) Initial Decision 7/7/55

SHREVEPORT—
► KSLA (12) ABC, CBS, NBC, DuM; Raymer; 88,000; $300
► KTBS-TV (3) NBC; Petry; 151,941

MAINE

BANGOR—
► WABI-TV (5) ABC, CBS, NBC, DuM; Hollingbery; 98,000; N; $150
► WTWO (2) CBS; Venard; $250

LEWISTON—
WLAM-TV (17) See footnote

POLAND SPRING—
► WMTW (8) ABC, CBS, DuM; Harrington, Righter & Parsons; 272,923; $300

PORTLAND—
► WCSH-TV (6) NBC, DuM; Weed; 173,767; N; $350
► WGAN-TV (13) CBS; Avery-Knodel; 185,000; N; $350
WPMT (53) See footnote

MARYLAND

BALTIMORE—
► WAAM (13) ABC, DuM; Harrington, Righter & Parsons; 619,700; $975
► WBAL-TV (11) NBC; Petry; 618,063; N, LS, LF, LL; $1,100
► WMAR-TV (2) CBS; Katz; 618,063; N, LF, LS; $1,100
WITH-TV (72) Forjoe; 12/18/52-Unknown
WTLF (18) 12/9/53-Unknown

SALISBURY†—
► WBOC-TV (16) ABC, CBS, DuM; Burn-Smith; 52,860; $200

MASSACHUSETTS

BOSTON—
► WBZ-TV (4) NBC; Free & Peters; 1,345,142; N, LS, LF; $2,250
► WGBH-TV (*2) 1,332,379; N, LL, LF, LS
► WNAC-TV (7) CBS, ABC, DuM; H-R; 1,345,142; N; $2,000
WJDW (44) 8/12/53-Unknown

BROCKTON†—
WHEF-TV (62) 7/30/53-Unknown

CAMBRIDGE (BOSTON)†—
► WTAO-TV (56) ABC, DuM; Keller; 219,000; $250

PITTSFIELD†—
► WMGT (19) DuM, ABC; Walker; 167,054; $250

SPRINGFIELD—
► WHYN-TV (55) CBS, DuM; Branham; 195,000; $300
► WWLP (22) NBC, ABC; Hollingbery; 192,500; N; $350

WORCESTER—
WWOR-TV (14) See footnote
WAAB-TV (20) Forjoe; 8/12/53-Unknown

MICHIGAN

ANN ARBOR—
► WPAG-TV (20) DuM; Everett-McKinney; 27,000; $150
WUOM-TV (*26) 11/4/53-Unknown

BAY CITY (MIDLAND, SAGINAW)—
► WNEM-TV (5) NBC, DuM; Headley-Reed; 312,555; N; $500

CADILLAC—
► WWTV (13) CBS, ABC, DuM; Weed; 315,316; $200

DETROIT—
► WJBK-TV (2) CBS; Katz; 1,590,400; N; $2,000
► WWJ-TV (4) NBC; Free & Peters; 1,580,000; N, LF, LS; $2,000
► WXYZ-TV (7) ABC; Blair; 1,546,000; N; $1,700
► CKLW-TV (9) DuM; Young; 1,496,000. See Windsor, Ont.
WBID-TV (50) 11/19/53-Unknown
WTVS (*56) 7/14/54-Fall '55

EAST LANSING†—
► WKAR-TV (*60)

FLINT†—
WJRT (12) CBS; 5/12/54-Sept. '55

GRAND RAPIDS—
► WOOD-TV (8) NBC, ABC; Katz; 549,149; N; $1,050
WMCN (23) 9/2/54-Unknown

KALAMAZOO—
► WKZO-TV (3) CBS, ABC, DuM; Avery-Knodel; 590,500; N; $1,000

EVENING

COMPARATIVE TV NETWORK SHOWSHEET

SUNDAY

	ABC	CBS	DuMONT	NBC
6:00 PM		Almnm Ltd. of Canada Scott Paper Omnibus 5-6:30 p.m.		Johns Manville alt. Sundays Pan Amer. Meet the Press L
6:15				
6:30		Electric Cos (alt. wks.) Prudential You Are There		Gen. Foods Roy Rogers F
6:45				
7:00	Skippy Peanut Butter You Asked For It L	Campbell Soup (Alt. wks.) Kellogg Lassie		Chrysler It's A Great Life F
7:15				
7:30		Am. Tobacco Prvt Sectry. (Alt. wks.) Jack Benny		Reynolds Metals Frontier F
7:45				
8:00	Famous Film Festival (Partici-pating)	Lincoln-Mercury Dealers The Ed Sullivan Show L		Colgate-Palmolive Variety Hour L 7:30-9 p.m. (1 wk. of 4) Color Spread Spectaculars
8:15				
8:30				
8:45				
9:00	Emerson Drug Lentheric Inc. Chance of a Lifetime	Gen. Elect. G E Theatre F		Goodyear Corp. (alt. with) Alcoa TV Playhouse
9:15				
9:30	Pharmaceu-ticals Life Begins At 80	Bristol-Myers Alfred Hitchcock Presents		
9:45				
10:00	Dodge Break the Bank L	P. Lorillard Opening Night		Kleenex P&G Loretta Young Show F
10:15				
10:30		Jules Montenier alt. wks. Remington Rand What's My Line L		American Tobacco Justice L
10:45				
11:00		Norwich Sunday News Spec.		
11:15 PM				

MONDAY

	ABC	CBS	DuMONT	NBC
6:00 PM				
6:15				
6:30		Whitehall News		
6:45				
7:00	*Kukla, Fran & Ollie*			
7:15	Tidewater Oil Daily-News	Whitehall News		Tony Martin Asso. Prods. Webcor L
7:30	Standard Brands (Alt. wks.) Topper	Johnson & Johnson (Alt. wks.) Wildroot Robinhood		Camel Caravan L
7:45				
8:00	Studebaker Packard Tv Readers Digest F	Carnation (alt.) Gen. Mills Burns & Allen L		Ford Motor Co., RCA Producers' Showcase (8-9:30 1 wk. of 4)
8:15				
8:30	Firestone Voice of Firestone L	Lvr.-Lptn. (alt. wks.) Toni Co. Godfrey's Talent Scouts		Rem. Rand Amer. Chicle Helene Crts. Caesar's Hr. L
8:45				
9:00	*Dotty Mack Show* L	P&G (alt. wks.) Gen. Foods I Love Lucy		GE Dow Chmcl. Medic F
9:15				
9:30	CIBA Medical Horizons	General Foods December Bride	Co-op Monday Night Fights Chris. Schenkel	Johnson Wax alt. with Schick
9:45				
10:00	*The Big Picture*	Westing-house Studio One L		Robert Montgomery Presents
10:15				
10:30				
10:45			Co-op At Ringside	
11:00				
11:15 PM				

TUESDAY

	ABC	CBS	DuMONT	NBC
6:00 PM				
6:15		Pall Mall News		
6:30	*Kukla, Fran & Ollie*			
6:45	Miles Labs Daly-News	Pall Mall News		Dinah Shore Show Chevrolet L
7:00	L&M Gen. Elec. Monsanto Warner Bros. Presents	Whitehall Name That Tune		Camel News Caravan L
7:15				
7:30		Maytag Co. (alt. wks.) Sheaffer Navy Log		Sunbeam RCA Whirlpool M. Raye Show
7:45				
8:00	Gen. Mills Parker Pen (Alt. wks.) Wyatt Earp	R. J. Reynolds (Alt. wks.) Amana You'll Never Get Rich		M. Berle Show Chevy Show Chevrolet L
8:15				
8:30	American Tobacco alt. Dodge Danny Thomas Show	Carter Prod. alt. wks. Pharmctcls. Meet Millie		P&G J. Wyman's Fireside Theatre F
8:45				
9:00	duPont Cavalcade Theatre	S.C. Johnson alt. wks. Pet Milk Red Skelton		Armstrong Cork Armstrong Circle Th'tre
9:15				
9:30	*Talent Varieties*	Revlon The $64,000 Question		Pontiac Playwrights Hour L
9:45				
10:00		G.M. Frigidaire My Favorite Husband		Lever Bros. A.C. Spark Plug Big Town F
10:15				
10:30				
10:45				
11:00				
11:15 PM				

WEDN

	ABC	CBS
6:00 PM		
6:15		Ronson News
6:30	*Kukla, Fran & Ollie*	
6:45	Miles Labs Daly-News	Ronson News
7:00	American Motors American Dairy Derby Foods Disneyland Whirlpool	*Brave Eagle*
7:15		
7:30	Gen. Foods American Tobacco M-G-M Parade	Toni Co. (8-8:30) (Alt. wks.) CBS Cimba. A. Godfrey and His Friends National Carbon Co. (8:30-9) (alt. wks.) Pillsbury
7:45		
8:00	Pharmaceu-ticals Inc. Knomark (Alt. wks.) Masquerade Party	Colgate The Millionaire
8:15		
8:30	Sheaffer Pen Brwn Wmsn (alt. wks.) Penny To A Million	R. J. Reynolds I've Got A Secret L
8:45		
9:00	Wednesday Night Fights Pabst Brewing Co. Mennen Co. (Alt. wks.) L	General Electric 20th Cntry. Fox Theatre (alt. wks.) U. S. Steel U. S. Steel Hour
9:15		
9:30		
9:45		
10:00		
10:15		
10:30		
10:45		
11:00		
11:15 PM		

DAYTIME

SUNDAY

	ABC	CBS	DuMONT	NBC
9:00 AM				
9:15				
9:30				
9:45				
10:00		*Lamp Unto My Feet*		
10:15				
10:30		*Look Up and Live*		
10:45				
11:00				
11:15		Kellogg Wild Bill Hickok		
11:30				
11:45				
12:00 N		Ideal Toy Winky Dink and You (12-12:15 only)		Hartz Capt. Hartz L
12:15 PM				
12:30	Faith for Today			
12:45				
1:00	College Press Conference			American Forum L
1:15				

MONDAY - FRIDAY

	ABC	CBS	DuMONT	NBC
9:00 AM		The Morning Show 7-8 a.m. Captain Kangaroo 8-9 a.m. Participat-ing Sponsors		
9:15				
9:30				
9:45				
10:00		Garry Moore Show and Arthur Godfrey Time (See Footnotes)		Ding Dong School L (See Footnote)
10:15				
10:30				Chas. Antell Search for Beauty L
10:45				
11:00				
11:15		Colgate-Palmolive Strike It Rich L		Participat-ing Sponsors Home L
11:30				
11:45		G.M., MWF Wssn O. Tu. Toni, Th Valiant Lady		
12:00 N		Amer. Home Products Love of Life		*Tennessee Ernie Ford* L
12:15 PM		P&G Search for Tomorrow		
12:30		P&G Guid-ing Light		Feather Your Nest Colgate-Palmolive L
12:45				
1:00		*Jack Paar Show*		
1:15				

SATURDAY

	ABC	CBS	DuMONT	NBC
9:00 AM				
9:15				
9:30				
9:45				
10:00				Pinky Lee Show L
10:15				
10:30		*Winky Dink and You*		Paul Winchell Show Tootsie Rolls L
10:45				
11:00		Wander Capt. Midnight		General Foods Fury F
11:15				
11:30		Armour&Co. (alt. wks.) Gen. Mills Tales of the Tex. Rngrs. F		Mr. Wizard L
11:45				
12:00 N				
12:15 PM		National Dairy The Big Top L		
12:30				
12:45				
1:00		Gen. Mills The Lone Ranger F		
1:15				

	ABC
1:30 PM	*Dean Pike*
1:45	
2:00	
2:15	
2:30	
2:45	
3:00	
3:15	National Football League Games L Falstaff
3:30	
3:45	
4:00	
4:15	
4:30	
4:45	
5:00	
5:15	Chunky Chocolate Super Circus L
5:30	
5:45 PM	

EVENING

THURSDAY

ABC	CBS	DuMONT	NBC
	Pall Mall News		
Kukla, Fran & Ollie			
Tide Water Oil Daly-News	Pall Mall News		
General Mills Lone Ranger F	Quaker Oats Sgt. Preston of the Yukon		Dinah Shore Show Chevrolet L
Admiral Bishop Sheen L	R. J. Reynolds Bob Cummings Show		Camel News Caravan L
Necchi Quality Goods Stop the Music	Chrysler Motors Climax—Shower of Stars L		DeSoto-Plymouth You Bet Your Life F
Brillo Star Tonight			Borden Co. The People's Choice F
Western U. P&G American Home Down You Go	Singer Sew'g. alt. wks. Brstl. Myrs. Four Star Playhouse		Chesterfield Dragnet F
Outside U.S.A.	General Foods Johnny Carson Show		Ford Theatre F
	American Home Prod. "Wanted"		Lever Bros. Lux Video Theatre L

FRIDAY

ABC	CBS	DuMONT	NBC
	Ronson News		
Kukla, Fran & Ollie			
Miles Labs Daly-News	Ronson News		
National Biscuit Co. Rin Tin Tin F	The Adventures of Champion	DuMont Labs What's The Story	Eddie Fisher Show Coca-Cola L
Hotpoint Quaker Oats Ozzie and Harriet	General Foods Mama		Plymouth News Caravan L
Chevrolet Crossroads F	General Foods Our Miss Brooks F		P. Lorillard Truth or Consqnces. F
Wine Corp. Dollar A Second	R.J. Reynolds The Crusader		Gulf—Life of Riley F
Sterling Drug The Vise	Schlitz Brewing Co. Playhouse of Stars		Simoniz & Amer. C&C Big Story F
Ralston Name's the Same	Brown & Williamson P&G The Lineup		Star Stage Ponds Campbell Soup F
	Amer. Oil-Hamm (Alt. wks.) Elgin Person to Person		Cavalcade of Sports Gillette L
			State Farm Ins. Co. Red Barber's Corner L

SATURDAY

ABC	CBS	DuMONT	NBC
	Lehn & Fink The Lucy Show		Oldsmobile Max Liebman Presents 9-10:30 p.m. (once a mo.) L
	Wrigley Gene Autry Show		
Co-op Ozark Jubilee L	Sylvania Beat the Clock L		Speidel Purex The Big Surprise L
Ralston Grand Ole Opry (Every fourth week)	Nestle Stage Show		Gold Seal Dormeyer Noxzema Kleenex Armour Perry Como Show L
	Buick Motors Jackie Gleason in Honeymooners		
Dodge Div. The Lawrence Welk Show L	P. Lorillard (alt. wks.) Sheaffer Two for the Money		Toni Papermate People Are Funny F
	P&G It's Always Jan (3 of 4 wks.)		Texaco Star Theatre J. Durante F
Tomorrow's Careers L	Liggett & Myers Gunsmoke (3 of 4 wks.)		Armour (alt.) Pet Milk Geo. Gobel Show L
	Anheuser-Busch Damon Runyon Theatre (3 of 4 wks.)		Am. Tobacco Warner Lambert Your Hit Parade L
	Ford Motor Co. Ford Star Jubilee every 4 wks. 8 PM-11 p.m.		

6:00 PM
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DAYTIME

SUNDAY

CBS	DuMONT	NBC
		Frontiers of Faith L
		American Inventory L
		Gen. Dynamics Corp. Youth Wants To Know L
		Dr. Spock L
	Pro Football Atlantic Refining Co.	*Zoo Parade* L
		Oct. 16 & 30 Gen. Motors Wide, Wide World L
		Oct. 23 Hallmark Maurice Evans Presents L
		Heinz Capt. Gallant F

MONDAY - FRIDAY

ABC	CBS	DuMONT	NBC
	P&G Welcome Travelers		
	Robert Q. Lewis (See Footnote)		
	Art Linkletter's House Party (See Footnote)		
	Colgate Big Payoff MWF Sus. Tu. Th		Ted Mack Matinee L
	Bob Crosby (See Footnotes)		P&G It Pays To Be Married L
	P&G The Brighter Day		Borden Co. Way of the World L
	Am. Home Pr. Secret Storm		Jergens Co. First Love L
	P&G On Your Account		Frnch. Mstd World of Mr Sweeney L
			Col.-Pal. Modern Romances L
Mickey Mouse Club (see footnote)	Gen. Mills Barker Bill's Cartoons (Friday)		*Pinky Lee Show* L
			Howdy Doody (See Footnote)

SATURDAY

ABC	CBS	DuMONT	NBC
	Lever Bros. Uncle Johnny Coons		
			Pressbox Preview Co-op L
	Amana Refrig. Inc. Inter-collegiate Football Games		Avco Gen. Cigar Schick Co-op NCAA Football Games L
			Dow Chmcl. Football Scoreboard L

Explanation: Programs in italics, sustaining; Time, EDT; L, live; F, film; K, kinescope recording; E, Eastern network; M, Midwestern.

ABC—Armour, Bristol-Myers, Campbell Soup, Carnation, Coca-Cola, Gen. Mills, S. C. Johnson & Son, Lettuce Inc., Mattel, Mars, Miles Labs, Morton Salt, SOS, Tv Time Foods, Welch, Vick, sponsor Mickey Mouse Club, Mon.-Fri., 5-6 p.m.

CBS—Garry Moore M.—Thu. 10-10:30 a.m., Fri. 10-11:30 a.m.
10-10:15 Mon. Bristol Myers, Tue. Miles Labs, Wed. C. H. Masland, Thu. Scott Paper, Fri. General Mills.
10:15-30 Mon. alt. wks. A. E. Staley, Tue. Kellogg, Wed. Simoniz, Thu. Toni alt. wks. Chun King, Fri. Lever Bros.
10:30-45 Fri. S.O.S. alt.
10:45-11 Fri. Converted Rice, alt. wks. Prudential.
11-11:15 Fri. Yardley.
11:15-11:30 Fri. Borden.

Arthur Godfrey
10:30-45 a.m. Mon.—Minnesota Mining Mfg., Tue. Chef Boy-Ar-Dee, Wed.—Corn Prod., Thur.—Dow Chemical.
10:45-11 a.m. M. & W.—Bristol Myers. Tu. & Th.—Kellogg.
11-11:15 a.m. M. & W.—Lever Bros., Tue. & Thur. Frigidaire.
11:15-30 a.m. M.-Th.—Pillsbury.

Robert Q. Lewis—2-2:15 p.m., Wed. Corn Prod., Fri. Brown & Williamson alt. wks.
2:15-30 p.m. Mon.—Lanolin plus

House Party
2:30-45 M., W., Fri. Lever Bros., Tu.-Th. Kellogg.
2:45-3 p.m. M.-Thu. Pillsbury, Fri. Hawaiian Pineapple Co.

Bob Crosby—3:30-45 p.m. Tues. Larsen, alt. wks. Carnation, Wed. Simoniz, Thu. Toni, Fri. S.O.S., alt. wks. Gerber.
3:45-4 p.m., M., W., Fri.—General Mills. Tue.—Miles Labs, Thu.—Scott Paper Co.

NBC—Howdy Doody Mon.-Fri. 5:30-6 p.m.—Campbell Soup Co., Colgate-Palmolive Co., Continental Baking Co., International Shoe Co., Kellogg Co., Luden's Inc., Standard Brands Inc., Welch Grape Juice Co.
Ding Dong School—Mon.-Fri. 10-10:30 a.m. Colgate Palmolive Co., General Mills Inc., Gerber Products Co., International Shoe Co., Manhattan Soap Co., Procter & Gamble Co., Wander Co.

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B·T TELESTATUS

LANSING—
► WTOM-TV (54) DuM, ABC; McGillvra; 60,850; $200
► WJIM-TV (6) NBC, CBS, ABC; Petry; 435,980; N; $800

MARQUETTE†—
WDMJ-TV (6) 4/7/54-Unknown

SAGINAW (BAY CITY, MIDLAND)—
► WKNX-TV (57) CBS, ABC; Gill-Perna; 150,000; N; $300

TRAVERSE CITY—
► WPBN-TV (7) NBC; Holman; 45,161; $120

MINNESOTA

AUSTIN—
► KMMT (6) ABC; Avery-Knodel; 89,270; $200

DULUTH (SUPERIOR, WIS.)—
► KDAL-TV (3) CBS, ABC; Avery-Knodel; 106,500; $325
► WDSM-TV (6). See Superior, Wis.
WFTV (38) See footnote

HIBBING†—
KHTV (10) 1/13/54-Unknown

MINNEAPOLIS-ST. PAUL—
► KEYD-TV (9) DuM; H-R; 600,000; N; $450
► KSTP-TV (5) NBC; Petry; 615,000; N, LS, LF; $1,450
► WCCO-TV (4) CBS; Free & Peters; N, LL; $1,100
► WTCN-TV (11) ABC; Katz; 600,000; $750

ROCHESTER—
► KROC-TV (10) NBC; Meeker; 110,927; N; $200

MISSISSIPPI

BILOXI†—
Radio Assoc. Inc. (13) Initial Decision 7/1/54 (case has been reopened)

COLUMBUS†—
WCBI-TV (4) McGillvra; 7/28/54-Fall '55

HATTIESBURG†—
WDAM-TV (9) 5/4/55-Unknown

JACKSON—
► WLBT (3) NBC; Hollingbery; 135,000; N; $300
► WJTV (12) CBS, ABC; Weed; 125,000; $300.

MERIDIAN—
► WTOK-TV (11) ABC, CBS, NBC, DuM; Headley-Reed; 60,000; $200
WCOC-TV (30) See footnote

TUPELO†—
WTWV (9) 12/8/54-Fall '55

MISSOURI

CAPE GIRARDEAU—
► KFVS-TV (12) CBS, NBC, DuM; Headley-Reed; 119,420; $300

CLAYTON†—
KFUO-TV (30) 2/5/53-Unknown

COLUMBIA—
► KOMU-TV (8) NBC, ABC; H-R; 98,830; $200

HANNIBAL (QUINCY, ILL.)—
► KHQA-TV (7) CBS, DuM; Weed; 164,220; N; $250
► WGEM-TV (10) See Quincy, Ill.

JEFFERSON CITY—
► KRCG (13) CBS; Hoag-Blair; 119,844; $200

JOPLIN—
► KSWM-TV (12) CBS; Venard; 100,444; N; $200

KANSAS CITY—
► KCMO-TV (5) CBS, ABC, DuM; Katz; 510,598; N; $1,000
► KMBC-TV (9) CBS; Free & Peters; 510,598; N, LS, LF, LL; $540 (half-hour)
► WDAF-TV (4) NBC; Harrington, Righter & Parsons; 510,598; N, LS, LF; $860

ST. JOSEPH—
► KFEQ-TV (2) CBS, DuM; Headley-Reed; 140,553; $350

ST. LOUIS—
► KETC (*9) 500,000
► KSD-TV (5) ABC, CBS, NBC; NBC Spot Sls.; 810,272; N, LS, LF; $1,200
► KWK-TV (4) CBS, ABC; Katz; 725,000; N; $1,200
► KTVI (36) DuM, ABC, CBS; 401,362; $400
WIL-TV (42) 2/12/53-Unknown

SEDALIA†—
► KDRO-TV (6) Pearson; 57,000; $200

SPRINGFIELD—
► KTTS-TV (10) CBS, DuM; Weed; 87,774; N; $200
► KYTV (3) NBC, ABC; Hollingbery; 100,920; N; $240

MONTANA

BILLINGS†—
► KOOK-TV (2) CBS, ABC, NBC, DuM; Headley-Reed; 22,000; $150

BUTTE†—
► KXLF-TV (6) ABC; No estimate given; $50

GREAT FALLS†—
► KFBB-TV (5) CBS, ABC, NBC, DuM; Hoag-Blair, 24,500; $150

MISSOULA†—
► KGVO-TV (13) CBS, ABC; Gill-Perna; 20,708; $150

NEBRASKA

HASTINGS†—
KHAS-TV (5) NBC; Weed; 2/11/55-Oct. '55

HAYES CENTER†—
Bi-States Co. (6) 9/21/55-Unknown

KEARNEY (HOLDREGE)—
► KHOL-TV (13) CBS, ABC, NBC, DuM; Meeker; 77,932; $200

LINCOLN—
► KOLN-TV (10) ABC, CBS, DuM; Avery-Knodel; 129,426; $300
► KUON-TV (*12) 81,458

OMAHA—
► KMTV (3) ABC, CBS, DuM; Petry; 312,530; N, LS, LF, LL; $800
► WOW-TV (6) NBC, CBS, DuM; Blair; 317,494; N; $800
Herald Corp. (7) Initial Decision 4/6/55

SCOTTSBLUFF†—
► KSTF (10) Satellite of KFBC-TV Cheyenne, Wyo.

NEVADA

HENDERSON (LAS VEGAS)—
► KLRJ-TV (2) NBC, ABC; Pearson; 28,600; N; $250

LAS VEGAS—
► KLAS-TV (8) CBS, DuM; Weed; 28,600; $250
► KLRJ-TV (2) See Henderson
Moritz Zenoff (13) 9/28/55-Unknown

RENO—
► KZTV (8) CBS, ABC, NBC, DuM; Pearson; 20,500; $225
KAKJ (4) 4/19/55-Unknown

NEW HAMPSHIRE

KEENE†—
WKNE-TV (45) 4/22/53-Unknown

MANCHESTER—
► WMUR-TV (9) ABC, DuM; Weed; 469,000; $300

MT. WASHINGTON†—
► WMTW (8) See Poland Spring, Me.

NEW JERSEY

ASBURY PARK†—
WRTV (58) See footnote

ATLANTIC CITY—
WFPG-TV (46) See footnote
WOCN (52) 1/8/53-Unknown

CAMDEN†—
WKDN-TV (17) 1/28/54-Unknown

NEWARK (NEW YORK CITY)—
► WATV (13) Petry; 4,730,000; $2,000

NEW BRUNSWICK†—
WTLV (*19) 12/4/52-Unknown

NEW MEXICO

ALBUQUERQUE—
► KOAT-TV (7) ABC, DuM; Hollingbery; 58,166; $200
► KOB-TV (4) NBC; Branham; 62,310; $325
► KGGM-TV (13) CBS; Weed; 62,310; $200

CARLSBAD†—
KAVE-TV (6) 6/22/55-Unknown

ROSWELL†—
► KSWS-TV (8) NBC, ABC, CBS, DuM; Meeker; 28,318; $150

NEW YORK

ALBANY (SCHENECTADY, TROY)—
► WROW-TV (41) ABC, CBS; Harrington, Righter & Parsons; 175,000; N, LL, LF, LS; $250
WPTR-TV (23) 6/10/53-Unknown
WTRI (35) See footnote
WTVZ (*17) 7/24/52-Unknown

BINGHAMTON—
► WNBF-TV (12) CBS, ABC, NBC, DuM; Blair; N; 395,990; $600
WQTV (*46) 8/14/52-Unknown
WINR-TV (40) 9/29/54-Unknown

BUFFALO—
► WBEN-TV (4) ABC, CBS, DuM; Harrington, Righter & Parsons; 476,062 (plus 506,791 Canadian coverage); N, LS, LF, LL; $800
► WBUF-TV (17) ABC, NBC, DuM; H-R; 170,000; $350
► WGR-TV (2) NBC; Free & Peters; 478,849 (plus 459,180 Canadian coverage); N; $950
WTVF (*23) 7/24/52-Unknown

CARTHAGE (WATERTOWN)—
► WCNY-TV (7) CBS, ABC, DuM; Weed; 70,780; $200

ELMIRA—
WTVE (24) See footnote

ITHACA†—
WHCU-TV (20) CBS; 1/8/53-Unknown
WIET (*14) 1/8/53-Unknown

LAKE PLACID† (PLATTSBURG)—
► WIRI (5) NBC, ABC; McGillvra; 98,390 (plus 350,000 Canadian coverage); $250

NEW YORK—
► WABC-TV (7) ABC; Weed; 4,730,000; $3,750
► WABD (5) DuM; Avery-Knodel; 4,730,000; N, LL, LF, LS; $2,200
► WCBS-TV (2) CBS; CBS Spot Sls.; 4,730,000, N, LS, LF, LL; $6,000
► WOR-TV (9) WOR-TV Sls.; 4,730,000; $1,500
► WPIX (11) Free & Peters; 4,730,000; $1,500
► WRCA-TV (4) NBC; NBC Spot Sls.; 4,730,000; N, LS, LF, LL; $6,200
► WATV (13) See Newark, N. J.
WGTV (*25) 8/14/52-Unknown
WNYC-TV (31) 5/12/54-Unknown

POUGHKEEPSIE—
► WKNY-TV (66) ABC, CBS, NBC, DuM; Meeker; 37,800; $100

ROCHESTER—
► WHAM-TV (5) NBC; Hollingbery; 375,000 (includes 60,000 Canadian coverage); N; $800.
► WHEC-TV (10) CBS, ABC; Everett-McKinney, 295,500; N; $600
► WVET-TV (10) CBS, ABC; Bolling; 295,500; N; $600
WCBF-TV (15) 6/10/53-Unknown
WROH (*21) 7/24/52-Unknown

SCHENECTADY (ALBANY, TROY)—
► WRGB (6) NBC; NBC Spot Sls.; 446,200; N; $950

SYRACUSE—
► WHEN-TV (8) CBS, ABC, DuM; Katz; 370,830; N; $700
► WSYR-TV (3) NBC; Harrington, Righter & Parsons; 364,610; N, LS, LF; $800
WHTV (*43) 9/18/52-Unknown

UTICA—
► WKTV (13) NBC, ABC, CBS, DuM; Cooke; 175,000; N; $475

NORTH CAROLINA

ASHEVILLE—
► WISE-TV (62) CBS, NBC; Bolling; 41,000; $150
► WLOS-TV (13) ABC; Venard; 370,180; $250

CHAPEL HILL†—
► WUNC-TV (*4) 377,350

CHARLOTTE—
► WBTV (3) CBS, ABC, NBC, DuM; CBS Spot Sls.; 497,775; N, LS, LF; $900
WQMC (36) See footnote
Piedmont Electronics & Fixture Corp. (9) Initial Decision Aug. 2

DURHAM—
► WTVD (11) NBC, ABC; Petry; 275,690; N; $450

FAYETTEVILLE†—
► WFLB-TV (18) CBS, NBC; Young

GASTONIA†—
WTVX (48) 4/7/54-Unknown

GREENSBORO—
► WFMY-TV (2) CBS, ABC; Harrington, Righter & Parsons; 340,974; N; $650

GREENVILLE—
► WNCT (9) CBS, ABC; Pearson; 139,340; $300

NEW BERN†—
WNBE-TV (13) 2/9/55-Unknown

RALEIGH—
► WNAO-TV (28) CBS, ABC, DuM; Avery-Knodel; 125,000; N; $250
Capitol Bcstg. Co. (5) Initial Decision 4/19/55

WASHINGTON†—
► WITN (7) NBC; Headley-Reed

WILMINGTON—
► WMFD-TV (6) NBC, ABC; Weed; 80,456; $200
WTHT (3) 2/17/54-Unknown

WINSTON-SALEM—
► WSJS-TV (12) NBC; Headley-Reed; 627,982; N; $450
► WTOB-TV (26) ABC; H-R; 110,118; $200

NORTH DAKOTA

BISMARCK†—
► KFYR-TV (5) NBC, CBS, ABC; Hoag-Blair; 28,750; $200
KBMB-TV (12) Weed: 5/18/55-Oct. '55

FARGO†—
► WDAY-TV (6) NBC, ABC; Free & Peters; 66,660; $300

GRAND FORKS†—
KNOX-TV (10) 3/10/54-Unknown

MINOT—
► KCJB-TV (13) CBS, NBC, ABC; Weed; 28,000; $200

VALLEY CITY—
► KXJB-TV (4) CBS; Weed; 80,000; $300

OHIO

AKRON—
► WAKR-TV (49) ABC; Weed; 174,066; $300

ASHTABULA†—
► WICA-TV (15) 116,285; $200

CANTON†—
Tri-Cities Telecasting Inc. (29) Initial Decision 11/17/54

CINCINNATI—
► WCET (*48) 2,000
► WCPO-TV (9) ABC, DuM; Branham; 767,729; $1,200
► WKRC-TV (12) CBS; Katz; 662,236; N; $1,000
► WLWT (5) NBC; WLW Sls.; 525,000; N; $1,000
WQXN-TV (54) Forjoe; 5/14/53-Unknown

CLEVELAND—
► WEWS (5) ABC; Branham; 1,185,560; N; $1,000
► WNBK (3) NBC; NBC Spot Sls.; 1,210,000; N, LS, LF; $1,300
► WXEL (8) CBS; Katz; 1,100,460; N; $1,700
WERE-TV (65) 6/18/53-Unknown
WHK-TV (19) 11/25/53-Unknown

COLUMBUS—
► WBNS-TV (10) CBS; Blair; 467,756; N; $825
► WLWC (4) NBC; WLW Sls.; 350,800; N; $800
► WTVN-TV (6) ABC, DuM; Katz; 381,451; $600
WOSU-TV (*34) 4/22/53-Winter '55

DAYTON—
► WHIO-TV (7) CBS, DuM; Hollingbery; 637,330; N; $800
► WLWD (2) ABC, NBC; WLW Sls.; 332,000; N; $800
WIFE (22) See footnote

ELYRIA†—
WEOL-TV (31) 2/11/54-Unknown

LIMA—
► WIMA-TV (35) NBC, CBS, ABC; H-R; 81,699; $150

MANSFIELD†—
WTVG (36) 6/3/54-Unknown

MASSILLON†—
WMAC-TV (23) Petry; 9/4/52-Unknown

STEUBENVILLE (WHEELING, W. VA.)—
► WSTV-TV (9) CBS, ABC; Avery-Knodel; 1,074,415; $400
► WTRF-TV (7) See Wheeling

TOLEDO—
► WSPD-TV (13) CBS, ABC, NBC; Katz; 376,890; N; $1,000
WTOH-TV (79) 10/20/54-Unknown

YOUNGSTOWN—
► WFMJ-TV (21) NBC; Headley-Reed; 149,000; N; $350
► WKBN-TV (27) ABC, CBS, DuM; Raymer; 151,168; N; $350

ZANESVILLE—
► WHIZ-TV (18) ABC, CBS, NBC, DuM; Pearson; 45,000; N; $150

OKLAHOMA

ADA—
► KTEN (10) ABC; CBS, NBC (per program basis); Venard; 86,400; N; $225

ARDMORE†—
KVSO-TV (12) 5/12/54-Unknown

ENID—
► KGEO-TV (5) ABC; Pearson; 223,000; N; $225

LAWTON†—
► KSWO-TV (7) ABC, DuM; Pearson; 71,000; $150

MUSKOGEE†—
► KTVX (8) ABC, DuM; Avery-Knodel; 248,750; N; $400

OKLAHOMA CITY—
► KTVQ (25) ABC; McGillvra; 167,381; $225
► KWTV (9) CBS, ABC, DuM; Avery-Knodel; 341,500; N; $750.
► WKY-TV (4) NBC, ABC; Katz; 349,293; N, LS, LF, LL; $800
KETA (*13) 12/2/53-Unknown

TULSA—
► KOTV (6) CBS; Petry; 298,182; N; $750
► KVOO-TV (2) NBC; Blair; 250,000; N; $700
KOED-TV (*11) 7/21/54-Unknown
KCEB (23) See footnote
KSPG (17) 2/4/54-Unknown

OREGON

EUGENE—
► KVAL-TV (13) NBC, ABC, DuM; Hollingbery; 56,000; $225

KLAMATH FALLS†—
KFJI-TV (2) Grant; 12/2/54-Fall '55

MEDFORD—
► KBES-TV (5) ABC, CBS, NBC, DuM; Hoag-Blair; 29,200; $200

PORTLAND—
► KLOR (12) ABC; Hollingbery; 280,000; N; $500
► KOIN-TV (6) CBS; CBS Spot Sls.; 340,000; N; $700
► KPTV (27) NBC, DuM; NBC Spot Sls.; 336,157; N, LF, LS; $550
KTLV (8) North Pacific Tv Inc. 6/23/55-Unknown

ROSEBURG†—
KPIC (4) 6/8/55-Unknown

SALEM†—
KSLM-TV (3) 9/30/53-Unknown

PENNSYLVANIA

ALLENTOWN†—
WFMZ-TV (67) See footnote
WQCY (39) Weed; 8/12/53-Unknown

ALTOONA—
► WFBG-TV (10) ABC, CBS, NBC, DuM; H-R; 537,452; $600

BETHLEHEM—
► WLEV-TV (51) NBC; Meeker; 89,307; N; $200

EASTON†—
► WGLV (57) ABC, DuM; Headley-Reed; 90,210; $150

ERIE—
► WICU (12) NBC, ABC, DuM; Petry; N; $700
► WSEE (35) CBS, ABC; Avery-Knodel; 82,000; N; $200

HARRISBURG—
► WCMB-TV (27) Forjoe; $200
► WHP-TV (55) CBS; Bolling; 193,002; $325
► WTPA (71) ABC, NBC; Headley-Reed; 193,002; N; $350

HAZLETON†—
WAZL-TV (63) Meeker; 12/18/52-Unknown

JOHNSTOWN—
► WARD-TV (56) ABC, CBS, DuM; Weed; $200
► WJAC-TV (6) NBC, CBS, ABC; Katz; 898,187; N, LS, LF; $825

LANCASTER—
► WGAL-TV (8) NBC, CBS, DuM; Meeker; 912,950; N, LS, LF; $1,200
WWLA (21) 5/7/53-Unknown

LEBANON†—
WLBR-TV (15) See footnote

NEW CASTLE—
WKST-TV (45) See footnote

PHILADELPHIA—
► WCAU-TV (10) CBS; CBS Spot Sls.; 2,094,852; N; $3,000
► WFIL-TV (6) ABC, DuM; Blair; 2,105,636; N, LS, LF; $2,400
► WPTZ (3) NBC; Free & Peters; 2,088,318; N; $3,200
Ajax Enterprises (23) 9/28/55—Unknown

PITTSBURGH—
► KDKA-TV (2) ABC, CBS, NBC, DuM; Free & Peters; 1,200,000; N; $1,500
► WENS (16) ABC, CBS, NBC; 400,000; $400
► WQED (*13)
WTVQ (47) Headley-Reed; 12/23/52-Unknown
WKJF-TV (53) See footnote
WIIC (11) CBS; Blair; 7/20/55-11/15/55

READING—
WEEU-TV (33) See footnote
► WHUM-TV (61) ABC, CBS; H-R; 298,021; $300

SCRANTON—
► WARM-TV (16) ABC; Hollingbery; 200,000; $225
► WGBI-TV (22) CBS; Blair; 260,000; $400
► WTVU (73) Everett-McKinney; 195,000; $200

SHARON†—
WSHA (39) 1/27/54-Unknown

SUNBURY†—
WKOK-TV (38) 2/9/55-Unknown

WILKES-BARRE—
► WBRE-TV (28) NBC; Headley-Reed; 260,000; N; $400
► WILK-TV (34) ABC, DuM; Avery-Knodel; 270,000; N; $300

WILLIAMSPORT†—
WRAK-TV (36) Everett-McKinney; 11/13/52-Fall '55

YORK—
► WNOW-TV (49) DuM; Keller; 106,700; $200
► WSBA-TV (43) ABC; Young; 106,700; $200

RHODE ISLAND

PROVIDENCE—
► WJAR-TV (10) NBC, ABC; Weed; 1,404,002; N; $1,000
► WPRO-TV (12) CBS; Blair; 1,404,002; $1,000
WNET (16) See footnote

SOUTH CAROLINA

ANDERSON—
► WAIM-TV (40) CBS; Headley-Reed; 127,550; N; $200

CAMDEN†—
WACA-TV (15) 6/3/53-Unknown

CHARLESTON—
► WCSC-TV (5) CBS, ABC; Free & Peters; 200,300; N; $300
► WUSN-TV (2) NBC, DuM; H-R; 193,500; $300

COLUMBIA—
► WCOS-TV (25) ABC; Headley-Reed; 95,000; $200
► WIS-TV (10) NBC; Free & Peters; 175,085; N; $400
► WNOK-TV (67) CBS; Raymer; 90,000; $200

FLORENCE—
► WBTW (8) CBS, NBC, ABC; CBS Spot Sls.; 150,070; $300

GREENVILLE—
► WFBC-TV (4) NBC; Weed; 387,044; N; $450
► WGVL (23) ABC, CBS; H-R; 130,000; $200

SPARTANBURG†—
WSPA-TV (7) CBS; Hollingbery; 11/25/53-Unknown

SOUTH DAKOTA

FLORENCE†—
► KDLO-TV (3) Satellite of KELO-TV Sioux Falls

RAPID CITY†—
► KOTA-TV (3) Headley-Reed

SIOUX FALLS—
► KELO-TV (11) NBC, ABC, CBS, DuM; H-R; 151,326; $350

TENNESSEE

CHATTANOOGA —
► WDEF-TV (12) NBC, ABC, CBS, DuM; Branham; 147,527; N; $400
Mountain City Tv Inc. (3) Initial Decision 7/5/54

JACKSON—
► WDXI-TV (7) CBS; Burn-Smith; 96,000; $200

JOHNSON CITY—
► WJHL-TV (11) CBS, ABC, NBC, DuM; Pearson; 185,316; $250 (film)

KNOXVILLE—
► WATE (6) NBC, ABC; Avery-Knodel; 226,240; N; $500
► WTSK-TV (26) CBS, ABC; Pearson; 171,000; N; $250
WBIR-TV (10) Initial Decision 1/5/55

MEMPHIS—
► WHBQ-TV (13) CBS, ABC; Blair; 373,747; $700
► WMCT (5) NBC, ABC, DuM; Branham; 362,929; N; $900
WREC Bcstg. Service (3) 5/26/55-Unknown

NASHVILLE—
► WSIX-TV (8) ABC, DuM; Hollingbery; 273,490; $425
► WSM-TV (4) NBC; Petry; 273,490; N; $600

OLD HICKORY (NASHVILLE)—
► WLAC-TV (5) CBS; Katz; 319,667; N; $550

TEXAS

ABILENE†—
► KRBC-TV (9) NBC, ABC, DuM; Pearson; 56,340; $225

AMARILLO—
► KFDA-TV (10) CBS, ABC; H-R; 76,243; $250
► KGNC-TV (4) NBC, DuM; Katz; 76,243; $300

AUSTIN—
► KTBC-TV (7) CBS, ABC, NBC, DuM; Raymer; 131,755; N; $350

BEAUMONT†—
► KBMT (31) ABC, NBC, DuM; Forjoe; 40,000; N, LL, LF, LS; $200
► KFDM-TV (6) CBS, ABC; Free & Peters; $300

BIG SPRING†—
KBST-TV (4) CBS; Pearson; 7/22/54-11/1/55

CORPUS CHRISTI†—
► KVDO-TV (22) NBC; ABC, CBS (per program basis); Young; 49,150; $200
Gulf Coast Bcstg. Co. (6) Free & Peters; Initial Decision 6/17/54
K-Six Tv Inc. (10) Initial Decision 1/20/55

DALLAS —
► KRLD-TV (4) CBS; Branham; 490,000; N; $950
► WFAA-TV (8) ABC, NBC; Petry; 490,000; N; $1,000
KLIF-TV (29) 2/12/53-Unknown

EL PASO—
► KROD-TV (4) CBS, ABC; Branham; 80,714; N; $375
► KTSM-TV (9) NBC; Hollingbery; 76,446; N; $250
KOKE (13) H-R; 3/18/54-1/1/56

FT. WORTH—
► WBAP-TV (5) ABC, NBC; Free & Peters; 494,000; N, LL, LF, LS; $900
► KFJZ-TV (11) H-R

GALVESTON (HOUSTON)—
► KGUL-TV (11) CBS; CBS Spot Sls.; 454,000; $700

HARLINGEN† (BROWNSVILLE, McALLEN, WESLACO)—
► KGBT-TV (4) CBS, ABC; H-R; 78,866; $250 (plus 8,000 Mexican coverage)

HOUSTON—
► KPRC-TV (2) NBC; Petry; 434,000; N; $900 (film)
► KTRK (13) ABC; Blair; 434,000; N, LF, LS; $700
► KUHT (*8) 375,000
KNUZ-TV (39) See footnote
KXYZ-TV (29) 6/18/53-Unknown
► KGUL-TV (11) See Galveston

LAREDO†—
KHAD-TV (8) 7/20/55-Unknown

LONGVIEW†—
► KTVE (32) Forjoe; 48,000; $175

LUBBOCK—
► KCBD-TV (11) NBC, ABC; Raymer; 88,201; N; $300
► KDUB-TV (13) CBS; Avery-Knodel; 105,133; N, LF, LS; $300 (film)

LUFKIN†—
► KTRE-TV (9) NBC; Venard; (Station receives NBC programs from KPRC-TV Houston but is not an NBC affiliate.)

MIDLAND†—
► KMID-TV (2) NBC, ABC, CBS, DuM; Venard, Brown; 51,720; $200

ODESSA†—
KOSA-TV (7) Branham; 7/13/55-Oct. '55

SAN ANGELO—
► KTXL-TV (8) CBS, ABC, NBC, DuM; Venard; 42,903; $200

B•T TELESTATUS

SAN ANTONIO—
► KCOR-TV (41) O'Connell
► KENS-TV (5) CBS, ABC, DuM; Free & Peters; 269,481; N; $700
► WOAI-TV (4) NBC, ABC, DuM; Petry; 269,481; N; $700
Mission Telecasting Corp. (12) Initial Decision 6/16/55

SWEETWATER†—
KPAR-TV (12) CBS; Avery-Knodel; 8/26/53-Unknown

TEMPLE—
► KCEN-TV (6) NBC; Hollingbery; 129,008; N; $300

TEXARKANA (ALSO TEXARKANA, ARK.)—
► KCMC-TV (6) CBS, ABC; Venard; 156,950; $260

TYLER—
► KLTV (7) NBC, ABC, CBS, DuM; Pearson; 102,957; $250
KETX (19) See footnote

WACO—
► KANG-TV (34) CBS; Raymer; 55,680; $150
► KWTX-TV (10) ABC; Pearson; 113,905; N; $200

WESLACO† (BROWNSVILLE, HARLINGEN, McALLEN)—
► KRGV-TV (5) NBC; Pearson; 74,698 (plus 8,000 Mexican coverage); $200

WICHITA FALLS—
► KFDX-TV (3) NBC, ABC; Raymer; 104,600; N; $300
► KWFT-TV (6) CBS; Hoag-Blair; 103,250; $250

UTAH

SALT LAKE CITY—
► KSL-TV (5) CBS; CBS Spot Sls.; 183,000; N; $575
► KTVT (4) NBC; Katz; 183,000; N; $600
► KUTV (2) ABC; Hollingbery; 181,500; N; $450

VERMONT

BURLINGTON—
► WCAX-TV (3) CBS, Weed; 123,956; $300

VIRGINIA

BRISTOL†—
Appalachian Broadcasting Corp. (5) Initial Decision 2/1/55

DANVILLE†—
WBTM-TV (24) See footnote

HAMPTON (NORFOLK)—
► WVEC-TV (15) NBC, DuM; Avery-Knodel; 155,000; N; $300

HARRISONBURG—
► WSVA-TV (3) ABC, CBS, NBC, DuM; Pearson; 117,492; $200

LYNCHBURG—
► WLVA-TV (13) ABC, CBS, DuM; Hollingbery; 225,000; N; $300 (film)

NEWPORT NEWS—
WACH-TV (33) See footnote

NORFOLK—
► WTAR-TV (3) CBS, ABC, DuM; Petry; 374,678; N; $875
► WTOV-TV (27) 210,000; McGillvra; $180
► WVEC-TV (15) See Hampton
Beachview Bcstg. Corp. (10) Initial Devision 12/23/54

PETERSBURG—
► WXEX-TV (8) NBC; Forjoe

RICHMOND—
► WTVR (6) ABC, CBS; Blair; 494,387; N, LF, LS; $875
Richmond Tv Corp. (12) Initial Decision 2/21/55
WOTV (29) 12/2/53-Unknown
► WXEX-TV (8) See Petersburg

ROANOKE—
► WSLS-TV (10) ABC, NBC; Avery-Knodel; 366,095; N; $600
WDBJ-TV (7) CBS; Free & Peters; 3/31/55-10/2/55 (granted STA 6/15/55)

WASHINGTON

BELLINGHAM—
► KVOS-TV (12) CBS, DuM; Forjoe; 196,386; $300

EPHRATA†—
KBAS-TV (43) 5/4/55-Unknown

PASCO—
► KEPR-TV (19) 57,750 (satellite of KIMA-TV Yakima)

SEATTLE (TACOMA)—
► KCTS (*9)
► KING-TV (5) ABC, Blair; 455,509; N, LF, LS; $900
► KOMO-TV (4) NBC; NBC Spot Sls.; 455,509; N, LF, LS; $950
► KTNT-TV (11) CBS, DuM; Weed; 455,509; N; $700
► KTVW (13) Hollingbery; 455,509; $425
Queen City Bcstg. Co. (7) Initial Decision 4/5/55

SPOKANE—
► KHQ-TV (6) NBC; Katz; 141,570; N, LF, LS; $550
► KREM-TV (2) ABC; Petry; 139,565; $350
► KXLY-TV (4) CBS, DuM; Avery-Knodel; 138,720; $525

VANCOUVER†—
KVAN-TV (21) Bolling; 9/25/53-Unknown

YAKIMA—
► KIMA-TV (29) CBS, ABC, NBC, DuM; Weed; 57,750; $300
KRSM (23) 3/30/55-Unknown

WEST VIRGINIA

BLUEFIELD†—
► WHIS-TV (6) Katz

CHARLESTON—
► WCHS-TV (8) ABC, CBS, DuM; Branham; 402, 584; N, LF, LS; $550
WKNA-TV (49) See footnote

CLARKSBURG†—
WBLK-TV (12) Branham; 2/17/54-Fall '55

FAIRMONT†—
WJPB-TV (35) See footnote

HUNTINGTON—
► WSAZ-TV (3) NBC; Katz; 595,970; N, LF, LS; $800
► WHTN-TV (13) ABC; Petry

OAK HILL (BECKLEY)†—
► WOAY-TV (4) ABC; Pearson; 357,230; $200

PARKERSBURG†—
► WTAP (15) NBC, ABC, CBS, DuM; Pearson; 35,902; $150

WHEELING (STEUBENVILLE, OHIO)—
► WTRF-TV (7) NBC, ABC; Hollingbery; 311,000; N; $450
► WSTV-TV (9) See Steubenville, Ohio
WLTV (51) 2/11/53-Unknown

WISCONSIN

EAU CLAIRE—
► WEAU-TV (13) NBC, ABC, DuM; Hollingbery; 75,000; $200

GREEN BAY—
► WBAY-TV (2) CBS; Weed; 235,000; $400
► WFRV-TV (5) ABC, DuM; Headley-Reed; 235,000; $300
► WMBV-TV (11) See Marinette

LA CROSSE—
► WKBT (8) NBC, CBS, ABC; H-R; 103,000; $250

MADISON—
► WHA-TV (*21)
► WKOW-TV (27) CBS; Headley-Reed; 107,000; N; $250
► WMTV (33) ABC, NBC; Bolling; 125,000; $280
Badger Television Co. (3) Initial Decision 7/31/54

MARINETTE (GREEN BAY)—
► WMBV-TV (11) NBC, ABC; Venard; 211,440; $250

MILWAUKEE—
► WXIX (19) CBS; CBS Spot Sls.; 393,255; N; $700
► WTMJ-TV (4) NBC; Harrington, Righter & Parsons; 781,222; N, LL, LF, LS; $1,150
► WISN-TV (12) ABC, DuM; Petry; 700,000; N, LF, LS; $800
WCAN-TV (25) See footnote
WFOX-TV (31) 5/4/55-Unknown

SUPERIOR (DULUTH, MINN.)—
► WDSM-TV (6) CBS, DuM; Free & Peters; 112,000; $325
► KDAL-TV (3) See Duluth, Minn.

WAUSAU—
► WSAU-TV (7) CBS, NBC; ABC, DuM (per program basis); Meeker; 74,700; $200

WHITEFISH BAY†—
WITI-TV (6) 6/29/55-Unknown

WYOMING

CHEYENNE—
► KFBC-TV (5) CBS, ABC, NBC, DuM; Hollingbery; 46,100; $150

ALASKA

ANCHORAGE†—
► KENI-TV (2) ABC, NBC; Fletcher, N. Y., Day, Seattle; 18,300; $150
► KTVA (11) CBS, DuM; Alaska Radio-Tv Sls.; 20,000; $150

FAIRBANKS†—
► KFAR-TV (2) NBC, ABC; Fletcher, Day; $100
► KTVF (11) CBS; Alaska Radio-Tv Sls.; 5,000; $135

HAWAII

HILO†—
► KHBC-TV (9) Satellite of KGMB-TV Honolulu

HONOLULU†—
► KGMB-TV (9) CBS; Free & Peters; 80,000 (includes Hilo and Wailuku satellites); $300
► KONA (11) NBC; NBC Spot Sls.; 76,250; $300
► KULA-TV (4) ABC; Young; 76,850; $400

WAILUKU†—
► KMAU (3) Satellite of KGMB-TV Honolulu
KMVI-TV (12) 5/25/55-Unknown

PUERTO RICO

MAYAGUEZ†—
WORA-TV (5) 1/27/55-Unknown

SAN JUAN†—
► WAPA-TV (4) ABC, NBC, DuM; Caribbean Networks; 43,345; $200
► WKAQ-TV (2) CBS; Inter-American; 65,000; $300
WUTV (*6) 2/2/55-Unknown

CANADA

BARRIE, ONT.—
► CKVR-TV (3)

BRANDON, MAN.†—
► CKX-TV (5) CBC; All-Canada, Weed; 9,952; $170

CALGARY, ALTA.†—
► CHCT-TV (2) CBC; All-Canada, Weed; 32,000; $250

EDMONTON, ALTA.†—
► CFRN-TV (3) CBC; Radio Rep., Young; 22,230; $260

HALIFAX, N. S.†—
► CBHT (3) CBC, CBS; $220

HAMILTON, ONT.—
► CHCH-TV (11) CBC, CBS, NBC; All-Canada, Young; 349,662, $400

KINGSTON, ONT.—
► CKWS-TV (11) All-Canada, Weed; 35,000; $250

KITCHENER, ONT.—
► CKCO-TV (13) CBC; Hardy, Hunt, Weed; 172,270; $350

LONDON, ONT.—
► CFPL-TV (10) CBC, ABC, CBS, NBC, DuM; All-Canada, Weed; 101,406; $370

MONTREAL, QUE.—
► CBFT (2) CBC French; CBC; 221,216; $800
► CBMT (6) CBC; CBC; 221,216; $600

OTTAWA, ONT.—
► CBOFT (9) CBC; $230
► CBOT (4) CBC; CBC; 38,500; $320

PETERBOROUGH, ONT.—
► CHEX-TV (12) CBC; All-Canada, Weed; 46,410; $220

PORT ARTHUR, ONT.†—
► CFPA-TV (2) CBC; All-Canada, Weed; 7,500; $170

QUEBEC CITY, QUE.—
► CFCM-TV (4) CBC; Hardy, Hunt, Weed; 30,000; $350

REGINA, SASK.†—
► CKCK-TV (2) CBC, ABC, CBS, NBC; All-Canada, Weed; 18,000; $235

RIMOUSKI, QUE.†—
► CJBR-TV (3) CBC; Stovin, Young; 13,500; $200

ST. JOHN, N. B.†—
► CHSJ-TV (4) CBC; All-Canada, Weed; 30,871; $250

ST. JOHN'S, NFLD.—
► CJON-TV (6) CBC; All-Canada, Weed; 9,000; $160

SASKATOON, SASK.†—
► CFQC-TV (8) CBC; Radio Rep.; 12,000; $230

SAULT STE. MARIE, ONT.†—
► CJIC-TV (2) CBS; CBC; All-Canada, Weed; 7,500; $170

SUDBURY, ONT.—
► CKSO-TV (5) CBC, ABC, CBS, NBC; All-Canada, Weed; 17,480; $200

SYDNEY, N. S.†—
► CJCB-TV (4) All-Canada, Weed; 18,590; $240

TORONTO, ONT.—
► CBLT (9) CBC, ABC, CBS, NBC, DuM; CBC; 280,000; $950

VANCOUVER, B. C,†—
► CBUT (2) CBC; CBC; 30,000; $400

WINDSOR, ONT. (DETROIT, MICH.)—
► CKLW-TV (9) CBC, DuM; Young; 1,496,000; $450

WINNIPEG, MAN.†—
► CBWT (4) CBC; CBC; 5,000; $320

MEXICO

JUAREZ† (EL PASO, TEX.)—
► XEJ-TV (5) National Time Sales; Oakes; 61,453

TIJUANA† (SAN DIEGO)—
► XETV (6) Weed; 296,402; $500

The following stations have suspended regular operations but have not turned in CP's: WKAB-TV Mobile, Ala.; KBID-TV Fresno, Calif.; WQXI-TV Atlanta, Ga.; WOKA (TV) Macon, Ga.; WRAY-TV Princeton, Ind.; KGTV (TV) Des Moines, Iowa; WKLO-TV Louisville, Ky.; WWOR-TV Worcester, Mass.; WLAM-TV Lewiston, Me.; WPMT (TV) Portland, Me.; WFTV Duluth, Minn.; WCOC-TV Meridian, Miss.; WFPG-TV Atlantic City, N. J.; WRTV (TV) Asbury Park, N. J.; WTRI (TV) Albany, N. Y.; WTVE (TV) Elmira, N. Y.; WQMC (TV) Charlotte, N. C.; WIFE (TV) Dayton, Ohio; KCEB (TV) Tulsa, Okla.; WFMZ-TV Allentown, Pa.; WLBR-TV Lebanon, Pa.; WKST-TV New Castle, Pa.; WKJF-TV Pittsburgh, Pa.; WEEU-TV Reading, Pa.; WNET (TV) Providence, R. I.; KNUZ-TV Houston, Tex.; KETX (TV) Tyler, Tex.; WBTM-TV Danville, Va.; WACH-TV Newport News, Va.; WKNA-TV Charleston, W. Va.; WJPB-TV Fairmont, W. Va.; WCAN-TV Milwaukee.

American Broadcasting Company

7 WEST 66TH STREET NEW YORK 23, N Y

SUSQUEHANNA 7-5000

ROBERT E KINTNER, President



Walt Disney-day
September 28, 1955

Mr. Walt Disney
Walt Disney Productions
2400 West Alameda
Burbank, California

Dear Walt:

Let me be the first!

Before the trade in particular and the public in general do, let me congratulate you and your creative organization on your second tremendous contribution to television -- the new MICKEY MOUSE CLUB.

I know you are as pleased as I that the entire show is sold out -- beginning October 3rd, one hour a day, five days a week, 52 weeks firm. This totals 1,040 commercial quarter hours on ABC-TV. And with this whopping total comes $15,000,000 in facilities and program billings -- an investment made by 18 different important advertisers in a new program they had never seen. That I think is an unprecedented tribute...to Man or Mouse.

Just about a year ago you and I were waiting for the premiere of DISNEYLAND. In the ensuing months it has made a clean sweep of all important industry awards, including the "Best Program of the Year", and has never been out of the Nielsen Top Ten. DISNEYLAND, in my opinion, has made TV more welcome, and meant more to the television medium than any single program.

And, Walt, I have seen your dream come true -- Disneyland Park in Anaheim, California. It is a masterpiece of showmanship and craftsmanship. How one man, in one year could build the greatest tourist attraction in the world, create a new dimension in evening television with DISNEYLAND, and now revolutionize daytime viewing habits with the MICKEY MOUSE CLUB just amazes me.

My very warm congratulations, Walt, on a year of brilliant achievement. You know, I feel like congratulating myself, too. For when you decide to top yourself again, I'll be the first to know!

Sincerely,

Bob Kintner

P.S. Tell Mickey there's no need to "tense up" on Monday, October 3rd. When he steps out at 5:00 PM (in all time zones), just his friends will be watching -- 165,000,000 of us.

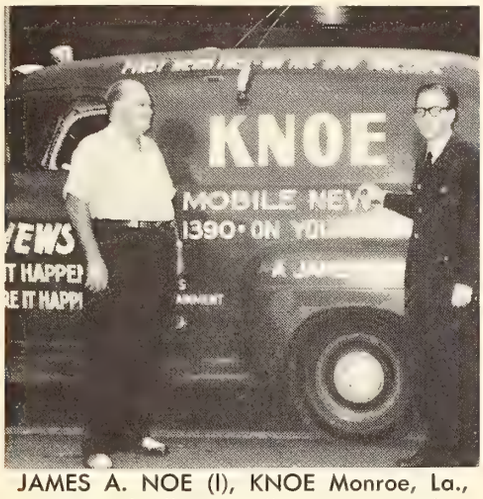
A DIVISION OF AMERICAN BROADCASTING - PARAMOUNT THEATRES, INC.

Mr. Walt Disney
Walt Disney Productions
2400 West Alameda
Burbank, California

[*Stations continues from page 82*]

KNOE Goes Independent, Announces New Manager

KNOE Monroe, La., will become an independent with a strong music and local news format, effective tomorrow (Tuesday), according to James A. Noe, owner and former governor of Louisiana, who also announced the appointment of Allen Hundley, formerly in Texas radio, as manager of KNOE.



JAMES A. NOE (l), KNOE Monroe, La., owner and Allen Hundley, manager, beside the station's mobile news unit.

"Radio today must reflect the life of the local communities it serves, and an independent music and news format can best perform that service," Mr. Noe stated.

REPRESENTATIVE PEOPLE

Patricia Young, former sales promotion director, WMGM New York, to CBS Radio Spot Sales as copywriter.

Lee Langer joins the L. A. office of Blair-Tv Oct. 1 as account executive. Mr. Langer since 1952 has been in a similar capacity with KTLA (TV) Los Angeles.

STATION PEOPLE

Dick Crago, assistant manager, WTSP-AM-FM St. Petersburg, Fla., appointed manager of station.

Edward Lee Williams, KSUN Bisbee, Ariz., to KAWT Douglas, Ariz., as manager.

Jerry Landay has resigned as head of news and special events department, KDKA Pittsburgh, to return as executive producer on WRCA New York's *Tex and Jinx Show* and WRCA-TV's *Jinx's Diary*. He replaces **Leonard Zweig** who has joined the staff of Theodore Granik's *Youth Wants to Know* and *American Forum of the Air,* Washington, D. C., as executive assistant.

Barry Shear, with DuMont's WABD (TV) New York since its experimental days in 1943, named that station's executive-producer director.

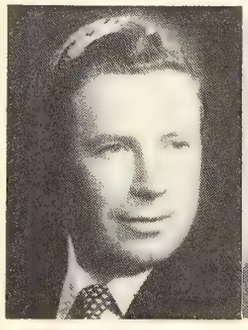
Charles A. Butts Jr., Times Inc., newsstand district sales manager, to WBZ-WBZA Boston-Springfield sales staff.

John Kent, 15-year veteran New Orleans broadcaster, to WDSU New Orleans as assistant sports and special events director.

Billy Johnson, WTOP-AM-FM-TV Washington singing star, to appear on *Garry Moore Show* Friday.

Alvin T. Hansen, WMBL Morehead City, N. C., to WJNC Jacksonville, N. C., announcing staff.

John J Keenan, WKZO-TV Kalamazoo, Mich., to WNEM-TV Bay City, Mich., as sales manager. Mr. Keenan formerly was sales manager for WSJV (TV) Elkhart, Ind.



MR. KEENAN



MR. CINNAMOND

Lee Cinnamond, KJBS San Francisco, to KNTV (TV) San Jose, Calif., as sales manager. Mr. Cinnamond earlier was with KYA San Francisco.

Carl F. Glade Jr., assistant to sales manager, WTVN Columbus, Ohio, to WKBN Youngstown, Ohio, as sales manager.

Robert B. Smith, Grant Advertising Inc., San Francisco and Reno offices, to KUTV (TV) Salt Lake City as national sales manager. He succeeds **John Brorphy,** resigned to enter private business.



MR. SMITH

James B. Hill, WOW-TV Omaha production department, appointed sales coordinator.

Richord Applegate, veteran foreign correspondent for NBC and United Press, signed to narrate new half-hour series, *Dateline,* which premiered on WGN-TV Chicago Sept. 24.

Jack Callaghan, announcer-director, WTVJ (TV) Miami, Fla., to WLWD (TV) Dayton, Ohio, announcing staff.

Robert B. Murray, sales, copy, production coordinator, KCSJ-TV Pueblo, Colo., to KNTV (TV) San Jose, Calif.

Alene Holdahl, creator of *Musical Marionettes,* WTVJ (TV) Miami, Fla., selected "Woman of Achievement" by Fla. Federation of Business and Professional Women's Clubs. **Win Clark,** WVCG Coral Gables, Fla., to WTVJ (TV) as account executive. **George Vickery,** public service director, WTVJ (TV), engaged to Patricia Ann Case, *Miami Herald* mailing department supervisor. **Zane Radney,** studio operations supervisor of same station, father of girl, Suzanne.

Joe Finch, KVOD Denver studio engineer and chief studio announcer, to KMYR Denver as engineer in charge of construction of station's new 5 kw operation.

Mary Louise Moore, WKLO Louisville, Ky., program director, resigned to move to Los Angeles. **William F. Johnston,** Frederic W. Ziv Co., and **Robert L. Harris,** WTVN Columbus, Ohio, account executive, both to WKLO sales staff.

John P. Carmichael, sports editor of *Chicago Daily News,* signed by WBBM Chicago for daily sports show, Mon.-Sat., 5:30-45 p.m., sponsored by Texas Co., through Kudner Agency, N. Y.

J. Harold Ryan, director and senior vice president, Storer Broadcasting Co., recuperating at Park Shelton Hotel, Detroit, after undergoing major operation last month.

Vern Hendrickson, WMGM New York account executive, father of boy, Jeffrey, Sept. 12.

Don Holden, WHBF Rock Island, Ill., father of boy, James Haviland.

Paul Sherman, announcer-disc jockey, WINS New York, father of boy, Marc Davis.

Barry Kaye, WJAS Pittsburgh disc jockey, father of boy, Rory Steven, Sept. 5.

Sally Bolger, secretary to **E. Preston Stover,** WPTZ (TV) Philadelphia operations manager, becomes engaged to **Raymond Fitzpatrick Jr.**

Frank Dill, WGR-TV Buffalo announcer-m.c., father of girl, Mary Christine.

Mel Leavitt, WDSU New Orleans sports and special events director, father of boy, Briant Ralph.

Bill Hart, personality, WCAU-AM-FM-TV Philadelphia, father of boy, Mark; **Bob Collier,** WCAU-TV announcing staff, father of boy, Jay Robert.

Dayton's TOP Hooper-Rated Station

WONE

RONALD B. WOODYARD, PRESIDENT AND GENERAL MANAGER

One of the Nation's Great Independent Stations

980 KC • 5,000 WATTS

PHONE HEADLEY REED CO.

DAYTON, O.

"THE CITY BEAUTIFUL"

SHAW NAMED CBS RADIO SALES MANAGER

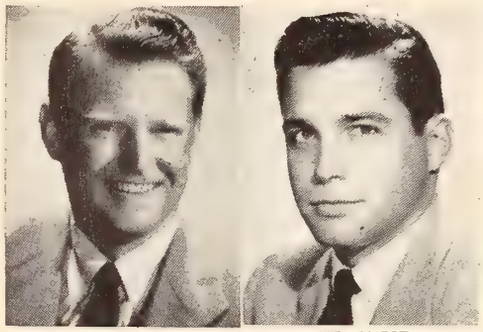
William D. Shaw replaces Dudley Faust Oct. 10. Bert S. West will succeed Mr. Shaw as general manager of CBS o&o KNX Los Angeles and the Columbia Pacific Radio Network.

WILLIAM D. SHAW was appointed network sales manager for CBS Radio last week, effective Oct. 10, and Bert S. West was named to succeed him as general manager of CBS-owned KNX Los Angeles and of the Columbia Pacific Radio Network.

In his new post, announced by network's Sales Vice President John Karol, Mr. Shaw will succeed Dudley Faust. Mr. Faust, with CBS for the past 18 years and network sales manager for CBS Radio since July 1954, has been offered another executive position in the network sales department but had not indicated his plans late last week, authorities said.

The new network sales manager joined CBS in 1940 in the sales departments of KNX and CPRN. He was assistant sales manager for CPRN from 1948 to 1950, and then served as eastern sales manager for CBS Radio Spot Sales from July 1950 until he became general manager of KNX and CPRN in Sept. 1951.

Mr. West, new KNX-CPRN general manager, has been sales manager for both those organizations since 1952 and before that was manager of the San Francisco office of CBS Radio Spot Sales. He has been with CBS Radio since 1948, when he joined as an administrative assistant in network sales on the West Coast.



MR. SHAW MR. WEST

His appointment as KNX-CPRN general manager was announced by J. Kelly Smith, administrative vice president of CBS Radio.

CBS Radio, Affiliates Split Newspaper Bill

CBS RADIO was to have started a cooperative newspaper advertising campaign, a continuation of the plan used last year with the network sharing space costs on a 50-50 basis with its affiliates, yesterday (Sunday), according to an announcement by CBS Radio President Arthur Hull Hayes.

The network's decision to continue the co-op advertising plan grew out of discussions at the recent affiliates meeting in Detroit [B•T, Sept. 19] and was spelled out to participating stations last week by Sherril Taylor, co-director of sales promotion and advertising for the network.

The campaign will consist of 11 ad insertions on 11 days: one ad for each weekday night, two Monday-through-Friday daytime ads, and one ad each for Saturday and Sunday daytime. It will continue through Oct. 15 and will average a little over 300 lines, or a total of 3,750 lines.

In announcing the continuation of last year's campaign, Mr. Hayes said, "The affiliates declared an earnest desire to promote our network shows through local advertising and presented a resolution asking the network to go along with them in paying 50% of the bill. After careful consideration we've decided to go along in this campaign to earn the biggest possible audiences—both network and local—through a concentrated advertising drive."

ABC Announces Nearly Half Of 'Breakfast Club' Sold

ADVERTISERS will sponsor, by the end of next month, nearly one-half of ABC Radio's *Breakfast Club* (Mon.-Fri., 9-10 a.m. EDT) via the network's new segmented sales plan. An estimated 28 of 60 five-minute segments available on a weekly basis has been sold.

Sponsors previously announced [B•T, Sept. 26] had included General Foods (Instant Postum), White Plains, N. Y.; Drackett Co. (Drano and Windex), Cincinnati, and Glamorene Co. (rug and upholstery cleaners), New York. New advertiser is Union Pharmacal Co., Montclair, N. J., through Grey Advertising Agency, which will sponsor the Mon.-Fri., 9:30-45 a.m. EDT segment, starting Oct. 24. Belton Hearing Aid Co., through Olian & Bronner Inc. continues sponsorship of the Tuesday, 9:15-30 a.m. EDT segment.

World Series Coverage Really Covers World

THE NATION and many parts of the world were blanketed last week by radio and tv coverage of the World Series, carried in this country on NBC-TV and MBS and beamed to various parts of the world where servicemen are stationed, over facilities of the Armed Forces Radio Network. Special broadcasts also were sent to Latin America.

NBC-TV, which presented its coverage in color, estimated that an average daily audience of 33 million would see the games on home receivers. The telecasts also were fed to WOR-TV New York, which carried them in color, and to WPIX (TV), which re-transmitted the color pickup in black-and-white. The games also were broadcast in New York on WINS and WMGM, which carry the Yankee and Dodger games during the regular season. The telecasts also were fed to General Teleradio owned tv stations.

For the third consecutive year, WRUL Boston last week was beaming Spanish-language summaries of the baseball games to 28 affiliate stations of the World Wide Broadcasting System for rebroadcast in Cuba, Colombia, Nicaragua, Guatemala, Puerto Rico, the Dominican Republic, Mexico and Venezuela, in addition to its direct broadcast. Station spokesmen indicated they expected an estimated two million listeners to tune in the 15-minute reports at 7:45 p.m. EDT.

Pablo Ruelas Nunez, veteran WRUL sportscaster, handled the summaries, and reports reaching the station via "fan mail" indicated that radios were set up in public squares and other public gathering places, allowing no one to claim that he didn't know the score.

The Texas Co. sponsored the summaries directly through WRUL.

SPECIAL OFFER TO RADIO AND TV STATIONS

LONDON RECORDS at $1.00 PER RECORD

ACT NOW! OFFER ENDS OCTOBER 31.

For a limited time only the vast long play catalog of the "World's Finest Record" is being made available to radio and TV stations at the special price of only $1 per record.

Broaden your library in the following categories:

Classical ★ Semi Classical ★ Popular
Instrumental ★ Mood
Background ★ Light Classical ★ Vocal

Minimum order is 25 records — you may choose any 25 records from the London catalog which includes such world renowned classical artists as: Ansermet, Del Monaco, Tebaldi, Curzon, Backhaus, Siepi, and such great popular performers as: Mantovani, Frank Chacksfield, Ted Heath, Robert Farnon and Stanley Black.

Send today for our complete numerical catalog.

LONDON RECORDS Inc., Broadcast Promotion
539 West 25 St., New York, New York

I am interested in your special station offer. On receipt of your catalog I will forward my order for 25 or more of your records at $1 ea. postpaid.

Name .....
Station .....
Position .....
Address .....

Margraf Quits NBC For Reynolds Metals

GUSTAV B. MARGRAF, NBC vice president in charge of talent and program administration, resigned effective last Friday and will join Reynolds Metals Co. as an executive in the legal department after a short vacation [CLOSED CIRCUIT, Sept. 26].



MR. MARGRAF

Mr. Margraf began his association with NBC in October 1942 when at 27 he took charge of the Washington, D. C., office of Cahill, Gordon, Zachary & Reindel and was named legal representative for NBC in the Nation's Capital. Six years later Mr. Margraf was elected vice president and general attorney for NBC, succeeding Charles R. Denny in that post. He became vice president in charge of talent and program administration in March 1953.

His association with the Cahill law firm, which is counsel to NBC and its parent RCA, began in New York in 1939. In Washington, Mr. Margraf represented NBC in hearings before the FCC and before various congressional committees. As a vice president and general attorney with NBC, he was credited with pioneering policy, legal and business aspects of tv in its formative years.

Joseph H. McConnell, onetime NBC president and more recently president of Colgate-Palmolive Co., is general counsel for Reynolds Metals.

NBC-TV Signs Oppenheimer

JESS OPPENHEIMER, creator of *I Love Lucy* and other radio and tv shows, has signed an exclusive contract with NBC-TV, network officials announced last week. Mr. Oppenheimer will join NBC's Hollywood staff as a major program executive next spring following completion of a seven-year agreement with CBS and Desilu Productions. Since 1936, when he broke into network radio as a writer for the Fred Astaire program, Mr. Oppenheimer has written for such name performers as Jack Benny, Edgar Bergen and Charlie McCarthy, Rudy Vallee and the late Fanny Brice.

Boring From Within

AN unusual twist in sponsor identification occurred last week when Timex, maker of Mickey Mouse watches, became a participating sponsor on NBC-TV's *Pinky Lee Show*, whose time rival is the *Mickey Mouse Club* on ABC-TV (Mon.-Fri., 5 p.m.).

In the Timex commercial the audience is advised to buy "these wonderful Mickey Mouse watches right away. While you're there, look at your other Walt Disney friends—Davey Crockett, Cinderella, Snow White and see Hopalong Cassidy's watch on a saddle."

The Timex agency is Peck Adv., New York.

NBC Signs Durocher To Executive Post

SIGNING of Leo Durocher "in an executive capacity" with NBC was announced by Robert W. Sarnoff, NBC executive vice president, last week following Mr. Durocher's resignation as manager of New York Giants baseball team.

Mr. Durocher will deal primarily in the talent relations field, including acquisition of new talent, and he also will appear as commentator on various NBC sports shows, make guest appearances on other NBC programs, and occasionally represent NBC at public engagements, Mr. Sarnoff said.

In published speculation, Mr. Durocher's NBC salary was estimated at $50,000 to $52,000 a year—approximately the same as his pay as Giants manager, it was understood—but when queried as to whether the salary would be greater at NBC than in baseball, Mr. Sarnoff replied that "the potential is greater, let's say."

Mr. Durocher, whose home is in Hollywood, will make his headquarters at NBC's Pacific Div. there. His wife, actress Laraine Day, has been a frequent guest on radio and television programs and also has conducted a regular program immediately preceding Giants baseball games on WPIX (TV) New York.

Youle Adds More Newspapers

CLINT YOULE, NBC Chicago weathercaster, has acquired three downstate Illinois newspapers —the *Daily Savanna Times-Journal*, the weekly *Hanover Journal*, and weekly *Elizabeth Times*. He already owns the semi-weekly *Galena Gazette and Advertiser*.

50 Participations Purchased On ABC-TV 'Film Festival'

SALE of more than 50 participations in ABC-TV's *Famous Film Festival* (Sundays, 7:30-9 p.m. EDT) for an eight-week period beginning today (Monday), was announced last week by Slocum Chapin, vice president in charge of ABC-TV sales.

In addition to earlier buys [B•T, Sept. 26] of one participation by Hoover Co. (vacuum cleaners), North Canton, Ohio, through Leo Burnett Co., Chicago; one participation by Philip Morris Co. (cigarettes), through Biow-Beirn-Toigo, New York, and 19 participations by Toni Co. (div. of Gillette) for White Rain Lotion Shampoo, Bobbie Pin Curl Permanent and Tame Hair Conditioner, through Tatham-Laird, Chicago, were the following purchases:

Four participations by Carter Products Inc. (Carter's Little Liver Pills), New York, through Ted Bates & Co., New York; one participation by Lewis-Howe Co., St. Louis, (Tums), through Dancer-Fitzgerald-Sample, New York; 12 participations by National Presto Industries Inc. (Presto steam irons and pressure cookers), through Courfain-Cobb & Assoc., Chicago; seven participations by O'Cedar Corp. (O'Cedar mops), Chicago, through Turner Adv. Agency, Chicago; six participations by Toastmaster Products Div. of McGraw Electric Co. (Toastmaster automatic toasters), Elgin, Ill., through Erwin, Wasey & Co., Chicago, and two participations by Vick Chemical Co. (Sofskin Cream), New York, through BBDO, New York.

NBC-TV Promotes Sargent

WILLIAM V. SARGENT, coordinator of business affairs for NBC-TV, has been appointed to a new post of director of administration. In his new capacity, Mr. Sargent will coordinate all administrative functions for the tv network and will administer tv program schedulings as well as coordinating sales arrangements, program auditions and the development of new sales and program patterns. He will report to Thomas A. McAvity, NBC vice president in charge of the television network.



MR. SARGENT



Cash In On The Growing Appeal of COUNTRY WESTERNS FOLK MUSIC

ABBIE NEAL & HER RANCH GIRLS

For further information as to availability and prices in your market, WRITE, WIRE OR PHONE

N T A

National Telefilm Associates, Inc.
60 West 55th Street, New York 19, N. Y.
PLaza 7-2100

America's Foremost Western All-Girl Band with a "BIG NAME" Western Guest Star every week!
ABBIE NEAL & HER RANCH GIRLS is a NEW SERIES OF 26 FIRST-RUN HALF-HOUR TELEVISION PROGRAMS in Glorious Color and Black and White . . . available for local or regional sponsors. Audition prints upon request.

ABC-TV, Disney Debut 'Mickey Mouse Club' Today

THE latest venture of tv's highly-successful combination of ABC-TV and Walt Disney—*Mickey Mouse Club* (Mon.-Fri., 5-6 p.m. local time zone)—receives an estimated $15 million send-off this (Monday) afternoon.

Robert E. Kintner, ABC president, said last week the dollar figure was a record program total for time and talent. The program is booked 52 weeks solid with 18 national advertisers on the roster. A total of 1,040 commercial quarter-hours was sold.

A first look at the program which premieres today was accorded newsmen at ABC-TV's New York studios.

Full list of advertisers, their agencies and the extent of purchases, were released last week by Mr. Kintner (see COMPARATIVE TV SHOWSHEET, pages 86-87).

CBS-TV PLANS SUNDAY PUBLIC AFFAIRS LINEUP

New show for teen-agers leads 'family listening' schedule. Other ventures including 'giant documentaries,' are planned by the network.

EXPANDED fall line-up of CBS-TV public affairs programs designed for Sunday family viewing was announced last week by Irving Gitlin, CBS director of public affairs.

Mr. Gitlin reported that some 370 half-hours of public affairs programs will be carried on the Sunday schedule, with "the budget well in the millions." He estimated the cost of each half-hour show at about $7,000-$10,000, not including staff overhead.

Scheduled to begin on Oct. 9 are *Talkaround* (3-3:30 p.m. EDT), a new discussion series with teen-agers and Katherine Copeland, former school teacher and a discussion leader and teacher; *Adventure* (3:30-4 p.m. EDT); *Face the Nation* (4-4:30 p.m. EDT); *Let's Take a Trip* (4:30-5 p.m. EDT).

In addition, the Sunday line-up includes *Lamp Unto My Feet* (10-10:30 a.m. EDT); *Look Up and Live* (10:30-11 a.m. EDT) and *UN in Action* (11-11:30 a.m. EDT). CBS public affairs also has two new series in production for the immediate future. On Oct. 30, *Report Card* (2:30-3 p.m. EDT) will be launched. It is a special five program panel discussion series, broadcast in connection with the forthcoming White House Conference on Education.

Plans also include a new series featuring CBS newsman Eric Sevareid. Tentatively titled *Sunday With Sevareid,* the series will present "television-news-in-depth" from all over the world, including both news analysis and feature treatment. No time period has been set for this series.

Mr. Gitlin also revealed that the public affairs department is preparing three "giant" documentaries, each to be one-and-one-half hours in length. Details on this programming will be announced later, he said.

All of these public affairs programs, Mr. Gitlin said, are available for commercial sponsorship.

The *Talkaround* program, according to Mr. Gitlin, introduces a new concept of "provocative and free-wheeling" discussions with teen-agers and Miss Copeland. The show is designed to help youngsters explore their own feelings and to help parents and children understand each other's viewpoints.

This season's *Adventure* will cover four areas: "The West—America's Great Laboratory," "The Waters of the World," "Man the Machine," and "Adventure After Oil."

The scope of interviews on *Face the Nation* this season will be enlarged to world-wide proportions, Mr. Gitlin pointed out. It will include filmed interviews in various capitals of the globe with international statesmen and diplomats. The panel consists of different newsmen each week. Stuart Novins is moderator.

Mr. Gitlin also reported that the network's projected *Air Power* series, which is being produced in cooperation with the Air Force, has reached the mid-way point in production. The 26 half-hour programs will describe the history of aviation from its earliest days up to the present and project future developments.

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SLANDER
PIRACY
COPYRIGHT
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Our special
INSURANCE
answers the problem
of claims in this field
ADEQUATELY • INEXPENSIVELY

WRITE FOR DETAILS AND RATES.
EMPLOYERS REINSURANCE
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KANSAS CITY, MISSOURI

THREE FIRMS BUY SLICES OF NBC RADIO 'TOP TEN'

Carter Products, RCA and Anahist take participations topping $300,000 gross on network's nighttime program package.

THREE advertisers have purchased participations representing a total of more than $300,000 in gross billings in NBC Radio's new "Top Ten Plan" of nighttime program package combinations, Fred Horton, director of NBC Radio network sales, reported last week.

Carter Products, through Ted Bates & Co., bought one participation weekly, starting Oct. 3 in *Dragnet, Fibber McGee & Molly* and *One Man's Family,* representing $130,000 gross.

RCA, through Kenyon & Eckhardt, purchased $60,000 worth of time for its participations in *Fibber, Dragnet* and *Radio Theatre,* starting Oct. 4. Anahist Co., through Ted Bates & Co., signed for $120,000 gross for a schedule of one participation weekly in *Dragnet, Fibber* and *Family.*

Other nighttime programs which are being sold on the package-participation basis include *The Great Gildersleeve, Truth or Consequence* and *National Radio Fan Club.* NBC Radio less than a month ago revealed that it was expanding the number of programs offered for sale on a participation basis at an affiliates session in New York [B•T, Sept. 12].

Basic to the plan is the purchase of at least three one-minute participations weekly, one in each of three shows. For example, an advertiser can buy for $73,000 a package of three programs—*Dragnet, Fibber* and *Gildersleeve*—for 13 weeks, and a package for $71,000 of *Dragnet, Gildersleeve* and *Fan Club,* also for 13 weeks.

Mr. Horton noted the NBC Radio plan offers "built-in values"—top-rated network shows, mass audiences and established listening habits as well as "merchandising and promotable potentials."

Colodny Heads NBC Comedy

LES COLODNY, 30, head of a comedy writer and development department at William Morris Agency, New York, since 1951, has been appointed manager of comedy development by NBC. Move, the first in the network's multi-million dollar, widely publicized search for promising new comedy writers, followed hiring of the first four writers since the program was launched last spring. They are: Woody Allen, 19, of Brooklyn, N. Y.; Paul Pumpian, 26, of Baltimore; Harvey Miller, 28, of Salem, Mass., and Paul Keyes, 31, of Boston.

CAROLINAS NETWORK NAMES POSTON HEAD

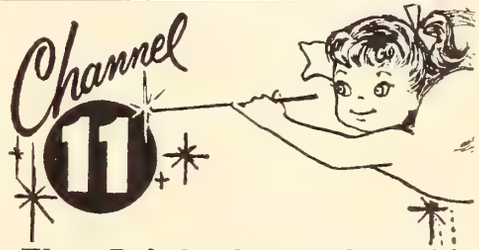
Textile Radio Group Inc. organized to assist time buyers in covering clothing manufacturing section of Carolinas.

TWELVE-station network has been organized to give advertisers complete market coverage in the Piedmont textile section of the Carolinas, stretching from Burlington, N. C., to Greenwood, S. C. James P. Poston, head of Inter-City Advertising Co. Charlotte, N. C., is president of the network, to be known as Textile Radio Group Inc.

Member stations are WORD Spartanburg, WESC Greenville, WAIM Anderson, WCRS Greenwood, WRHI Rock Hill, WLBG Laurens, all South Carolina; WOHS Shelby, WTOB Winston-Salem, WSAT Salisbury, WCOG Greensboro, WBBB Burlington and WAYS Charlotte, all North Carolina.

Mr. Poston, who worked out all the details in organizing the network, stated that each station will continue to operate independently at the beginning, with the possibility of some common programming later on. He said the group will offer time buyers the services of all 12 stations without the necessity of dealing with each one separately. "The trend all over the country," Mr. Poston explained, "is toward the formation of such groups, enabling the smaller stations to compete with the high power stations in their areas."

Other officers of Textile are James Beaty, WRHI, vice president; Charles W. Brunt, WTOB, treasurer, and Edward Gardner, WORD, secretary. Weed & Co. is national sales representative.



The Bright New Spot on the dial! . . . .

Covering one of the fastest growing markets in the West ...the greater San Jose area! What's more, KNTV also delivers the rich Monterey Bay cities of Monterey, Salinas, Santa Cruz and Watsonville. Catch these prosperous home owners with their own hometown station, KNTV, Channel 11.

KNTV
San Jose

Ask your Bolling Man for specific market details. You'll be amazed!

THE KGGF 10 KW SIGNAL DELIVERS PRIMARY COVERAGE TO 87 COUNTIES IN KANSAS, OKLAHOMA, MISSOURI & ARKANSAS WITH A POPULATION OF 2,750,000

KGGF

690 KC ABC
COFFEYVILLE, KANSAS

John E. Pearson Co. Nat'l Rep.

AM WEVD FM

4 Reasons Why

The foremost national and local advertisers use WEVD year after year to reach the vast

Jewish Market of Metropolitan New York

1. Top adult programming
2. Strong audience impact
3. Inherent listener loyalty
4. Potential buying power

Send for a copy of "WHO'S WHO ON WEVD"

Henry Greenfield, Managing Director
WEVD 117-119 West 46th St.,
New York 19

ADVANCED COLOR TUBES BY GE, WESTINGHOUSE

Both firms release information on new 22-inch tubes now in development stage. Dates of release to market have not been announced.

NEW ADVANCES in color television tube development were announced last week. General Electric Co. released a "progress report" on a 22-inch rectangular three-gun tube while Westinghouse Electric Corp. provided details on a 22-inch all-glass, rectangular shadow mask tube.

GE officials announced at a news conference in Syracuse that its color tv tube efforts are being concentrated on developing a tube that "gives many times more brightness than the tubes in color sets now on the market." They emphasized that the tube, still in "the development stage," probably will "miss the 1956 market."

The GE tube is known technically as a "post-acceleration" type because the electron beam directed at vertical color-phosphor stripes inside the face of the tube is accelerated after passing through the grille located in close proximity to the phosphor screen. Officials said the tube is designed to permit a type of operation and circuitry that "seems to point the way eventually toward the least expensive acceptable color television set."

GE officials describe their development program as divided into two stages. From the first stage has evolved the so-called "sandwich" tube, which was demonstrated for newsmen. The second phase, they said, is the so-called "P.O.F." tube, meaning "phosphor on the envelope face." In reply to questioning, GE executives said it is probable that the "P.O.F." tube will be placed on the market. They did not estimate the sales price, nor the date for its release on the market.

Westinghouse, meanwhile, hailed its tube as "the world's first 22-inch, all glass, rectangular shadow mask color picture tube." R. T. Orth, vice president of the Westinghouse Electronic Tube Division, said the tube "introduces engineering techniques which open the way to reduced bulb costs."

This tube has a rectangular viewing area of 265 square inches, and requires only standard insulation of a black-and-white television set, using standard high voltage contact buttons, according to C. E. Ramich, engineering manager of the tube division plant. He said advantages of all-glass tube construction include the elimination of more expensive, heavy insulation needed for a tube using metal in the envelope and operating at 25,000 volts.

"Our goal is to develop the ultimate in a practical color tube which can be mass produced in a cathode-ray tube factory and which has customer appeal," Mr. Ramich continued. "Our engineers accepted the challenge of designing a 22-inch, rectangular all-glass tube. With the confidence and experience gained from building this first all-glass tube, we shall continue our work to get such a tube ready for production."

The new technique, Mr. Ramich said, uses a glass tube which is almost identical with the standard black-and-white bulb. The fluorescent screen is deposited upon the faceplate and aluminized, and the shadow mask attached to the faceplate. In the new design, the glass funnel is sealed to the glass faceplate, using an electric seal technique without the complication of metal flanges.



JOHN ENGELBRECHT, president and general manager of WTSK-TV Knoxville, Tenn., signs for new GE equipment that will increase the station's power to 314 kw. With its power boost, WTSK-TV is building new studios, offices, transmitter rooms and other facilities. The station also will change its call letters to WTVK (TV). Looking on are Tom Bost (l), GE district sales manager, and Joseph E. Broyles (r), WTSK-TV chief engineer.

Radio-Tv Dealers Average 70 Tv Sales Yearly—RETMA

THE average radio-tv dealer sells 70 tv sets a year, the Radio-Electronics-Tv Manufacturers Assn. says today (Monday) in announcing the results of its annual survey of radio-tv dealers.

RETMA reports that for the fiscal year ending last June, there were 110,200 radio-tv dealers, up 3% over 1954's total of 107,100, and up 15% over 1952's 95,400.

The average of 70 tv sets sold by each dealer compares with the average of 60 in 1954.

Other findings: Most dealers—21,700—are located in the North Atlantic states. Almost half—42,800 to be exact—are classified as radio-tv-appliance stores; remainder includes furniture stores, hardware stores, department stores and miscellaneous. While most stores—85,900—handle both radio and tv receivers, 19,900 outlets sold radios only, and 4,400 tv sets only.

DuMont Executives Confer

ALLEN B. DuMONT Labs executives were to meet with the firm's technical products sales representatives yesterday (Sunday) for an all-day sales engineering symposium at Chicago's Sherman Hotel. The meeting, during which the newest in DuMont's line of precision electronic instruments were to be discussed, preceded the Oct. 3-6 National Electronics Conference in Chicago where DuMont will exhibit for the first time its new cathode-ray oscillograph, sine-wave generator, extended-range oscillator and amplifier voltmeter.

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Paradise Named to Board By Hoffman Electronics

ELECTION of M. E. Paradise to the board of directors of Hoffman Electronics Corp. was announced Thursday by H. Leslie Hoffman, president and chairman of the board, following the company's board meeting at Los Angeles.

As vice president of Hoffman Electronics, Mr. Paradise has overall managerial responsibilities for the company's national fabricated products and national semiconductors divisions in Chicago. He served as president of the company operating these divisions prior to their acquisition by Hoffman Electronics in July.

Mr. Hoffman said Mr. Paradise will continue to devote his time to operation of the company's Chicago and Evanston plants.

Realtors Honor Hopkins

JOHN JAY HOPKINS, president and board chairman of General Dynamics Corp., has been named "industrialist of the year" by the Society of Industrial Realtors for having made "a most significant contribution to the industrial development of North America in the public interest."

In announcing the society's selection, Gen. Matthew B. Ridgway, retired Army chief of staff and chairman of the selection committee, pointed out that General Dynamics Corp. was the first firm to harness atomic energy for propulsion in its construction of the U.S.S. Nautilus and Seawolf, and that "Mr. Hopkins' bold concept is helping to shape American policy for the productive use of atomic energy."

General Dynamics Corp. recently added Stromberg-Carlson, which operates WHAM-AM-TV Rochester, to its list of subsidiaries.

DeJur-Amsco Tape Recorders

DeJUR-AMSCO Corp., Long Island City, N. Y., last week introduced what it described as the first hi-fidelity tape recorders in the medium price range when it unveiled models TK-820 and TM 819-A, retailing at dealers price of $229.50 and $379.50. Both models are powered by a heavy duty hysteresis motor, feature dual track operation and push-button track reversal (permitting recording or playback on either track of tape without rewinding), four separate erase and record-playback heads and a frequency compensated loudness control for playback.



"The trouble with your sermons on KRIZ Phoenix, Reverend, is they make me feel like a sinner."

11th Electronics Meet Opens Today in Chicago

SCIENTIFIC RESEARCH in luminescence as it affects the development of color television cameras will be among a variety of subjects to be explored during the 11th annual National Electronics Conference in Chicago starting today (Monday).

At an opening-day symposium on "Progress and Prospects in Solid-State Electronics," Dr. Peter D. Johnson, General Electric research lab, Schenectady, N. Y., will discuss how development of color cameras may be accelerated by conversion of energy other than heat into light.

The conference-exhibition will be held at the Hotel Sherman Oct. 3-5 under sponsorship of the American Institute of Electrical Engineers, which holds its own week-long meeting at Chicago's Morrison Hotel Oct. 3-7. Illinois Institute of Technology, Northwestern and Illinois universities, RETMA and Society of Motion Picture-Tv Engineers are participating groups.

In his prepared paper, Dr. Johnson noted that discoveries the past few years may make possible color tv cameras of the "flying spot scanner" design. This type of camera was recently introduced in monochrome television to transmit images picked up from film. Lack of suitable phosphors, however, has been an obstacle in applying it to color. Dr. Johnson also will describe discoveries in electroluminescence —direct conversion of electrical energy to light.

Dr. Johnson will appear on a panel with R. G. Breckenridge, National Carbon Research Labs, R. M. Ryder, Bell Telephone Labs, and J. B. Angell, Philco Corp., discussing transistors and other devices.

A. V. Astin, director of the National Bureau of Standards, is scheduled to deliver the luncheon talk today.

Over 20 technical sessions will be held during the combined conference and exhibition, including talks on antennas, amplifiers, communication theory, microwave tubes and components, electronic systems, ultrasonic devices and techniques. Leading electronic manufacturers and research labs will exhibit their products.

DuMont Names Harris

APPOINTMENT of Morris Harris to newly created post of resident counsel of Allen B. DuMont Labs, effective today (Monday), was announced last week by Bert L. Graham, company controller. Mr. Harris has been associated with DuMont Labs since 1935 in various administrative capacities, including production control manager of the Instrument Div. and the Technical Products Div.

GE Equipment Orders

NEW ORDERS reported by General Electric Co. last week included a 5 kw transmitter, one film camera channel and a studio camera channel for Uruguay (through International GE); a 25 kw amplifier and a 12-bay antenna for KOOL-TV Phoenix, and a 5 kw transmitter and a six-bay antenna for KHOK-TV Hayes Center, Neb.

MANUFACTURING PEOPLE

Russell W. Johnson, assistant sales promotion manager of the Allen B. DuMont Labs, appointed assistant advertising manager of television-radio division, Westinghouse Electric Corp.

A. Henry Casey appointed manager of closed circuit television of Hallamore Electronics Co., division of Siegler Corp., Chicago.



"BIG TIME DAYTIME" programming with any commercial handling you want . . . live cameras always available.
"BIG TIME DAYTIME" precedes the sensational new ABC-TV evening schedules. Contact Free & Peters or:

Don Davis, *First Vice President*
John Schilling, *Vice Pres. & Gen. Mgr.*
George Higgins, *Vice Pres. & Sales Mgr.*
Mori Greiner, *Director of Television*



the BIG SOUND on the SUNCOAST

The station your prospects *know* and *depend on* for *music, news* and *sports.*

WTSP, Florida's *First* regular 24 hour station, sells the important Suncoast.

FLORIDA'S SECOND MARKET!

MBS Affiliate
Nationally Represented by
FORJOE AND CO



WTSP AM-FM 1380 Kc. 5,000 Watts
The St Petersburg Times Station

FIND TRUTH, THEN TELL IT—FELLOWS

TELLING THE TRUTH is not the only obligation of the broadcaster; he is also obliged as a medium of news dissemination to *find* the truth, Harold E. Fellows, NARTB president, said Friday in an address at Michigan State U., East Lansing, where the institution is celebrating its 100th anniversary.

Speaking on "Integrity in Broadcasting," the NARTB chief said the main factor motivating the broadcaster's good behavior, honesty, truth and other virtues is not the threat of government censure, but "the sureness that the public's wrath will know no bounds if he consciously and continuously offends." The broadcaster's greatest challenge is to "separate his personal fallibilities from the business at hand," Mr. Fellows said.

Acknowledging that there are programs and advertising on radio and television that "should not be there," Mr. Fellows added, "But generally, the broadcaster is less likely to engage in bastardizing his privilege to communicate because his method of communication so intimately touches the inner family circle."

If the broadcaster doesn't behave, he hears about it instantly from the viewing and listening audience and "watch-dog" groups; he also runs the danger of hearing from the federal government, Mr. Fellows added.

The NARTB president explained, however, that he felt the premise for government regulation is "not based upon morals, but upon engineering." Broadcasters understand the hard-to-define phrase "public interest, convenience and necessity" to mean that they should operate with propriety, Mr. Fellows said.

Citing the long struggle and victory of the press in becoming the guardian of the basic freedoms of the country, Mr. Fellows said, "That guardian, too, is free radio and free television."

U. of Illinois Holds Radio-Tv News Clinic

NEWS from the station managers' viewpoint was explored this past weekend during a panel session at the U. of Illinois' radio-television news clinic in Urbana.

The school's School of Journalism and Communications sponsored the two-day sessions (Sept. 30-Oct. 1) in cooperation with the Illinois News Broadcasters Assn.

Station managers who appeared Saturday on a panel included Merrill Lindsay, WSOY Decatur; William Holm, WLOP La Salle, and L. O. Fitzgibbons, WRRR Rockford. A second session was devoted to a recorded news conference with Dr. David Henry Dodds, president of U. of Illinois. Frank E. Schooley, broadcasting director of the school, served as moderator.

Clinic opened Friday with a welcoming address by Frederick S. Siebert, director of the School of Journalism and Communications. Jack Krueger, news editor, WTMJ-AM-TV Milwaukee, spoke on "Ten Years of Fast-Moving Progress in News Broadcasting," and Al Rowe, WSOY Decatur, on "Establishing and Maintaining a Workable Morgue." Followup news directors' panel discussion included Don Reddicliffe, WKRS Waukegan; Bob Watson, WCIA (TV) Champaign; Steve Rowan, WMIX Mt. Vernon, and Mr. Krueger. Harold C. Sundberg, WMBD Peoria, discussed "New Patterns in News Broadcasting."

Dinner meeting was held at the Inman Hotel Friday evening, with Bill Small, WLS, presiding as INBA president. One of three speakers was G. W. (Johnny) Johnstone, radio-tv director, National Assn. of Manufacturers.

Columbia U. Gets Tower, Land From Edwin Armstrong Estate

ACQUISITION of a radio tower on the banks of the Hudson at Alpine, N. J., 14 miles from New York City, from the estate of the late Maj. Edwin H. Armstrong, the developer of fm radio and long a professor of engineering at Columbia U., was announced last week by Columbia U.'s School of Engineering.

The installation, complete with a permanent brick laboratory building, will be known as the Edwin H. Armstrong field laboratory and will be used by the university for research in radiation and propagation.

In addition to the Alpine site, Columbia acquired 57 acres of land from the Armstrong estate in the towns of Catskill and Hunter, N. Y. These two sites, in addition to the university's engineering camp near Litchfield, Conn., will form a triangular range for extensive field studies in radar and radio. The tower and laboratory were built in 1938 to perfect fm radio transmission.

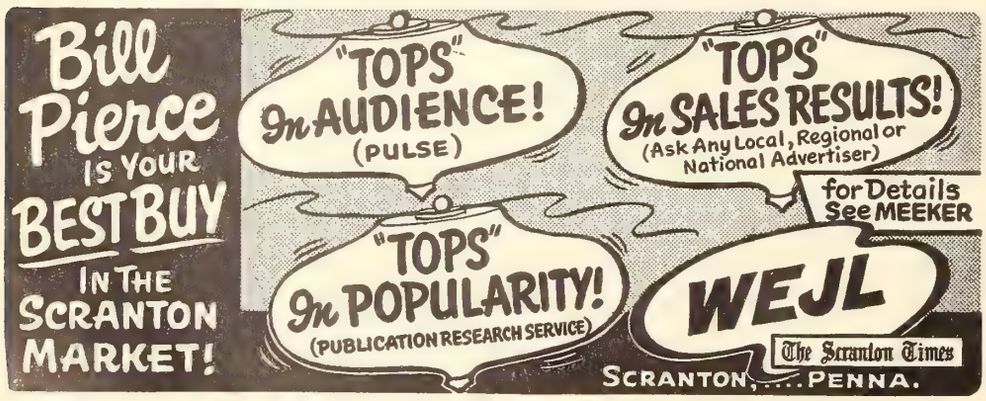
USC Slates Publicity Clinic

ROLE of publicity in selling will keynote the 2nd Annual Publicity Clinic to be held Oct. 27 at the U. of Southern California. Co-sponsored by the Publicity Club of Los Angeles and USC School of Journalism the clinic is designed to improve the publicity product in the area so that the profession may better serve newspapers, radio and television, the public and clients.

EDUCATION PEOPLE

Boyd W. Fellows named director of radio and tv, Loyola U. (Chicago) public relations.

Dr. William K. Cumming, Michigan State, named head of radio-tv education department, Stephens College, Columbia, Mo.



U. S. THANKS BBC FOR WARTIME AID

Plaque given British broadcasters by U. S. Ambassador Winthrop Aldrich in behalf of American newsmen who used English facilities to report ebb and flow of war.

BRITAIN's finest hour—and the part American radio newsmen played in keeping the United States informed via the facilities of the British Broadcasting Corp. during the dark days of the London blitz—was commemorated last week in London when U. S. broadcasters and officialdom presented a plaque to BBC.

The presentation was made by Winthrop Aldrich, U. S. ambassador to Britain, and accepted by Sir Alexander Cadogan, chairman of the BBC board of governors.

Mr. Aldrich recalled how American reporters roused the admiration of their people at the fight England put up during the Allied ebbtide in World War II. This helped Americans realize which side they belonged on, the U. S. ambassador said.

Among the guests at the presentation were Viscount Brendan Bracken, wartime minister of information, and Sol Taishoff, editor-publisher, B•T.

The plaque, the inscription for which was written by news commentator Edward R. Murrow, was originally suggested by Howard L. Chernoff and taken up by B•T with an editorial in the Aug. 2, 1954 issue. The plaque reads:

1936-1942

Placed here by those American radio reporters privileged to broadcast from Britain during "her finest hour" in appreciation of the cordial cooperation of His Majesty's Government and the British Broadcasting Corp.

N. Y.'s 100-Year Assn. Honors Gen. Sarnoff

BRIG. Gen. David Sarnoff, chairman of the board, RCA-NBC, last Thursday received the 1955 Gold Medal Award of The Hundred Year Assn. of New York in recognition of his work as "pioneer, founder and leader in electronic communication."

The presentation was made by New York Mayor Robert F. Wagner at the association's annual dinner at the Waldorf-Astoria Hotel. The association comprises business firms which have been operating in New York for 100 years or more.

The citation stated that Gen. Sarnoff's accomplishments "as a civic leader, patron of the arts, and head of RCA make him the embodiment of the idea of equal opportunity at work in a free society." Among the tributes read at the dinner was one from President Eisenhower, written the day before he was stricken, which lauded Gen. Sarnoff's "brilliant accomplishments" in the field of electronics and his contributions "to the welfare of his fellow men and to the cause of freedom and peace in the world."

A half-hour radio program covering the presentation to Gen. Sarnoff was transmitted to Latin America on four shortwave bands of WRUL Boston of the World Wide Broadcasting System last Friday. The program was transcribed last Thursday and broadcast the following day. Walter S. Lemmon, president of WWBS, arranged the program as a tribute to Gen. Sarnoff's contributions to international radio communications and broadcasting.



WKZO-AM-TV Kalamazoo, Mich., was named Michigan's outstanding contributor to the Michigan Associated Press news wire for the fourth consecutive year at the annual Michigan AP September meeting. WKZO General Manager Carl Lee (l) receives the trophy from Lester Lindow, WFDF Flint general manager and originator of the trophy.

AWARD SHORTS

Sam Gallu, producer of CBS-TV's *Navy Log* (Tues., 8 p.m. EST), named Honorary Admiral by Navy Secretary Charles S. Thomas last week, as well as awarded citation of appreciation by New York and Washington chapters of Navy League. *Navy Log,* film series based on true-life incidents officially recorded by U. S. Navy, premiered this month and is alternately sponsored by the Maytag Co. and W. A. Sheaffer Pen Co.

New Jersey State Fair Blue Ribbon Awards for "outstanding programs of their types" to CBS-TV's *Face the Nation* (Sun., 5:30-6 p.m. EDT), *Let's Take A Trip* (Sun., 4:30-5 p.m., EDT) and WCBS-TV's *Camera Three* (Sun., 3:30-4 p.m. EDT), *Hickory Dickory Dock* (Sat., 10-10:30 a.m. EDT), *Our Goodly Heritage* (Sun., 9:15-9:30 a.m. EDT), and *Space Funnies* (Sat. 8-9 p.m. EDT). Presentations were made Friday, Sept. 30, at fair grounds, Trenton, N. J.

I Led Three Lives, Ziv Television Program's series, presented annual award for outstanding tv program from New Jersey State Fair.

Virginia Renaud, education director, CBS Chicago, recipient of diploma of merit from Lincoln College, Lincoln, Ill., for work in educational radio-tv.

KMOX St. Louis presented certificate of merit for outstanding cooperation with U. S. Army Recruiting Service.

Richard S. O'Brien, senior project engineer, CBS, winner of 1955 Journal Award of Society of Motion Picture & Tv Engineers for his paper, "CBS Color Tv Staging and Lighting Practices."

Taylor Grant, newsman, WPTZ (TV) Philadelphia, presented silver plaque award from Phila. Club of Printing House Craftsmen as "Philadelphia's greatest newsman."

Nacona cowboy boot radio commercials (Nacona Boot Co., Nacona, Tex.), produced and recorded by talent of WBAP Ft. Worth, Tex., presented Gold Award at annual meeting of Affiliated Adv. Agencies Network in Madison, Wis., last month. Entry was submitted by Yates Adv., Ft. Worth.

LONDON VIEWERS SEE 'AMERICAN PLAN' AS ITA STARTS REGULAR PROGRAMMING

Britain's first week of commercial television successful with all time sold. BBC bracing to meet new competition as debate arises over number of sets able to receive commercial shows.

LONDON area viewers relaxed last week to enjoy competitive television for the first time as the initial hue and cry over the new "American Plan" of commercial broadcasting began to simmer down.

Dealers reported land office conversion business, indicating approval of the new commercial tv system inaugurated Sept. 22 by Independent Television Authority [B•T, Sept. 26].

Meanwhile the competing, government-controlled British Broadcasting Corp. spruced up its programs and promised more ahead to resist competition.

The contention that 400,000 of the 1.5 million tv sets in the London market have been "converted" to pick up the equivalent of our ch. 9 was refuted by ITA's opposition, which claimed perhaps 100,000 conversions.

The rough edges noted in the inaugural telecasts Sept. 22 were smoothed over the following weekend with programming by Associated Broadcasting Co., which handles the London station's Saturday-Sunday fare. Everyone except BBC agreed that ITA is here to stay, but felt it is likely there will be a gradual change to integrated commercials.

The new commercial tv system's invasion of Great Britain proved the biggest news since the Summit conference or the Coronation.

Although the structure bore only a faint resemblance to the highly advanced television service in the United States, it nevertheless ended the monopoly of the state-controlled BBC which has persisted for nearly 30 years. Radio continues to be the exclusive domain of noncommercial BBC, but competition in this service also is predicted, assuming the protagonists of commercial tv are correct in their appraisals.

Service started with a single transmitter—at Croydon—to serve that portion of the London market converted to pick up ch. 9. At the peak-time price of $2,800 per minute, the cost per thousand with 400,000 sets runs $7. In about six months two additional stations will be in operation in Manchester and Birmingham, and the rates will be correspondingly lower, based upon coverage and "circulation".

Success Appears Assured

The big question appeared to be how the essentially conservative Britons, spoon-fed by BBC, and indoctrinated against "American commercialism" for a generation, would accept even the modified "American Plan." But, this aside, the commercial success of the London operation seemed assured before it began. The Croydon station—first of some 40 planned by the Independent Television Authority, was sold out at £1,000 per minute ($2,800) for the peak time. This was for the inaugural week only. Nevertheless, extreme optimism prevailed among the program contractors that the SRO sign would continue indefinitely.

Recent articles and interviews in B•T [Betty Reef Sept. 5; McCollough, July 25] recounted

Britain's First Sponsors

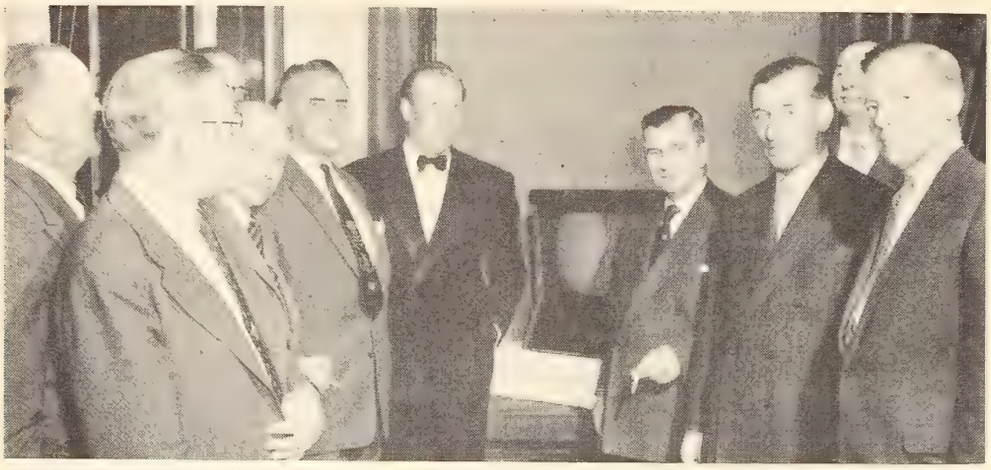
FIRST night advertisers as commercial tv came to England included: Arthur Guinness, through S. H. Benson; Batchelors Peas (soup div.), through Lintas Ltd.; Brillo Mfg., through Saward Baker; Cadbury (drinking chocolate), through Colman, Prentis & Varley Ltd.; Grosse & Blackwell, through Greenlys; Dunlop Rubber Co., through C. F. Highams; Esso Petroleum, through McCann Erickson; Ford (Dagenham), through Rumble, Crowther & Nicholas; Oxo, through G. Street; Remington-Rand, through G. Street; Shredded Wheat Co., through McCann-Erickson; Surf, through Lintas Ltd.; Hammertons, through Foote, Cone & Belding; E. K. Cole Ltd., through Willings Press Service; National Benzole, through London Press Exchange; Craft Foods, through J. Walter Thompson; Odhams Press; Coty, through S. H. Benson; Brown & Polson, through Masius & Fergusson; Express Dairy Co., through Langley & Hoffman; Crompton Parkinson Ltd., through Cecil D. Notley; Gibbs S. R., through Lintas Ltd.; Lux Toilet Soap, through Lintas Ltd.; Summer County (Vandenberg), through Lintas Ltd.

SUPER is the word for STANDARD **Sound Effects**

Over 1000 effects—Send for your FREE catalog and a copy of CUE-TEASERS, a collection of spots cued to sound effects as attention getters. Also investigate our sound effects special—THE BEST SELLERS package.

Also distributed in
Canada: S. W. Caldwell, Ltd.
447 Jarvis St., Toronto
New York: Charles Michelson, Inc.
45 West 45th St.

STANDARD
RADIO TRANSCRIPTION SERVICES, INC.
360 N. Michigan Ave., Chicago 1, Ill.



OPENING NIGHT for commercial television in Great Britain brought this group of McCann-Erickson International executives to London Sept. 22 to the open house at M-E headquarters in the Brettenham House. L to r: T. C. Grant, general manager, London office; George Strubbe, London; Harry Henry (partially visible in background) London; Trevur Treen, London; Sidney Wells, Frankfurt; Bary Barron, London, director of tv; Frank White, New York, president of International company, who presided at European meetings; Charles Blondell, Paris; Helmut Pauli, Hamburg, and Arthur Grimes, New York.

the manner in which the ITA will function through four program contractors, the extent to which U. S. programs and advertisers are using the facilities and the strict discipline exercised over programming by ITA. There have been no substantive deviations from these reports.

Recounted briefly, programs *per se* will not be sponsored. Spots will be used, limited to six minutes per hour (like U. S.) but only during natural breaks. Shopping guide programs (like NBC-TV's *Home*) and so-called documentaries (industrial films) are not restricted since commercials are interwoven, fall where they may.

Some of the biggest names in U. S. advertising have contracted for time, including Procter & Gamble, Sterling Drug, Lever Bros. (through its British parent Unilever) Coca-Cola and Bristol-Myers. American agencies handling most of the contracted business are J. Walter Thompson, McCann-Erickson Ltd., Young & Rubicam, Erwin, Wasey, and Foote Cone & Belding. The top British agencies in placements are S. H. Benson and London Press Exchange. Familiar programs include *I Love Lucy, Ford Theatre, Dragnet,* Ed Murrow, *Four Star Playhouse, Hopalong Cassidy, Mr. District Attorney, Science Fiction Theatre,* Liberace, *The Ford Theatre,* Eddie Cantor, *Lassie,* and Roy Rogers, among others. British names include Sir Thomas Beecham, Noel Coward and Gracie Fields.

While some of Britain's largest newspapers hold financial interests in the program contractor companies, they didn't go overboard in welcoming commercial tv. They drew odious comparisons with U. S. methods, and straddled their comments as to eventual success. British newspapers carry advertising on Page 1, and some of them even sell the page 1 "ears." The staid *London Times* devotes all of its up front pages to paid personals and classified.

Tv Times, a British version of *Tv Guide,* made its debut on Sept. 20, with listings of programs from Sept. 22 through Oct. 1. It is published by Associated Rediffusion Ltd., the program contractor awarded the Monday to Friday service by ITA for the London station. Saturday and Sunday (week-end) is given to Associated Broadcasting Co., over the London station. Rediffusion is half-owned by Associated Newspapers, which controls the *London Daily Mail* and the *London Evening News.* The two newspapers in Birmingham are stockholders in Associated Broadcasting Co.

In its maiden issue, *Tv Times* editorially hailed the new commercial service as one liberating viewers from the captivity of BBC. They will "no longer have to accept what has been deemed best for them," it stated. "They will be able to pick and choose."

But it could not resist the opportunity to dig at U. S. tv, as had its newspaper parent. "Independent tv really is—independent," it said. "It is independent of the advertising technique used in America. Advertisements fit into the new British tv programmes just as they do into the pages of our newspapers and magazines. They will not detract from your pleasure. Indeed, they will enhance it by combining information with entertainment."

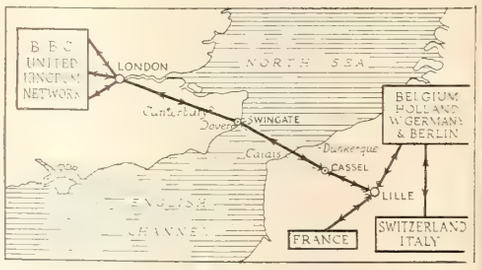
Not unlike the U. S., Great Britian also faces a severe allocations problem. Using roughly, our vhf spectrum, BBC is assigned what is known as Band I, having five channels. Band III, assigned to ITA, normally would embrace eight channels, but spectrum space now is being used for other services. ITA now has two channels definitely assigned, and expects to get two more to provide national coverage. It will seek all eight, however, for its own use. But BBC feels it should have a "second programme" to fulfill its chartered obligations, and has cast covetous eyes on four channels on Band III. The Postmaster General does the allocating, however, and his decision presumably will be dictated by the degree of success achieved by the ITA oprations in their first phase.

ITA, headed by Sir Robert Fraser, director general, has announced that it is going for the full limit of stations, assuming it can get the allocations. It hopes to have 20 stations by the end of its present constitutional life in 1964. And, in the second round, it would propose to duplicate the first "network" with a "second programme."

Eurovision Brings Britain Shows Live to Continent

EUROVISION became a permanent reality Sept. 15 with a live telecast of Paris by night over the United Kingdom network by BBC. Organized by the European Broadcasting Union, Eurovision makes it possible for simultaneous viewing in England, France, Italy, Switzerland, Western Germany, the Netherlands and Belgium. Austria will join later this year.

Radio links are used to transmit programs in Europe, while Britian has built a permanent



The link between Britain and the Continent

coaxial cable for its transmission. BBC plans to broadcast programs from the continent on an average of once a week. Its first offering was *Woolwich Tattoo,* Sept. 20.

Sir Ian Jacob, BBC director-general, is president of European Broadcasting Union.

Foreign Language Programs Increase on Canada Stations

VAST INFLUX of immigrants to Canada in the past ten years has stimulated a large number of foreign-language programs on Canadian radio stations. Over 1,250,000 immigrants have come to Canada since 1945, mostly from Great Britain, western and southern Europe and war refugees from eastern Europe have also been settled in Canada in the past decade.

A survey made by the Canadian Assn. of Radio and Television Broadcasters of the number of foreign-language programs now on the air in Canada showed 27 Canadian stations now carry programs in tongues other than English or French. Advertisers and advertising agencies sparked the survey.

Languages broadcast on daily or weekly pro-

GATES
HI-WATTER
SERIES
MORE WATTS PER DOLLAR INVESTMENT
GATES RADIO COMPANY, QUINCY, ILLINOIS, U.S.A.
OFFICES IN
NEW YORK, WASHINGTON, ATLANTA, HOUSTON, and LOS ANGELES

grams include Italian on 10 stations, Polish on 9 stations, Greek on 3 stations, German on 13 stations, Netherlands on 5 stations, Finnish on 4 stations, Ukranian on 12 stations, Yiddish on 2 stations, and Hungarian on 2 stations. Single stations broadcast programs in Slovak, Cree Indian, Maltese, Serbian, Lithuanian, Macedonian, Russian, Chinese and Swedish.

Programs include newscasts, live musicals, and religious programs. In a number of cases commercials are arranged in both English or French and one other foreign language.

Canadian Viewers Pick U. S. Shows in September

SEPTEMBER viewing in Canada's four largest cities, Montreal, Toronto, Vancouver and Winnipeg, gave U. S. tv network shows top ratings, according to *Telerating Report* of Elliott-Haynes Ltd., Toronto. While the *$64,000 Question* had top rating of 86.9 in the Toronto area where it is seen on WBEN-TV Buffalo, the program did not appear in the top 10.

The 10 leading tv network shows in September were *Toast of the Town* with rating of 59.9, *America's Greatest Bands* 46.8, *Summer Theatre* 43.2, *Four Star Playhouse* 42.5, *Star Stage* 42 *(Dear Phoebe* in Winnipeg & Vancouver), *Tv Playhouse* 35.1, *Dragnet* 35, *I Love Lucy* 33.4, *Disneyland* 32.6, and *Ray Milland* 31.7.

In addition to reports on the four major English-language markets, the report gives program ratings for September for Montreal French-language programs, and for programs on Ottawa, Kitchener, Windsor and Regina tv stations. Sets-in-use ratings were up in September, on Montreal English-language station 4.9 points to 48.2, on Montreal French-language station 6.2 points to 54.3, in Toronto area up 6.1 points to 46.9, in Winnipeg up 4.4 points to 54.8, and in Vancouver up 4.4 points to 50.7.

Zworykin to Speak at Genoa

DR. VLADIMIR K. ZWORYKIN, television pioneer and honorary vice president of RCA, will speak before the third International Meeting on Communications to be held in Genoa, Italy, Oct. 9-11. His topic will be "Contributions of Television and Electronic Optics to the Spreading of Knowledge Among Men."

German News for American Tv

NEWS SERVICE especially designed for American tv stations has been launched by Neue Deutsche Wochenschau, largest and quasi-official West German newsreel organization. Fifteen-minute news programs shot by NDW's domestic camera units and containing reports on German topics of international interest are to be supplied to American stations in regular intervals. According to NDW a total of 30 stations in the U. S. has already been signed up.

IN AMERICA'S
9th MARKET it's TV's
New Queen


316,000 watts of V. H. F. power
WHTN-TV BASIC ABC
Greater Huntington Theatre Corp.
Huntington, W. Va. Huntington 3-0185

Broadcasting Industry Aids Community Chest

CHAIRMAN Harry W. Chesley Jr. of the Radio-Tv-Films Committee of United Community Campaigns of America has announced that the 32 advertising, radio, television and film executives comprising the volunteer organization will help raise the more than $300 million sought by over 21,000 health and welfare organizations in the U. S.

Mr. Chesley, a vice president of Philip Morris Inc., said the promotional program, aiding such major national appeals as USO, Red Cross, cancer, tuberculosis, arthritis, will be conducted on a local level by the Community Chests and United Funds both in U. S. and Canada. The campaign, which will run through Thanksgiving Day, will include special network radio and television broadcasts, motion picture theatre trailers and "integrated appeals" in sponsored network programs.

Committee Members Named

Members of the Radio-Tv-Film Committee are: Joseph M. Allen, Assn. of National Advertisers; F. Kenneth Beirn, Biow-Beirn-Toigo; Walter Bunker, Young & Rubicam; Edmund L. Cashman, Foote, Cone & Belding; Philip H. Cohen, Sullivan, Stauffer, Colwell & Bayles; Lowry H. Crites, General Mills; Richard Depew, ABC-TV; Ben R. Donaldson, Ford Motor Co.; Bernard J. Duffy and Wayne Tiss, BBDO; Edwin W. Ebel, General Foods; Norman Glenn, Doherty, Clifford, Steers & Shenfield; John Halpern, Erwin, Wasey & Co.; Robert E. Hilbrant, Colgate-Palmolive Co.; Cornwell Jackson, J. Walter Thompson Co.; Abe Lastfogel, William Morris Agency; James L. MacWithey, Bristol-Myers Co.; Morton McConnachie, McConnachie Productions Inc.; Sig Mickelson, CBS-TV; Thomas F. O'Neil, and J. Glen Taylor, MBS; Stanley H. Pulver, Lever Bros.; Ade Schumacher, Liggett Drug Co.; Edward Stanley, NBC; Alfred N. Steele, Pepsi-Cola Co.; Albert R. Stevens, American Tobacco Co.; George T. Sweetser, N. W. Ayer & Son; Lewis H. Titterton, Compton Advertising; H. Paul Warwick, Warwick & Legler; David A. Werblin, MCA, and Marvin Young, Ruthrauff & Ryan.

Radio-Tv Stars Boost Community Chest Drive

TWO specially filmed and transcribed shows produced in Hollywood as 30-minute tv and radio programs, will kick off 1955 local Community Chest drives nationally within the next two weeks, it was announced last week by the national parent organization.

"Fanfare," the tv film, stars Ralph Edwards, Agnes Moorehead, Liberace, Jo Stafford, Tony Martin, Danny Thomas and Robert Armbruster conducting the NBC Orchestra. "Family Affair," the radio program, will star Jack Benny and Mary Livingston, Art Linkletter and son, Jack, Sammy Davis and Sammy Davis Jr.; Bing Crosby and son, Lindsay; and Rosemary Clooney and sister, Gale.

Both shows were produced on the west coast as a public service by the American Federation of Musicians, AFTRA, SAG and the Screen Directors' Guild.

Advertising Council Aids Campaign Against Slums

THE ADVERTISING COUNCIL has launched a public service campaign directed at eliminating and preventing slums in cities and suburbs. The Council estimated that some $3 million worth of time and space will be donated to the drive within the first six months by advertisers and cooperating media.

The project, conducted for ACTION (American Council to Improve Our Neighborhoods), will be supported by radio and television networks and stations, general magazines, newspapers, business papers and company publications. Young & Rubicam is contributing the creative work for the campaign. Volunteer coordinator is William A. Hart, director of advertising, E. I. duPont de Nemours & Co.

Radio-Television Promotes National Safe Driving Day

PLANS for nationwide observance of Safe Driving (S-D) Day Dec. 1, with broadcast and other industry participation, have been announced by the President's Committee for Traffic Safety through the National Safety Council.

A community program planning kit will include radio-tv scripts, planning guide, fact sheet, news releases, speakers aids and other information. A second promotion kit contains a selection of posters, displays, buttons, balloons and other materials for use in plants and business places. Purpose of S-D Day is to show traffic fatalities can be reduced when drivers and pedestrians accept singular responsibility for accident prevention.

As in the past, on this and similar safe-driving projects, radio and television networks, stations, advertisers, newspapers and other groups will cooperate during the campaign.

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"Children of The Black-Haired People"—Evan King
"Walden"—Henry David Thoreau
"Ethan Frome"—Edith Wharton
"The Tales of Hans Christian Andersen"
"1,000,000 Delinquents"—Benjamin Fine
"W. Somerset Maugham"—An Appreciation
"Homebodies"—Charles Addams
THESE REVIEWERS:
Raymond N. Dooley; Sylvan Meyer; Hon. Richard L. Neuberger; Emily Hahn; Frederic Babcock; Elizabeth A. McSherry; Donald Culross Peattie; Dorothy Gordon; Merle Miller; Phil Stong.
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WRC-TV Stirs Interest

NBC Vice President Carleton D. Smith, general manager of WRC-TV Washington, has expressed gratification at the extent of public and political support for the WRC-TV campaign to end pollution of the Potomac River. WRC-TV has just concluded a series of four weekly programs entitled *Our Beautiful Potomac,* which pinpointed the pollution situation in the Potomac. On the last program Rep. Joel Broyhill (R-Va.) said the next session of Congress probably will pass legislation to give federal funds to communities cooperating to end Potomac pollution.

Executives Serve in Bible Week

A GROUP of radio and television executives has been chosen to serve in the 1955 National Bible Week campaign to be held Oct. 17-23. Designated as honorary chairmen were Marvin Miller, CBS-TV personality; Gordon Gray, vice president of General Teleradio Inc. and general manager of WOR-AM-TV New York, and Ed Stanley, NBC manager of public service programs.

WGLV (TV) Telethon Nets Over $10,000

DUE to the recent floods that devastated eastern Pennsylvania and western New Jersey, a WGLV (TV) Easton, Pa., telethon, scheduled over the weekend of Sept. 3 for the United Cerebral Palsy Fund, was moved up three weeks so that the entire proceeds of the drive could be given to the Red Cross Disaster Fund. The station started its drive at 8 p.m. Saturday and continued until 5 p.m. Sunday, raising well over $10,000.

WCUE's Charity Golf Tourney

AKRON's independent station WCUE reported that its 1955 hole-in-one golf tournament in early September netted $3,227. The proceeds, turned over to a charity fund sponsored by the city's *Beacon-Journal,* were the second largest in the tourney's five-year history.

WLSI Fights Fire

THREE short messages aired by WLSI Pikesville, Ky., telling of the need for fire-fighting equipment at the nearby town of Sutton where four buildings were ablaze, brought immediate action as three neighboring communities sent fire-trucks speeding to the scene. The flames, thanks to WLSI, were quickly brought under control.

WBKB (TV) PRESENTS BOWLING

FROM celebrities to amateurs representing leading business firms—that's the gamut ranged by WBKB (TV) Chicago in its new series of *Big League Bowling* programs aired Sundays (12 mid.-1:30 a.m.). Two celebrities match their bowling talent with two other personalities in a "Scotch Double" match in which each player rolls one ball instead of customary two. Then two pairs of amateur keglers from industrial leagues take over in two other lanes. Celebrities change each week while winning amateurs return after victories to compete against newcomers until they are eliminated. Program originates in Polk Bros. Furniture and Appliance store on Chicago's south side.

KTLA (TV) COLORCASTS FIESTA

THIRD remote color tv show of the year was ventured by Paramount's KTLA (TV) Hollywood yesterday (Sunday) as the station covered the ninth annual "Fishermen's Fiesta" at San Pedro, Calif. The 3½ hour show was sponsored by the California Fish Canners Assn. and employed KTLA's color remote truck, a complete mobile unit designed by Klaus Landsberg, station vice president and manager. KTLA claims to be the only station west of the Mississippi to attempt color remotes. Earlier this year the station picked up the New Year's Rose Parade and the Headdress Ball in April.

GAME PROMOTES SHOWTIME

TO ANNOUNCE the new time and day for Ralph Edwards' *Truth or Consequences* on NBC-TV, Mr. Edwards last week mailed to the trade a large party game based on the show. Program is aired Friday in the 8 p.m. EST spot. Game is made by Samuel Gabriel Sons & Co., New York.

PRODUCTS PUBLICIZE SHOWS

SAMPLES of sponsors' products are being distributed to the industry by KTTV (TV) Los Angeles to promote two of its programs this fall. A kit of Bardahl auto tune-up lubricants was delivered in behalf of a new Friday night film package, *Paul Coates Confidential File,* while a case of Calo cat food was sent to remind radio-tv editors that Frank Wright's *Calo Pet Exchange* has moved to Friday night. The show finds homes for unwanted pets.

STATIONS COVER FAIRS

DEMONSTRATION of color television will be given by RCA Color Tv Caravan at State Fair of Texas in Dallas Oct. 7-23. Caravan will originate nightly, closed-circuit demonstrations and colorcasts to be carried by KRLD-TV and WFAA-TV Dallas. Farm Department of WDAF Kansas City, Mo., plans extensive coverage of Future Farmers of America Convention and American Royal Livestock & Horse Show, both national events upcoming this month in Kansas City. WBAL Baltimore established remote studios in an aluminum barn for duration of Maryland State Fair at Timonium. Thirteen hours of fair broadcasting were logged by KDRS Paragould, Ark., in four days at Greene County Fair. WKZO-AM-TV Kalamazoo, Mich., covered Kalamazoo County Fair for the second year, originating daily broadcasts from commercial display building.

WSLS PROMOTION ON WHEELS

WSLS-AM-FM-TV Roanoke, Va., are selling themselves to local riders with a new "bus of WSLS radio and television." Now running on Roanoke lines, the bus features a six-speaker



radio system, program promotion cards and rides to the new, million-dollar WSLS Radio and Television Center, to open this week. The station also will use the bus to show Roanoke to NARTB members attending the regional conference Oct. 12-14.

WGMS SHOW ON NEWSREEL

WGMS Washington, D. C.'s *Music in School* series will be subject of Warner-Pathe Newsreel release. Filmed as short subject for movie theatres, it shows classroom listening, studio production, conferences between M. Robert Rogers, WGMS president; Harry M. Davidow of sponsoring Hecht Co. (Washington department store); Dr. Hobart M. Corning, superintendent of schools, and Evelyn Swarthout, program conductor. *Music in School* is being rebroadcast by Voice of America in other languages.

KABC-TV TO DEBUT NEW SHOW

KABC-TV Los Angeles will debut a new human interest show Oct. 3, for Monday through Friday presentation. Entitled *The Mildred Younger Show,* the program will take up topical questions, conduct guest interviews on civic and family problems, and will answer timely questions submitted by viewers.

WMAL-TV JAMBOREE

WMAL-TV Washington, D. C., premiered a three-hour, live country music series, *Town and Country Jamboree,* Oct. 1 at 9 p.m. The Connie B. Gay production, originating from Turner's Arena, features regular and guest performers and square dancing.


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ATOMS ON THE AIR

WTTG (TV) Washington, D. C., previewed Atomic Energy Fair, showing peaceful uses of atomic energy, Saturday on station's *Signs of Progress* television show.

RONZONI PENCIL PORTFOLIOS

RONZONI MACARONI CO. is promoting its seven radio and tv shows with a pencil case advertising portfolio. Each of seven pencils under a transparent facing, gives details of a different Ronzoni show—personality, station and showtime. Package carries slogan "Ronzoni Sono Buoni" and message, "Ronzoni Is So Good For Your Business." Salesmen will distribute 6,000 to accounts.

WAVZ RECORDS 'FLOOD '55'

FLOOD '55, the story in sound of WAVZ New Haven's coverage of the August 19 disaster, has been issued by Jubilee Records. The 40-minute documentary LP was built from tape recordings made by station staff broadcasting during the two peak days of floods. Daniel W. Kops, WAVZ vice president and general manager, wrote continuity for documentary and narration is by Tiny Markle, George Phillips and George Lezotte of station staff. Disc proceeds go to flood relief, station says.

MORE CRIMINAL COVERAGE

NEW YORK CITY police department for the first time in its history made public its list of most wanted criminals last week. Move was made in conjunction with WPIX (TV) New York which, for three nights in succession on John Tillman's *Tomorrow's News* will televise a photograph of one of the 13 criminals recently listed by the department. This new station policy is in addition to WPIX's Sunday night public feature which displays photographs of criminals wanted by the FBI.

WBKB (TV) PROMOTES NEW BOOK

WBKB (TV) Chicago claims it is utilizing an "unprecedented editorial technique" by promoting through its programs and personalities public interest in a new book, *The Net That Covers the World*. The idea was conceived by Sterling C. (Red) Quinlan, vice president in charge of the ABC o&o station, after reading the book written by E. H. Cookridge and published by Henry Holt & Co. Book deals with the operation of the Soviet espionage system in this country. Starting last Monday, for two weeks, station is devoting certain periods to a discussion of the book, with comments by such performers as Paul Harvey, Ulmer Turner, Jack Drees, Danny O'Neil and Tom Duggan.

THE SMART BUY IN MILWAUKEE



REGIONAL COVERAGE AT LOCAL RATES

WFOX 860 KC

Adam J. Young Jr., Inc., Nat'l Reps.

WXYZ-TV HOSTS BRIDAL PARTY

WXYZ-TV Detroit inaugurated weekly *Wedding Party* during September, telecasting wedding reception of local couple. National Brewing Co. of Detroit sponsors show Saturdays at 10:30 p.m., through W. B. Doner & Co., agency.

CJON-TV SPREAD IN 'NEWS'

CJON-TV St. John's, Newfoundland, cooperated recently with *St. John's Evening Telegram* in publication of 24-page television supplement heralding start of regular programming on station. Paper carried tv set advertisements, television features and congratulatory ads from local businesses.

$32,000 WINNER IN BIBLE SERIES

MRS. CATHERINE KREITZER, Bible scholar who won $32,000 on *The $64,000 Question*, will star in a film and radio series titled *The Bible and Mrs. Kreitzer*. The five-minute programs are being prepared and syndicated by Monumental Films and ERB Productions, both of Baltimore. Monumental believes this is the first Biblical program to feature a lay person.

KTRK-TV ADDS WRESTLING

WRESTLING from city Auditorium, top-rated Houston show, moved to KTRK (TV) Houston last week.

WBBM-TV PRESENTS MAYOR

SERIES of quarter-hour "reports to the people" has been launched by Mayor Richard Daley of Chicago on WBBM-TV that city, with the station contributing its time as a public service. He plans to extend the program to other Chicago stations on a similar basis. The Mayor started his talks on WBBM-TV Sept. 27, discussing accomplishments and problems of his Democratic administration. It was his first tv appearance since taking office April 20. Similar reports to the people have been aired by Sheriff Joseph Lohman and States Atty. John Gutknecht.

WNOE COVERS MISS. TRIAL

WNOE New Orleans listeners got on-the-spot news several times daily during the "wolf whistle" trial of half brothers Roy Bryant and J. W. Milam in Mississippi. WNOE Program Director Bill Stewart and News Chief Bill Elliott reported by telephone to the station, supplemented by James Kilgallen's INS radio reports.

KING-TV VIEWERS WANT RACE

KING-TV Seattle Sports Director Bill O'Mara's pet project, an annual world championship hydroplane race on Lake Washington, is receiving strong support from Pacific Northwest citizens. Asked if they would contribute to a purse for such an event, citizens replied more than 3,000 strong with promises of $5 and up. Mr. O'Mara and KING-TV turned over the results to Greater Seattle Inc., civic organization, which is preparing a definite plan to implement the idea.

WERE-WEWS (TV) SIMULCAST

WERE-AM-FM Cleveland is simulcasting the WEWS (TV) Cleveland weekly *Lights, Camera Questions* with Phil McLean and panel of theater managers. M. C. McLean finds himself broadcasting seven-and-one-half hours within a five-and-one-half-hour period, achieved by taping portions of his radio shows.

CANADIAN COVERAGE CONTEST

AWARD of $1,000 to the advertiser or agency worker who guesses number of people covered by CHCH-TV Hamilton, Ontario with increased 100 kw power is promised in a promotion brochure sent out by station. To help guessers, station encloses maps and suggestions for working out new CHCH-TV coverage area. Brochure also shows facilities, personalities and programs of station.



MAC MATHESON (r), assistant manager of KTUC Tucson, Ariz., and conductor of a daily show for Monte Mansfield Motors (Ford dealer) there, is presented a cake on his birthday from H. V. Webber, Mansfield general manager. The lettering reads, "Happy birthday to our No. 1 Ford salesman, Mac." KTUC has aired the Mansfield show for about 3½ years.

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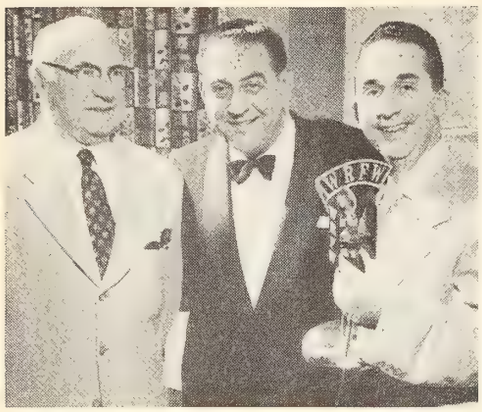
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WHEN Guy Lombardo (c) and his band made a recent public appearance in Eau Claire, Wis., he was honored with a supper party by Max Lasker (l), owner of Lasker Jewelers, which sponsors a 15-minute locally produced Sunday program of Lombardo music over WRFW Eau Claire, and the station, represented by Manager Jack Kelly, interviewing Mr. Lombardo.

GARRY MOORE TALENT HUNT

NATIONWIDE talent search to discover future potential stars among local television personalities in cities throughout the country will be launched Oct. 7 on the *Garry Moore Show* (CBS-TV Mon.-Thurs., 10-10:30 a.m. EDT; Fri., 10:-11:30 a.m. EDT). Territorial favorites will be brought to New York to appear on the show each Friday and at the end of each month, a winner will be chosen and given a week's engagement at New York's RKO Palace Theatre or the Village Vanguard.

'HOME' BUILDS HOMES

NBC-TV's *Home*, which this year sponsored a unique housing requirement project titled "The House That Home Built," will repeat the promotion in 1956. As part of its service to the home-buying public and home-building industry, the NBC program got together with the National Assn. of Home Builders to design attractive, up-to-date houses embodying the principles of good design at moderate costs. A total of 16 builders from coast to coast participated in the 1955 project, and all have reported record crowds and sales of the house in their specific areas.

Plans for three different models will be drawn up by Eldridge Snyder, prominent New York architect. Finished models will be shown to NAHB convention in Chicago during the week of Jan. 22, via closed circuit tv.

MILESTONES

► THE Wisconsin U. radio service, THE WISCONSIN SCHOOL OF THE AIR, began its 25th year of programs for classroom listening Sept. 19.

► FRED WADE, radio producer and vocalist, observed his 25th anniversary with WTIC Hartford, Conn., Sept. 15.

► *THE Wilkens Amateur Hour* Sept. 18 began its 21st season on KDKA and later on KDKA-TV Pittsburgh.

► JOHN HARRINGTON, sports director and sportcaster at WBBM Chicago, started his 20th year of football coverage for that station Sept. 24.

► CHARLTON BROWN, transmitter supervisor at WDRC Hartford, observes his 16th anniversary with that station this month. ROBERT COE, transmitter operator observes his 10th anniversary.

► NBC-TV's *Kraft Television Theatre* presented its 500th telecast Sept. 28.

► CBS Radio's annual *Football Roundup* is starting its 8th season.

► WBAP-TV Fort Worth observed its 7th anniversary Sept. 27.

► SEVENTH consecutive year for *Mama* (CBS-TV) will be marked Oct. 7 when the program starts its new season under the sponsorship of General Foods Corp.



CHRIS J. WITTING, president of Westinghouse Broadcasting Co., presents a 25-year service pin to W. C. Swartley, WBC vice president in charge of WBZ-AM-TV-WBZA Boston-Springfield, during a luncheon in Mr. Swartley's honor in New York.

UPCOMING

OCTOBER

Oct. 3-5: National Electronics Conference, Sherman Hotel, Chicago.
Oct. 3: RAB Clinic, Ogden, Utah.
Oct. 3-7: AIEE Fall General Meeting, Morrison Hotel, Chicago.
Oct. 3-7: SMPTE Convention, Lake Placid Club, Essex County, New York.
Oct. 4: RAB Clinic, Colorado Springs, Colo.
Oct. 5: RAB Clinic, Albuquerque, N. M.
Oct. 6: RAB Clinic, San Antonio, Tex.
Oct. 7: RAB Clinic, Fort Worth, Tex.
Oct. 7-8: OARTB Fall Convention, Deshler-Hilton Hotel, Columbus, Ohio.
Oct. 7-8: Third Dist. AFA Convention, Sedgefield Inn, Greensboro, N. C.
Oct. 7-9: National Adv. Agency Network, western meeting, Dayton, Ohio.
Oct. 7-9: N. Y. State Chapter of the American Women in Radio & Tv. Fall Conference, Mark Twain Hotel, Elmira, N. Y.
Oct. 8: Alabama Broadcasters Assn., U. of Alabama, Tuscaloosa.
Oct. 8: Texas Chapter of the American Women in Radio & Tv. Annual meeting, Fredonia Hotel, Nacogdaches Texas.
Oct. 10: Ad Club of New York, Annual Advertising and Selling Course.
Oct. 13-14: RAB National Radio Advertising Clinic, Waldorf-Astoria Hotel, New York.
Oct. 14-16: National Adv. Agency Network, eastern meeting, Atlantic City, N. J.
Oct. 16-17: New Jersey Broadcasters Assn., Hotel Hofbrau, Wildwood.
Oct. 17-19: Radio-Electronics-Television Mfrs. Assn. Radio Fall Meeting, Hotel Syracuse, Syracuse, N. Y.
Oct. 17: RAB Clinic, Burlington, Vt.
Oct. 18: RAB Clinic, Albany-Troy-Schenectady, N. Y.
Oct. 19: RAB Clinic, Boston.
Oct. 20: RAB Clinic, Philadelphia.
Oct. 21: RAB Clinic, Washington.
Oct. 29-Nov. 3: N. C. Assn. of Broadcasters, Aboard M. S. Stockholm (Bermuda Cruise).
Oct. 31-Nov. 2: Assn. of National Advertisers Meeting, Hotel Plaza, New York

NOVEMBER

Nov. 2: RAB Clinic, Oklahoma City.
Nov. 3: RAB Clinic, Kansas City, Mo.
Nov. 4: RAB Clinic, Des Moines, Iowa.
Nov. 9-12: National Convention of Sigma Delta Chi, Chicago.
Nov. 10: ARF Conference on Current Activities in Marketing & Research, Hotel Ambassador, New York
Nov. 10-16: North Carolina Assn. of Broadcasters, aboard *M. S. Stockholm* (Bermuda cruise).
Nov. 14: TAB Fall Convention, Adolphus Hotel, Dallas.
Nov. 14: RAB Clinic, Minneapolis.
Nov. 15: RAB Clinic, Milwaukee.
Nov. 16: RAB Clinic, Chicago.
Nov. 17: RAB Clinic, Indianapolis.
Nov. 18: RAB Clinic, Detroit.
Nov. 28: RAB Clinic, Louisville, Ky.
Nov. 29: RAB Clinic, Dayton, Ohio.
Nov. 30: RAB Clinic, Cleveland.

DECEMBER

Dec. 1: RAB Clinic, Pittsburgh.
Dec. 2: RAB Clinic, New York.

NARTB Regional Meetings

Region 3 (Dist. 5, 6, Fla., Ga., Ala., Miss., La., Ark., Tenn., Puerto Rico)	Sept. 28-30	St. Charles Hotel, New Orleans
Region 2 (Dist. 3, 4, Pa., Del., Md., W. Va., D. C., Va., N. C., S. C.)	Oct. 12-14	Roanoke Hotel Roanoke, Va.
Region 8 (Dist. 15, 16, 17, Wash., Ore., Calif., Nev., Ariz., Hawaii, Alaska)	Oct. 24-26	St. Francis Hotel, San Francisco
Region 7 (Dist. 14, N. M., Colo., Utah, Wyo., Idaho, Mont., Western S. D.)	Nov. 1-3	Broadmoor Hotel, Colorado Springs
Region 5 (Dist. 10, 11, Minn., N. D., Eastern S. D., Iowa, Neb., Mo.)	Nov. 7-9	Fort Des Moines Hotel, Des Moines
Region 6 (Dist. 12, 13, Kan., Okla., Tex.)	Nov. 15-17	Baker Hotel, Dallas

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Station Authorizations, Applications

(As Compiled by B • T)

September 22 through September 28

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

Cp—construction permit. DA—directional antenna. ERP—effective radiated power. vhf—very high frequency, uhf— ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw kilowatts. w—watts, mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SSA—special service authorization. STA—special temporary authorization.

FCC Commercial Station Authorizations
As of Aug. 31, 1955 *

	Am	Fm	Tv
Licensed (all on air)	2,747	525	144
Cps on air	11	15	†325
Cps not on air	115	16	111
Total on air	2,758	540	469
Total authorized	2,873	556	580
Applications in hearing	149	3	165
New station requests	215	6	24
New station bids in hearing	91	0	110
Facilities change requests	138	6	35
Total applications pending	766	138	242
Licenses deleted in Aug.	1	1	0
Cps deleted in Aug.	3	0	4

*** Does not include noncommercial educational fm and tv stations.**

† Authorized to operate commercially, but station may not yet be on air.

Am and Fm Summary Through Sept. 28

	On Air	Licensed	Cps	Appls. Pending	In Hearing
Am	2,764	2,752	165	231	155
Fm	540	521	38	9	3

Tv Summary Through Sept. 28
Television Station Grants and Applications Since April 14, 1952

Grants since July 11, 1952:

	Vhf	Uhf	Total
Commercial	291	313	604[1]
Noncom. Educational	17	17	34[2]

Total Operating Stations in U. S.:

	Vhf	Uhf	Total
Commercial on air	332	103	435
Noncom. Educ. on air	13	3	16

Applications filed since April 14, 1952:

	New	Amend.	Vhf	Uhf	Total
Commercial	950	337	750	536	1,287[3]
Noncom. Educ.	59		32	27	59[4]
Total	1,010	337	782	564	1,347[5]

[1] **153 Cps (30 vhf, 123 uhf) have been deleted.**
[2] **One educational uhf has been deleted.**
[3] **One applicant did not specify channel.**
[4] **Includes 34 already granted.**
[5] **Includes 638 already granted.**

FCC ANNOUNCEMENTS

New Tv Stations . . .

ACTIONS BY FCC

Twin Falls, Idaho—Application for ch. 13, Twin Falls by Twin Falls Television Co. dismissed at request of applicant by letter of 9-27-55. Announced Sept. 28.

Las Vegas, Nev.—Moritz Zenoff granted vhf ch. 13 (210-216 mc), ERP 12.9 kw vis., 6.4 kw aur.; antenna height above average terrain 100 ft., above ground 207 ft. Estimated construction cost $74,900, first year operating cost $200,000, revenue $250,000. Post office address 343 Desert Inn Rd., Las Vegas. Studio and trans. location Fremont Hotel, 2d and Fremont, Las Vegas. Geographic coordinates 36° 10′ 12.5″ N. Lat., 115° 8′ 34″ W. Long. Trans. and ant. RCA. Legal counsel David Zenoff, Las Vegas. Consulting engineer Grant R. Wrathall, Aptos, Calif. Mr. Zenoff owns *Boulder City* (Nev.) *News*, *Henderson Home News* and **KBMI Henderson, Nev.** Granted Sept. 28.

Philadelphia, Pa.—Ajax Enterprises granted uhf ch. 23 (524-530 mc); ERP 537 kw vis., 288 kw aur.; ant. height above average terrain 340 ft., above ground 488 ft. Estimated construction cost $414,100 first year operating cost $500,000, revenue $200,000. Post office address P. O. Box 376, Greenwich, Conn. Studio location Philadelphia. Trans. location Lancaster Pike opposite intersection of Church St., Ardmore, Pa. Geographic coordinates 40° 00′ 15″ N. Lat., 75° 17′ 07″ W. Long. Trans. and ant., RCA. Legal counsel Martin W. Kramer, New York. Consulting engineer Thomas B. Friedman, New York. Applicant is wholly-owned by Herbert Mayer, former president-director and one of two stockholders of **WXEL (TV) Cleveland, Ohio, KPTV (TV) Portland, Ore.,** and **KCTY (TV) Kansas City, Mo.** (latter turned back cp to FCC). Granted Sept. 28.

PETITION

Utica, N. Y.—Mohawk Valley Television Inc. petitions FCC to amend allocations table by adding ch. 2 to Fairfield, N. Y. Filed Sept. 23.

APPLICATION

Buffalo, N. Y.—Frontier Television Inc., uhf ch. 59 (740-746 mc); ERP 25.08 kw vis., 13.55 kw aur.; ant. height above average terrain 419 ft., above ground 428.6 ft. Estimated construction cost $86,500, first year operating cost $155,000, revenue $185,000. Post office address 355 Ellicott Square Bldg., Buffalo. Studio and trans. location, Buffalo. Geographic coordinates 42° 53′ 12″ N. Lat., 78° 52′ 25″ W. Long. Trans. and ant. RCA. Consulting engineer Frank B. Ridgeway. Principals in equal partnership are: Pres. **Bernard I. Obletz,** attorney, and 25% owner retail drug firm; Vice President **Richard S. Levy,** vice president appliance wholesalers, and Sec.-Treas. **Daniel A. Roblin,** partner metals and building supply company. Filed Sept. 27.

APPLICATION AMENDED

Philadelphia, Pa.—Ajax Enterprises amends application for ch. 23 to change ERP to 537 kw vis., 290 kw aur. and change ant. height above average terrain to 338 ft. Amended Sept. 27.

Existing Tv Stations . . .

ACTIONS BY FCC

KBES-TV Medford, Ore.—Granted mod. of cp (ch. 5) to move trans. to Soda Mt., about 15 miles southeast of Ashland, Ore., change ERP from 28.8 kw vis. and 15.8 kw aur. to 75.9 kw vis. and 38 kw aur., increase ant. height from 430 to 2,330 ft. and make other equipment changes. Granted Sept. 28.

APPLICATION

KNOX-TV Grand Forks, N. D.—Seeks mod. of cp to change ERP to 2.96 kw vis., 1.48 kw aur., make slight change in trans. and studio location (no change in description) and make ant. and equipment changes. Ant. height above average terrain 224 ft. Filed Sept. 26.

APPLICATION AMENDED

WEOL-TV Elyria, Ohio—Amends application to change ERP to 84.1 vis., 45.45 kw aur., make ant. and further other equipment changes and correct coordinates. Ant. height above average terrain 281 ft. Amended Sept. 21.

CALL LETTERS ASSIGNED

KHOK-TV Hayes Center, Neb.—Bi-States Co., ch. 6.

New Am Stations . . .

ACTIONS BY FCC

Denver, Colo.—Evert A. Bancker Jr. granted 1390 kc, 1 kw D. Post office address 262 Fillmore St., Denver. Estimated construction cost $9,064.66, first year operating cost $16,650, revenue $26,200. Mr. Bancker is record retailer and sole owner **KFML (FM) Denver.** Granted Sept. 28.

De Funiak Springs, Fla.—Walton Bcstg. Co., granted 1460 kc, 1 kw D. Post office address Milton, Fla. Estimated construction cost $18,200, first year operating cost $30,000, revenue $36,000. Applicant is wholly-owned by Clayton W. Mapoles, owner **WEBY Milton, Fla.** Granted Sept. 28.

Eau Gallie, Fla.—Mel-Eau Bcstg. Corp., granted 920 kc, 500 w D. Post office address 512 Riverview Drive, Melbourne, Fla. Estimated construction cost $15,550, first year operating cost $36,000, revenue $40,000. Principals include Pres. **Norman E. Jorgensen** (25%), pres.-41.6% owner **WSBB New Smyrna Beach, Fla.,** 40% owner new am station at Herkimer, N. Y., and D. C. attorney; Sec. **Seymour Krieger** (25%), sec.-treas.-41.6% owner **WSBB** and D. C. attorney; Treas. **Victoria C. Martin** (25%), former employe at **WMMB Melbourne, Fla.,** and Vice Pres. **A. V. Catterton** (25%), general manager-1/6 owner of **WSBB.** Granted Sept. 21; announced Sept. 22.

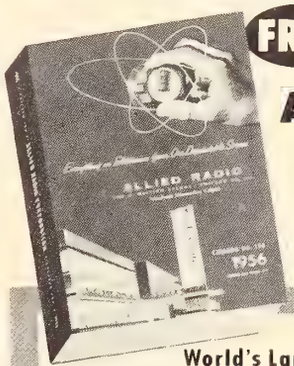
Russell, Kan.—The Prairie States Bcstg. Co. granted 990 kc, 250 w D. Post office address % Melville Gleason, KAWL Building, York, Neb. Estimated construction cost $9,836, first year operating cost $36,418, revenue $44,029. Principals include Pres. **Melville L. Gleason** (51%), Vice Pres. **William C. Whitlock** (24%), and Sec.-Treas. **Tommy L. Gleason** (25%). All are associated in ownership of **KAWL York, Neb.** Granted Sept. 28.

White Castle, La.—Big League Bcstg. Co. granted 1590 kc, 1 kw D. Post office address % Elayn Hunt, 700 Reywood Bldg., Baton Rouge, La. Estimated construction cost $15,831, first year operating cost $14,000, revenue $22,500. Principals include Pres. **William C. Lee Jr.** (⅓), laundry, dry cleaning; Vice Pres. **J. Edward Van Velkenburg** (⅓), chief engineer **WLCS Baton Rouge, La.,** and Sec.-Treas. **Elayn Hunt** (⅓), attorney. Granted Sept. 28.

Grants, N. M.—John Blake granted 980 kc, 1 kw D. Post office address 5906 Frederick Square, Dallas, Tex. Estimated construction cost $21,720, first year operating cost $24,000, revenue $30,000. Mr. Blake holds controlling interest in **KNEM Nevada, Mo.** Granted Sept. 28.

Enterprise, Ore.—Eastern Ore. Radio Co. granted 1340 kc, 250 w limited hours. Post office address % **KODL, The Dalles, Ore.** Estimated construction cost $12,070, first year operating cost $28,000, revenue $36,000. Principals include **V. P. Kenworthy** (50%), pres.-½ owner **KODL The Dalles, KWRC Pendleton Ore.,** and **KPKW Pasco Wash.,** and **Paul E. Walden** (50%), manager **KODL.** Granted Sept. 21; announced Sept. 22.

Camas, Wash.—Camas Washougal Radio granted



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1480 kc, 1 kw D. Post office address % General Delivery, Redmond, Ore. Estimated construction cost $15,775, first year operating cost $28,000, revenue $36,000. Principal **Gene R. Johnsick** is chief engineer **KJUN Redmond, Ore.** Granted Sept. 28.

Opportunity, Wash.—The Voice of Spokane Valley granted 1270 kc, 1 kw D. Post office address 3811 E. 9th St., Spokane, Wash. Estimated construction cost $16,241, first year operating cost $35,400, revenue $48,000, Principals in equal partnership include **Robert L. Swartz**, program director **KHQ-AM-TV Spokane; Arthur R. MacKelvie**, announcer at **KHQ** and **Howard G. Olsen**, engineer. Granted Sept. 21; announced Sept. 22.

APPLICATIONS

Talladega, Ala.—Confederate Bcstg. Co., 1580 kc, 1 kw D. Post office address 807 Gilmer Ave., Tallassee, Ala. Estimated construction cost $13,050, first year operating cost $24,000, revenue $36,000. Principals in equal partnership are **Ned Butler**, chief engineer, **WTLS Tallassee**, and **James Hemphill** and **W. K. Johnston**, announcer and salesman, respectively, of **WAPF McComb, Miss.** Filed Sept. 28.

Little Rock, Ark.—Cecil W. Roberts and **Jane A. Roberts**, 1450 kc, 250 w unl. Post office address 909 Michigan Ave., Farmington, Mo. Estimated construction cost $9,600, first year operating cost $40,000, revenue $50,000. Applicants own **KREI Farmington, KCHI Chillicothe**, both **Mo., KCRB Chanute, Kan., WINI Murphysboro, Ill.**, and **KBIA Columbia, Mo.** Filed Sept. 28.

West Branch, Mich.—Paul A Brandt, 1350 kc, 1 kw D. Post office address 901 E. Maple St., Mt. Pleasant, Mich. Estimated construction cost $19,529.61, first year operating cost $40,000, revenue $45,000. Mr. Brandt is licensee of **WCEN Mt. Pleasant, WBRN Big Rapids** and **WBFC Fremont**, all **Mich.** Filed Sept. 27.

Bartlesville, Okla.—Osage Bcstg. Co., 1350 kc, 500 w D. Post office address Gen. Delivery, Bartlesville. Estimated construction cost $20,841.95, first year operating cost $37,000, revenue $50,000. Principals in equal partnership are **John M. Mahoney**, 50% owner **KVIN Vinita, Okla.**, and **John Q. Adams**, 50% owner **KVIN.** Filed Sept. 21.

APPLICATIONS AMENDED

Toccoa, Ga.—Stephens County Bcstg. Co. amends application for cp to operate on 1590 kc, 1 kw D to change frequency to 1320 kc. Amended Sept. 21.

O'Neill, Neb.—Holt County Bcstg. Corp. amends application for cp for new am to operate on 1400 kc, 250 w unl. to specify change in officers, Amended Sept. 26.

Elmira Heights-Horseheads, N. Y.—Amends application for cp to operate on 1590 kc, 500 w D to specify studio location to be determined, Horseheads and Elmira Heights, N. Y. Amended Sept. 26.

Existing Am Stations . . .

ACTIONS BY FCC

KXLA Pasadena, Calif.—Granted change in operation on 1110 kc, 10 kw, from DA-1, unl. to DA-2, unl. with changes in DA-N; engineering conditions. Granted Sept. 21; announced Sept. 22.

KIUP Durango, Colo.—Granted change from 1 kw unl. to 1 kw, 5kw LS, continuing on 930 kc with DA-N. Granted Sept. 28.

WNER Live Oak, Fla.—Granted change from 1390 kc to 1250 kc, operating D only with 1 kw. Granted Sept. 28.

WKXY Sarasota, Fla.—Granted change from 1540 kc to 930 kc D, 1 kw, with DA; engineering conditions. Granted Sept. 28.

WCSI Columbus, Ind.—Granted increase from 250 w to 500 w D on 1010 kc. Granted Sept. 28.

KNIM Maryville, Mo.—Application for cp to change from 1580 kc to 1230 kc; decrease power from 250 w to 100 w and change hours of operation from D to unl. returned (engineering dated after verification). Returned Sept. 28.

WSYD Mount Airy, N. C.—Granted mod. of cp to change from 5 kw D to 1 kw, 5 kw LS on 1300 kc DA-N; engineering conditions. Station is licensed on 1240 kc, 250 w unl. Granted Sept. 28.

KADO Anadarko, Okla.—Cp (as mod.) which authorized new am station to operate on 1250 kc, 500 w D forfeited and call letters deleted. Announced Sept. 28.

WFAR Farrell, Pa.—Granted increase in power from 500 w to 1 kw on 1470 kc D; conditioned that permittee accept interference that may result from subsequent grant of application of Somerset Bcstg. Co., Painesville, Ohio, or Miners Bcstg. Service Inc., Ambridge, Pa., for new stations on 1460 kc. Granted Sept. 21; announced Sept. 22.

WCLG Morgantown, W. Va.—Granted increase in power from 500 w to 1 kw D on 1300 kc; with remote control from main studio. Granted Sept. 28.

APPLICATIONS

KDMS El Dorado, Ark.—Seeks cp to increase power from 1 kw to 5 kw and change trans. location. Filed Sept. 23.

KOCS Ontario, Calif.—Seeks cp to change hours of operation from D to unl.; increase power from 250 w D to 1 kw unl; install DA-1. Filed Sept. 23.

KUBC Montrose, Colo.—Seeks cp to increase power from 500 w N; 1 kw D to 1 kw N; 5 kw D, and change N DA system. Filed Sept. 28.

WWDC Washington, D. C.—Seeks cp to mod. DA-D (change from DA-1 to DA-2). Filed Sept. 28.

WPLA Plant City, Fla.—Seeks mod. of cp to change from 1570 kc to 910 kc and make ant. system changes. Filed Sept. 26.

WDVM Pocomoke City, Md.—Seeks cp to increase power from 500 w D to 1 kw D. Filed Sept. 28.

WBEC Pittsfield, Mass.—Seeks cp to change trans. location to 33 Eagle St., Pittsfield. Filed Sept. 28.

WMAX Grand Rapids, Mich.—Seeks cp to increase power from 500 w to 1 kw. Filed Sept. 23.

WGBB Freeport, N. Y.—Seeks cp to increase power from 100 w to 250 w. Filed Sept. 27.

WHHH Warren, Ohio—Seeks cp to modify DA system (DA-2). Filed Sept. 23.

KUIN Grants Pass, Ore.—Seeks cp to change from 1340 kc to 1480 kc and increase power from 250 w to 1 kw. Contingent on **KIEM, Eureka, Calif.** change in facilities. Filed Sept. 23.

WKPA New Kensington, Pa.—Seeks mod. of license to change station location from New Kensington, Pa., to New Kensington-Tartentum, Pa., and establish second main studio at 321 5th Ave., Tarentum. Filed Sept. 21.

WOIC Columbia, S. C.—Seeks cp to increase power from 1 kw to 5 kw. Filed Sept. 28.

WRAP Norfolk, Va.—Seeks cp to increase D power from 1 kw to 10 kw; and change DA pattern. Filed Sept. 23

WNVA Norton, Va.—Seeks cp to change from 1050 kc to 1350 kc; increase power from 1 kw D to 5 kw D. Filed Sept. 28.

KVAN Vancouver, Wash—Seeks cp to change from employing DA-1 to DA at N only. Filed Sept. 23.

KBYR Anchorage, Alaska—Seeks cp to change from 1240 kc to 1270 kc; increase power from 250 w to 1 kw and make ant. system changes. (Request waiver of Sec. 1.373 of the rules.) Filed Sept. 28.

APPLICATION AMENDED

KDEF Albuquerque, N.M.—Amends application for cp to change from 1280 kc to 1150 kc; change hours of operation to unl. using 1 kw and operate trans. by remote control, to specify reduction in N power to 500 w. Amended Sept. 26.

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CALL LETTERS ASSIGNED

KBUZ Pomona, Calif.—Valley Bcstg. Co., 1600 kc, 1 kw D, 500 w N. Changed from **KPMO.**

WBIE Marietta, Ga.—Marietta Bcstg. Co., 1050 kc, 500 w D.

WBEE Harvey, Ill.—Rollins Bcstg. Inc., 1570 kc, 250 w D. Changed from **WCFS.**

KUZN West Monroe, La.—Howard E. Griffith, 1310 kc, 1 kw D.

WCME Brunswick, Me.—Westminster Bcstg. Co., 900 kc, 250 w D.

KOHU Hermiston, Ore.—Carl F. and Sarah Knierim, 1570 kc, 250 w D.

KEED Springfield, Ore.—KRGA Inc., 1050 kc, 1 kw D. Changed from **KRGA.**

WTRA Latrobe, Pa.—Latrobe Broadcasters, 1480 kc, 500 w D.

WBRG Lynchburg, Va.—Harry A. Epperson Sr., 1050 kc, 1 kw D. Changed from **WAMH.**

New Fm Stations . . .

ACTIONS BY FCC

Princeton, N. J.—Princeton Bcstg. Service Inc. granted 103.9 mc, 85 w, unl. Post office address James G. Robinson, Province Line Road, Princeton, N. J. Estimated construction cost $2,250, first year operating cost $7,000, revenue $10,000. Principals include Chmn. **James G. Robinson**, Applied Science Corp. director of purchases; Vice Chmn. **Kenneth A. Mills**, research and promotion dept., Katz Agency and Sec. **Wendell S. Hall**, purchasing dept., Chrysler Co. Granted Sept. 21; announced Sept. 22.

West Paterson, N. J.—Fidelity Radio Corp., granted 102.7 mc, 3.6 kw unl. Post office address P. O. Box 471, Bloomfield, N. J. Estimated construction cost $31,205, first year operating cost $67,740, revenue $85,358. Principals include Pres. **Richard R. Stanley** (23.8%), 50% owner of chemical transportation firm; Vice Pres. **Herman Youngman** (12%), Bell Telephone Labs employe; Sec.-Treas. **Homer Akers** (23.8%), employe, and **Harold H. Pine** (16.6%), engineer. Granted Sept. 21; announced Sept. 22.

Existing Fm Stations . . .

APPLICATIONS

WKAR-FM East Lansing, Mich.—Seeks cp to change ERP to 95.55 kw and change ant. height above average terrain to 300 ft. Filed Sept. 27.

WBAP-FM Fort Worth, Tex.—Seeks cp to change to 96.3 mc, 53 kw ERP and change ant. system. Filed Sept. 27.

CALL LETTERS ASSIGNED

WAMF (FM) Amherst, Mass.—Trustees of Amherst College, 88.1 mc, 10 w.

WFMS (FM) Indianapolis, Ind.—Williams Fm Service, 95.5 mc, 15 kw.

Ownership Changes . . .

ACTIONS BY FCC

WITN (TV) Washington, N. C.—Granted acquisition of positive control by Roberson family through purchase of stock from H. W. Anderson and R. M. Fountain for $121,840. Principals also include **William S. Page** (not member of Roberson family), owner of 80% of **WELS Kinston, N. C.**, who will own 25% of **WITN (TV).** Robersons will own 67.8% of station. Roberson principals are: **W. R. Roberson Sr.**, 25% owner **WRRF Washington, N. C.**; **W. R. Roberson Jr.** 27% owner **WRRF, J. P. Roberson**, 24% owner **WRRF** and **Hannah R. Bagwell** (nee Roberson), 24% owner **WRRF.** Granted Sept. 23; announced Sept. 27.

WMTS Murfreesboro, Tenn.—Arthur D. Smith Jr. and T. J. Motlow d/b as Murfreesboro Bcstg. Co. granted voluntary assignment of license to Arthur D. Smith Jr. for $13,000. Mr. Motlow owned 40% and Mr. Smith 60%. Granted Sept. 21; announced Sept. 27.

APPLICATIONS

KIVA (TV) Yuma, Ariz.—Seeks relinquishment of control of permittee corporation by G. Park Dunford through inability to take up all of his subscribed stock. Voting trust agreement also instituted. No consideration. Filed Sept. 27.

KVRC Arkadelphia, Ark.—Seeks transfer of control to John M. Riggle and W. F. Deaton for $34,949.20. Messrs. Riggle and Deaton will each own 49.9% in station. No information on applicants business interests was available. Filed Sept. 27.

KCBQ San Diego, Calif.—Seeks transfer of control to Bartell Broadcasters Inc. for $160,000 plus six-month option to purchase **KRUX Glendale, Calif.**, for $70,000 in addition to $30,000 consultants

(Continued on page 112)

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RADIO

Help Wanted

Managerial

Salesman-assistant manager for kilowatt daytime independent in southern city of 8,000, single station market. Must have thorough background in programming and sales. Good salary-commission. Box 862C, B•T.

Combination program director and sales manager needed on southwestern radio and television operation in non-metropolitan area. Real chance for advancement among pleasant surroundings and excellent working conditions. Expected income should be stated in first letter together with references and background. Reply Box 988C, B•T.

Sales manager. Michigan independent looking for a working sales manager. Good income to right man. Send photo and details to Box 992C, B•T.

Salesmen

Salesman—assistant manager for kilowatt daytime independent in southern city of 8,000, single station market. Must have thorough background in programming and sales. Good salary-commission. Box 862C, B•T.

Need experienced, steady radio salesman. Permanent job, southeastern network station in competitive tv market. Excellent opportunity for right man. No floaters. Give full details, minimum salary, and snapshot. Box 908C, B•T.

Major network medium market California station increasing power shortly needs aggressive experienced salesman. One looking for greater opportunity who can prove ability as commercial manager. Send resume experience, education references. Ten thousand or better to producer. Box 929C, B•T.

Salesman wanted for Florida market. Small station sales experience helpful. Announcing background desirable. Send photo, references, background and tape if available. Box 942C, B•T.

Wanted: An excellent opportunity for young aggressive salesman in a successful southwestern radio station with national network affiliations. Group ownership offers chance, not only to progress on this station, but also on stations controlled by the same management. Please give requested starting salary, experience and, if possible, picture in first letter. Reply Box 986C, B•T.

Salesman wanted for top station in large metropolitan market. This is an ideal opportunity to join a progressive operation, with a secure and bright future. Top pay for right man. Send all details, photo, first letter. Box 989C, B•T.

Salesman. Michigan independent looking for creative salesman. Good income to right man. Send photo and details to Box 993C, B•T.

Experienced salesman, sober, with consistent production record. Write Manager, KPBM, Carlsbad, New Mexico.

RADIO

Help Wanted—(Cont'd)

Wanted: Experienced radio salesman in southwestern community. Progressive operation. Above average pay. Permanent connection with good future for right man. Contact Dave Button, KSVP, Box 38, Artesia, N. M.

Radio time salesman: Good draw guaranteed initially. Straight commission earnings after three months. Protected account list. Kilowatt independent in single station city of 25,000 with top farm market. Apply to Dave Taylor, WFRL, Freeport, Illinois, for personal interview.

Capable radio time salesman—to replace man stepping into managerial capacity. Established list of quality accounts, 1955 automobile furnished. Station is key for regional network, with new stations coming up. WTVB, Coldwater, Michigan.

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Announcers

Humorous DJ-flowing adlib, stage, tv acting experience. Informal, Crosby-like slang, vernacular, on-air vocabulary, Midwest, single. Box 431C, B•T.

Actor—stage, tv, or network radio acting (soap, drama) wanted for personality DJ—news. Ohio, single. Box 765C, B•T.

Opening October 1st for good announcer-jockey Indiana CBS 250 watts. Experienced. Give us full details as to past-present employment, salary expected. Tape later. Box 876C, B•T.

Two announcers: Sports, staff. Staff $65 to $85. Send audition breakfast-time show with humorous patter, commercials, news, photo, resume, references. Sports announcer $90 to $100 weekly. Send items listed above plus play-by-play audition. North Carolina. 5000 watts. Box 893C, B•T.

Experienced combination announcer - engineer southeastern Arkansas. Send tape, full details. Box 934C, B•T.

Wanted—good announcer. First phone combination by southwestern 1kw. Permanent job—salary $80 weekly. Must be strong DJ with maintenance experience. Send latest photo, resume, and tape which will be returned. Box 935C, B•T.

Wanted . . . two combo announcer-engineers with emphasis on announcing. Prefer one with hillbilly, other straight. $70.00, 40 hours, time half time plus all talent fees. North Carolina network station. Excellent working conditions. Send tape and all details. Box 936C, B•T.

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WE ARE ALWAYS SEEKING WELL QUALIFIED PLACEMENT CLIENTS OF GOOD CHARACTER FOR ALL EXECUTIVE & STAFF POSITIONS WITH TV AND RADIO STATIONS.

BROADCASTERS EXECUTIVE PLACEMENT SERVICE, INC.

708 Bond Bldg. **Washington 5, D. C.**

RADIO

Help Wanted—(Cont'd)

For south Louisiana network station, experienced announcer with first class ticket. Permanent position to right person. Good pay. Box 952C, B•T.

Top voice, commercial forte, currently employed with full power tv. Degree, versatile. Box 965C, B•T.

Wanted: Experienced announcer with emphasis on news delivery. Position open now. KGNO, Dodge City, Kansas.

Announcer with first class license, experienced. Send history, tape and references by air to KMVI, Wailuku, Maui, Hawaii.

Announcer-salesman, three hundred dollars base, plus ten percent sales commission. Keep all talent, bonus and benefits. Phone or air mail photo and disc. KPRK, Livingston, Montana.

There's always an opening in Nebraska for good radio and tv people. If you're interested in progress and a future in radio and tv get your name in the Nebraska Broadcasting Association file. Send your name, address and historical data to Bud Pentz, Sec.-Treas., Nebraska Broadcasters Assn., % KWBE Radio, Beatrice, Nebraska.

Staff announcer, good voice, strong music knowledge, news. Afternoon shift, must have prior commercial experience, operate board. Good pay, good hours, good staff, pleasant conditions. This is a permanent position, no floaters. Personal interview required. Contact Ed Allen, KWNO, Winona, Minn.

Immediate opening experienced announcer, independent operation, mostly pop. Send tape and references, WIFM, Elkin, North Carolina.

Needed immediately staff announcer. Thousand watt independant. Experience secondary to ability. Salary good. Contact Program Director, WKBC, Wilkesboro, N. C.

Experienced announcer, capable of doing staff—news and DJ on WNXT, the "Go and Get 'em" 5 kw in Portsmouth, Ohio. Tape, photo and resume rush.

To $104 per week to air salesman at independent. Popular music field. Over 25 years old. Two years college. Durham, N. C., WSSB, Box 1168.

Announcer-engineer—1st phone with equipment know-how will do morning show. Contact R. H. Morgan, WTTR, Westminster, Md. Phone 1170.

Technical

Chief engineer for Pennsylvania station. Must have full knowledge of all equipment. Be an excellent maintenance man and good general worker. Good starting pay with regular increases. Write Box 910C, B•T.

Wanted: Engineer with a first class license for 1000 watt midwestern educational am outlet. Box 925C, B•T.

Chief Engineer—experienced in construction, operation of directional antenna, maintenance for California regional station. Good opportunity. Give education, experience, references. Box 930C, B•T.

Chief engineer-announcer, $90.00, in Indiana. Box 948C, B•T.

Ohio daytimer needs at once, first class phone man with ability to do part time announcing, salary increase if announcing ability warrants full announcing schedule. Box 973C, B•T.

Experienced first phone man who can announce needed by west Texas kilowatt daytimer for chief engineer. Engineering ability primary requisite. Send full details to Mike Barrett, KTFY, Brownfield, Texas.

Chief engineer - announcer — new beautifully equipped 1000 watt daytimer—top position, pay vacation, working conditions—progressive, sound and solvent station—we'll wait for good man. Send resume, tape, WBOF, Virginia Beach, Virginia.

Have opening for experience 1st class engineer. Leading 5kw CBS station. Good opportunity for right man. Contact WDNC, Durham, N. C.

Capable, experienced studio-transmitter engineer for 5kw Ohio regional station. Personal interview desirable. Good starting salary. Station WDOK, 1515 Euclid Avenue, Cleveland 15, Ohio.

Engineer wanted—capable transmitter and control room operator needed by established midwest independent. Send complete resume and photo to M. Robinson, WHFB, Benton Harbor, Michigan.

Engineer-announcer. 1st phone—good voice. Kilowatt daytimer. All new equipment. Excellent working conditions. Immediate. Call Bill Duke, WKDL, Main 4-4908, Clarksdale, Miss.

RADIO

Help Wanted

nmediate opening first phone engineer-an-uncer. Send complete resume, photo, tape, lary required to John Kentworthy, WMYB, yrtle Beach, South Carolina.

Programming-Production, Others

xperienced copywriter who can completely andle the department in best midwestern mar-et. Only thoroughly experienced need apply. alary according to ability. Box 856C, B•T.

raffic manager. Experienced woman. Perma-ent, available November 1st. Photo, complete etails and salary desired in first letter. Inquiries Michael Dillon, Program Director, KOB, Al-uquerque, New Mexico.

Situations Wanted

Managerial

ell known broadcaster, wishes to relocate with rogressive operation. Top sales, low operating osts, thorough knowledge of industry—agency buying — construction (radio - television), etc. ecord speaks for itself. Confidential. Box 7C, B•T.

eneral manager with exceptionally strong les and programming record available. Thor-ugh knowledge all phases radio-television. Box 8C, B•T.

esire managerial position. Reached climax of dvancement, present location. Sales Manager ur years, six years radio experience, all phases. ir work a must. 34, single, proven sales record. ox 957C, B•T.

ation's best general manager—radio or tele-ision. Experienced in national and local sales, ngineering, personnel, production and program-ing. Well-known throughout the industry. vailable at one. Box 985C, B•T.

o put your station on a money-making basis, ontact Edd Harris, 61 Church St., Ware, Mass. hone Ware 431-M.

Salesmen

rom janitor to manager in ten radio years. Now eeking traveling salesman job with affiliated adio services in Texas area. Box 941C, B•T.

xcellent background, sales, programming, man-gerial timber, 30. Ambition, permanent, seeking reater opportunity Great Lakes area. Box 964C, •T.

alesman: Sober, middle-age, family man, not lashy, steady worker. Available October 1st. esires permanent position with small station, ooperates with civic and church work. Fifteen ears experience, call, wire or write Box 980C, •T.

Announcers

yro wants job in north. Box 766C, B•T.

nnouncer with four years radio experience pres-ntly employed desires better opportunity with est coast radio or tv station. Newscasting and rogramming, first class ticket. Vet, single, 32. ox 878C, B•T.

ttention northeast—employed personality-DJ—taff 3 years experience. Mature voice. Tape, esume. Box 899C, B•T.

nnouncer, DJ, strong news background. Go nywhere. Tape, resume. Available immediately, pportunity above salary. Box 912C, B•T.

lorning man . . . both country and pop experi-nce . . . 8 years in radio . . . prefer north or est . . . family man . . . no floater . . . $125 eekly minimum . . . can leave immediately. ox 933C, B•T.

nnouncer—excellent play-by-play. All-around taff, accent on jazz personality. Presently em-loyed. Box 946C, B•T.

ttention Florida. Experienced announcer, DJ, ew. Young, married. References. $75 minimum. ox 954C, B•T.

taff announcer, married, recent broadcasting chool grad. Versed all phases. Tape, resume. Will travel. Box 968C, B•T.

urrently PD. Experience includes 5kw net. irst phone. Want college city. Box 970C, B•T.

ive years experience, staff news and sports, ome programming. Married, veteran, sober, ependable. Am presently employed. Box 971C, •T.

nnouncer: 2½ years. Veteran, Bachelor of cience degree. Actor. Prefer midwest. Box 74C, B•T.

RADIO

Situations Wanted—(Cont'd)

Young, married college graduate, experienced all phases, desires versatile staff position. Tenor voice. Exchange conscientious work for fair dealings. Box 975C, B•T.

Excellent announcer desires permanency with solid radio-tv operation. Four years experience, announcing, directing. College degree, veteran, married. Box 976C, B•T.

Experienced DJ, announcer, 5 years radio-tv, all phases. Father of two desires to locate with progressive operation. Future first—location secondary. Box 977C, B•T.

Announcer — experienced — wishes to relocate permanently in east, not necessarily N. Y. Third ticket, vet. Tape, photo, resume upon request. Box 979C, B•T.

Announcer, station staff, 24, veteran, married. DJ, news, sports. Prefer northeastern United States or Florida, tape, references. Box 981C, B•T.

Announcer, DJ, recent grad, good potential, tape, resume on request. Box 982C, B•T.

Experienced, trained, hardworking announcer desires permanent settlement Vermont, New Hampshire. Box 983C, B•T.

Personality DJ—light experience, can do selling, news, production, Easy to please—will travel. Box 984C, B•T.

Experienced announcer. Prefers northeast. Young, single, draft exempt. Charlie Doll, Station, WMIT, Marion, N. C.

Young radio announcer, 21, fully qualified all phases, DJ, news, control board. Willing worker, gets along well with people. Contact Chris Caroll, 101 Starr Street, Brooklyn 37, N. Y. (EV 6-5608).

Announcer-engineer, ten months experience as chief. All staff duties. Married. Cunningham, 737 11th Street, N. W., Washington, D. C.

Announcer: One year's experience, will travel. Picture and audition on request. Available immediately. Lee Krueger, 126 Hassan, Hutchinson, Minnesota.

Network quality radio-television announcer available immediately. Specialize sportscasting, but versatile. Fritz Van, 522 Michigan Street, Sturgeon Bay, Wisconsin.

Announcer available immediately, 27, 7 years experience. Quentin Woodward, Kansas City, Phone Skyline 3176.

Technical

Engineer, first class license. Technical school graduate. Am experience. Would like work in New England or New York area. Box 883C, B•T.

First phone engineer. 1 year am experience, age 29, married, midwest or northwest preferred. Limited or no announcing. F. Jones, 255 Toneff Drive, Waterloo, Iowa.

Engineer, experienced first phone, no announcing, available now. Richard Roeder, 504 Benner Street, Highland Park, New Jersey.

Experienced engineer, am-tv, 1st phone, can announce, prefer south, single, will accept modest start in growing station, references, Bill Taylor, Hanover, Minnesota.

Programming-Production, Others

Top experienced young man. NBC regular staff production-director. Also small station experience, all phases. College graduate. Desires responsible production or administrative position, radio or tv. Box 955C, B•T.

Women's feature editor, copy, traffic. Thoroughly trained plus some experience. Catherine Schwenk, 1855 Iglehart, St. Paul, Minnesota.

TELEVISION

Help Wanted

Managerial

Television station in the southwest needs new management. Exclusive field in non-metropolitan area offers an opportunity to a top-flight executive capable of directing both television and radio station. Please give background and earning history in first letter. Reply Box 987C, B•T.

TELEVISION

Help Wanted

Salesman

Want permanent television salesman experienced in radio or television. Prefer steady family man capable of advancing to Assistant Sales Manager, and who would appreciate good working and living conditions in rapidly growing southwestern market. Send details, including snapshot and minimum salary. Box 907C, B•T.

Salesman—preferably experienced. If you believe as we do that television is our most dynamic form of advertising . . . if you are looking for an extremely attractive salary to start, with view toward promotion and increased, top incentive earnings . . . let us hear from you. Three men required at once. Include photo, full details. Box 963C, B•T.

Sales engineer Pacific northwest. All radio licenses. Pilot with plane. Box 969C, B•T.

Announcers

Account expanding operations in southwestern station needs good staff announcer. Prefer steady married man. Submit full details, snapshot and tape. Box 905C, B•T.

Needed: 2 experienced tv announcers and 1 technical director. Must know film. Apply WWTV, Cadillac, Michigan.

Technical

Television maintenance and operating engineer for southeastern station. Want steady permanent man, preferably married. Reply including minimum salary desired. Box 903C, B•T.

Southwestern station needs television engineer with good educational background and capable of advancing to supervisory responsibility. Excellent living conditions for permanent married man. Box 904C, B•T.

Maintenance supervisor immediately for 245kw midwest tv. Will have complete charge of studio and transmitter maintenance. Call or wire John B. Ledbetter, Chief Engineer, KEDD, Wichita, Kansas.

Tv transmitter operator. High power experienced desireable. Send complete information. Include recent photo, and wage expected. KFEL-TV, 550 Lincoln, Denver.

Experienced chief enginer for vhf station in northwest. Give references and required salary. KGVO-TV, Missoula, Montana.

Vhf tv station in third year of operation needs first class studio engineer. KKTV, Colorado Springs, Colorado. Willis Shanks.

Engineer—1st class license for tv work. Prefer single man. Chief Engineer, WINK-TV, Fort Myers, Florida.

(Continued on next page)

IDEAL OPENINGS for EXPERIENCED TV CAMERAMAN ENGINEER PRODUCER

These positions are open at WXEX, which serves the Richmond-Petersburg area. WXEX is a basic NBC affiliate and operates on 316,000 watts from a 1049 foot tower. Qualified applicants only. Pay commensurate with ability.

Write or Call

TELEVISION STATION WXEX
PETERSBURG, VIRGINIA
REgent 3-7876

TELEVISION

Help Wanted—(Cont'd)

Programming-Production, Others

Program director—midwest network vhf wants creative PD qualified to supervise and produce first-class local live programming—ability to work with people and handle administrative work of program department. Send resume, education and experience, references, photo, salary desired. Box 797C, B•T.

Photographer—dark room position available with VHF television station in Virginia. Send complete resume, including photo and salary expected. Box 805C, B•T.

Copywriter, man or girl with radio or tv experience. Iowa vhf offers many extras. Box 888C, B•T.

Production director wanted. Prefer someone experienced in small or medium market in midwest or southwest. Good living conditions. Send full details, including salary, snapshot. Box 906C, B•T.

Tv traffic, copy girl, experience necessary, pleasant working conditions. Good salary. Vhf just on air. Write or phone KNTV, San Jose, California.

Announcer: Tv station needs announcer experienced in either radio or television. Additional experience in television production helpful since opportunities exist to take part in all phases of programming. Send picture and full details to WSBA-TV, York, Pa.

Situations Wanted

Managerial

General manager with exceptionally strong sales and programming record available. Thorough knowledge all phases radio - television. Box 778C, B•T.

Assistant manager, national sales manager, major market and New York sales experience. Box 961C, B•T.

TELEVISION

Situations Wanted—(Cont'd)

Technical

Studio technician, top-notch cameraman. Can offer tv training, versatility, first class license, plus two years experience including production and control work. Box 869C, B•T.

Chief and assistant chief with combined experience of 32 years with reputation of managing, engineering departments of high standard, now available. Will undertake new vhf/uhf construction or take over established station in proven market. Box 931C, B•T.

West Coast-Rocky Mountain—2½ years transmitter studio, maintenance. 7 years am chief, directional. Family man. Box 945C, B•T.

Tv chief engineer, two years experience. Constructed, maintained, and operated former uhf station. Interested in vhf engineering position, midwest preferred. Enjoys responsibility. Excellent references. Box 947C, B•T.

Programming-Production, Others

Producer-director. 3 years major market experience. Have handled network shows, remotes, sports. Married, stable, dependable. Seeking permanent position with future. Box 938C, B•T.

Program director-film buyer-producer-director. Man, 32, desires change. Two successful years present location. Prior position five years. Looking for permanent position in progressive station where experienced man who gets results is needed. Meet present $125.00 weekly salary. Personable, creative, excellent health, references. Write-wire Box 951C, B•T.

Young man, some network show and film editing experience. Desire suitable position along production lines. Box 958C, B•T.

TV director, 3 years experience, married, 33. Seeking permanent major market affiliation. Box 959C, B•T.

Young man wants to assume a responsible position as part of a successful station operation. Grad SRT '55. Box 960C, B•T.

FOR SALE

Stations

North Carolina competitive, growing, small market station well equipped. Needs sales and management. Priced total at $39,000 or may be purchased in part by a man with these qualifications. Paul H. Chapman, 84 Peachtree, Atlanta.

Market over 100,000 per owner. One kilowatt. City of mountains and lakes. Year-round mild climate. Ralph Erwin. Box 811, Tulsa.

Free list of good radio and tv station buys now ready. Jack L. Stoll & Associates, 4958 Melrose, Los Angeles 29, California.

Have many profitable southeast radio and tv stations for qualifying buyers. J. T. Snowden, Box 129, Augusta, Georgia.

Equipment

Excess transmitter tubes—inventory of radio network consisting of: 508, 849, 857B, 858, 862A, 880, 889RA, 891, 893A, 6246—many, many others. All tubes new unused, and guaranteed. Box 927C, B•T.

Collins 20-V 1kw transmitter, in use only year and a half; like new; completely wired for remote control. Best offer over $4,000.00 takes. Middle Atlantic area. Box 943C, B•T.

For sale: Presto 920 tape recorder and amplifier used—good condition—best offer. Box 950C, B•T.

Ampex 400 portable and concertone 1600 binaural —reasonable. All good condition. Box 953C, B•T.

For sale: Radio broadcasting or microwave equipment. Complete radio broadcasting power house—converters—motor generators—compressors, transformers—electrical controls and switchboards. 13 towers, 150 ft. to 700 ft. high—some guyed, some self-supporting. Box 967C, B•T.

Western Electric 250 watt am transmitter model 310-B. Best offer. Box 972C, B•T.

Presto 301-A1 series rack mounted tape recorder with amplifier and power supply. Like new, used 4 months. RCA BK-6A Lavalier mike used 3 months. 92-B amplifier never used. KLOH, Pipestone, Minn.


RONALD SANG

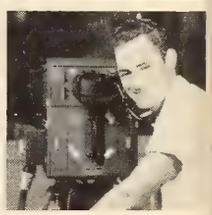

BETTY McDARR


CHARLES LANDGUTH


CLARK BORLAND


MORRIS KING


PEQUETTI BREWER


DONALD ERLACHER

CHICAGO TV PRODUCTION GRADS NOW READY


JO ANN STUNDAHL


EASSA SHAHEEN


JOHN TOTH


JOHN BOUSEK

STUDIO-TRAINED FOR ALL PHASES OF TV PRODUCTION WORK PLUS A VARIETY OF INDIVIDUAL QUALIFICATIONS MAKE THEM ESPECIALLY VALUABLE AS EMPLOYEES. COMPLETE INFORMATION FOR ANY PERSONNEL NEED—WRITE, WIRE, CALL COLLECT JOHN BIRREL . . .


CLAUDE BRYANT


THEO ANN MUCH


DONALD NOVACK


STEVE BIENIEK

NORTHWEST RADIO & TELEVISION SCHOOL HOME OFFICE: 1221 N. W. 21st Avenue Portland, Oregon • CA 3-7246

HOLLYWOOD, CALIFORNIA 1440 North Highland HO 4-7822

CHICAGO, ILLINOIS. . . . . 540 N. Michigan Avenue DE 7-3836

WASHINGTON, D. C. . . . . 1627 K Street N. W. RE 7-0343

FOR SALE

Equipment

RCA 76C consolette. 1 RCA TK-20 iconoscope m camera, less power supplies and master nitor. WHIO-TV, Dayton, Ohio.

ites 250A transmitter, complete with 1240 kilocle crystals, and tubes. Will pass FCC proof th flying colors. Available now. $700 cash, DB, LaGrange. Ed Mullinax, WLAG, LaGrange, orgia.

n receivers, crystal tuned, with hi-fi amplifiers ilt on chassis. Good condition and just right r multiplex conversion. $29.50. Barry Trading mpany, Box 221, Lebanon, Tennessee.

e General Radio 1931-A modulation monitor, 50.00, like new; two turntables, RCA model D, 33⅓ and 78 rpm, $250.00 each, like new. rrold Eide, 1215 9th S. E., Mason City, Iowa.

ade—new condenser tester $50 value (100's in ck) all or part for "what have you?" Walter offman, Box 11, Hollywood, California.

estern Electric RD100 10x6 switching console. ial pre-set. Original price $23,000. Last one ld for $4500. Make offer. Must be sold imediately even at loss. O'Brien Electric, 6514 nta Monica, Hollywood, California.

agnecord PT63JAH, $375, PT6JAH, $400, Ampex 3C or 403P, $650, Rek-O-Kut G-2 16" TT, $35, esto 6N, 85A, $350. All excellent condition. nited Radio, 22 N. W. 9th, Portland, Oregon.

WANTED TO BUY

Stations

p industry executive wants to lease radio ation in small or medium market. Can insure come for owner. Fine record with large tional organization. Best industry and perinal references. All replies confidential. Box 9C, B•T.

exas: Want all or half, 250 to kw station. Combo, rst, cash for down payment. Box 940C, B•T.

ill lease, small market am station. Reliable, perienced, sober, outstanding operational recd. Community worker. Prefer southwest. Box 8C, B•T.

Equipment

anted: We buy all types of radio broadcasting d tv transmitting tubes. Dispose of your bsolete or excess stock. Also want all types of w power broadcasting equipment. Must be mplete. Highest prices paid. Box 928C, B•T.

anted: Almost new or slightly used Hewlett ackard 335B frequency monitor. In reply please ve serial number, date purchased new, state ndition and price. Box 944C, B•T.

anted—5 to 10 kw fm transmitter with monitor ne and raditator. Box 966C, B•T.

0 feet self-supported am tower, 30 pound wind ad for erection on roof. Send details or phone . Sonderling, WOPA, Oak Park, Ill.

anted: Rings only or complete Collins fm anenna, any number of rings sections. Martin illiams, 7401 West 13th Stret, Indianapolis, diana.

INSTRUCTION

CC license training—correspondence or residence. Resident classes held in Hollywood and ashington. New classes begin Sept. 26 and ctober 3. Beginners get FCC 1st class license 3 months. For details write Grantham School, ept. 1-N, 821 19th Street, N.W., Washington, D.C.

CC first phone license. Start immediately. uarantee coaching. Northwest Radio & Television School, Dept. B, 1221 N.W., 21st Street, Portnd 9, Oregon.

RADIO

Help Wanted

Announcer

ANNOUNCER

Veteran announcer-program director needed. Versatile delivery; working knowledge classical. At least five years radio experience. No beginner-DJ's. Top salary for right man. Permanent. Phone, wire, write (tape, photo, resume) Jack Rathbun, KSON, 630 F St., San Diego 1, California.

RADIO

Help Wanted—(Cont'd)

We're looking for Radio Talent...

A Friendly MR. FOLKSY

to emcee and produce new concepts in early morning and noontime RADIO . . . programmed to a large urban-rural audience. Can you cut mustard with the Grass Roots? If you can SELL with a straightforward approach combined with a touch of corn-crib humor and an up-beat "just folks" voice, then maybe you're our man. If you've been looking for chance to grow and be creative . . . then send us a tape, picture and complete resume along with samples of your ideas.

P.S. We're a top-flight, long established network station in a major midwest metropolitan market. We love LOCAL RADIO and RADIO TALENT with IDEAS! Juke-box deejays . . . don't bother!

Box 956C, B•T.

WE HAVE TURNOVER

In the past year we lost four men. After 4 years one went to Columbus. After 3 years one went to St. Louis. After 1 year one became a P.D. in a similar market. After 1 year one is going to Chicago. Yes, we have a turnover. But in each case they came from a smaller job, were WMIX trained, and went on to something bigger. We need a fifth announcer. Staff and assist with news. You work in a *strict* professional atmosphere in a big operation in a smaller market. Submit tapes and resume to Raymond J. Cheney, General Manager, WMIX, Mt. Vernon, Illinois.

Technical

Technical Supervisor

Our Chief Engineer is retiring after many years service. We will employ a thoroughly competent, experienced engineer as Technical Supervisor, who must take charge of all engineering problems and assist management in keeping technical facilities in top shape. Only applicants who feel they can meet any engineering emergency in an AM-FM operation need apply. Permanent position in financially sound, well equipped station in a friendly community. Willingness to assume responsibility and intense personal interest in technical operations are as important as ability. Please write Raymond J. Cheney, General Manager, WMIX-AM-FM, Mt. Vernon, Illinois.

Programming-Production, Others

COPYWRITER

Experienced copywriter wanted immediately. Contact Ray Starr, Program Director, Radio Station WJAN, Spartanburg, S. C. Please wire or phone 31400.

Situations Wanted

IS YOUR AM RADIO STATION "SICK"?

I can make it healthy with top sales, top programming, low budget. General Manager with years of successful radio experience wants "challenging position" with a "future."

Box 926C, B•T

RADIO

Situations Wanted—(Cont'd)

Programming-Production, Others

★ **AVAILABLE** ★

Top internationally experienced public relations-special events-public service promotions (Radio-TV-Newspaper) man with strong international show business background including radio-TV account executive, MC, entertainer, production experience. Young, single, sober, ex-college student experienced in handling exploitations for top show business personalities and shows. Just closed 1955 season with Clyde Beatty Circus handling press-radio-TV. Prefer large cities in midwest or east, and opportunity wherein I can have my society style dance band. Best of recommendations. If your radio or TV operation justifies you paying top salary contact Warren (Billy) Wilson, c/o Mrs. Frank Flinn, 926 South 28th Street, Birmingham, Alabama.

TELEVISION

Help Wanted

Announcers

SPORTS MAN WANTED:

Top-notch radio and VHF television station seeking outstanding sports personality to do play-by-play in football, basketball, baseball, plus daily radio and television sports show. Send photo, tapes of play-by-play and straight sports, complete outline of background and experience, salary requirements and references. Top opportunity for highly-qualified man.

Write Box 962C, B•T

Production-Programming, Others

$200 A WEEK SALARY PROGRAM DIRECTOR

VHF TV station with top network affiliation in major Eastern market wants Program Director with two or three years experience. Immediate opening.

BOX 991C, B•T

TELEVISION

Situations Wanted

Managerial

RADIO-TV EXECUTIVE

Young aggressive TV general manager with 8 years management and sales background in radio and TV . . . complete knowledge of and experience in station management, sales programming, network and agencies.

Excellent references. Your further inquiry and interview invited.

Box 920C, B•T

TELEVISION

Situations Wanted—(Cont'd)

Production-Programming, Others

PROGRAM PRODUCTION MANAGER AVAILABLE

Experienced program production manager would like to relocate with new or growing TV station. Young, aggressive, with best of references. Lots of drive, with know-how and show-how. Your further inquiry and interview is invited.

Box 937C, B•T

FOR SALE

TOWERS
RADIO—TELEVISION
Antennas—Coaxial Cable
Tower Sales & Erecting Co.
6100 N. E. Columbia Blvd.,
Portland 11, Oregon

FOR SALE

Equipment

FOR SALE

Five-hundred feet of 6⅛" Andrew rigid coaxial line, complete with hangers, connectors, etc. This line has been used for approximately two years and will be dismantled and packaged for shipment by our company. Contact

Sachs Electric Company
5540 West Park Ave.
St. Louis 10, Missouri

WANTED TO BUY

Stations

SELL OR LEASE

Experienced operator to buy AM Station or lease with option to buy. Must be in market of 300,000 or more. Northeastern States only. All replies from principals answered promptly and held in confidence. This is not a broker's ad.

Box 932C, B•T

Equipment

WANTED

FM Broadcast transmitter or power amplifiers, up to 10kw, pre-war FM band 44-50 mc and present FM band 88-108 mc. List tubes and spares.

Box 949C, B•T

INSTRUCTION

FCC 1st PHONE LICENSES IN 5 TO 6 WEEKS
WILLIAM B. OGDEN—10th Year
1150 W. Olive Ave.
Burbank, Calif.
Reservations Necessary All Classes—
Over 1700 Successful Students

FOR THE RECORD

(Continues from page 106)

fees, etc. Bartell is licensee of **WOKY Milwaukee** and **WAPL Appleton**, both **Wis.** Filed Sept. 21.

KLOK San Jose, Calif.—Seeks assignment of license to Radio KLOK Inc. Corporate change only; no change in control. Filed Sept. 26.

KGDM Stockton, Calif.—Seeks assignment of license to Golden Valley Bcstg. Co. for $162,500. Principals are Pres. **L. E. Chenault** (17.5%), 20% owner **KYNO Fresno, Calif.**, 20% owner of applicant for sale approval of **KONG Visalia, Calif.**, and minority stockholder of **KSTN Stockton**, which interest he will sell should present application be approved; Sec. **Bert Williamson** (17.5%) is 15% owner **KYNO** and is 15% partner in **KONG** transaction; **Amelia Schuler** (17.5%), 65% owner **KYNO**, 65% owner applicant for **KONG**; Vice Pres. **Alan L. Torbet** (18.6%), West Coast manager of Headley-Reed Co., station representatives; Treas. **Richard C. D. Bell** (18.6%), holds 1.33% stock in Columbia Empire Telecasters Inc., unsuccessful applicant for tv station in Portland, Ore., which is appealing case in court, and **Lindsey H. Spight** (10.3%), vice president and Pacific Coast manager of Blair-Tv Inc., tv rep. Filed Sept. 28.

KCOK Tulare, Calif.—Seeks assignment of license to Sheldon Anderson, debtor in possession, as part of bankruptcy proceeding. No change in ownership. Filed Sept. 21.

KRXK Rexburg, Idaho—Seeks transfer of control to Alfred E. Shumate for $64,000. Mr. Shumate is former commercial manager of **KSO Des Moines, Iowa**. Filed Sept. 27.

KSTT Davenport, Iowa—Seeks transfer of control to Quint Cities Bcstg. Co. for $62,800. Principals holding 90% of present application are 25% owners of applicant for new am in Algona, Iowa. Filed Sept. 28.

WTCR Ashland, Ky.—Seeks assignment of license to **WTCR** Inc. Corporate change only; no change in control. Filed Sept. 23.

WMEX Boston, Mass.—Seeks assignment of license to New England Radio Corp. for $25,000 plus assumption of liabilities, the exact amount of which was not stated. Principals are Pres. **Nissie Grossman** (20%), Treas. **Maurice Grossman** (20%), Asst. Treas. **James Lucas** (no stock), Clerk **Jerome E. Rosen** (no stock), **Reuben A. Grossman** (20%), **Charles I. Seigal** (20%), and **Samuel P. Cohen** (20%). All, except Mr. Rosen, are owners or employes of New England lumber concerns. Mr. Rosen is attorney. Filed Sept. 28.

KAVE-AM-TV Carlsbad, N. M.—Seeks assignment of license to Voice of the Caverns Inc. for $150,000. Principals are Pres. **Nancy H. Battison** (76%), no other broadcast holdings; Vice Pres. **Charles D. Cole** (3%), engineer; Sec.-Treas. **Edward P. Talbott** (16%), 5% owner **KOSA Odessa**, and 5% owner **KROD-AM-TV El Paso**, both **Tex.**, and **Philip M. Baker** (5%), radio-tv attorney. Filed Sept. 21.

KGKO Dallas, Tex.—Seeks transfer of control of 25% of stock of licensee corporation from Leonard Coe to W. L. Pickens and H. H. Coffield for $20,000. Mr. Pickens will hold 43.3% and Mr. Coffield 56.7%. Filed Sept. 26.

KCUL Fort Worth, Tex.—Seeks assignment to sole owner James G. Ulmer, corporate change only, who in turn seeks assignment of license to Dalworth Bcstg. Co. for $400,000. Principals are Pres. **Kurt A. Meer** (29.43%), 5% owner **WMIE Miami, Fla.**; Vice Pres. **Harold Young** (1.17%), sec.-dir. (no stock) of Sun Coast Bcstg. Corp., WMIE licensee and pres. Palm Beach Radio Inc., licensee **WWPG-AM-PM Palm Beach, Fla.**; Sec. **M. S. Vines** (1.17%), Sun Coast employe, and Asst. Sec.-Treas. **E. D. Rivers Sr.** (68.23%), 61.5% owner **WMIE** and 97% owner **WWPG-AM-FM**. Mr. Rivers son, daughter, and brother, all holding broadcast interests, are non-stockholding principals in Dalworth. Filed Sept. 28.

KCNY San Marcos, Tex.—Seeks transfer of control (87.53%) to Gonzales Bcstg. Co. for $20,000. Principals are **Lawrence M. Walshak** and **Frank Wilson Jr.**, owners of **KCTI Gonzales, Tex.** Filed Sept. 23.

Hearing Cases . . .

OTHER ACTIONS

Cheboygan, Mich.—FCC designated Midwestern Bcstg. Co. and Straits Bcstg. Co. for consolidated hearing on Nov. 28 applications for new tv station to operate on ch. 4. Announced Sept. 28.

Harry Laurence Hill, Fort Lupton, Colo. and Arline S. Hodgins, Brighton, Colo.—FCC designated for consolidated hearing applications for new ams to operate D on 800 kc; Hill with 500 w and Hodgins with 250 w. Designated Sept. 21; announced Sept. 22.

Houston, Tex.—Sept. 21 FCC denied petition by Houston Consolidated Television Co. **(KTRK-TV** ch. 13) **Houston**, to reopen hearing, shift burden of proof and receive additional evidence in proceeding on application of Gulf Television Co. for mod. of cp for **KGUL-TV** (ch. 11) **Galveston, Tex.** By separate decisions Commission denied petitions of Houston to remand proceeding to examiner to "make conclusions upon the issues in accordance with law" and for extension of time for its presentation at oral argument Sept. 27.

KFAR Fairbanks, Alaska—FCC, on own motion, extended for 60 days ending Dec. 1, outstanding SSA to operate 660 kc, 10 kw unl. pending action on application for such operation on permanent basis. Announced Sept. 28.

Lansing, Charlotte, Mich.—Booth Radio & Television Stations Inc., Lansing, and Eaton County Bcstg. Co., Charlotte, designated for consolidated hearing applications for new am stations to operate D. on 1390 kc; Booth with 500 w and Eaton with 1 kw, DA; made **WSAM Saginaw, Mich.**, party to proceeding. In event of grant of either application, permittee shall be required to complete FCC Form 720 regarding "Critical Obstruction"; in event of grant of Eaton, permittee shall be required to relocate power lines now on its ant. site in order to eliminate any adverse effects on its proposed DA system. Announced Sept. 28.

Mayaguez, P. R.—Commission invites comments by Oct. 21 to rule making proposal by El Mundo Inc. and Ponce de Leon Bcstg. Co. to shift ch. 7 from Ponce to Mayaguez, P. R. Petitioners say this will eliminate necessity for comparative hearing on conflicting applications for ch. 3 in Mayaguez. Commission expects parties filing comments will direct their attention to whether community of Mayaguez is large enough to warrant assignment of and to support operations of three tvs. Announced Sept. 22.

Minneapolis, Minn.-New York—Sept. 21 FCC granted petition of Midwest Radio-Television Inc. **(WCCO) Minneapolis**, and amended issues in proceeding on application of City of New York Municipal Bcstg. System for SSA to operate **WNYC New York** additional hours from 6 a.m. (EST) to sunrise New York City and from sunset Minneapolis to 10 p.m. (EST) on 830 kc, 1 kw.

Murphy, N. C.—Sept. 21 FCC granted, in part, petition of Valley Bcstg. Co., Murphy to add "sufficiency of funds" issue in proceeding involving applications of Valley and Cherokee Bcstg. Co. for new ams (600 kc) in Murphy; denied that portion of Valley's petition requesting Commission review and reversal of examiner's ruling which denied Valley's request that Cherokee be ordered to supply detailed information on budget estimates and studio and office plans.

Pittsburgh, Pa.—Sept. 21 FCC denied petition filed by Telecasting Inc. (ch. 16) Pittsburgh, insofar as it constitutes an economic protest to grant made July 20 to WWSW Inc. for new tv station to operate on ch. 11, Pittsburgh. In later opinion reconsideration and rehearing questions raised by Telecasting petition will be determined.

Portland, Ore.—By order of Sept. 21 FCC granted petition of Westinghouse Bcstg. Co. to substitute new language for third sentence of paragraph five and second sentence of paragraph six of conclusions relative to citizenship qualification of stockholders of Westinghouse parent firm. FCC decision of June 29 granted ch. 8 Portland to North Pacific Television, denied competing applications of Westinghouse and Portland Television Inc. and dismissed with prejudice Cascade Television Co.

Wichita Falls, Abilene, Tex.—Sept. 21 FCC (1) granted petition of Texoma Bcstg. Co. **(KTRN) Wichita Falls** and accepted late opposition to petition by Bill Mathis to remove from hearing and grant latter's application for new am to operate on 1280 kc, 1 kw D in Abilene; (2) denied Mathis' petitions, and (3) dismissed as moot petition of Texoma to schedule Mathis' application for hearing.

Wolf Point, Mont.—Hi-Line Bcstg. Co. and The Wolf Point Bcstg. Co. designated by FCC for consolidated hearing re applications for new am to operate on 1490 kc, 250 w unl.; made **KGCX Sidney, Mont.**, party to proceeding. Designated Sept. 21; announced Sept. 22.

Zone 1 Tv Rules—FCC further extended from Oct. 1 to Nov. 1 effective date of amendment of Sec. 3.614 (b) relating to ant. heights and power requirements for vhf tv stations in Zone 1. This was done to provide additional time to consider recent filings in connection with this proceeding. Announced Sept. 28.

Routine Roundup . . .

September 23 Applications

ACCEPTED FOR FILING

Renewal of License

WJBC Bloomington, Ill.; WKRO Cairo, Ill.; WCAZ Carthage, Ill.; WGN Chicago, Ill.; WHOW Clinton, Ill.; WNMP Evanston, Ill.; WSIV Pekin, Ill.; WIRL Peoria, Ill.; WEEK Peoria, Ill.; WRRR Rockford, Ill.; WTAX Springfield, Ill.; WATW Ashland, Wis.; WPEP Park Falls, Wis.; WEAU-TV Eau Claire, Wis.; WBBM-TV Chicago, Ill.

Renewal of License Returned

WLBH Mattoon, Ill. (not signed); **WCMY Ottawa, Ill.** (not signed).

Modification of Cp

KRBB El Dorado, Ark.—Seeks mod. of cp for extension of completion date to 12-24-55.

WOOK-TV Washington, D. C.—Seeks mod. of cp for extension of completion date to 5-1-56.

September 26 Decisions

ACTIONS ON MOTIONS

By Comr. Richard A. Mack

Broadcast Bureau—Granted petition for extension of time to Sept. 28 to file exceptions to initial decision in ch. 9 proceeding, Charlotte, N. C. Action 9/22.

Ky-Va Bcstg. Corp. (WKYV) Harlan, Ky.—Granted petition for extension of time to Sept. 26, to file opposition to "Petition to Enlarge Issues" filed by Blanfox Radio Co. on Sept. 12, 1955, in am proceeding. Action 9/21.

Dept. of Defense—Granted petition for extension of time to Sept. 27, to file brief in support of exceptions to initial decision in ch. 5 pro-

ceeding, Streets Electronics Inc., Enid, Okla. (KGEO-TV). Action 9/20.

By Hearing Examiner Herbert Sharfman

WNIA Cheektowaga, N. Y.—Granted petition for continuance of hearing from Sept. 26 to Nov. 7 re am application for mod. of permit to extend completion date. Action 9/23.

By Hearing Examiner H. Gifford Irion

Greater Erie Bcstg. Co., Buffalo, N. Y.—Granted petition for extension of time from Oct. 3 to Oct. 17 to file proposed findings and from Oct. 17 to Oct. 31 to file replies in ch. 7 proceeding, Buffalo, N. Y. Action 9/22.

Upon oral request from counsel for the Dept. of Defense, continued further hearing re application of Deep South Bcstg. Co. (WSLA) Selma, Ala., for tv ch. 8, from Sept. 26 to 29 at 10 a.m.

By Hearing Examiner Basil P. Cooper

Ordered hearing conference re am applications of Robert E. Bollinger, Mercury Bcstg. Co. (KLIQ) and Capstaff Bcstg Co., Oregon Ltd., all **Portland Ore.**, be continued until 14 days after Commission has acted upon petition of Bollinger to dismiss **KLIQ** application and petition of **KLIQ** to accept late appearance. Action 9/22.

By Comr. Richard A. Mack

Granted joint petition of applicants in ch. 11 proceeding, St. Louis, Mo., for extension of time to Oct. 24 to file exceptions to initial decision and to Nov. 21 to file replies to exceptions and granted permission to file briefs in support of exceptions and replies to exceptions not to exceed 80 pages in length. Action 9/16.

September 26 Applications

ACCEPTED FOR FILING

License to Cover Cp

KCOB Newton, Iowa.—Seeks license to cover cp which authorized new am station.

WKDL Clarksdale, Miss.—Seeks license to cover cp which authorized new am station and specify studio location.

WEVA Emporia, Va.—Seeks license to cover cp which authorized change frequency, increase power, change hours of operation and make changes in ant. and ground system.

WFBM-TV Indianapolis, Ind.—Seeks license to cover cp which authorized changes in facilities of existing tv station.

Modification of Cp

KTIX Seattle, Wash.—Seeks mod. of cp (as mod. which authorized new am station) for extension of completion date.

KFMB-TV San Diego, Calif.—Seeks mod. of cp for extension of completion date to 5-12-56.

WLEX-TV Lexington, Ky.—Seeks mod. of cp for extension of completion date to 3-25-56.

WAAB-TV Worcester, Mass.—Seeks mod. of cp for extension of completion date to 4-12-56.

KTVE (TV) Longview, Tex.—Seeks mod. of cp to extend completion date.

WQED (TV) Pittsburgh, Pa.—Seeks mod. of cp for extension of completion date to 1-13-56.

Renewal of License

WKAI Macomb, Ill.; WMIX Mt. Vernon, Ill.; WTAD Quincy, Ill.; WIZZ Streator, Ill.; WKID Urbana, Ill.; WHBY Appleton, Wis.; WAPL Appleton, Wis.; WBIZ Eau Claire, Wis.; KFIZ Fond du Lac, Wis.; WJPG Green Bay, Wis.; WNME Menomonie, Wis.; WEKZ Monroe, Wis.; WHBL Sheboygan, Wis.; WTRW Two Rivers, Wis.; WTTN Watertown, Wis.; WBBM-FM Chicago, Ill.; WEBQ-FM Harrisburg, Ill.; WLDS-FM Jacksonville, Ill.; WVLN-FM Olney, Ill.; WROK-FM Rockford, Ill.; WTAX-FM Springfield, Ill.; WEAU-FM Eau Claire, Wis.; WISC-FM Madison, Wis.; WHBL-FM Sheboygan, Wis.; WILL-FM Urbana, Ill.

Remote Control

WJLB Detroit, Mich.

September 27 Decisions

BROADCAST ACTIONS

By the Broadcast Bureau

Actions of Sept. 23

KRNT Des Moines, Iowa—Granted authority to operate trans. by remote control while using non-DA.

WKAR East Lansing, Mich.—Granted permission to transmit all Michigan State College football games to **CKLW Windsor, Canada**, beginning Sept. 24 and ending Nov. 20.

KRDG Redding, Calif.—Granted cp to replace expired cp which authorized new am to operate on 1230 kc, 250 w, unl.

WMUZ (FM) Detroit, Mich.—Granted mod. of cp to change ERP to 20 kw; ant. to 200 ft., change in trans. location.

KCMS Manitou Springs, Colo.—Granted cp to change trans. location; ERP to 890; ant. to minus 780 ft. and authority to operate by remote control.

Following were granted extensions of completion dates as shown: **KTVE (TV) Longview, Tex.**, to 3-22-56; **WLEX-TV Lexington, Ky.**, to 3-25-56; **KDUB-TV Lubbock, Tex.**, to 4-20-56; **KGEO-TV Enid, Okla.**, to 4-13-56; **WXEX-TV Petersburg, Va.**, to 4-6-56.

Actions of Sept. 22

Following were granted authority to operate trans. by remote control: **WCBR Memphis, Tenn.; WAVZ New Haven, Conn.**

Following were granted extensions of completion dates as shown: **WGEM-TV Quincy, Ill.**, to 3-24-56; **KFDM-TV Beaumont, Tex.**, to 3-27-56.

Actions of Sept. 21

WTIX New Orleans, La.—Granted license for change in trans. location and changes in ant. system.

Following were granted extensions of completion dates as shown: **WOPT (TV) Chicago, Ill.**, to 1-16-56; **WKOK-TV Sunbury, Pa.**, to 1-16-56; **WJDM (TV) Panama City, Fla.**, to 3-21-56.

KWRW El Dorado, Ark.—Granted authority to operate trans. by remote control from 201 East Oklahoma St., Hotel Ione, Guthrie, Okla.

Actions of Sept. 20

WSFB Quitman, Ga.—Granted mod. of cp for change in ant.-trans. location, specify studio location and authority to operate trans. by remote control.

Following were granted extensions of completion dates as shown: **KLIF-TV Dallas, Tex.**, to 1-16-56; **KTRE-TV Lufkin, Tex.**, to 4-18-56; **WMGT North Adams, Mass.**, to 4-15-56.

Actions of Sept. 19

WTVS (TV) (Ed.) Detroit, Mich.—Granted STA to operate on ch. 56 for period ending Nov. 30.

KTVO (TV) Kirksville, Mo.—Granted STA to operate commercially on ch. 3 for period ending Feb. 1, 1956.

KRWC Forest Grove, Ore.—Granted license covering increase in power.

WORA-TV Mayaguez, P. R.—Granted extension of completion date to 3-27-56.

September 27 Applications

ACCEPTED FOR FILING

Remote Control

KRNT Des Moines, Iowa.

Renewal of License

WJJD Chicago, Ill.; WMAQ Chicago; WHFC Cicero, Ill.; WDAN Danville, Ill.; WFIW Fairfield, Ill.; WLDS Jacksonville, Ill.; WMBD Peoria, Ill.; WILL Urbana, Ill.; WAVI Dayton, Ohio; WDOR Sturgeon Bay, Wis.

License to Cover Cp Returned

KMIL Cameron, Tex.—Application for license to cover cp which authorized new am station returned (not notarized).

Modification of Cp

KCMO-TV Kansas City, Mo.—Seeks mod. of cp to extend completion date to 3-1-56.

September 28 Decisions

BROADCAST ACTIONS

Commission en banc, by Comrs. McConnaughey (Chairman), Hyde, Bartley and Doerfer, took following actions Sept. 28:

Stations granted renewal of license on regular basis: **WKRC Cincinnati, Ohio; WDBC Escanaba, Mich.; WFRO Fremont, Ohio; WHIZ Zanesville, Ohio; WHKK Akron, Ohio; WJBK-AM-FM Detroit, Mich.; WJLB Detroit, Mich.; WPAG Ann Arbor, Mich.; WAND Canton, Ohio; WBRI-FM Detroit, Mich.; WBRT Bardstown, Ky.; WPGW Portland, Ind.; WEOA Evansville, Ind.; WTCR (formerly WWKO) Ashland, Ky.; WSRS-AM-FM Cleveland Heights, Ohio, and WPAY-AM-FM Portsmouth, Ohio**

ACTIONS ON MOTIONS

By Hearing Examiner J. D. Bond

Mountain City Television Inc., Chattanooga, Tenn.—Denied petition of Sept. 13 for corrections in various respects to transcript of hearing in ch. 3 proceeding and granted supplemental petition of Sept. 15 for incorporation of various changes in transcript. Action 9/27.

Palomar Bcstg. Co., Escondido, Calif.—Granted motion for continuance of prehearing conference from Oct. 4 to 10 a.m. Nov. 15 and that hearing scheduled for Oct. 17 be continued to date to be fixed by subsequent order in proceeding re am applications. Action 9/27.

By Hearing Examiner Hugh B. Hutchison

WGNS Murfreesboro, Tenn.—Granted petition for continuance of hearing now scheduled for Sept. 27 in matter of order to show cause why license of WGNS should not be revoked; hearing continued without date. Action 9/23.

By Hearing Examiner Basil P. Cooper

Scheduled prehearing conference re am applications of Northern Indiana Broadcasters Inc., South Bend, Ind. and St. Joseph Valley Bcstg. Corp. **(WJVA), Mishawaka, Ind.** on Sept. 30. Action 9/23.

Issued Order for the Conduct of Hearing setting forth agreements by parties in proceeding re application of American Southern Broadcasters **(WPWR), Laurel, Miss.**, for cp for am station all exhibits to be introduced by parties in support of those issues from which he has burden of proof will be exchanged on or before Oct. 10 and further hearing will be held on Oct. 25 at 10 a.m. Action 9/23.

By Hearing Examiner Herbert Sharfman

WQXR New York, N. Y.—Granted motion for extension of time from Sept. 28 to Oct. 5 to file proposed findings of fact and conclusions re am application of E. Weaks-McKinney Smith, Paducah, Ky. Action 9/23.

By Hearing Examiner Annie Neal Huntting

Atlantic City Bcstg. Co., Atlantic City, N. J.—Dismissed as moot motion for extension of time and for late acceptance of engineering testimony, if necessary, re am applications of Mercer Bcstg. Co., Trenton, N. J. and Drew J. T. O'Keefe, Jack J. Dash and William F. Waterbury, Levittown-Fairless Hills, Pa. Action 9/23.

Upon informal agreement of parties in ch. 10 proceeding, Parma-Onondaga, Mich. ordered hearing be resumed on Sept. 29 at 10 a.m. Action 9/26.

By Hearing Examiner H. Gifford Irion

By Statement and Order Governing Hearing re am applications of Taylor Bcstg. Co., Colorado Springs, Colo. and Garden of the Gods Bcstg. Co., Manitou Springs, Colo. ordered that conference would not be held in Manitou Springs and that formal hearing conference will be held 10 a.m., Washington, D. C., Oct. 11; unless otherwise ordered by Examiner, hearing will proceed immediately following conference. Action 9/23.

September 28 Applications

ACCEPTED FOR FILING

Renewal of License

WSBC Chicago; WEDC Chicago; WBBM Chicago; WAIT Chicago; WRMN Elgin, Ill.; WGIL Galesburg, Ill.; WKAN Kankakee, Ill.; WPRC Lincoln, Ill.; WPRS Paris, Ill.; WPEO Peoria, Ill.; WROK Rockford, Ill.; WATK Antigo, Wis.; WBEV Beaver Dam, Wis.; WLDY Flambeau Township, Wis.; WPLY Plymouth, Wis.; WIBU Poynette, Wis.; WRDB Reedsburg, Wis.; WTCH Shawano, Wis.; WDSM Superior, Wis.; WAUX Waukesha, Wis.; WROY-FM Carmi, Ill.; WDWS-FM Champaign, Ill.; WEFM (FM) Chicago; WMIX-FM Mt. Vernon, Ill.; WWCF (FM) Greenfield Township, Ill.; WJMC-FM Rice Lake, Wis.; WHBF-FM Rock Island, Ill.; WLIN Wausau, Wis.; WBKB (TV) Chicago.

Modification of Cp

WJKO East Longmeadow, Mass.—Seeks mod. of cp (which authorized change ant.-trans. and studio location; change station location and change from DA-D to non-DA) for extension of completion date.

BROADCASTING • TELECASTING

THE NEWSWEEKLY OF RADIO AND TELEVISION

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Anglo-American Broadcasting

(The editorial below was written in London by Sol Taishoff, B•T editor and publisher, who covered the opening of British commercial television.)

THE American Plan of Broadcasting is now Anglo-American. Londoners have accepted commercial television almost without reservation. The British—except perhaps for BBC officialdom—liked what they saw in the way of commercials during and after opening night of "Independent Television" on Sept. 22.

To us, the "non-sponsorship" plan seemed primitive. Jamming of three or four tandem commercials at so-called "natural breaks," without regard to the character or context of the programs, wouldn't work here. But the British didn't object. They like the programs —mainly American products. And they like the competition between non-commercial BBC and the commercial ITA. They regarded the commercials as "well-mannered" and "reserved"; like "a salesman at the side door." Techniques will improve with experience. Advertising men predict there will be the logical transition to U. S. methods of program sponsorship.

What about the BBC, which for nearly 30 years has been a state monopoly in radio—and latterly tv? BBC is watching the ITA operation closely, obviously hoping that it fails. But BBC also recognizes that the popular programs, which achieved success in America, will win over a substantial portion of its audience. BBC's obvious hope is that advertisers will feel that they're not getting their money's worth at £1,000 ($2,800) per minute in Class A time.

But, if it takes hold, BBC can be expected to have a commercial blueprint of its own. BBC, in fact, is commercial. It publishes the fabulously successful *Radio Times* along with other publications. These accept advertising, and are sold for a subscription fee. With 9 million circulation in a country of 45 million, *Radio Times* now brings in £2 million or $5,700,000 in gross income.

It isn't much of a leap from publication advertising to broadcast advertising. The BBC publications now are "advertised" over both radio and tv. The BBC charter, renewable every ten years by Parliament, has about seven years to run. ITA's auspicious start and initial acceptance are certain to make it (and the BBC) a live topic in Parliament from now on.

So, as we see it, the introduction of "independent television" in England not only has broken the BBC non-commercial monopoly, but also is destined to bring full-scale commercial competition. The British do not do things in a hurry. It may take a few years, but it's our guess that both radio and television in England and almost everywhere else in the democratic world will become as American as the hot dog.

The Lip's New Job

IN SIGNING Leo Durocher last week, NBC added to its executive roster a man of many talents, some of which have not been greatly criticized. Among other accomplishments, Mr. Durocher once went all the way from Brooklyn to the Polo Grounds. This is a feat not fully understandable from a casual study of New York City geography. But any baseball fan will tell you that the distance has not yet been measured which is greater than the vast, almost impenetrable reaches that separate those two points. As a man who made the trip and lived to tell it, Mr. Durocher should have no trouble negotiating whatever distances and differences lie between management of a baseball club and an executive post with a network.

Without knowing exactly what it means, we rely on NBC's explanation that Mr. Durocher will deal in talent relations primarily, also appearing as commentator and/or guest on some programs and occasionally representing the network at public engagements. If this latter means he will be a "goodwill ambassador," let his baseball colleagues who know him best make the most of it. We also discard summarily the gag that "Leo the Lip" will "be in charge of sound" for NBC.

Whatever his NBC functions, his reputation in baseball has been that of a man who would dust off his grandmother if it meant winning a game. If this characteristic carries over into his network activities, a word of caution would seem appropriate for other networks who may from time to time have occasion to come to bat against him.



Drawn for BROADCASTING • TELECASTING by Sid Hix

"Big Hollywood star on This Is Your Life *tonight . . . Those are his ex-wives!"*

Good Riddance

HAVING had a run-in with his dictatorship in its early days, we cannot suppress a feeling of personal satisfaction that Juan Peron is no longer boss of Argentina.

In July 1948, a dispatch from a special B•T correspondent was intercepted and printed—with inflammatory editorials—by the Peron-controlled press. The dispatch was reporting a Buenos Aires meeting of the Inter-American Broadcasting Assn. at which representatives of several Latin countries unsuccessfully tried to force through a resolution opposing censorship of radio in Argentina.

The Peronista press accused the IABA and B•T of being the tools of "Yankee Imperialism," a phrase that has since become threadbare with use, and denied there was any censorship of press and radio.

To Mr. Peron we wish obscure sanctuary. To the new government of Argentina we suggest that it begin its tenure with a policy of freedom of the air. If it attempts to censor news on the air and in the press, its victory in the streets will be another defeat for the Argentine public.

History Lesson

NETWORKS and their clients have short memories. Else there would not be such a to-do over the *$64,000 Question*.

It is possible to conclude, from a study of the hysterical maneuvering that has gone on among television networks and some of their accounts, that the fate of the entire television business depends upon this single show, that no other network can survive if CBS-TV keeps possession of *Question*.

Pause for a moment, despondent gentlemen, to consider history. In 1939 Tums put a thing called *Pot 'o Gold* on NBC Radio. It was a giveaway which awarded $1,000 cash to people who answered questions put to them by telephone after their numbers had been selected by chance. Rival network programs had practically no audience at the peak of *Pot 'o Gold's* popularity. Movie theatres complained they were losing $1 million each night the program was broadcast.

Pot o' Gold had a comparatively brief life. Its popularity faded rapidly after a few months, and the show disappeared. Radio didn't.

Television won't disappear either, no matter what happens to *$64,000 Question*—not unless network executives let it go by default while they concentrate their energies on trying to grab or imitate that show.

after only one year of operation



KWK*tv*

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FIRST

IN OVERALL AUDIENCE IN ST. LOUIS

Pulse

July 1955

	MON THRU FRI SIGN-ON TO NOON	MON THRU FRI NOON TO 6 PM	SUNDAY SIGN-ON TO 6 PM	SATURDAY SIGN-ON TO 6 PM	WEEKLY AVERAGE 6 PM TO MIDNIGHT
KWK-*tv*	62	56	56	62	46
STATION "B"	38	42	41	36	38

A. R. B.

July 1955

	MON THRU FRI SIGN-ON TO NOON	MON THRU FRI NOON TO 6 PM	SUNDAY SIGN-ON TO 6 PM	SATURDAY SIGN-ON TO 6 PM	WEEKLY AVERAGE 6 PM TO MIDNIGHT
KWK-*tv*	60.4	43.9	65.5	73.9	51.2
STATION "B"	39.7	55.9	34.2	25.8	43.1

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WNOE, New Orleans — tops all independents in August Hooper

WRIT, Milwaukee — in 6 months nearly first in Milwaukee Hooper

KNOE , Monroe, La. — first by far in Hooperatings

and

KNOE-TV, Monroe, La. — Channel 8

KOKE-TV, El Paso — Channel 13

NOE MAC
STATIONS
NEWS MUSIC

KLIF, Dallas
WNOE, New Orleans
WRIT, Milwaukee
KNOE, Monroe, La.
KELP, El Paso
KNOE-TV, Monroe, La.
KOKE-TV, El Paso

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BROADCASTING TELECASTING

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24TH year

THE NEWSWEEKLY OF RADIO AND TV

THE BIG REASON

WLEE is pleased to announce its new affiliation effective October 1, with the NBC Radio Network.

One of the big reasons WLEE is excited about this association is NBC's revitalization of radio.

MONITOR, NBC Radio's new weekend service, has made more people Radio-conscious than anything else in years. It's given Radio EXCITEMENT again. And that's what we need.

Whatever builds Radio is good for WLEE. We like MONITOR.

WLEE

Tom Tinsley, President Irvin Abeloff, Vice Pres.

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kgul TV

IS TOPS IN TELEPULSE

Again in August KGUL-TV has the Number One program in the Galveston-Houston market. The August Telepulse shows the "$64,000 Question" with a rating of 37.2.

NOW MORE THAN EVER—THE BEST BUY IN TEXAS

KGUL-TV GULF TELEVISION COMPANY GALVESTON

Represented Nationally by CBS *CBS Television Spot Sales*

Published every Monday, with Yearbook Numbers (53rd and 54th issues) published in January and July by Broadcasting Publications, Inc., 1735 DeSales St., N.W., Washington 6, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.



another Texas

Giant

KRLD-TV's NEW TRANSMITTING TOWER ADDS 21 NEW COUNTIES TO EFFECTIVE VIEWING AREA

All or substantial parts of 42 thriving counties now come within KRLD-TV's rural coverage line.

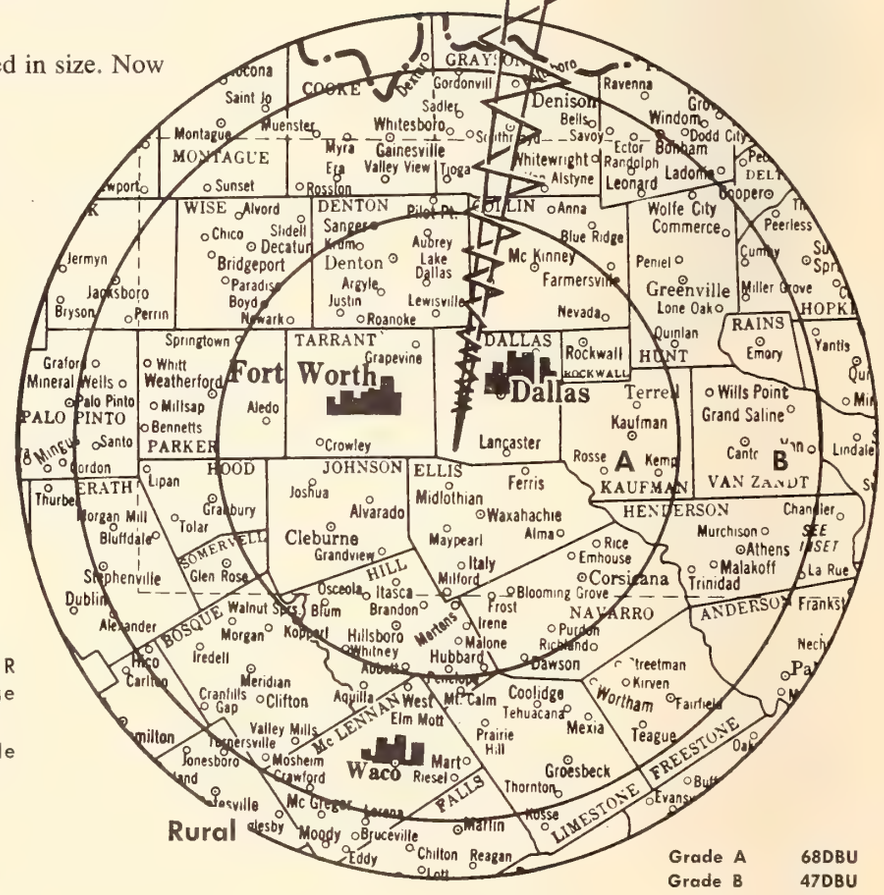
KRLD-TV's good coverage area has doubled in size. Now 27,200 square miles.

Population	2,217,610
Families	669,910
Retail Sales	$2,527,962,000
TV Receivers	536,740

Now, more than ever before
KRLD-TV IS YOUR BEST BUY

Source: SM's Survey of Buying Power May 10, 1955

KRLD-TV TOWER
1685 feet above average terrain.
Texas' highest man-made structure.



KRLD-TV

The Times Herald Station
Owners and operators of KRLD, 50,000 Watts
The Branham Co., Exclusive Representative.

The BIGGEST buy in the BIGGEST market in the BIGGEST State

CBS

Channel 4, Dallas
MAXIMUM POWER

JOHN W. RUNYON
Chairman of the Board

CLYDE W. REMBERT
President

closed circuit®

STRAW IN WIND? When matter of NBC-Westinghouse stations swap came up at FCC meeting last Tuesday, question arose as to what kind of order staff should draw up. It was understood approval decision was ordered, with three commissioners favoring, two opposing and third (Comr. Mack) abstaining. Absent was Comr. Webster, who will be back at desk Oct. 13. This is not to be construed as anything approaching final decision, but it is indication of present dispositions of five commissioners. Formal FCC vote will take place when order is presented by staff. Involved is transfer of Westinghouse-owned KYW and WPTZ (TV) Philadelphia to NBC and of NBC-owned WTAM-AM-FM and WNBK (TV) Cleveland and $3 million to Westinghouse.

B•T

INDEPENDENT Grocers Assn. stores are entering television for first time with sponsorship of one-hour film series, The Popcorn Theatre, *in 47 markets, effective Oct. 29 for 13 weeks. Initial television budget is more than $400,000. Firm is placing program regionally, using Saturday morning time, wherever obtainable. Reach, Yates & Matoon, New York, is agency.*

B•T

TEST OF SENTIMENT • Around country there's strong support being voiced by tv stations for NARTB's long-range plan to set up one-system tv set count and circulation project in 1957 (see story, page 72). Critical test of this enthusiasm will come when underwriting of operating corporation is started and financial support solicited—possibly reaching or passing million-dollar figure.

B•T

NARTB's committeemen on tv circulation project haven't said so publicly, but there's feeling that some advertiser-broadcaster interests may contend plan should include hour-by-hour circulation data rather than proposed "typical time period." In other words, data presently proposed doesn't replace program popularity surveys. There's doubt, however, if any of several proposed million-dollar-plus plans to underwrite private nationwide set count, county by county, will develop because of new NARTB proposal for interim data based on processing of all available tv circulation information.

B•T

NETWORKS AND ALLOCATIONS • FCC asked networks last week to furnish information regarding tv station clearances for its allocations study. This information also is significant in FCC's network probe, giving rise to feeling in some circles that there may be high correlation between two subjects.

THERE ought to be announcement next week naming staff members of FCC's network study. Roscoe L. Barrow, dean of U. of Cincinnati Law School and newly appointed chief of study [B•T, Sept. 26], was in Washington past weekend, conferring with FCC officials. He plans to spend Thursday-Saturday weekly in Washington from now on.

B•T

PATRONS OF ART • Major movie executives are troubled over finding television in their market place for story material. Dore Shary, M-G-M production chief, let it out at Theatre Owners of America convention in Los Angeles. He said there is "serious threat" of tv interests bank-rolling playwrights in order to grab first television rights on stories written for stage.

B•T

GOLDEN GIFT (processors of fresh juices), De Land, Fla., spot advertiser which has been handled by Harris & Whitebrook, Miami and New York, is expected to name Ellington & Co., New York, as its new advertising agency. Meanwhile, New York office of Harris & Whitebrook is closing. Joan Stark, head of latter, is expected to join Grey Adv., New York as timebuyer.

B•T

DEGRAY FOR GODWIN • Edward J. DeGray, former director of station relations of Vitapix and before that with CBS Radio station relations, will join ABC as national director of radio station relations. He'll succeed Charles W. Godwin who will join *Sponsor* magazine.

B•T

ARMOUR & Co., Chicago meat packer, has "no comment" on report, but it's considered certainty it will drop one key advertising agency for another within next fortnight or so. Speculation of recent weeks centers around realignment of certain shortening, poultry and soap products involving broadcast media buys. Firm now deals with eight agencies in all.

B•T

FAINT PULSE • Hope may not be entirely dead—though at this time breath can hardly be discerned—that Publishers Information Bureau subsequently will resume reporting network radio billings (story page 60). With CBS Radio, ABC and Mutual on single rates with lower discounts while NBC continues on old basis with higher discounts, problem is to reach agreement on uniform basis for reporting. Other networks rejected NBC proposal to report net figures (before annual discounts), primarily because rival media are reported in gross terms. But NBC claims it's also misleading, and hurts radio, to use inflated "gross" figures. There's no question PIB would continue publishing radio billings if networks could agree on basis, and at least some network officials say they'll meet again around first of year to "have another look."

B•T

CONTRARY to earlier reports, FCC is seeking replacement for Hearing Examiner Fanney N. Litvin who retired Oct. 1 [B•T, Oct. 3]. Heavy FCC workload has forced decision to keep complement of 11 examiners. Possible replacement is being considered from "broad field," with announcement not likely for some time.

B•T

COLOR IN BRITAIN • BBC's announced plan to begin tv color tests about Oct. 10 is another effort to keep several jumps ahead of new commercial tv operations in Britain. But problem is far greater than that in U. S. since British allocations provide only five megacycle channel, as against six mc in U. S. and BBC engineers admit task of crowding color transmission into narrower band with 405-line quality (against our 525) is real challenge. They're talking in terms of five years before color becomes economically feasible in Britain.

B•T

SHOULD Dr. Milton Eisenhower, brother of President, become GOP choice in 1956 if President decides not to run, he would be first candidate in history with practical knowledge of broadcasting. In late 'twenties Milton was radio director of Dept. of Agriculture and was important behind-scenes factor in educational tv reservation battle three years ago.

B•T

BREAKING THE JAM • In continuing effort to thwart Radio Free Europe and Voice of America, Communist regimes in satellite countries are fostering wired radio loud speaker systems, but shortwave set sales continue to mount. RFE research shows shortwave sets in use in Czechoslovakia, Poland, Hungary, Rumania and Bulgaria reached 6,000,000 in 1954, and that despite jamming, programs get through on at least one of numerous channels used on staggered system, with programs repeated one to three times each 24 hours.

B•T

AMERICAN Radiator & Standard Sanitary Corp., Pittsburgh, reportedly has completed negotiations with NBC-TV for purchase of about $1 million of time (gross billings) on network's once-a-month Color Spread *spectaculars and* Today *and* Home *programs, starting in early 1956. Transaction said to cover 90 participations on* Today *and* Home *and six participations on* Color Spread. *Agency is BBDO, New York.*



WGAL-TV

LANCASTER, PENNA.

NBC and CBS



316,000 WATTS

Channel 8 Multi-City Market

And your sales fly high when you use the super-powered Channel 8 signal of WGAL-TV. It sends your advertising message from its mountaintop transmitter to the rich, vast Channel 8 multi-city market—where 3½ million people, with 912,950 TV sets, spend $5½ billion annually.

STEINMAN STATION • Clair McCollough, Pres.

Representatives:

MEEKER TV, INC.

New York Los Angeles Chicago San Francisco

Harrisburg York | Lebanon Reading | Hanover Pottsville | Gettysburg Hazleton | Chambersburg Shamokin | Waynesboro Mount Carmel | Frederick Bloomsburg | Westminster Lewisburg | Carlisle Lewistown | Sunbury Lock Haven | Martinsburg Hagerstown

at deadline

RAB SETS HEAVY RADIO CLINIC LINEUP OF LEADING ADVERTISERS AND AGENCIES

ADVANCE registration Friday indicated around 500, with substantial percentage made up of agency and advertiser executives, will attend Radio Advertising Bureau's advertising clinic to be held Thursday-Friday at Waldorf-Astoria Hotel in New York.

Some 10 speakers Thursday will tell how their campaigns used radio and what medium did for them. New York Gov. Averell Harriman will be featured speaker at Thursday luncheon (Starlight Roof).

Advance Program: Sert Room, beginning Thursday, 9:30 a.m., opened by Joseph E. Baudino, Westinghouse Broadcasting Co., RAB chairman. Speakers—William E. Wright, president, Wright, Campbell & Suitt, Chicago, on Py-O-My campaign; Frank P. McGrath, account executive, Caldwell, Larkin & Sidener-Van Riper, Indianapolis, on Mayflower campaign; Arthur K. Magee, account executive, Rippey, Henderson, Kostka & Co., Denver, on Frontier Airlines campaign; Donald Steward, advertising manager, Texas Co., New York, Texaco campaign; Comdr. Edward Whitehead, president, Schweppes Ltd., New York, and Frank Johnson, account executive, Ogilvy, Benson & Mather, New York, on Schweppes.

Thursday afternoon—Walton Purdom, executive vice president, Brisacher, Wheeler & Staff, San Francisco, Contadina campaign; Howard S. Cohoon, president, Milner Products Co., Jackson, Miss., on Pine-Sol, Perma-Starch campaigns; Edward L. Jones, manager, consumer advertising, Hamilton Watch Co., Lancaster, Pa., Hamilton Watch campaign; John Dow, vice president, Bozell & Jacobs, Omaha, Gland-O-Lac; Paul C. Gumbinner, president of Lawrence C. Gumbinner Adv. Agency, New York, Q-Tips; C. H. Bobertz, vice president, Clark & Bobertz, Citizens Mutual Automobile Insurance; William H. Thomas, radio-tv department, Fitzgerald Adv. Agency, New Orleans, on Jax Brewing Co.

Friday panels include (starting 9:30 a.m., Sert Room) creative selling (making radio commercials more effective)—M. Belmont Ver Standig, president of own Washington, D. C. agency; Phil Davis, Phil Davis Musical Enterprises, New York; Robert Kirschbaum, radio-tv copy chief, Grey Adv. Agency, New York; Andrew J. Love Jr., Andy Love Productions, New York, and John Swayze, supervisor, radio-tv commercial copy, Young & Rubicam, New York; and creative buying (what influences client to buy radio—types of audience, etc.)—Roger Bumstead, media director, David J. Mahoney Inc. (White Rock account); Martin J. Murphy, media supervisor, Young & Rubicam (*Life* magazine account); R. C. Maddux, radio-tv director, C. L. Miller Co. (Corn Products); Ernest Hartmann, radio-tv director, Lennen & Newell (American Airlines account); Robert H. McKenney, account executive, Campbell-Ewald Co. (General Motors Acceptance Corp.); John S. Asch, research director, Eugene Stevens Co.

Also Friday: Mid-morning presentation of awards to eight most effective radio commercials broadcast during 1955; afternoon closed business session, presided over by Kevin Sweeney, RAB president, who will give presentation, "How to Increase Radio's Share of the Advertising Dollar."

Five Radio Stations Sold In $1 Million Buying Flurry

FRIDAY was $1 million day in brokerage business as parties came to terms on sales of five radio stations across country.

Application for FCC approval of the sale of independent 10 kw KXL Portland, Ore. (on 770 kc), by Ed Craney and associates to Lester M. Smith and Lincoln Dellar, owners of KJR Seattle, Wash., for $450,000 filed Friday. At same time application also filed for sale of KHMO Hannibal, Mo., by James P. and Ada H. Bolling to Messrs. Smith and Dellar for $40,000 plus assumption of $42,250 in obligations.

KJR owners buying 100% of stock of KXL, owned 47.8% by Mr. Craney, 40.6% by Mrs. Frances Symons, and others. KXL July 31, 1955, balance sheet showed total assets of $281,207, of which $201,545 were current assets; total liabilities of $705, and surplus of $135,683. Replacement value of KXL property and equipment set at $185,000. Mr. Craney's other holdings are KXLF-AM-TV Butte, Mont.; KXLJ Helena, KXLQ Bozeman, KXLL Missoula, and KXLK Great Falls, all Montana.

Balance sheet for Mt. Ranier Radio & Tv Broadcasting Co., KJR licensee, showed that as of July 31, 1955, it had total assets of $204,380, of which $55,763 were current assets. Total liabilities were $351,977. Loss of $175,648 was carried on books. Application also showed that KJR lost $36,000 in fiscal 1954 and $12,000 in fiscal 1955. Mr. Dellar also owns KXOA-AM-FM Sacramento, Calif. Transaction handled by Blackburn-Hamilton, station brokers.

KHMO, owned by parents of Mrs. Smith, showed total assets as of June 1, 1955, of $81,571, of which $22,245 were current assets. Total liabilities listed at $55,579. Replacement value put at $129,505.

One of biggest am sales in recent months filed with FCC Friday involving acquisition of KRKD-AM-FM Los Angeles for $417,500.

Principals of purchasing group are Albert Zugsmith Corp. (36 2/3%), media broker; Richard C. Simonton (36 2/3%), electrical engineer with interests in wired music franchises, and Frank Oxarart (26 2/3%), who is 20% owner of KVOA-AM-TV Tucson, Ariz. KRKD, licensed to Radio Broadcasters Inc., operates on 1150 kc with 5 kw day, 1 kw night.

Sale of KVNI Coeur d'Alene, Idaho, by Scripps Newspaper Corp. and Burl C. Hagadone to Allan Pollock for $85,000 announced Friday. Station, 250 w on 1240 kc, affiliated with MBS. Mr. Pollock also is stockholder in KBET-TV Sacramento, Calif. Scripps company (*Idaho State Journal* and other newspapers) and Mr. Hagadone also own KNEW Spokane, Wash. Publishing firm has interest in KWIK Pocatello, Idaho. Transfer, subject to FCC approval, handled by Blackburn-Hamilton, station broker.

• BUSINESS BRIEFLY

SATURATION SPOTS • American Cigar & Cigarette Co., (Pall Mall cigarettes), N. Y., spending half-million dollars in saturation radio spot campaign in four areas—New England, New York, Chicago, and West Coast—beginning in October on various starting dates for 13 weeks. Spots are ten different arrangements of company's lyrics to tune of "Sweet Betsy from Pike" (as waltz, rumba, etc.). SSC&B, N. Y., is agency.

TWO BUY ZOO • American Chicle Co. (Beeman's Pepsin gum, Adams Chiclets, Dentyne), through Ted Bates & Co., N. Y., and Mutual Benefit Health & Accident Assn. (Mutual of Omaha Insurance), through Bozell & Jacobs same city, buy NBC-TV *Zoo Parade*, Sun., 2:30-3 p.m., effective Oct. 16 or Oct. 23.

HEAVY SPENDER • Whitehouse Co. (record packages, Twinkle Tunes, Christmas carols, Honkey Tonk Tunes), Harrison, N. J., spending $40,000 weekly on television spot announcement campaign, beginning early October and running through March with highest frequency prior to Christmas on about 175 stations. Advertiser uses mostly participations in teenage and cowboy type shows. Parker Adv., N. Y., is agency.

PACKARD ON RADIO • Packard cars will start radio spot announcement Nov. 2 for two weeks, to introduce new models in 25 major radio markets. Ruthrauff & Ryan, N. Y., is agency.

MAKING DATES • Dromedary Dates, N. Y., planning radio spot announcement campaign six days before Thanksgiving and six days before Christmas in about 22 states. Lennen & Newell, N. Y., is placing eight-second spots from 7 a.m. to 7 p.m., radio only.

CIGAR CAMPAIGN • P. Lorillard Co. (Muriel cigars), N. Y., starting radio spot announcement campaign Oct. 17 for ten weeks. Lennen & Newell, N. Y., is agency.

REYNOLDS EXPANSION • R. J. Reynolds Tobacco Co. (Prince Albert tobacco) expanding its present radio spot announcement campaign starting today (Mon.) in number of markets for five weeks. William Esty & Co., N. Y., is agency.

SPECIALTY SPOTS • Esso Standard Oil Co. (Essotane bottled gas used for tobacco curing), N. Y., buying radio spot campaign starting today (Mon.) for six weeks over approximately 35 stations in 32 markets in Va., N. C. and S. C. Marschalk & Pratt, N. Y., is agency.

SOUTH FOR WINTER • Lever Bros. (Silverdust), N. Y., buying radio spot campaign in 21 markets in south east-central U. S., beginning Nov. 7 for five weeks. Agency is Sullivan, Stauffer, Colwell & Bayles, N. Y.

Sale of KBLP Falfurrias, Tex. (500 w day on 1260 kc), by Ben L. Parker to J. W. Stewart and Robert J. Hicks for $25,000 announced Friday, subject to FCC approval. Mr. Hicks is manager, KVOU Uvalde, Tex. Mr. Parker retains KBEN Carrizo Springs, and KBOP Pleasanton, both Tex. Sale handled by Jack L. Stoll & Assoc., station broker.

Top Salesman

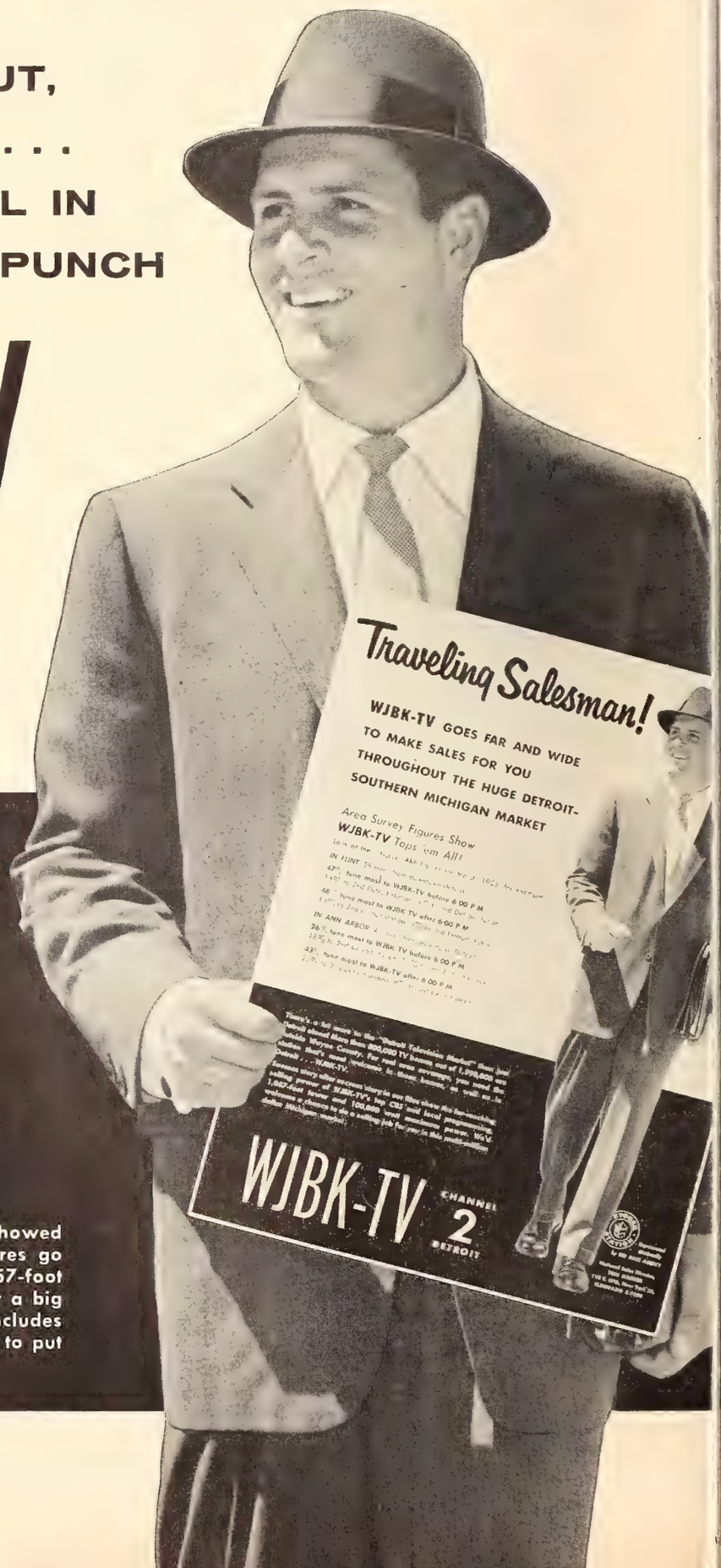
IN SOUTHERN MICHIGAN

INSIDE DETROIT OR OUT,
IT'S THE SAME STORY . . .
WJBK-TV TOPS 'EM ALL IN
AUDIENCE AND SALES PUNCH

WJBK-TV

CHANNEL 2 DETROIT

First Choice of Viewers
in the 1,590,400 TV-Home Market of
Detroit and Southern Michigan



HERE'S MORE EVIDENCE TO SHOW THAT CHANNEL 2 IS THE PLACE FOR YOU!

Metropolitan Detroit, August, 1955 - American Research Bureau

Number of daytime quarter hour periods in Detroit ARB survey with ratings of 9.0 and above	70
Of these 70 periods with ratings of 9.0 and more, WJBK-TV carries	60
Number of daytime periods rated 9.0 and above on all other Detroit-Windsor stations combined	10

Telepulse, August, 1955

Of Top 10 Nighttime shows 8 are on WJBK-TV

Of top 17 Nighttime shows 12 are on WJBK-TV
(Three-way tie for No. 15 in top 15)

Just like the outside area figures in Ann Arbor and Flint showed WJBK-TV the No. 1 viewer choice, the above in-Detroit figures go right along. WJBK-TV's top CBS and local programming, 1,057-foot tower and 100,000 watt maximum power on Channel 2 offer a big "plus" in sales in the entire "Detroit Television Market" that includes big-spending Southern Michigan as well as Detroit. We'd like to put our selling power to work for *you!*

A STORER STATION

Represented Nationally by
THE KATZ AGENCY

National Sales Director, TOM HARKER,
118 E. 57th, New York 22, MURRAY HILL 8-8630

at deadline

RADIOS HOLD MILLION-A-MONTH OUTPUT; TV SET PRODUCTION ALSO ABOVE 1954

RADIO set production, responding to continued revival of public interest and new models, is running 43% ahead of 1954 and can be expected to maintain million-set-per-month pace through rest of year, according to James D. Secrest, executive vice president of Radio-Electronics-Tv-Mfrs. Assn. Tv set production is running 27% above 1954.

Observing that 8,725,012 radio sets had been turned out in first eight months of year compared to 6,110,119 in same 1954 period, Mr. Secrest told B•T radio production has been going upward for several years with no sign of break in trend. Recalling that many set makers had quit making radios as tv developed, with four factories turning out 90% of radio production at one point, he said, "Those who dropped out were short-sighted and they are now making radios again, being aware of this good market. Auto sets account for about half of the present radio production.

"Better designs have appeared and the transistor market is developing gradually, with prospects that miniature radios will become an important competitive product."

Mr. Secrest said radio set figures do not include the "skyrocketing hi-fi production" which is tied into revived interest in recorded music.

RETMA data shows home set output for eight months of 1955 totaled 1,792,142 receivers compared to 1,743,880 in 1954; portables, 1,355,895 compared to 957,199; clock radios, 1,107,796 compared to 861,627 (these are home equipment); auto sets, 4,469,179 compared to 2,547,413 (80% increase).

"By the end of 1955," Mr. Secrest predicted, "as many as 25% of all television sets will be sold to second-set purchasers. This multiple-set trend is growing rapidly as prices come down, people want larger screens and diversity of programming creates an in-home demand for more than one set." He added that old tv sets are starting to wear out.

Radio production in August totaled 947,634 compared to 718,489 in July and 785,499 in August year ago.

Manufacturers turned out 647,903 tv sets in August compared to 334,295 in July and 633,387 in August year ago.

August production included 13,172 radio sets with fm tuners and 1,757 tv sets with fm tuning circuits. Of 647,903 tv sets produced in August, 105,673 (16%) had uhf tuning facilities.

Radio and television set production by months for the first eight months of 1955 follows:

	Television	Home Sets	Portables
January	654,582	280,121	47,303
February	702,514	232,831	109,120
March (5 wks)	831,156	300,840	233,465
April	583,174	193,431	265,866
May	467,394	161,357	258,701
June (5 wks)	589,973	181,930	255,833
July	344,295	141,119	79,410
August	647,903	300,513	106,197
TOTAL	4,820,991	1,792,142	1,355,895
	Auto	Clock	Total Radio
January	573,837	166,885	1,068,146
February	597,742	150,031	1,089,724
March (5 wks)	774,025	173,944	1,482,274
April	567,876	72,602	1,099,775
May	563,369	130,608	1,114,035
June (5 wks)	584,567	182,605	1,204,935
July	404,443	93,517	718,489
August	403,320	137,604	947,634
TOTAL	4,469,179	1,107,796	8,725,012

Pabst Appoints Burnett For Blue Ribbon Beer

PABST BREWING CO., Chicago, appoints Leo Burnett Co., same city, to handle advertising for Blue Ribbon beer effective Jan. 1, 1956. Warwick & Legler to continue handling Pabst and Hoffman beverages out of New York office and Eastside beer out of Los Angeles.

No estimate available on overall advertising or radio-tv monies involved, but Pabst spent over $1 million on network tv and $80,000 on network radio first six months of 1955, according to Publishers Information Bureau. Company sponsors *Pabst Blue Ribbon Bouts* on ABC's tv and radio networks, and utilizes spot radio-tv in selected markets. Harris Perlstein, Pabst president, attributed diversification of agencies to growth of various Pabst divisions.

Ohio Sales Clinic Opened With 125 Delegates Present

RECORD attendance of 125 delegates registered Friday morning as Ohio Assn. of Radio & Tv Broadcasters opened two-day sales clinic at Deshler-Hilton Hotel, Columbus. Herbert E. Evans, Peoples Broadcasting Corp., presided. Sessions opened at 8 a.m. breakfast, splitting into radio and tv panels (early story page 74).

F. A. Higgins, WITY Danville, Ill., spoke on supermarket merchandising. Panel discussion moderated by Byron Taggart, WTVN Columbus, included R. C. Embry, WITH Baltimore; William Kincheloe, advertising manager, Streitmann Biscuit Co., and Harry McDaniel, radio-tv director of Kroger Co.

John R. Vrba, sales vice president of KTTV (TV) Los Angeles, spoke on topic "Los Angeles Is Just the Same" at tv session. Promotion panel was moderated by Mort Sherman, WBNS-TV Columbus, with Norman Cash and Ray Nelson of Television Bureau of Advertising.

At joint session Dud Coan, assistant to merchandising director of Stokely-Van Camp account, Calkins & Holden, New York, spoke on co-op advertising.

UPCOMING

Oct. 10: Ad Club of New York, Annual Advertising & Selling Course.

Oct. 14-16: National Adv. Agency Network Eastern Meeting, Atlantic City, N. J.

Oct. 16-17: New Jersey Broadcasters Assn., Hotel Hofbrau, Wildwood.

Oct. 17-19: Radio-Electronics-Television Mfrs. Assn., Radio Fall Meeting, Hotel Syracuse, Syracuse, N. Y.

For other Upcomings see page 124.

PEOPLE

DONALD S. SHAW JR., ABC-TV station relations, named director, ABC-TV station clearance department, which has been divorced from sales department and set up as autonomous unit, ABC President **ROBERT E. KINTNER** is announcing today (Mon.). Mr. Shaw reports to **JOHN M. MITCHELL,** vice president in charge of ABC-TV. Current tv station clearance personnel will report to Mr. Shaw and department will be expanded. Mr. Shaw joined ABC's traffic department seven years ago. Before then he was with KITO San Bernardino, Calif.

W. W. (NICK) CARTER Jr., formerly general manager, WTRY Troy, N. Y., for four years and associated with station for 11 years before that, named general manager of WEAV Plattsburgh, N. Y., headed by **GEORGE BISSELL.** Mr. Carter was associated with Col. H. C. Wilder properties, then including WTRY, for 18 years.

THOMAS R. YOUNG, with WEEI Boston since 1951, named national spot representative for station succeeding **HOWARD JOHANSEN,** who has joined WENE Binghamton, N. Y., as assistant to general manager.

CARL F. HALLBERG, general manager of WHOO Orlando, Fla., has resigned. In announcing he had accepted resignation "regretfully," owner **EDWARD LAMB** said **FRANK C. OSWALD,** vice president, had named **AL STOCKMEYER** recently program director and account executive, as successor.

ROBERT M. RILEY, WMBD Peoria, Ill., regional sales manager, named national sales manager of station.

ROBERT B. SAMPSON, administrator of distributor finances, RCA corporate staff, named market research manager of RCA Tube Div.

Attorney Says Mrs. Natvig Did Not Get Fair Trial

CLAIM that Mrs. Marie Natvig, government turnabout witness in FCC case against broadcaster Edward Lamb, did not receive fair trial when she was convicted of perjury made Friday by attorney Jean Dwyer in U. S. Court of Appeals in Washington. Miss Dwyer asked three-judge court to reverse conviction. She said defense of Mrs. Natvig was hampered by inability to properly cross examine government witnesses. Mrs. Natvig, free on $1,000 bail from eight months to two years prison sentence [B•T, June 27], testified as government witness in Lamb case earlier this year. She said Mr. Lamb had had Communist connections. Later she reversed her testimony, accused FCC attorneys of forcing her to make accusations. It was for this that she was tried and found guilty of perjury.

Film Directors Open Session

FIRST Western Conference of new National Assn. of Television Film Directors opened Friday in Hollywood as "last major stepping stone to full national organization." Keynote speaker Harold P. See, chairman of NARTB Film Committee and manager of KRON-TV San Francisco, led panel discussion on film problems while film buyers William L. Cooper Jr., WJAR-TV Providence, R. I.; David Manning, WHAM-TV Rochester, N. Y., and Richard Norman, KPTV (TV) Portland, Ore., led other sessions. General business meeting Saturday was to include election of western officers and discussion of plans for first national convention in Chicago. NATFD said it has been endorsed by all networks and NARTB and membership now totals 153 stations.

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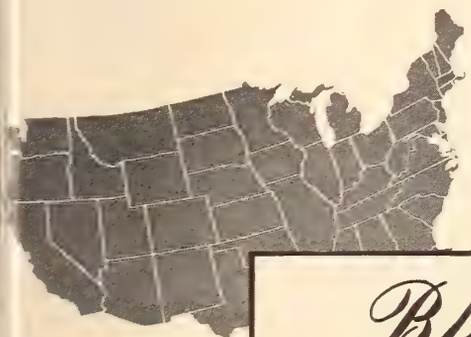
DEAR TEACHER

A fellow named Caesar once said:

"Experience is the teacher of all things." Blackburn-Hamilton Company claims no such omniscience—but when it comes to experience in the brokerage of broadcast properties, this firm knows no peer. This is the *first* nationwide brokerage firm specializing in the broadcast field.

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CAPITAL TYPES #12



TAX COLLECTOR

Not a bad fellow at heart, someone once said, but no one can remember who said it. Neighbors for blocks around keep blinds drawn day and night. Spoils mystery movies for audiences; guesses murderer by end of second reel. Likes plain food, especially roast beef, rare. No gravy. Married, but no exemptions. Drives 1928 Essex—late 1928.

And advertisers in Washington using WTOP Radio find themselves in the driver's seat. WTOP has (1) the largest average share of audience (2) the most quarter-hour wins (3) Washington's most popular local personalities and (4) ten times the power of any other radio station in the area.

WTOP RADIO

Represented by CBS Radio Spot Sales

THE HONEYMOONERS

THE Jackie Gleason show died Oct. 1. Services haven't been held yet, but the body's cooling. Barring some hasty rejuvenation by CBS-TV, it's only a matter of time.

As just another situation comedy it isn't bad. But the tv nation has come to expect much more than that. It's used to having an exciting hour starting off with bursts of fireworks and beautiful girls proclaiming "and away we go!" It's used to seeing the June Taylor dancers pace through their expertly-executed numbers and then see the comedy master stride out to kid Ray Block and tell the audience it is a dan-dan-dandy group. It's used to a lot of things it will never find in the 30-minute *Honeymooners.*

True, the Honeymooners skit was always the hit of the show. But it wasn't *all* the show. Essentially it remains the same in the new version, but, because it's filmed, is without the spontaneity that made it great in seasons past.

Production cost: $75,000.
Sponsored by Buick Motors through Kudner Agency on CBS-TV, Sat., 8:30-9 p.m. EDT.
Star: Jackie Gleason, with Art Carney, Audrey Meadows, Joyce Randolph.
Executive producer: Jack Philbin; producer: Jack Hurdle; ass't producer: Stanley Poss; director: Frank Satenstein; writers: Marvin Marx, Walter Stone, Syd Zelinka, Leonard Stern, A. J. Russell, Herb Finn.
Package by: Jackie Gleason Enterprises.

ALFRED HITCHCOCK PRESENTS

THE MASTER of suspense on the movie screen is making his presence felt in the living room. The initial performance of his personal showcase on Oct. 2 was an entertaining, fast paced show and in the main a well acted one.

It was not too hard to detect what the "startling" conclusion to the shocker was going to be, but even with this knowledge the program's excitement was sustained. When would the husband find out he had killed an innocent man—the man pointed out by his wife as her attacker? Right through, the story unfolded in a crisp, clear-cut manner.

Mr. Hitchcock added something with his wry introductory and breaktime remarks. In closing the show he made a comment which no doubt was intended to reflect upon some of the lesser tv offerings: Crime doesn't pay even on television—unless you have a sponsor. Mr. Hitchcock make it pay both for the sponsor and the audience.

Production cost: $37,500.
Sponsored by Bristol-Myers Co. through Young & Rubicam on CBS-TV, Sun., 9:30-10 p.m. EDT.
Producer-director: Alfred Hitchcock.
Writers (premiere): story by Samuel Blas, adaptation by A. I. Besserides and Frances Cockrell.
Cast (premiere): Ray Montgomery, John Gallaudet, Frances Baveier, Ray Teal.
Production: Revue Productions.

MICKEY MOUSE CLUB

WALT DISNEY's new television venture—a 5-to-6 p.m. Monday-through-Friday series on ABC-TV—will doubtless be just as successful with the younger set to whom tv belongs at that hour as *Disneyland* has been for the whole family in the early evening.

The first broadcast last Monday began with an inaugural cartoon parade of all the familiar Disney characters that was good entertainment for both eye and ear. Then came the Mickey Mouse Newsreel, shots of children in various parts of the world that may have been well received by young viewers but was even duller than most newsreels to this oldster. The Mouseketeers, a juvenile song-and-dance troupe, also was aimed at an all-juvenile audience. The next sequence, "What I Want to Be," dealing with a couple of kids at an airport—a girl who imagined herself an airline hostess, a boy who dreamed of becoming a pilot—was good entertainment for all ages. And the wind-up Mousekartoon was a typical Disney short and, of course, pure delight.

All in all, a great show for kids for whom it is intended, but even they may tire of so many commercials—three to each segment or 12 within the hour, plus two local commercial spots between the segments, adding up to an awful lot of selling for even an hour-long telecast.

Production cost: $10,000 per show.
Sponsored (on Mondays) by Coca-Cola Co. through D'Arcy Adv. Co. and General Mills through BBDO on ABC-TV, 5-6 p.m. local time. Other sponsors on other days of the week. Program on Monday-Friday.
Producer: Bill Walsh; directors: Dick Carley and Charles Haas; writer for "What I Want To Be series: Stirling Silliphant; production supervisors: Hal Adelquist, Bill Park and Stirling Silliphant; art directors: Bruce Bushman and Marvin Aubry Davis.
Filmed by Walt Disney Production Studio, Burbank, Calif.

THE CHEVY HOUR

BOB HOPE's sponsor is new, but his show's the same as ever. Which isn't bad, actually, as he's been wowing 'em for years with pretty much the same routine, and it's still good.

Two questionable points: why the reruns of supposedly popular sketches from past seasons? And why the parade of no-name beauties supposedly picked by Hollywood hair stylists and makeup men? In regard to the first we guess it's just laziness. As to the second, it was just a chance to (1) kill time, (2) get Jane Russell out front for decoration—lamentably hippy as well as chesty, and (3) dole out some free publicity for the starlets and their studios.

Production costs: $200,000.
Sponsored by Chevrolet Motor Div., General Motors Corp., through Campbell-Ewald Co. on NBC-TV, every third Tues, 8-9 p.m. EDT.
Producer: Jack Hope; director: Jim Jordan Jr.; associate producer: George Habib; associate director: Fred Rheinstein; music: Les Brown and orchestra; writers: Lester White and John Rapp, Mort Lachman and Bill Larkin, Charles Lee; consultant: Norman Sullivan; choreographer: Nick Castle.

HEIDI

WE MANAGED to lift the notes of a young lady (age 10) after the showing of the immortal child's story on NBC-TV Oct. 1 and present them herewith unedited and unexpurgated:

"Heidi. In color. Wally Cox. The first part. I like the first song. The songs were very good. I like 'I Like to Rambel.' The color was beautiful. The break a brack [bric-a-brac] song I like. The way they throw things around. Rottenmarden [Fraulein Rottenmeier] strick and has a temper. Klara a very nice girl. 'Heidi,' I like that song. Cute and funny the 'Oom-Pah Pah' song. Heidi goes back to her grandfather. Good. And her grandfather is glad to have her back. Klara comes to Heidi and learns to walk. Heidi's grandfather goes to church and they all live in the mountains."

Is there much more to say? If it enthralled one little girl, it must have enraptured all little girls. And those young in heart, whatever age. The older, perhaps more literal minded, found

the leads, Jeannie Carson as Heidi and Wally Cox as Peter, too grownup for the parts of the little pigtailed waif and her goatherd friend. But both did adequately, with particular kudos to Miss Carson's singing.

Undoubtedly the highlight of this Max Liebman color production was the music. We shall be hearing more of "I Love to Ramble," "Antiques," "Table Manners," "Heidi," and "Oudt Comes Oom-Pah-Pah." Generally the music—with credits to Clay Warnick and Carolyn Leigh (out of Robert Schumann)—made the production, with a notable assist from the color cameras. There is no question that Heidi without color would not have been the same.

Production cost: $200,000.

Sponsored by Oldsmobile Division of General Motors, through D. P. Brother, on NBC-TV, Oct. 1, 9-10:30 p.m., EDT, in color and black-and-white.

Producer-director: Max Liebman; associate director: Bill Hobin; book director: Milton Lyon; NBC supervisor: Hal Janis; musical score: Clay Warnick and Carolyn Leigh; television adaptation: William Freidberg and Neal Simon (from Johanna Spyri's novel "Heidi").

Cast: Heidi, Jeannie Carson; Peter, Wally Cox; Fraulein Rottenmeier, Elsa Lanchester; Dommelsheg (grandfather), Richard Eastham; Klara, Natalie Wood; Aunt Dete, Jo Van Fleet; Puppeteers, Bil and Cora Baird; Eric, Robert Clary; Yodelers, Trio Shmeed; Sebastian, Lee Goodman; Herr Sesseman, Bill Gibberson; Pastor, Philip Faversham.

JACK CARSON SHOW

AS THE genial Mr. Carson himself indicated, CBS Radio's new *Jack Carson Show* is not exactly a "show-stopper," but it is a most pleasant, easy-to-listen-to program that can build a loyal audience from lovers of popular music and Mr. Carson's relaxed brand of humor. He is a very capable m.c., bantering with his supporting cast, reading an "off-beat" item from a newspaper and recounting a humorous incident.

Regular performers on the show include announcer Hy Averbach, singer Tony Romano and Roy Chamberlain and his orchestra. Guests for the first program were the Four King Sisters, who offered a skilled rendition of "Over the Rainbow." Mr. Romano sang an ingratiating "Tina Marie." The accompanying orchestra was first-rate.

Production cost: Approximately $5,500.

Broadcast Mon.-Fri., 9:05-9:30 p.m. EDT on CBS Radio; available for sponsorship under network's segmentation plan.

Star: Jack Carson, with Hy Averbach, Tony Romano, Roy Chamberlain and his orchestra.

Producer-director: Bill Brennan; writers: Sol Stein, Tom Adair.

20TH CENTURY-FOX HOUR

"CAVALCADE", premiere presentation of General Electric's *20th Century-Fox Hour*, most certainly won the approval of women viewers with its heart-break formula. Written by Noel Coward and starring Michael Wilding and Merle Oberon, "Cavalcade" portrayed an anxious wife waiting for, first her husband, and then both husband and son, to return from the wars. During the course of events, the English family portrayed loses one son in the war, a son and daughter-in-law killed on their honeymoon aboard the Titantic, a former manservant killed, and to pull further at the heart-strings, the Queen of England dies.

Adding a very pleasing touch to the show in his role as host is Joseph Cotten, who takes the viewers on a short tour of Fox studios, and shows a short preview of a Fox picture. Featured opening night was "The Tall Men," starring Clark Gable, Jane Russell and Robert Ryan.

Future shows probably will not be as emotional as "Cavalcade," but with the format of tv adaptations of famous movies, plus Mr. Cotton, *20th Cenutry-Fox Hour* should secure and hold its share of the tv audience.

Production cost: $90,000.

Sponsored by General Electric Co. through Young & Rubicam, alternating with United States Steel Hour *(CBS-TV Wed., 10-11 p.m. EDT).*

Stars of Oct. 5 premiere: Michael Wilding and Merle Oberon, with English cast.

Host: Joseph Cotten.

Producer: Jules Bricken; director: various; in charge of special material: Carroll Carroll.

MILTON BERLE SHOW

FANS of Milton Berle, and they are legion, must have been overjoyed the night of Sept. 27 when he began his 1955-56 series of every-third-Tuesday telecasts on NBC-TV, big as life and in full color. Here was Mr. Berle in his old-time role of m.c. to a vaudeville show, making with such typically Berle jokes as "I had dinner at the Beverly Hilton and now they're going to call it the Beverly Milton," playing host to Esther Williams, who swam, and John Wayne, who plugged his new movie, and others.

Miss Williams and Mr. Berle participated in a burlesque of "Summertime" which was in the best (or worst, depending on the viewer's viewpoint) burlesque house tradition. There was also the inevitable take-off on *The $64,000 Question.* Outstanding was a production number of "Mad About the Boy," sung by the Mary Kay Trio, with a male chorus using mirrors to produce an unusually effective background.

Production cost: $115,000.

Sponsored by RCA Victor and Whirlpool Corp., both through Kenyon & Eckhardt, and Sunbeam Corp. through Perrin-Paus Co., every third Tuesday, 8-9 p.m. EDT, in color and black-and-white.

Star, producer and director: Milton Berle; executive producer: Irving Gray; associate producer: Kevin Joe Jonson; associate director: Edith Hohnson; unit production manager: George Habib; writers: Bill Manhoff, Nate Monaster, Buddy Arnold, Al Schwartz.

PLAYWRIGHTS '56

A BOMB exploded in a thermonuclear test and an angel fell from the heavens. What did this incident, at first throwing the Pentagon into disbelief and nearly wrecking a general's brilliant career, mean to the U. S.? To the world?

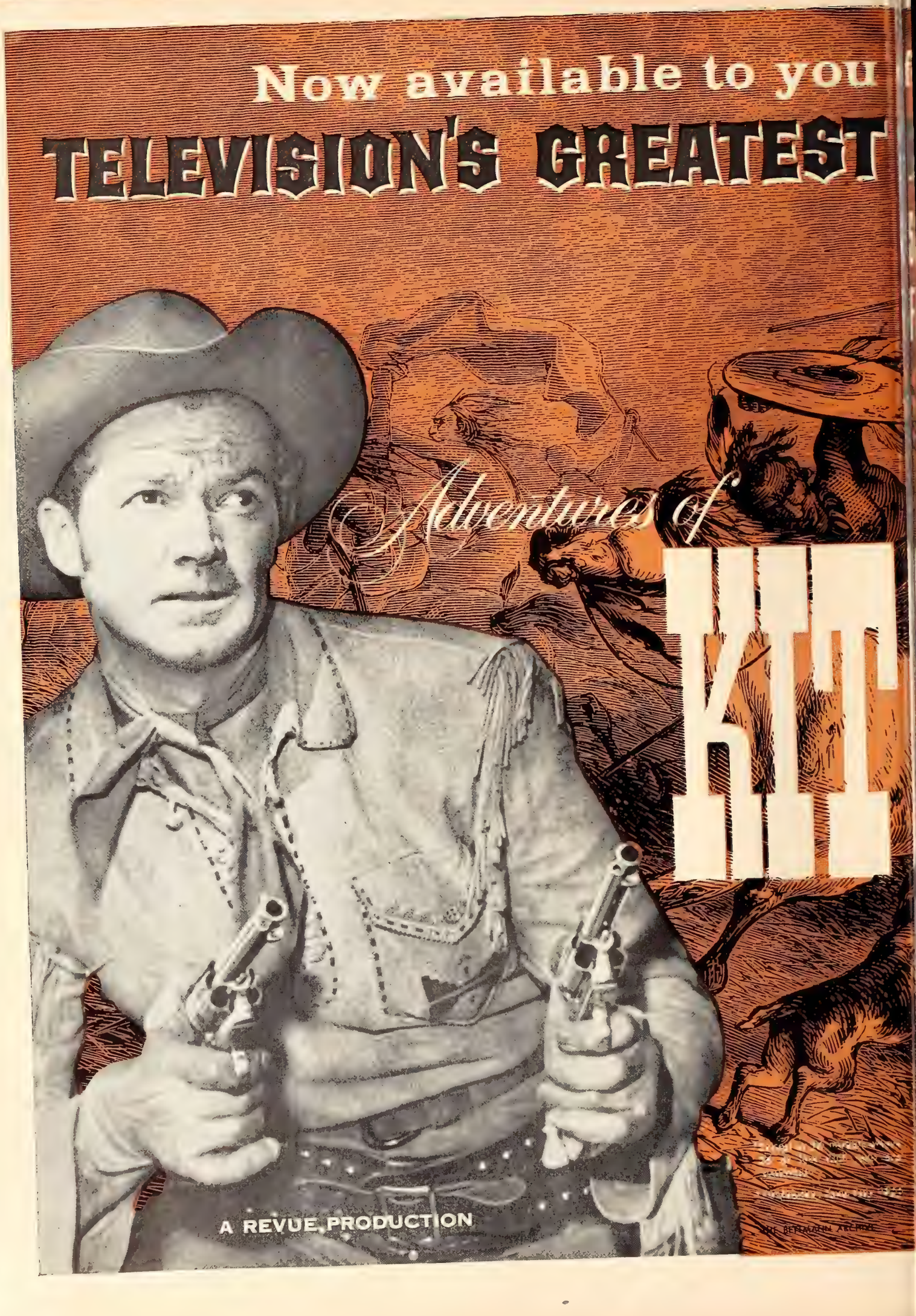
This was explored in Philip Wylie's fantasy, "The Answer," which Tuesday launched *Playwrights '56* on NBC-TV. Polished to a fine edge by the skillful Fred Coe, the play was so realistic that it nearly obscured the spiritual meaning. But despite this structural flaw, the hour-long program proved gripping with a full share of tense moments.

The "realistic" treatment perhaps also restricted Paul Douglas' interpretation of the lead character, Maj. Gen. Scott. As played by Mr. Douglas, the general was more a stereotyped figure than a real-life soldier who suddenly was faced with a metaphysical rather than a tactical problem. It was not until nearly the end of the play that the theme was saved in nick-of-time when Gen. Scott finally experienced his revelation and the angel's message: "Love one another."

Stars Conrad Nagel, as President Eisenhower, and Walter Abel, as the minister who

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Young and old alike in Northwest Alabama, Northeast Mississippi and Southern Tennessee know that Bill Greggory is "good listening." Advertisers know it too. Here's a partial list of some of the sponsors Bill numbers as his clients:

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Gulf Refining
Chevrolet-Oldsmobile
Frigidaire Appliances
General Electric
Chrysler-DeSoto
Ford Motor Co.
Sherwin-Williams Paints

Bill can sell for you too. **Ask Chas. B. Tucker,** Commercial Manager at **WERH** or any of **Hil F. Best Company** representatives. They'll be pleased to tell you how.

5000 WATTS
970 KC
HAMILTON, ALA.
HUGH J. FITE, President

WERH
National Representatives
HIL F. BEST COMPANY

helped the general along the way to an understanding of the "bogey" on the radar screen, played their roles with welcome restraint. The commercials, either by design or accident, fitted well into the general temper of the play.

Production cost: About $30,000.

Sponsored by Pontiac Motor Division of General Motors Corp. through MacManus, John & Adams, on NBC-TV, Tues., 9:30-10:30 p.m. EDT.

Stars: Paul Douglas, Nina Foch, Albert Dekker, Walter Abel, Conrad Nagel.

Producer: Fred Coe; associate producer: Bill Nichols; director: Delbert Mann; associate director: Adrian Luchari; writer: David Davidson, tv adaptation from "The Answer" by Philip Wylie; casting: Everett Chambers.

RED SKELTON SHOW

MUGGING Red Skelton returned to the air Sept. 27 and his first show was real funny. Real funny, that is, in a burlesque-type manner of speaking. He was the same Red Skelton, understand, but he confined his portrayals to a single characterization—Red Skelton.

Mr. Skelton did three skits all with the same story line—the trip from Los Angeles to New York (his first two shows are originating on the East Coast). This gave the impish comic an opportunity to do a run down on different ways people say goodbye at railroad stations (drunk, sailor, newlywed, old married man), a chuckly bit about trying to get a seat in the diner abroad the train and a long skit about getting a taxi in New York on arrival.

The diner skit gave rise to the funniest bit on the show: Mr. Skelton walking through interminable cars in order to get to the diner. The final sketch brought guest star, solemn faced Ed Sullivan, onstage as a bus driver. (Jackie Gleason was Skelton's next guest; get it?) This was pure slapstick, at which Skelton is a master.

Production cost: $42,000.

Sponsored on alternate weeks by S. C. Johnson & Son through Needham, Louis & Brorby and Pet Milk Co. through Gardner Advertising Agency on CBS-TV, Tues., 9:30-10 p.m., EDT.

Star: Red Skelton.

Producer: Cecil Barker; director: Seymour Berns; music conductor: David Rose; writers: Sherwood Schwartz, Jesse Goldstein, Mort Greene, Dave O'Brien.

SGT. PRESTON OF THE YUKON

A RADIO FAVORITE some 16 years, this film series should be a success in television. How can you miss with fast northwoods drama where the handsome Mounty and his faithful Malamute dog and horse chase through rugged forests after assorted scoundrels who plague their equally assorted frontier neighbors with murder or mischief?

The premiere show raced into the plot of a prospector killing another over a gold strike even before the opening commercial. Good stuff. But as the villain put the blame for the killing on the Mounty's dog, the action slowed and considerable stilted dialogue appeared. Doctor, after examining corpse and discovering no dog marks, assures Sgt. Preston: "My lips are sealed. Professional ethics."

Slightly hard to believe was the childish fear of the big brave woodsmen toward the dog they formerly loved. And Sgt. Preston (Richard Simmons) should rub the shine off his uniform. We know Mountys are neat, but not just out of the box after days and weeks of roaming the wilds with a bedroll.

Parents and teachers will be grateful for the moral values in this one. Not only does good conquer evil and bad man get caught, but there's the more subtle moral of the dead prospector's surviving partner, now rich, telling the Mounty, "I'm going to send a share back home to his family."

Approximate production cost: $30,000.

Sponsored by Quaker Oats Co. through Wherry, Baker & Tilden Inc. on CBS-TV, Tuesday 6:30-7 p.m. PST.

Producer-director: Charles E. Skinner; director of photography: Gil Warrenton; film editor: Alan Crosland Jr.; production executive: Tom Curtis.

EDGAR BERGEN SHOW

SOMETHING was lacking at 7:05 p.m. EDT, Oct. 2, when the *Edgar Bergen Show* moved into that Sunday evening 55-minute period on CBS Radio. All the ingredients to make a good show were there: Mr. Bergen and his two famous pals, the super-sophisticated Charlie McCarthy and the dim-witted Mortimer Snerd; Ray Noble to lead the orchestra and play straight man; Gary Crosby and Carol Richards to handle the songs and Jack Kirkwood as comedy guest. But they didn't add up to much, particularly in the comedy line. Sample quips: from Charlie, referring to the network, "Columbia, gem of the ozone." And from Mortimer, speaking of the recent big winds, "Our hurricane cellar was no good; we couldn't get the hurricane to go into it." A commercial or two might have pepped things up, but the show is sponsorless.

Production cost: approximately $35,000.

Broadcast: Sun., 7:05-8 p.m. on CBS Radio.

Stars: Edgar Bergen and dummies; Gary Crosby, Carol Richards, Ray Noble, Jack Kirkwood.

Producer-director: Sam Pierce; writers: Zeno Klinker and Si Rose.

M-G-M PARADE

YOU WOULD THINK the entrance into tv of one of the major Hollywood studios would result in something to make viewers sit up and take notice. Slick at least, opulent maybe (but not necessarily), different than what we've been watching.

Well, *M-G-M Parade* is slick all right. It has the professional polish that indicates craftsmen are at work. But the Sept. 21 telecast was a tired and spiritless performance. *MGM Parade* impresses as a long, long trailer.

George Murphy, permanent master of ceremonies, was called on to introduce (1) a 30-second clip from the "Wizard of Oz" (Judy Garland, Bert Lahr and the other notables singing the immortal "We're Off to See the Wizard"); (2) a long, 10-minute silent film about Alfred Nobel (with narration); (3) a long, 10-minute animated cartoon whose title we've forgotten but which featured a couple of squirrels, and (4) a short short of Gene Kelly in a singing-dancing bit from "It's Always Fair Weather."

At one point, Mr. Murphy pointed out some of the trophies M-G-M has won in its long and, in many instances, distinguished career. That must have been the M-G-M commercial; we can't recall anything else.

Verdict: Good for the look-and-run viewer.

Production cost: $45,000.

Sponsored by American Tobacco Co. (Pall Mall) through Sullivan, Stauffer, Colwell & Bayles and General Foods Corp. (Instant Maxwell House) through Young & Rubicam, alternate Wednesdays, 8:30-9 p.m. EDT on ABC-TV.

Host: George Murphy.

Executive producer: Leslie Peterson; associate producer: Jack Atlas; adaptation by Ray Wander; film editor: Ira Heyman; assistant director: Arvid Griffin; cameraman: Harold Marzorati.



"Dammit, Jake, let'm watch The Big Top if he wants to."



Sterling Brewer
Star of
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WABT
Birmingham

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If you TELL them on programs they enjoy seeing

Represented by
BLAIR-TV

Radio '55

EDITOR:

The last couple of weeks have been a bit hectic or I would have written you before this, but I certainly want to congratulate you on the radio issue of Sept. 19.

The book was replete with excellent articles on radio and well documented with facts and figures. It certainly must have been evident to everyone who read the issue that radio was really again on the rise. I think you did a real service to radio.

Arthur Hull Hayes, Pres.
CBS Radio, New York

EDITOR:

Congratulations on your solid am issue. Its content and impact will be felt in many quarters.

Carl Haverlin, Pres.
Broadcast Music Inc.
New York

EDITOR:

Since I was doing my all on jury duty for a couple of weeks, I missed out on some good reading for a time.

But it's never too late to tell you that your issue on radio's renaissance was very well done. I liked all the features, including the little chart device you used. Glad we were able to contribute a little, and congratulations on the issue.

Murry Harris, Pub. Rel. Dir.
A. C. Nielsen Co., New York

EDITOR:

. . . I think your special 144-page report on "Radio in 1955," is one of the most outstanding jobs you have done in the history of your magazine . . .

Harvey L. Glascock, V. P. & Gen. Mgr.
WKDA Nashville, Tenn.

EDITOR:

Your Sept. 19 issue with the report on radio in 1955 has done a service most worth while to the industry.

We think it will help us sell radio and would like to have 50 copies of the entire issue to circulate to local advertisers. Please bill us, and congratulations on a fine job.

James H. Firmin, Gen. Mgr.
WMOK Metropolis, Ill.

Cavalcade Tops Question

EDITOR:

Your special radio report . . . is an excellent one. However, your article on *The $64,000 Question* contains an error, as this program does not have the largest live tv network in current use . . .

The advertiser consistently using the largest weekly live tv network happens to be the Gillette Safety Razor Co.'s *Cavalcade of Sports* on NBC-TV. This current week (of Sept. 26) will have 144 live stations for Gillette's Friday night boxing bout.

Ray Stone
Maxon Inc., New York

Olympic Film Rights

EDITOR:

I was interested in your recent article in the film section of the Aug. 29 issue of B•T regarding the rights claimed by two Canadians for exclusive rights to film the Olympic Games in 1956.

If the persons involved are fortunate enough to have this permission it is probably the first time such authority has ever been granted to a commercial producer outside of the host country. It is my understanding that in all the past Olympic Games the host country had exclusive rights to take any and all motion pictures.

Frank J. Havlicek, Asst, to the Pres.
Reid H. Ray Film Industries
St. Paul, Minn.

In the Bag

EDITOR:

Last week George Patton of WBML Macon, Ga., came by to see me "toting" a huge suitcase. At first I thought he planned to camp in my office, but he opened up the suitcase to



display a parcel of fan mail from the program of his new Negro disc jockey—King Bee.

I thought in my 14 years in the agency I had seen most of the bags of tricks, but this was a new promotion twist for me . . .

Sarah Williams, Media Dir.
Liller, Neal & Battle
Atlanta, Ga.

TELECASTING YEARBOOK

EDITOR:

. . . the latest YEARBOOK. It is a handsome testimony of the growth of a whole new industry in only a third of a century.

Herbert Hoover
New York

EDITOR:

I have just finished going through your 1955-56 TELECASTING YEARBOOK.

There is a wealth of information in it this year as in other years and we will continue to use it as our primary reference book.

Frank Minehan
Sullivan, Stauffer, Colwell & Bayles
New York

EDITORS:

Congratulations on one of the finest Yearbooks it has been my pleasure to own since I entered the television ranks eight years ago.

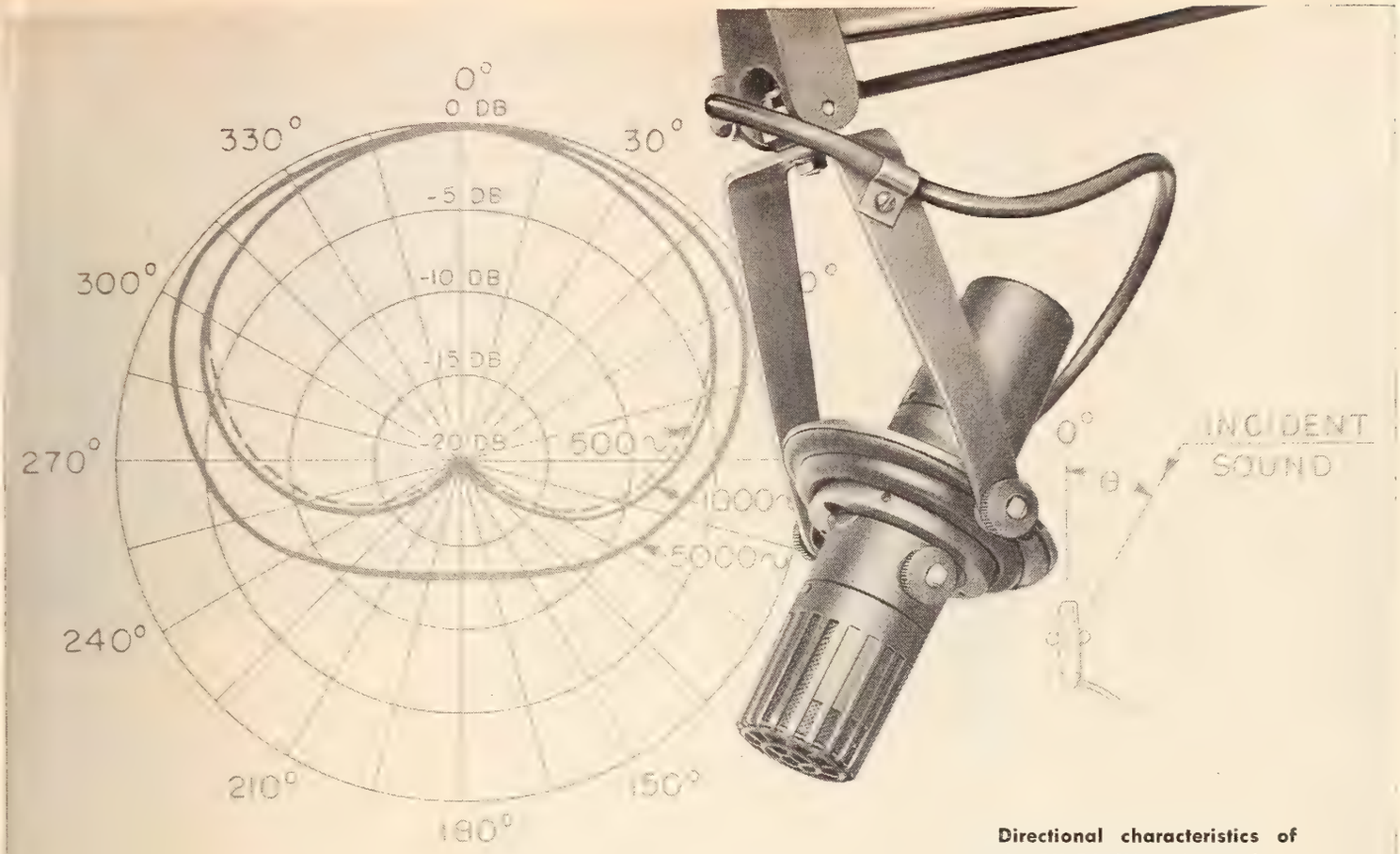
It gets better all of the time—and that goes for the weekly publications you clever journalists get out for increasing our knowledge of what's going on in tv. Keep up the good work.

David A. Bader, V. P.
Atlantic Television Corp.
New York

EDITOR:

. . . I'm sure there will be innumerable opportunities for us to check it for such information as is required in this highly specialized field.

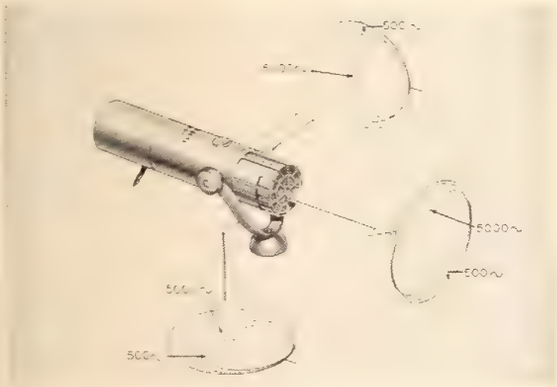
Marjorie C. Scanlan, Timebuyer
Kudner Agency, New York



Directional characteristics of the BK-5A Microphone about the vertical axis.

Order Now...

RCA's NEW BK-5A
UNIAXIAL MICROPHONE



DIRECTIONAL CHARACTERISTICS about the major axis. At low frequencies the pickup pattern is a true cardioid. At 5000 cps and above, the pattern becomes fan shaped.



BK-5A Microphone with Wind Screen and new, improved Boom Mount.



BK-5A mounted on Type 91-C Desk Stand.

Today's most versatile sound pickup unit

The RCA Uniaxial Microphone meets the increasing need for a high-quality ribbon microphone with superior directional characteristics. This microphone is truly uniaxial; its direction of maximum sensitivity has been designed to coincide with the major axis of the microphone. The BK-5A is built for simple and sure handling when mounted on a boom. Its improved shock mount effectively isolates microphone from boom support and does not itself generate any noise, thus assuring noise-free handling. Sensitivity to wind is also reduced. Premium performance, classic styling and ease of handling will assure years of successful application.

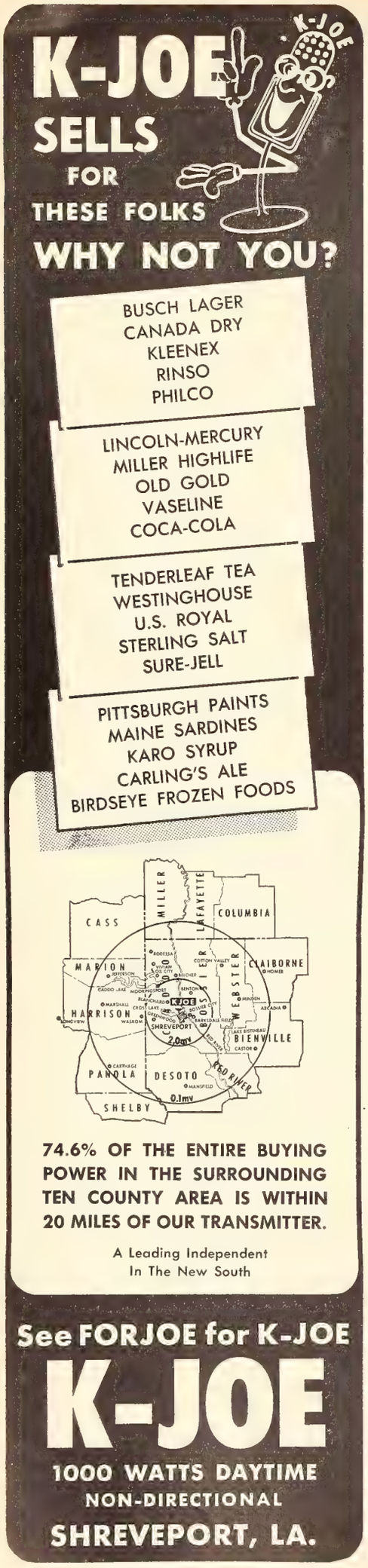
Ask your RCA Broadcast Sales Representative for complete information. In Canada, write RCA VICTOR Company Limited, Montreal.

FEATURES OF RCA TYPE BK-5A MICROPHONE

- ★ Uniaxial feature simplifies microphone and camera placement
- ★ Improved directional characteristics with wide pickup angle
- ★ High quality reproduction to 15,000 cycles
- ★ Small and lightweight for TV boom operation
- ★ Sturdy construction with blast filter to reduce effect of violent noises
- ★ Exceptional shielding for operation in high hum fields
- ★ Wind screen available for outdoor use or fast-panning shots
- ★ No rubber bands to replace, with new shock mount
- ★ Improved longer-life flexible cable

Pioneers in AM Broadcasting for Over 25 Years

RADIO CORPORATION of AMERICA
ENGINEERING PRODUCTS DIVISION **CAMDEN, N. J.**



our respects

to KENNETH LEONARD SKILLIN



LAST SATURDAY'S return of the *The George Gobel Show* on NBC-TV brings a justifiable glint of pride to the eyes of Kenneth Leonard Skillin.

The same transformation is apt to take place when you mention Armour's purchase of a third of the *Perry Como Show* on the same network alternate weeks or participations in the Walt Disney *Mickey Mouse Club* on ABC-TV.

With this impressive array of top talent, Mr. Skillin has every reason to expect his company's broadcast budget to return even greater dividends during the coming season.

Meat packers being what they are, their advertising managers reckon their media expenditures coolly to push a variety of products, including all kinds of meat, margarine, dog food, poultry and soap products.

While Ken Skillin has been filling his new post of general manager of the advertising and sales promotion departments since only August 1954, he is recognized as an old hand around Armour—just about the only company he has ever worked for in his relatively young advertising career. Much of his business activity has been labored on behalf of Dial soap (Mr. Gobel's alternate-week sponsor, handled by Armour Auxiliaries group).

Varied Duties

At Armour & Co., Mr. Skillin exercises functional control over all products and line authority over food as a sort of senior advertising manager. Under his authority Armour spends perhaps a third of its overall advertising budget on broadcast media. Aside from Messrs. Gobel, Como and Disney, the firm also utilizes spot radio-tv in major markets for assorted products and sponsors Clint Youle, *The Weatherman,* thrice weekly on WNBQ (TV) Chicago. (For the first six months of 1955, as reported by Publishers Information Bureau, Armour spent about twice as much on network radio as on network tv; about $3 million on all media [B•T, Oct. 3].)

Specifically, Armour's broadcast budget for the first half-year included $541,766 for network television. In Network radio, Armour's 6-month tab nearly reached the million dollar mark as it chalked up a total of $936,204.

Mr. Skillin's association with Armour—and Dial soap—was the logical culmination of a progression of posts before and after World War II military service. Born in Berwyn, Ill., on Jan. 11, 1918, young Kenneth Leonard Skillin attended Proviso High School and graduated from the U. of Chicago with a Bachelor of Arts degree in business in 1939. He joined Armour & Co. that October and got his early grounding by writing copy for industrial products.

Mr. Skillin enlisted in the Coast Guard in 1942, serving, among other posts, as skipper of a submarine chaser. Upon his return to Armour, Mr. Skillin was assistant sales promotion manager for two years—1947-49—and sales training supervisor in the household soap department. He was appointed product advertising supervisor for Perk soap and, later, Dial soap (in 1951).

Mr. Skillin was promoted in July 1952 to advertising manager of Armour Auxiliaries (a division of Armour & Co., housing such products as ammonia, adhesives, coated abrasives, industrial and household soaps, chemicals). Two years later came the title of general advertising manager, with the inclusion of duties involving label design and sales promotion.

Dial Grows With Television

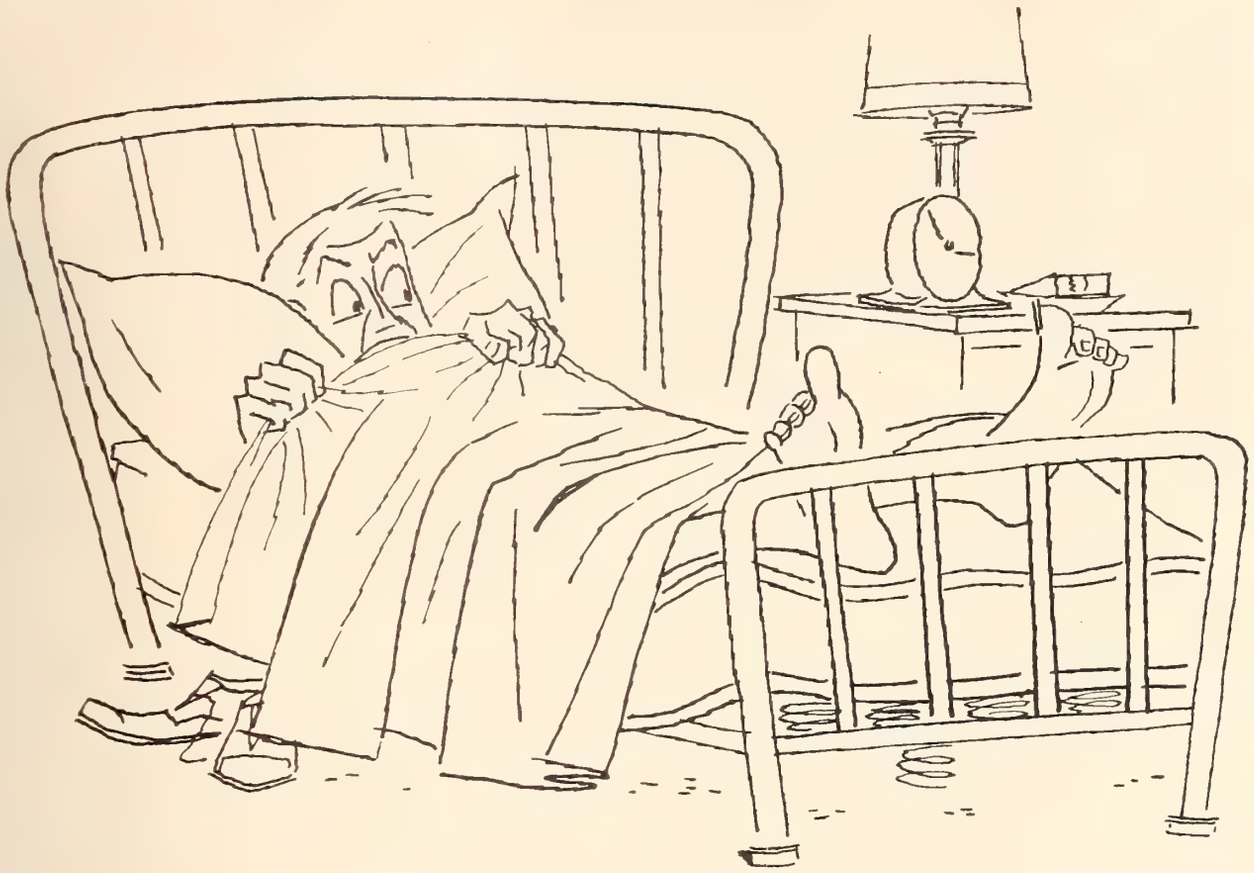
Dial soap has grown with television. An imaginative selling idea based on an exclusive product characteristic (stop perspiration odor before it starts) was pushed at the outset in Sunday comics, on radio, in Sunday supplements and on television. Mr. Skillin feels Mr. Gobel has attained a "high degree of association" and "positive correlation" with Dial soap, just as Clint Youle has with Armour franks, ham and bacon and Miss Wisconsin cheese. This advertising philosophy is constantly broached with Armour's agencies—Foote, Cone & Belding, Tatham-Laird, N. W. Ayer & Son, and others on lesser-known accounts.

Mr. Skillin has observed:

"Everything has gone up in price. The price of television has gone up because the demand is there . . . and it's there because it's an effective selling medium."

Mr. Skillin married the former Irene Martin in 1942. They live in Riverside, a Chicago suburb.

Mr. Skillin's favorite hobby is traveling, when he can get away from the pressing duties of an advertising executive long enough to enjoy the time-consuming pastime.



Looking for coverage?...

look to wfmy-tv!

Keep your prospects well covered in the Prosperous Piedmont section of North Carolina and Virginia with WFMY-TV.

Since 1949, WFMY-TV has been the key salesman to this top TV market where some 2 million potential customers live, work and buy! WFMY-TV's 100,000 watt coverage of this $2.3 billion—46 county—market means greater sales and profits for you.

Call your H-R-P man today for the full story of WFMY-TV . . . basic CBS for the entire Prosperous Piedmont.

CBS TELEVISION NETWORK

Now In Our Sixth Year

wfmy-tv

Channel 2

GREENSBORO, N. C.

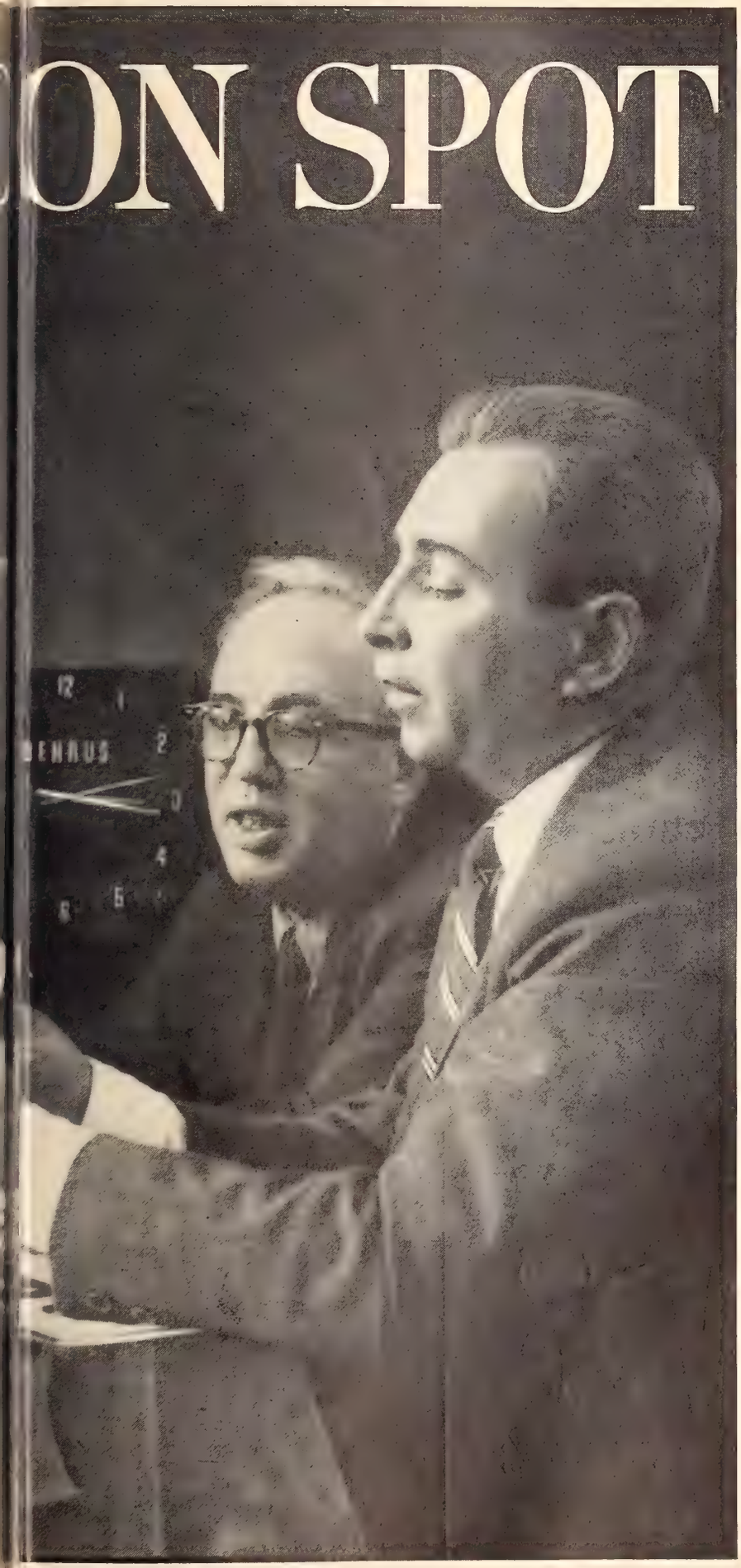
Represented by

Harrington, Righter & Parsons, Inc.

New York — Chicago — San Francisco




Decision-makers who plan nation-wide
sales strategy are
SOLD



Benrus and its agency, Biow-Beirn-Toigo, Inc., are Sold On Spot as a basic advertising medium

More and more advertisers are switching to Spot Radio and Spot Television. Benrus, for instance, now places 99% of its total advertising budget in Spot . . . 52-week schedules in selected markets.

The key word is *selected*. Benrus, like many other advertisers, must reach varied consumer groups — men and women, young and old, in all income strata. Spot enables Benrus to *select* its markets, time periods, and types of audiences. In this manner Benrus sales messages are assured of reaching a wide range of potential customers.

Spot can sell for you, too . . . whether your prospects are in a specific audience group or in a cross-section of consumers. Call your agency or an NBC Spot Sales representative. You'll see what Spot can do for your campaign in twelve major markets, accounting for 45% of the nation's retail sales.

NBC SPOT SALES

30 Rockefeller Plaza, New York 20, N.Y., Chicago, Detroit, Cleveland, Washington, San Francisco, Los Angeles, Charlotte, Atlanta*, Dallas**

**Bomar-Lowrance Associates*

representing Radio Stations:

KNBC *San Francisco,* KSD *St. Louis,* WRC *Washington, D. C.,* WTAM *Cleveland,* KOMO *Seattle,* WAVE *Louisville,* KGU *Honolulu, Hawaii,* WRCA *New York,* WMAQ *Chicago, and the NBC Western Radio* NETWORK

representing Television Stations:

KRCA *Los Angeles,* KSD-TV *St. Louis,* WRC-TV *Washington, D.C.,* WNBK *Cleveland,* KOMO-TV *Seattle,* KPTV *Portland, Oregon,* WAVE-TV *Louisville,* WRGB *Schenectady-Albany-Troy* KONA-TV *Honolulu, Hawaii,* WRCA-TV *New York,* WNBQ *Chicago*

Left to right:

Len Tarcher—*Account Executive, Biow-Beirn-Toigo*
Bill Decker—*Television Salesman, NBC Spot Sales*
Oscar M. Lazarus—*Benrus Watch Company*
Jack Tarcher—*V. P., Account Supervisor, Biow-Beirn-Toigo*
Harvey Bond—*Director of Advertising, Benrus Watch Co.*



Homemakers, from city apartments to rural homesteads, drawn from throughout wbns-tv's extensive 33-county coverage area, are the stars of this unique homemaking series. Appearing with hostess Jeanne Shea, they prepare their treasured family recipes, give up-to-the-minute serving ideas, and economical household hints to the thousands of "Kitchen Fair's" loyal viewers.

Since the inception, a little more than a year ago, of this unusual household show, presented by homemakers, to homemakers, over 400 women have been hostesses in the wbns-tv kitchen. Occasional guest celebrities such as Roxanne and Adolphe Menjou, add additional sparkle to the series.

Through the preparation of their favorite dishes, these homemakers give unsolicited testimonials for numerous sponsors' products . . . and in the mailing of recipe requests which average 7,000 per month, a complete listing of sponsors products is also given.

Assisted by Jeanne Shea, and home economist Ann Hunziker, who serves as program coordinator, the homemakers of central Ohio present a "show of their own".

Here is a program which gives you excellent spot participation, backed by bonus promotions — an excellent opportunity to successfully sell your clients products.

wbns-tv

COLUMBUS, OHIO
CHANNEL 10

CBS-TV NETWORK — *Affiliated with Columbus Dispatch and WBNS-AM • General Sales Office: 33 North High St.*

REPRESENTED BY BLAIR TV



ALLAN DAVID

on all accounts

MANY an enterprising executive has fought the battle of getting recognition in the agency and production fields, and Allan David of Chicago was no exception, before and after Korea in 1952.

Battleground Korea was more than just a book by Mr. David, too, because it marked the beginning of a friendship with an NBC foreign correspondent and provided the genesis of an idea for a new program. The past fortnight, *Dateline* made its bow on WGN-TV Chicago with Richard Applegate, former NBC correspondent.

Today, *Dateline* is only one of Mr. David's enterprises (as producer-packager), an adjunct to the full-time business of running his own advertising agency. Among his accounts are Independent Reliable Merchants Assn. (tv-appliance store chain), which sponsors *Dateline;* Triad Home Improvements (radio-tv spots, programs); Walter & Arthur Krenzien Co. (toys on tv); Jewelers Assn. of Chicago, and Sportsman's Golf Corp.

Mr. David, who specializes in "chain" accounts as head of Allan David Adv. Agency feels that while television may, basically, be too costly for the average local account, it is "far and away the most effective advertising medium" for companies with three or more outlets. He is sold on the appeal of tv as a visual medium and on radio spots for "multiplicity of reminders" where product claims are similar among competing brands (cigars, etc.).

A native of Chicago (July 4, 1922), Allan A. David started as a freelance layout artist after attending Northwestern U. After serving overseas with the 81st Div. as a first lieutenant during World War II, he resolved to start his own agency once he got enough background and experience. For two years after the war he was advertising manager of the Malden Co.

Organizing his own agency he handled such radio accounts as Community Stores, Parker House Sausage, Portis Hats and others (estimated three-year billings: $200,000). Recalled to military duty he became public information officer for the 25th Infantry Div. (He was thrice decorated.) After Korea he restarted his own agency. Recently he set up a new tv production department (his properties: *Ebony Showcase, Marriage by Jury, Your Lucky Star, University Playhouse).*

Mr. David and his wife, Mildred, and two youngsters (Carole, 11, and Brian, 7) live in Northbrook, a Chicago suburb. His hobbies are golf and painting.

WE BELIEVE IN ADVERTISING!



Phoenix' first billboard-bus is one of the many media currently promoting KPHO-TV and its programs: newspapers, magazines, bus cards, billboards, downtown waste baskets, window displays, point-of-sale displays, matchbooks, pencils, postcards, glass tumblers, mirror paperweights, station publications, consistent direct mail.

...AND ADVERTISERS BELIEVE IN US!

MEREDITH *Radio and Television* STATIONS

affiliated with **Better Homes and Gardens** and **Successful Farming** magazines

KANSAS CITY		SYRACUSE		PHOENIX		OMAHA	
KCMO	KCMO	WHEN	WHEN	KPHO	KPHO	WOW	WOW
RADIO 810 kc. ABC	TV Channel 5 CBS	RADIO 620 kc. ABC	TV Channel 8 CBS	RADIO 910 kc. ABC	TV Channel 5	RADIO 590 kc. CBS	TV Channel 6 NBC

Represented by KATZ AGENCY INC. — JOHN BLAIR & CO. — BLAIR TV, INC.

WASHINGTON



the growth market

Every advertiser recognizes the nation's capital as a primary selling target, to be included in any major campaign with its:

• 728,000 families in the metropolitan area. • $4,532,064,000 in effective buying power. • second-highest family income in the country. • position as 10th largest U. S. market.

Washington is also a major *growth* market. The next ten years will see Washington grow at a faster pace than the country as a whole, moving into *8th* place among the nation's markets. According to the Washington Board of Trade, metropolitan population will mount by nearly 25% to a high of 2,305,000.

And in this major *growth* market, advertisers recognize WRC and WRC-TV as the *growth* stations. That's why in the past year both WRC and WRC-TV have seen a vast increase in billing. Advertisers are spending *more* because they are *selling more* on Washington's most effective stations.

Grow with Washington . . . by calling

WRC AM-FM WRC-TV

NBC **in Washington** *represented by NBC Spot Sales*

BROADCASTING TELECASTING

October 10, 1955 Vol. 49, No. 15

FCC ASKS FOR MILITARY V'S, DIGS INTO UHF-VHF WRANGLE

- **CBS proposes vhf drop-ins to assure top-100-market service**
- **ABC suggests: hold on to uhf, deintermix, add vhfs**
- **And an engineer says v's can be added to 234 cities**
- **Broadcast Bureau drafts four alternative courses of action**

A DECISION fraught with significance to the future of American television was made by the FCC last week.

It officially requested that the military swap some of its vhf frequencies for uhf.

The implications are that the Commission has decided to concentrate on acquiring additional vhf channels to dissolve the complex uhf-vhf problem.

The request for more vhf frequencies was made by FCC Chairman George C. McConnaughey in a letter to Arthur S. Flemming, director of the Office of Defense Mobilization. Frequencies used by government agencies are not under the FCC's jurisdiction and must be released by the President.

The move followed Commission meetings on the uhf-vhf situation last Monday and Tuesday. These were the initial sessions called by the chairman to grapple with the problems arising from the economic plight of uhf, particularly in intermixed markets.

At the same time, the FCC in an unexpected move scheduled for Oct. 17 consideration the pending deintermixture petitions. They involve Hartford, Conn.; Peoria, Ill.; Evansville, Ind.; Madison, Wis., and Albany, N. Y.

It had been expected that the FCC would delay consideration of the deintermixture petitions until it had formulated policy regarding the current allocations wrangle.

Meanwhile, the Commission was given two more proposed plans last week—by CBS and ABC.

Both urged that as many of the first 100 markets as possible be given at least three equal facilities.

CBS recommended that this be done by vhf drop-ins, plus two deintermixtures. As an alternative, CBS suggested the acquisition of three vhf channels from other areas and the abandonment of uhf.

ABC proposed deintermixtures, plus some drop-ins.

Both plans were similar in broad outline to the Mullaney-Welch, Mott & Morgan plan which proposed lessening separation factors for co-channel stations [B•T, Aug. 8]. They are also similar in part to Comr. Robert E. Lee's proposals recommending the same.

A supplemental document was submitted last week by Mr. Mullaney to answer some of the criticisms directed at his plan. At the same time he submitted a list of 234 cities where additional vhf stations could be assigned.

When the FCC began its deliberations last week it had before it a resume of the uhf-vhf problem and a rundown of the various proposals to resolve the dilemma. This had been prepared by the Rules & Standards Div. of the Broadcast Bureau.

There had been a belief in some quarters that the FCC might ask for the establishment of a joint-industry-government committee to review the problem and make recommendations. Although this was still a hope in some quarters (within the Commission as well as among industry leaders), no move was made to utilize this method.

However, Chairman McConnaughey has an appointment with Dr. Allen B. DuMont to discuss this problem tomorrow (Tuesday).

The FCC's move to ask for channels from the military services was considered historic in FCC annals. Although there always has been talk of seeking more spectrum space from government sources, nothing had ever come of it.

There have been warnings by engineers and manufacturers that it would be impossible to get the military to release any of its frequencies. However, some Commission sources expressed a quiet optimism regarding last week's request.

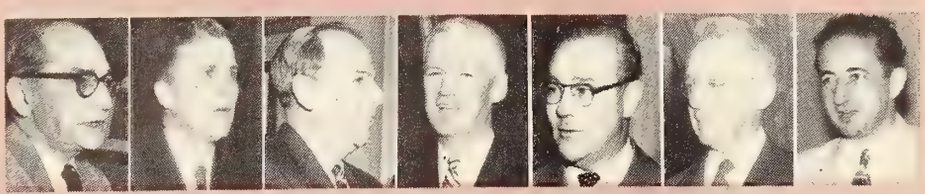
One aspect of this approach, which has been pointed up previously, relates to the prospect that before the military, or any government agency, will give up any of its radio wavelengths, it will require assurance that funds will be available to shift services to other portions of the spectrum.

Over the years, it is understood, there have been adjustments made between government and civilian space, but never has there been a major swap. The division of the spectrum between government and civilian use was last made in 1945.

Urging such a move have been Comr. Lee and Comr. Robert T. Bartley.

The move to take up the deintermixture petitions before settling the allocations problem caused both glee and unhappiness in broadcast quarters. Vhf applicants holding initial decisions were hopeful that this heralded

HOW THEY STAND, OR SEEM TO



McConnaughey Doerfer Mack Hyde Bartley Webster Lee

HOW DO the FCC members line up on the momentous questions of deintermixture, additional vhf channels, drop-ins, directionals, and the other facets of the uhf-vhf television problem now being considered?

None would welcome being categorized at this early date, but there have been things said and attitudes expressed that make the following leanings more than mere guesswork:

Chairman McConnaughey — Earnestly seeking best solution. Not too happy about deintermixture. Wants to save uhf or part of it or pull real coup by acquiring extra vhfs from military.

Comr. Doerfer—Deintermixture virtually anathema. Is concerned about "white" areas unserved by u's. Has recommended, whether seriously is questionable, that major cities, like New York, Chicago, Los Angeles, etc., be made all uhf, with vhf assigned for large area coverage.

Comr. Mack—Too new to have opinions.

Comr. Hyde—Believes full fledged tv service needs uhf. Is willing to deintermix and drop in where necessary to equalize facilities. Thinks economics should be seriously considered. Is one of two present commissioners who participated in Sixth Report & Order.

Comr. Bartley—If more vhf channels can be secured from military and government portions of spectrum, problems would be solved. Called for such a move a year ago.

Comr. Webster—Second of present commissioners who participated in Sixth Report & Order. Has been overseas on international meetings last seven weeks. No expressions known publicly or privately.

Comr. Lee—Leader in publicly calling for addition of vhf frequencies from military and government. Also has called for lower separations to permit drop-ins. Has publicly stated uhf unable to compete with vhf and should be dropped.

an end to what some called an informal "freeze." De-intermixture proponents were disheartened that a decision might be made before uhf's future was decided.

Pending a reply to its request to ODM, the Commission has no plans to continue consideration of the uhf-vhf situation, it was ascertained.

Nor has the Commission made any determination on what to do should the military refuse to "negotiate."

In addition to the formal deintermixture petitions pending an FCC decision, there are about a dozen other petitions on file with the FCC. These involve such cities as Miami, Fla.; Corpus Christi, Tex., and Fresno, Calif.

In Miami, Storer Broadcasting Co., owner of ch. 23 WGBS-TV, asked the Commission to delay any move to make final pending initial decisions there until a determination was made on deintermixture. After the Commission refused to agree to this, Storer sought an injunction against the FCC on this point in the U. S. Court of Appeals in Washington. Argument on this petition was to have been held Oct. 6, but this was continued without a date early last week.

V'S FOR TOP 100—CBS

PROPOSAL that vhf drop-ins be used to provide at least three equivalent tv services in as many of the top 100 markets in the United States as possible was presented to the FCC Thursday by CBS.

The plan, submitted by CBS President Frank Stanton and aides at an unprecedented 2½-hour meeting with FCC Chairman George C. McConnaughey and Comrs. Rosel H. Hyde, John C. Doerfer, Robert T. Bartley and Richard A. Mack, provided for two alternatives: Continued use of uhf or abandonment of uhf.

The CBS officials recommended the continued use of uhf, on the ground that it was something that could be accomplished immediately. The second plan would require three additional vhf channels from fm and government-military services.

The first plan, designated Plan A, involves assigning vhf channels with distances less than those now required. The second plan, Plan B, contemplates the use of three additional vhf channels in exchange for giving up the uhf band. It also provides for a limited number of drop-ins.

Under Plan A, 84 of the top 100 markets could have three competitive facilities, CBS said. At present only 52 of the top 100 markets have three equal outlets. Sixteen of the top 100 markets would continue as mixed uhf-vhf markets.

Six of the 84 markets which do not now have existing vhf operations would be assigned uhf channels only. This would require only two deintermixtures, CBS said: Peoria and Madison.

Eighty-five percent of the people in the U. S. can be covered from the first 100 markets, CBS pointed out.

Plan B, CBS pointed out, would permit all of the top 100 markets to have three or more vhf channels.

In using drop-ins under Plan A, CBS said it would adhere to the present 60-mile adjacent channel separation factor. Existing stations would be protected to the Grade B contour, the network added, with stations computed at maximum power and antenna heights in all zones (including the newly authorized, but not yet effective, 1,250 ft. height in Zone I).

The use of directional antennas to minimize radiation toward existing stations is contemplated by the network, it said, as is cross-polarization.

CBS warned that the relaxation of minimum co-channel separation factors should not be used as precedent for making additional vhf assignments in smaller markets, nor to provide more than three assignments in the major markets.

"This proviso seems necessary," CBS said, "to prevent step-by-step reduction in service to the public, as has occurred on many frequencies in the standard broadcast band."

Minimums should be no lower than 130 miles in Zone I, 140 miles in Zone II and 150 miles in Zone III, CBS said.

Most new stations would be able to radiate full power in several directions, CBS said. The lowest powered of the new stations (chs. 2 and 4 in Binghamton, N. Y.) utilizing vertical polarization would be limited toward New York to 400 w at 500 ft., but would be able to radiate 40 kw north and south, CBS indicated. This would give it an interference free area of 40 miles in the maximum direction and about 15 miles in the direction of the dominant stations.

In addition to drop-ins, CBS said it also envisaged "move-ins." These would entail moving eight "outlying" vhf stations into major markets in order to give the major market three vhf outlets. In six of these cases, CBS said, moderate directionalization would be required.

The CBS plan also contemplates discarding four assignments, the network declared. These channels are unused and have not been applied for, it pointed out. Deletion of these channels will permit the assignment of additional vhf channels to four leading markets, giving them three competitive facilities.

[For a list of cities where drop-ins, move-ins and deletions would take place, see list adjoining.]

In discussing the need for deintermixture in Peoria and Madison, CBS said that ch. 8 could be moved from Peoria to Rock Island-Davenport-Moline. There would be no need to deintermix Hartford, CBS said, if the FCC approves the purchases of CBS and NBC there. CBS is buying ch. 18 WGTH-TV Hartford, while NBC is buying ch. 30 WKNB-TV New Britain. Both purchases are pending FCC approval.

CBS emphasized that under its Plan A, the Grade B contours of existing stations would be unaffected. Even fringe area service will continue substantially unchanged, it guessed.

The only expense to the public would be the requirement that receiving antennas be tilted 90 degrees to receive both horizontal and vertical polarization, CBS said. In some cases dual antennas might be necessary, it added. The cost of tilting would be about $10, the network figured.

Drawbacks to the plan proposed by Washington consulting engineer John H. Mullaney and the Washington law firm of Welch, Mott & Morgan [B•T, Aug. 8] were identified by CBS as (1) some of the drop-in stations would not offer strong enough competition to existing stations because of "severe" interference they will suffer from existing stations and because of limitations on power and directional antenna, and (2) "serious" interference with existing service. It added that this proposal would sacrifice service to rural and fringe viewers for the benefit of additional services at major markets.

However, CBS referred to its Plan A as a "controlled form of the Mullaney plan."

CBS' Plan B—the abandonment of uhf and the addition of three more vhf channels—provides at least three comparative facilities in each of the 100 major markets, CBS said. Fifteen vhf channels, plus some drop-ins and move-ins "constitute an adequate basis for the satisfaction" of providing a nationwide, competitive tv system, the network declared. This plan also provides for 50 or more stations outside the coverage areas of the first 100 market stations.

The three additional channels—identified as chs. 6A, 6B and 6C—would come from fm (88-94 mc), military (134-140 mc) and government (168-174 mc) in that order, CBS said.

Plan B also contemplates the use of vertical polarization by a few of the new stations and

WHERE CBS WOULD PUT THE 25 V'S

HOW 25 vhf channels would be allocated to 20 of the top 100 markets to give each of the first 100 cities at least three equal facilities was enumerated by CBS Thursday when it submitted its proposals to the FCC. Also listed by CBS were the eight "move-ins" and the four vhf deletions, both of which would be required under its Plan A.

The lists follow:

"DROP-INS"

City	*Ch.*
Fresno, Calif.	2
Fresno, Calif.	4
Tampa, Fla.	10
Jacksonville, Fla.	10
Macon, Ga.	3
Macon, Ga.	9
Moline, Ill.	8
Terre Haute, Ind.	5
Baton Rouge, La.	13
New Orleans, La.	11
Jackson, Miss.	10
Springfield, Mo.	5
Albany, N. Y.	7
Albany, N. Y.	10
Binghamton, N. Y.	2
Binghamton, N. Y.	4
Altoona, Pa.	3
Charleston, S. C.	4
Knoxville, Tenn.	8
Austin, Tex.	11
Austin, Tex.	13
Beaumont, Tex.	12
Brownsville, Tex.	2
Norfolk, Va.	5
Green Bay, Wis.	8

PERMISSIVE "MOVE-INS"

Ch.	*From*	*To*
13	Biloxi, Miss.	Mobile, Ala.
2†	Daytona Beach, Fla.[a]	Orlando, Fla.
3†	Kirksville, Mo.	Quincy, Ill.
10‡	El Dorado, Ark.[b]	Shreveport, La.
5‡	Enid, Okla.	Oklahoma City
9‡	Rome, Ga.	Chattanooga, Tenn.
4‡	Bloomington, Ind.	Terre Haute, Ind.
7‡	Lake Charles, La.[c]	Baton Rouge, La.

[a] Channel 11 can be used as replacement.
[b] Channel 13 can be used as replacement.
[c] KPLC-TV can shift to Channel 12 in Beaumont or move to Baton Rouge on Channel 7.
† Granted.
‡ Operating station.

DELETIONS

City	Channel
Bowling Green, Ky.	13
Mitchell, S. D.	5
Hibbing, Minn.	10
Laredo, Tex.	13

the relaxation of present co-channel separation criteria in some instances. Grade B contours of existing stations will be protected, CBS said, with the contours measured on the basis of full power and maximum antenna height.

There will be a conversion problem for the three new channels, CBS acknowledged, but this should not be excessive—about $10-$20 per set.

Although Plan B contemplates taking care of existing uhf stations, CBS pointed out that about 60 such stations could not be taken care of.

If three additional channels could be obtained promptly, Mr. Stanton said, CBS would recommend Plan B.

But, since this would require protracted negotiations with other federal agencies, CBS favors the immediate adoption of Plan A, Mr. Stanton declared. He pointed out that the adoption of Plan A does not preclude the adoption of Plan B at a later date if additional channels in the vhf band can be secured.

Accompanying Mr. Stanton in his meeting with the Commission were Richard S. Salant, vice president; William B. Lodge, vice president in charge of engineering; Sidney Alexander, economist, and Ralph W. Hardy, vice president, Washington.

ABC'S THREE PROPOSALS

HOLD ON to uhf. De-intermix where practicable. Add vhf frequencies wherever possible so there are at least three vhf channels in each of the first 100 markets.

These are the essentials of a plan proposed formally to the FCC Friday by ABC. The proposals were submitted in the form of a petition to revise the FCC allocations standards and assignments.

In setting out the principles which should be followed, ABC recommended that "partial" deintermixture be accomplished by removing ungranted vhf channels from those cities where existing uhf stations are successfully established. These vhf channels should be assigned to other cities where they are needed, the ABC petition declared.

ABC also called on the Commission to revise the separation factors for co-channel vhf stations down to a minimum of 130 miles if necessary to add a vhf allocation to cities having two vhf operating stations. Power and antenna heights should be correlated, ABC said, so that interference to existing stations will be no greater than that already permitted under existing rules. The Commission should permit directional antennas to accomplish this, ABC said.

Where additional vhf channels cannot be dropped in under these terms, the network declared, unsought vhf educational, reserved channels should be de-reserved, and the reservation switched to an unsought uhf.

ABC also called for the transfer of uhf licenses to the dropped-in vhf channel in such cities, so that existing operations are maintained and uhf operators are not penalized.

In discussing the fundamentals of its proposals, ABC pointed out that it has been unable to obtain a national audience for all its programs because many of the principal markets are limited to only two stations or less.

The inadequacies of vhf to furnish a nationwide service were pointed up by ABC in listing the number of markets which have less than three or four vhf channels among the first 100 cities. Only seven such markets have four or more vhf allocations, ABC stated; 26 have three; 32 have two, 18 have one, and 17 have none.

The major markets must have more tv stations, ABC commented. "If the advertisers' demands cannot be met by television," it said, "they will turn to other media and vast quantities of potential revenue will be lost to television, and, more important, programming will be lost to the public."

If tv is permitted to grow, ABC said, the dollar volume of advertising should be $2 billion in five to seven years, compared with $1 billion this year.

ABC's inability to compete successfully is due primarily to its inability to secure equality of access to facilities, the network said. There are not enough facilities to go around, it said.

During July 1955, ABC pointed out, not quite 11 programs out of 23 offered by the network to broadcasters in the first 15 two-vhf markets were broadcast. Almost half of these broadcast, ABC said, were on a delayed basis, and mostly in undesirable time.

ABC called this an economy of scarcity. It said:

"Large segments of the population are being denied ABC programs, whose quality and popularity are shown by the audiences they command in those areas where there are sufficient stations to permit their being broadcast. Moreover, good programs must have national audiences to justify their expense. ABC's inability to obtain a fully national audience limits its ability to produce programs and to retain the outstanding programs which it has already developed."

Loss of *U. S. Steel Hour* (now on CBS-TV) was due to the fact that ABC could not offer more station clearances, the network said.

Retention of the 70 uhf channels is important, ABC said, in order to overcome monopoly aspects of an all-vhf service. Uhf can be useful, it added, and its disparity with vhf overcome through higher powers—except in areas where terrain is "unusually rugged." It called attention to the fact that the coverage differences between vhf and uhf are less than those between a 1 kw station on 550 kc and a 1 kw station on 1550 kc in the standard broadcast band.

ABC questioned whether enough vhf channels could be obtained soon enough from other portions of the spectrum to be useful. Even if some could be secured soon, ABC said, this would only aggravate the intermixture problem.

One of the principal advantages of its proposal, ABC said, was that it does not preclude "more radical changes should they prove necessary." If the FCC takes its suggestions, it will have done nothing "irretrievable," ABC said. It concluded: "The same cannot be said for proposals which risk complete abandonment of the uhf and severe degradation of existing vhf service."

MORE V'S FOR 234 CITIES

SPECIFIC listing of 234 cities to which additional vhf channels can be allocated was submitted to the FCC last week by John H. Mullaney, Washington consulting engineer. Mr. Mullaney, with the Washington law firm of Welch, Mott & Morgan, proposed last August that the Commission revise its tv thinking to allow vhf drop-ins where no greater interference will be suffered by existing stations than they are liable to under existing rules [B•T, Aug. 8].

The Mullaney-Welch, Mott & Morgan plan is based on present co-channel separations of 170 miles in Zone I, 190 miles in Zone II and 220 miles in Zone III.

In listing the cities to which additional vhf channels can be assigned (see full list page 124), Mr. Mullaney informed the Commission that the average minimum allowable radiation is in excess of 63 kw from 500 ft. antenna height. Many people, he said, drew the conclusion that the plan proposed was a low power, low antenna concept.

The average separation between a secondary station (a drop-in) and an existing station is 137 miles, and between two secondary stations, 158 miles, he pointed out.

Only 31 of the 108 operating uhf stations cannot be taken care of in this plan, Mr. Mullaney said. These 31 can be taken care of, he added, if lower separations were to be permitted. If these 31 cannot be given vhf channels, Mr. Mullaney said, they should be reassigned to chs. 14-30, with chs. 31-83 turned over to domestic two-way radio service.

Use of directonal antennas would permit far greater powers, Mr. Mullaney declared.

To the objection that the 200 plus channels are not enough to provide a competitive tv system, Mr. Mullaney answered that there are still 153 unasked for vhf assignments. Thus there really is a total of 400 assignments available.

". . . We feel it is a rather simple technical matter to design and build a directional antenna system with [from 15 to 20 db front-to-back ratio] for a nominal sum," Mr. Mullaney said. In Atlanta, he added, it was determined that a simple, four-section corner reflector antenna could be built for less than $10,000. He also derogated criticism of the re-radiation problems with directional antennas. These are reflections bounced off nearby structures which "fill in" what should be diminished signal level areas. These would not be as severe as claimed, he said.

The exceptionally high use of directionalized receiving antennas should also be considered in weighing the drop-in plan, Mr. Mullaney said. The "great majority" of all set owners have directional antenna systems, he said.

The use of vertical and horizontal polarization would also help maintain interference-free segments, Mr. Mullaney declared.

Changeover cost for a uhf operator to operate on vhf should be less than $75,000, Mr. Mullaney said. This is based on the use of a 1 kw transmitter, he said.

There is no problem concerning fitting new vhf operations into the offset carrier patterns of existing assignments, Mr. Mullaney declared.

Also attached to Mr. Mullaney's document was an illustration of the assignment of ch. 4 to Atlanta, Ga. (Mr. Mullaney represents ch. 36 WQXI-TV Atlanta, now dark).

Using present power (100 kw each) and antenna heights of co-channel stations WRBL-TV Columbus, Ga., and WFBC-TV Greenville,

Proposed Separation Loss

IF the FCC were to reduce the minimum mileage separation between co-channel stations, this is what existing stations would lose within Grade B contours, the FCC declared in its document reviewing the situation for the commissioners:

ZONE I

Antenna Height	Channels	Coverage Radius (in miles) 170-mile (existing)	125-mile	Loss
500 ft.	2-6	41	31	10
500 ft.	7-13	48	37	11
1,000 ft.	2-6	48	32	16
1,000 ft.	7-13	55	38	17

ZONE II

500 ft.	2-6	45	36	9
500 ft.	7-13	51	43	8
1,000 ft.	2-6	54	40	14
1,000 ft.	7-13	60	46	14

S. C., Mr. Mullaney figured that an Atlanta ch. 4 station could cover a distance of about 21.5 miles. If the Columbus and Greenville stations were to attain maximum antenna height, then the Atlanta ch. 4 station would reach out about 10.5 miles. These computations do not take into account the ability of directional receiving antennas to reject unwanted signals, Mr. Mullaney pointed out.

AS THE STAFF SEES IT

WHEN the FCC commissioners sat down formally last Monday to begin discussing the uhf-vhf problem, they had before them a voluminous review of the situation, prepared by the Broadcast Bureau's Rules & Standards Division. The essence of that paper, which made no recommendations, was as follows:

The alternatives for the present allocations are (1) deintermixture, selective or national; (2) additional vhf assignments; (3) move all tv to uhf, and (4) maintain the status quo.

The solution must take into account, as one of the fundamentals, the economic potentials of the markets to be dealt with. The principal economic factors are (1) cost of building, programming and operating; (2) network affiliations; (3) dominance of the larger existing stations, and (4) lack of uhf conversions.

Discussing the principles which led the FCC in 1952 to intermix uhf and vhf in the same markets, the staff pointed out that this was based on the hope that an integrated uhf-vhf tv service would become established. This decision was also based, the review stated, on the ground that it was impossible to have a nationwide, competitive tv system with only 12 vhf channels, particularly in the crowded northeast. It was also assumed, the document said, that even if it were possible to have markets all uhf or all vhf, there still would be area intermixture (vhf signals coming in from other cities).

The basic approach should still be that established by the Sixth Report and Order, the staff declared. This is (1) universal service, (2) local stations, and (3) multiple services.

Referring to proposals for selective deintermixture (this would unmix areas where uhf has already established itself, maintaining these "islands" against vhf competition), the staff acknowledged that this would help uhf in local situations, but questioned how much good it would do nationally.

Recommendations that the Commission decide each case individually were opposed by the staff. It said a national principle should be established first.

Discussing so-called "squeeze-in" of vhf, the staff submitted tables showing the power and radius of vhf drop-ins using 1,000 ft. antennas and various mileage separations in order not to interfere with existing stations.

At the low end, an 85.5 mile separation was used as one illustration. This would give chs. 2-6 vhf drop-ins 60 w power and a radius of three miles and chs. 7-13, 18 w and two miles. At the upper end, a 125 mile radius was used. This would permit chs. 2-6, 6 kw, with a 17 mile, and chs. 7-13, 8 kw with 19 mile radius.

The staff seemed dubious of directional antennas. Its fear was that reflections from other, nearby structures would make stable directional patterns difficult to achieve. It also pointed out that the establishment of directionals makes it more difficult to select antenna sites.

If a nationwide reallocation, with reduced mileage separations, should be considered, the staff said, it would permit from two to three times the present number of vhf assignments.

If a 125-mile co-channel separation factor is used, this will reduce Grade B coverage of present stations from nine to 17 miles in Zone I and from eight to 14 miles in Zone II (box page 29) using 500 ft. or 1,000 ft. antennas.

The fact that actual spacings in Zone I are greater than the minimum 170 miles was also recorded. Only 4% of the vhf stations in Zone I are exactly 170 miles apart, the staff reported. Half of them are 250 miles or more apart.

Any program contemplating the use of additional vhf channels would have a severe impact on the future of uhf, the staff pointed out. This involves also the public's investment in converters and antenna arrays. Drop-ins or a change in separations would cut into the existing service areas of presently-operating vhf stations, it said. There would be problems fitting in offset carrier patterns of new vhf stations with existing vhf stations, it pointed out.

The move of all tv to uhf frequencies would place a "large price tag" on the public, the Commission staff related, as well as to existing vhf stations. The cost to convert a large vhf operation to uhf would mean $250,000-$300,000, it pointed out, while converting a small vhf operation to uhf would run about $75,000.

In addition—and this applies equally, the staff said, to a move to uhf and a move to deintermix selected areas—so-called fringe area reception would be constricted so that many people now getting service or due to get service from a vhf outlet would find itself in a no-tv signal zone (a "white" area). Also, the staff said, uhf has problems with shadow areas, where the uhf signal does not penetrate behind hills or down into valleys, all well within the Grade A or Grade B service area.

The staff also reviewed a proposal by the Assn. of Federal Communications Consulting Engineers which suggested that the table of allocations be deleted, that Grades A and B areas be redefined to equalize coverage, and that separations be reduced to permit additional vhf stations to be added to needed areas.



ARKANSAS-CONNECTICUT-MAINE-NEW MEXICO-TEXAS

These preliminary state and county figures from the U. S. Census of Agriculture show the number of farms with television sets in October-November, 1954, when the census was made. Figures are projected from a survey covering 20% of all farms. B•T will present farm tv figures for each state as they are tabulated by the Census Bureau. Readers can clip and save these reports to accumulate a complete, county-by-county, state-by-state file.

ARKANSAS	Total Farms	Farms With Tv	% Farms With Tv
Arkansas	1,661	606	36.5
Ashley	2,135	319	14.9
Baxter	809	52	6.4
Benton	4,492	696	15.5
Boone	1,769	353	20.0
Bradley	1,092	151	13.8
Calhoun	756	98	13.0
Carroll	1,828	232	12.7
Chicot	1,855	270	14.6
Clark	1,656	266	16.1
Clay	2,605	694	26.6
Cleburne	1,420	193	13.6
Cleveland	1,231	252	20.5
Columbia	2,214	201	9.1
Conway	1,633	242	14.8
Craighead	3,759	2,290	60.9
Crawford	1,689	328	19.4
Crittenden	4,517	1,019	22.6
Cross	2,454	790	32.2
Dallas	856	120	14.0
Desha	2,420	326	13.5
Drew	1,788	247	13.8
Faulkner	2,476	503	20.3
Franklin	1,456	173	11.9
Fulton	1,282	82	6.4
Garland	1,078	267	24.8
Grant	886	226	25.5
Greene	2,636	946	35.9
Hempstead	2,123	464	21.9
Hot Spring	1,539	326	21.2
Howard	1,272	144	11.3
Independ	2,084	315	15.1
Izard	1,403	45	3.2
Jackson	1,980	690	34.8
Jefferson	3,660	761	20.8
Johnson	1,429	90	6.3
Lafayette	1,136	199	17.5
Lawrence	1,777	340	19.1
Lee	3,230	592	18.3
Lincoln	2,031	319	15.7
Little River	936	207	22.1
Logan	1,944	178	9.2
Lonoke	2,992	857	28.6
Madison	1,918	120	6.3
Marion	993	63	6.3
Miller	1,548	418	27.0
Mississippi	5,812	2,274	39.1
Monroe	1,885	198	10.5
Montgomery	931	40	4.3
Nevada	1,420	298	21.0
Newton	1,261	46	3.6
Ouachita	1,360	214	15.7
Perry	670	77	11.5
Philips	3,895	697	17.9
Pike	924	109	11.8
Poinsett	3,399	1,389	40.9
Polk	1,536	145	9.4
Pope	1,753	199	11.4
Prairie	1,332	345	25.9
Pulaski	2,584	900	55.5
Randolph	1,558	284	18.2
St. Fran.	3,689	786	21.3
Saline	1,176	312	26.5
Scott	1,102	45	4.1
Searcy	1,322	62	4.7
Sebastian	1,610	289	18.0
Sevier	1,124	183	16.3
Sharp	1,156	63	5.4
Stone	1,068	87	8.1
Union	1,763	313	17.8
Van Buren	1,358	264	19.4
Wash'ton	4,094	580	14.2
White	3,470	680	19.6
Woodruff	1,910	306	16.0
Yell	1,465	145	9.9
TOTAL	145,075	29,400	20.3
CONNECTICUT			
Fairfield	1,104	779	70.6
Hartford	2,628	1,817	69.1
Litchfield	1,618	1,097	67.8
Middlesex	835	537	64.3
New Hav.	1,626	1,307	80.4
New Lond.	1,932	1,219	63.1
Tolland	1,322	909	68.8
Windham	1,688	1,094	64.8
TOTAL	12,753	8,759	68.7
MAINE			
Andros-coggin	1,009	490	48.6
Aroostook	3,940	354	9.0
Cumberl'd	1,749	966	55.2
Franklin	968	242	25.0
Hancock	1,252	565	45.1
Kennebec	2,132	994	46.6
Knox	806	305	37.8
Lincoln	975	497	51.0
Oxford	1,392	501	36.0
Penobscot	2,219	1,109	50.0
Piscataquis	530	257	48.5
Sagadahoc	368	202	54.9
Somerset	1,878	679	36.2
Waldo	1,553	677	43.6
Wash'ton	1,120	273	24.4
York	1,477	810	54.8
TOTAL	23,368	8,921	38.2
NEW MEXICO			
Bernalillo	883	402	45.5
Catron	315	30	9.5
Chaves	672	367	54.6
Colfax	442	13	2.9
Curry	957	65	6.8
De Baca	267	31	11.6
Dona Ana	1,119	561	50.1
Eddy	630	202	32.1
Grant	340	31	9.1
Guadalupe	333	27	8.1
Harding	263	23	8.7
Hidalgo	175	4	2.3
Lea	747	193	25.8
Lincoln	418	62	14.8
Luna	325	165	50.8
McKinley	419	1	0.2
Mora	750	29	3.9
Otero	369	53	14.4
Quay	863	55	6.4
Rio Arriba	1,880	167	8.9
Roosevelt	1,585	144	9.1
Sandoval	879	105	11.9
San Juan	830	6	0.7
San Miguel	865	48	5.5
Santa Fe	703	128	18.2
Sierra	256	22	8.6
Socorro	398	105	26.4
Taos	1,082	73	6.7
Torrance	551	125	22.7
Union	680	63	9.3
Valencia	1,074	348	32.4
TOTAL	21,070	3,648	17.3
TEXAS			
Anderson	2,150	232	10.8
Andrews	87	39	44.8
Angelina	1,939	315	16.2
Aransas	99	14	14.1
Archer	417	190	45.6
Armstrong	351	203	57.8
Atascosa	1,481	638	43.1
Austin	2,240	444	19.8
Bailey	884	374	42.3
Bandera	618	240	38.8
Bastrop	1,667	340	20.4
Baylor	598	234	39.1
Bee	861	199	23.1
Bell	2,881	1,123	39.0
Bexar	2,772	1,444	52.1
Blanco	574	183	31.9
Borden	191	67	35.1
Bosque	1,421	354	24.9
Bowie	3,440	614	25.2
Brazoria	1,669	857	51.3
Brazos	1,269	347	27.3
Brewster	101	2	2.0
Briscoe	481	136	28.3
Brooks	283	21	7.4
Brown	1,432	201	14.0
Burleson	1,634	312	19.1
Burnet	982	374	38.1

CAMPBELL SOUP RE-ENTERS SPOT RADIO WITH $340,000 SATURATION CAMPAIGN

Through BBDO, company returns to radio spots after five years. In seeking availabilities it requests—but does not demand—"dividend" spots to be broadcast free in slack seasons. Business is placed on firm 26-week schedules.

Campbell Soup Co. returned to a radio spot announcement saturation campaign for the first time in more than five years, effective Oct. 3 in 64 markets. The company is spending approximately $340,000 on the 26-week schedule, which may be increased to 39 weeks.

Of the 64 stations which accepted the business, according to a BBDO timebuyer, less than 10% turned down the "flexibility" plan. However, several stations did offer their own package plans, which are printed on the rate card. Those stations that turned down this "flexibility" plan were bought on the straight card rate.

The "flexibility" plan included the placing of a saturation spot announcement schedule with a minimum of 15 spots per week and a maximum of 40 to 50 per week for 26 weeks on a run-of-the-station contract, plus a suggestion that the station give the advertiser gratis merchandising spots or "dividend spots" in lighter business months such as January and February.

Fred Barrett, BBDO vice president and media director, told B•T that the objective of the BBDO radio spot plan for Campbell Soup is to obtain good frequency in the medium for a certain 26 weeks, and a possible 39. In presenting it to selected stations in the markets designated, the greatest possible flexibility in the placement of the announcements was offered. Basically, there were two requirements . . . that they run from 7 a.m. to 7 p.m., and that there be a minimum of 15 spots per week. In every case, the number of spots as provided by the budget allocation was greater than the minimum of the 15 required.

"In offering this unique kind of flexibility to the stations, it is our hope that during the life of the contract the aggregate number of spots would exceed the number normally provided—as a dividend. As in other media, there are peaks and valleys in space or time sold, and by permitting this flexibility, a station could help fill this gap with the purchased spots, and then, if so inclined, add others," Mr. Barrett said.

"The offer," Mr. Barrett pointed out, "was made to one station in the market. If the station preferred to accept the order without the flexibility and the minimum requirement we asked for, the schedule was bought on their own basis . . . and we have a number of such stations. We have not asked, nor has any station guaranteed, a fixed number of dividend spots."

Meanwhile, William M. Wilson, of the John E. Pearson Co., station representative, wrote to BBDO President Ben Duffy, objecting to the flexibility plan. Excerpts of this letter follow.

"One of your valued clients—The Campbell Soup Co.—is about to launch a spot radio campaign in approximately 35 markets. This campaign, based on a schedule of 15 one-minute announcements weekly for 26 weeks, is supposed to start early in October. Since this marks the first spot radio effort by Campbell's in a good many years, your staff is to be congratulated for making the media recommendation.

"The announced schedule of 15 one-minute announcements per week is fine—and should prove adequate as a media test. For the record, your media department has openly requested that in order to secure this Campbell business, stations so favored will have to agree to give your client a bonus 'of all unsold one-minute announcements, or a reasonable percentage of same' right after the Christmas holidays, when radio stations allegedly (and the allegation is that of your media department), will have more unsold time. These 'unsold' one-minute spots are to be a 'gift' from the station to your client, with the understanding that your client will pay the published rates for only 15 announcements weekly for the full 26-weeks of the contract. How many free spots is difficult for me to determine—but in one competitive situation, I know that a minimum of eleven announcements weekly have been guaranteed.

"Your immediate reaction cannot help but be that if radio station operators are stupid enough to give their time away, they don't deserve any consideration. I cannot help but agree with you. But, to go a step further, I am forced to the conclusion that when an agency of the calibre of BBDO goes on record as fostering such a plan, some station operators who might not otherwise defect might feel that they should play ball."

	Total Farms	Farms With Tv	% Farms With Tv
Caldwell	1,236	434	35.1
Calhoun	303	88	29.0
Callahan	946	337	35.6
Cameron	2,836	1,138	40.1
Camp	831	80	9.6
Carson	426	238	55.9
Cass	2,381	515	21.6
Castro	828	422	51.0
Chambers	491	290	59.1
Cherokee	3,076	361	11.7
Childress	706	55	7.8
Clay	978	485	49.6
Cochran	479	227	47.4
Coke	419	93	22.2
Coleman	1,427	268	18.8
Collin	3,166	1,977	62.4
Collingsworth	856	55	6.4
Colorado	1,662	371	22.3
Comal	697	222	31.9
Comanche	2,092	275	13.1
Concho	554	134	24.2
Cooke	1,700	671	39.5
Coryell	1,575	465	29.5
Cottle	469	46	9.8
Crane	22	2	9.1
Crockett	147	9	6.1
Crosby	779	631	81.0
Culberson	61	1	1.6
Dallam	370	130	35.1
Dallas	2,689	1,951	72.6
Dawson	1,101	626	56.9
Deaf Smith	674	270	40.1
Delta	1,117	241	21.6
Denton	2,221	1,168	52.6
De Witt	2,213	413	18.7
Dickens	. . .	. . .	. . .
Dimmit	291	68	23.4
Donley	619	151	24.4
Duval	652	18	2.8
Eastland	1,681	299	17.8
Ector	77	36	46.8
Edwards	269	25	9.3
Ellis	2,885	1,537	53.3
El Paso	690	470	68.1
Erath	2,021	543	26.9
Falls	2,707	723	26.7
Fannin	2,953	730	24.7
Fayette	3,773	535	14.2
Fisher	1,191	365	30.6
Floyd	1,184	699	59.0
Foard	438	167	38.1
Fort Bend	2,407	868	36.1
Franklin	810	145	17.9
Freestone	1,711	284	16.6
Frio	540	205	38.0
Gaines	508	209	41.1
Galveston	715	436	61.0
Garza	436	225	51.6
Gillespie	1,306	180	13.8
Glasscock	139	47	33.8
Goliad	708	169	23.9
Gonzales	2,147	666	31.0
Gray	523	207	39.6
Grayson	2,815	1,035	36.8
Gregg	857	164	19.1
Grimes	1,566	256	16.3
Guadalupe	2,097	689	32.9
Hale	1,703	1,068	62.7
Hall	747	80	10.7
Hamilton	1,496	298	19.9
Hansford	421	88	20.9
Hardeman	652	187	28.7
Hardin	1,144	343	30.0
Harris	3,868	2,510	64.9
Harrison	2,581	172	6.7
Hartley	203	100	49.3
Haskell	1,330	350	26.3
Hays	872	398	45.6
Hemphill	310	41	13.2
Henderson	2,232	539	24.1
Hidalgo	4,072	1,307	32.1
Hill	2,653	1,088	41.0
Hockley	1,269	904	71.2
Hood	803	350	43.6
Hopkins	2,507	459	18.3
Houston	2,438	308	12.6
Howard	642	223	34.7
Hudspeth	178	73	41.0
Hunt	2,737	1,088	39.8
Hutchinson	171	90	52.6
Irion	126	34	27.0
Jack	843	265	31.4
Jackson	1,074	271	25.2
Jasper	1,616	306	18.9
Jeff Davis	101	8	7.9
Jefferson	1,038	528	50.9
Jim Hogg	129	. . .	. . .
Jim Wells	720	79	11.0
Johnson	. . .	. . .	. . .
Jones	1,471	583	39.6
Karnes	1,587	458	28.9
Kaufman	2,106	917	43.5
Kendall	713	240	33.7
Kenedy	16	3	18.8
Kent	. . .	. . .	. . .
Kerr	672	219	32.6
Kimble	434	29	6.7
King	79	6	7.6
Kinney	96	13	13.5
Kleberg	281	20	7.1
Knox	837	253	30.2
Lamar	2,529	317	12.5
Lamb	1,787	1,094	61.2
Lampasas	827	269	32.5
La Salle	282	42	14.9
Lavaca	3,294	310	9.4
Lee	1,554	257	16.5
Leon	1,739	150	8.6
Liberty	1,361	650	47.8
Limestone	2,128	499	23.4
Lipscomb	422	33	7.8
Live Oak	787	132	16.8
Llano	481	137	28.5
Loving	9	. . .	. . .
Lubbock	2,081	1,650	79.3
Lynn	1,152	701	60.9
McCulloch	739	70	9.5
McLennan	3,634	1,326	36.5
McMullen	165	77	46.7
Madison	1,145	262	22.9
Marion	715	70	9.8
Martin	577	225	39.0
Mason	676	52	7.7
Matagorda	1,220	445	36.5
Maverick	271	8	3.0
Medina	1,546	622	40.2
Menard	325	31	9.5
Midland	287	64	22.3
Milam	2,659	720	27.1
Mills	893	104	11.6
Mitchell	819	79	9.6
Montague	1,520	516	33.9
Montg'y	1,416	599	42.3
Moore	247	166	67.2
Morris	670	126	18.8
Motley	386	35	9.1
Nacogdoches	2,336	202	8.6
Navarro	2,520	802	31.8
Newton	1,026	165	16.1
Nolan	643	143	22.2
Nueces	1,157	362	31.3
Ochiltree	466	90	19.3
Oldham	147	51	34.7
Orange	571	266	46.6
Palo Pinto	946	254	26.8
Panola	2,026	249	12.3
Parker	2,004	915	45.7
Parmer	909	327	36.0
Pecos	293	24	8.2
Polk	1,308	219	16.7
Potter	398	283	71.1
Presidio	226	2	0.9
Rains	647	174	26.9
Randall	680	379	55.7
Reagan	107	24	22.4
Real	222	30	13.5
Red River	2,360	354	15.0
Reeves	322	14	4.3
Refugio	270	49	18.1
Roberts	113	39	34.5
Robertson	1,622	217	13.4
Rockwell	425	214	50.4
Runnels	1,473	406	27.6
Rusk	3,189	480	15.1
Sabine	943	69	7.3
San Aug.	1,002	77	7.7
San Jacinto	1,106	184	16.6
San Pat.	888	297	33.4
San Saba	927	114	12.3
Schleicher	242	67	27.7
Scurry	945	191	20.2
Shakelford	324	86	26.5
Shelby	2,799	269	9.6
Sherman	260	90	34.6
Smith	3,498	642	18.4
Somerveil	352	44	12.5
Starr	1,023	32	3.1
Stephens	497	81	16.3
Sterling	88	34	38.6
Stonewall	453	131	28.9
Sutton	150	10	6.7
Swisher	967	507	52.4
Tarrant	3,043	2,238	73.5
Taylor	1,282	630	49.1
Terrell	107	1	0.9
Terry	968	560	57.9
Throckm'tn.	436	94	21.6
Titus	1,462	200	13.7
Tom Green	1,033	384	37.2
Travis	2,092	760	36.3
Trinity	852	87	10.2
Tyler	1,198	187	15.6
Upshur	1,893	226	11.9
Upton	38	10	26.3
Uvalde	641	148	23.1
Val Verde	220	6	2.7
Van Zandt	2,934	976	33.3
Victoria	1,232	204	16.6
Walker	1,195	191	16.0
Waller	1,005	331	32.9
Ward	88	9	10.2
Wash'ton	2,848	381	13.4
Webb	277	24	8.7
Wharton	2,466	825	33.5
Wheeler	853	67	7.9
Wichita	765	438	57.3
Wilbarger	997	399	40.0
Willacy	865	456	52.7
Williamson	3,338	1,293	38.7
Wilson	1,617	636	39.3
Winkler	36	9	25.0
Wise	1,873	951	50.8
Wood	1,834	356	19.4
Yoakum	312	98	31.4
Young	960	295	30.7
Zapata	250	17	6.8
Zavala	246	39	15.9
TOTAL	292,946	90,323	30.8

RADIO-TELEVISION SHARE SPOTLIGHT DURING AAAA PACIFIC REGION MEETING

Four-man panel discusses "The Forward Look in Major Media," with Sture Nelson representing radio and Robert D. Holbrook television. Agency executives unable to agree on precise role of radio-tv in overall media picture. Walter Guild attacks 'amateur' approach in ads.

RADIO and television shared the mass media spotlight last week at the 18th annual meeting of the Pacific Region of the American Assn. of Advertising Agencies at Coronado, Calif., Oct. 2-5, even though agency executives from all parts of the U. S. did not agree on the precise role of each. Spokesmen for nonbroadcast media, however, cited the impact of television more often in drawing media comparisons.

Robert D. Holbrook, chairman of the board of Compton Adv., New York, and 4A vice chairman set the theme for tv Tuesday morning during a four-man discussion on "The Forward Look in Major Media."

"Television is not the only good medium," he said, "but it is our aural medium—which now is aural and visual—and it replaces radio. It consumes an awful lot of our money and also the clients' money and I think it contains the greatest challenge we have faced as a business and also the greatest opportunity."

Others on the panel included Sture Nelson, president of William B. Remington Inc., Springfield, Mass., and chairman of the 4A New England Council, who represented radio and spoke on "Ears to the Future"; Arthur Tatham, Tatham-Laird Inc., Chicago, "New Creative Thinking in Use of Publication Space", and Vincent Bliss, Earle Ludgin & Co., Chicago, "Resurgence of Newspapers as an Advertising Instrument." William Haberman, L. C. Cole Co., San Francisco, presided.

Mr. Bliss, citing color as the most important newspaper advance of the decade, related "frustration" over trying to tune his color tv receiver and concluded "color television is not a trend because it ain't here yet." He said "color in anything does a better sales job," especially for the food advertiser.

Mr. Holbrook discussed the creative challenge of television in terms of commercial selling. "We have not yet realized the real sales power of television," he told the agency audience.

Recalling that radio came as a new form of communication, he said it "enabled us to reach masses of people frequently and cheaply who probably had not been successfully reached by advertising before. All of us can recall the tremendous sales successes obtained with radio.

"Television is not reaching a new audience. It is reaching the same audience," he observed. "It is working them over and they are a lot more sophisticated. I think that is one of the reasons for the creative challenge in tv.

"Further, the nature of television is intrusive. I think its ability to sell is equalled by its ability to annoy and bore."

In an aside, Mr. Holbrook commented that in the days of radio he couldn't recall anybody selling gadgets which would turn off the commercial.

The Compton Adv. official noted "the number of additional skills which we have found, to our sorrow, we have to have to turn out good tv commercials. Never before have so many creative cooks stirred such a complicated brew."

As to the cost of television, Mr. Holbrook explained that in 1949 one account put a large share of its budget in radio, but by last year virtually none went to radio. Instead this money was required for tv, he said. During this period the budget was increased 25%, "but the loss in message weight was 43%." The cost of tv "had cut down on the impact of frequency which radio had given us," he said.

Compton Adv. during the past five years has spent a quarter-million dollars in research, much of it in television, he said. Purpose has been to determine effectiveness of the commercial in the normal home viewing situation.

"One of the first findings that appeared, and this appeared consistently, is the fact that we do not have a captive audience," Mr. Holbrook said. "Any creative writer who thinks the viewer is going to sit there regardless of what he flings at him is wrong." Numerically the research showed that only 50% of the program audience was available during the commercial. "Of the other 50%, 25% were reading, knitting, drinking beer or talking to each other. The other 25% had left the set entirely to go get a beer, tend the baby, or get a snack. They weren't there."

Turning to studies of one-minute commercials on tv, Mr. Holbrook said that where 32% of the audience saw a commercial, only 23% could recall the message the next day. Despite the quality of the program, he said the figures show that "after you've got them, you still have to sell them."

He emphasized that "the technique of execution has a marked effect on the commercial's ability to win an audience and register a sales message." Relating two food commercials, in which a child was used to help put the sales point across, he said the first commercial was identified by 52% of those who had seen the program but only 25% could recall the sales message. In the next version of the commercial the child actually demonstrated the product. Identification jumped to 60% "and recall of the sales message jumped to 51%," he said.

On a drug product commercial, delivered straight, only 27% identified the spot, and sales message recall dropped to 13%. But by using a character identified with the use of the product, Mr. Holbrook related, identification of the commercial went up to 41% and sales message recall to 37%.

In the closing commercial of a very high rated show, he said, where the stars gave the commercial, 65% of the available audience identified the stars, but a week later on a recall check only 6% could remember the sales message. "This was a case where the stars overwhelmed the interest. Having come out of the context of an amusing show, they still fascinated the audience and there was nothing left for the product," he said.

Speaking for radio, Mr. Nelson said "television is the greatest thing that ever happened to radio.

"Radio was and still is, to some extent, the most undersold medium in the world," according to Mr. Nelson. He felt "television may well have been one of the greatest things that ever happened to radio. Radio had gotten pretty complacent. With few exceptions, you couldn't do anything on radio unless it had already been done by somebody else."

If someone did come up with a new idea, he continued, "immediately 20 other people jumped on the bandwagon." Even after "the tv tide began to sweep over it, radio seemed determined

[A&A continues on page 58]



TALKING SHOP at the 18th annual meeting of the Pacific AAAA are (l to r) J. Davis Danforth, president of BBDO, New York; Robert M. Ganger, president of D'Arcy Adv., New York; Mrs. Danforth, and Joseph Epstein, president of Fitzgerald Adv., New Orleans.

San Diego Stations Shine

ALTHOUGH publishers of top consumer magazines beat radio and tv to the draw when it came to sponsoring a party for national agencymen attending the 4A regional meeting at Coronado, Calif., two San Diego television stations were the talk of the convention with their unique promotions.

KFMB-TV news crews filmed highlights of all activities and edited the footage into a 35-minute recap shown Tuesday night. KFSD-TV put two camera crews on deck Monday night for live screening of activities as they occurred, using a rear-screen projection system.

Dan Bellus, chief of KFMB-TV's sales development and promotion department, who supervised the film promotion, said that nearly 300 man-hours were required to produce the final 35-minute show. KFMB-TV processes its own films, helping cut costs, he explained.

The truth will out!

WHEN Dr. Whan made the 1955 Iowa Radio-Television Audience Survey, 74 out of every 100 Iowa homes had television sets.

Since then, the number has continued to grow tremendously. Today we estimate that in Central Iowa, WHO-TV delivers 302,200 television homes, representing over a million people — about half urban, half rural.

WHO-TV serves this great and growing audience in the best WHO tradition. Free & Peters can give you full details.



WHO-TV

Channel 13 • Des Moines



Col. B. J. Palmer, President
P. A. Loyet, Resident Manager
Free & Peters, Inc.
National Representatives

NBC Affiliate



FIRST in the "Land of Hiawatha"

In the fall, the great Northwest becomes a land of outdoorsmen . . . hunters, fishermen—enthusiasts for all the activities which can be found in the "Land of Hiawatha." These are an active people . . . and an active-buying market for any advertiser.

In this vital market of nearly FOUR BILLION DOLLARS in spendable income and 615,000 TV homes, KSTP-TV has long been the leader. It is the Northwest's *first* television station, *first* with maximum power and *first* with color.

Through superior entertainment, talent and showmanship, KSTP-TV has won a listener loyalty that is important to you because it means *sales*.

To put your advertising dollar to work most efficiently and most economically, KSTP-TV is your *first* buy . . . your *best* buy in the rich Northwest!

KSTP-TV CHANNEL 5
100,000 WATTS

MINNEAPOLIS • ST. PAUL Basic NBC Affiliate

"The Northwest's Leading Station"

EDWARD PETRY & CO., INC. • NATIONAL REPRESENTATIVES















$5 MILLION A WEEK

THAT'S THE 1955 PRODUCTION BILL FOR NIGHTTIME NETWORK TV

ADVERTISERS this season will spend $4.9 million a week for production on nighttime network television.

The figure exceeds last year's B•T estimate by a half million, representing a 10% increase over 1954 production costs. The most expensive series this season will be NBC-TV's *Producers Showcase*, a group of spectaculars sponsored by Ford and RCA, through Kenyon & Eckhardt, averaging $225,000 per show in talent charges with the production of "Richard III" reigning as the most costly single presentation in the group.

The highest-priced regular series is the Bob Hope *Chevy Show*, budgeted at $200,000 per show. It is sponsored by General Motor's Chevrolet Div. through Campbell-Ewald, and appears every third week as part of NBC-TV's Tuesday, 8-9 p.m. trilogy. (The other two: Milton Berle and Martha Raye, each $115,000 per week, both sponsored by RCA through Kenyon & Eckhardt, Sunbeam appliances through Perrin-Paus, and Whirlpool through Kenyon & Eckhardt.

The dominant regular series on CBS-TV, from the standpoint of talent cost, is *20th Century-Fox Theatre*, sponsored by General Electric through Young & Rubicam and averaging an estimated $90,000 per week.

Top ABC-TV shows are *Disneyland* and *Warner Brothers Present*, each costing an estimated $65,000 weekly for talent. The former is sponsored by American Dairy through Campbell-Mithun, Derby Foods via McCann-Erickson, and American Motors through Geyer Inc. The latter is sponsored by Liggett & Myers through Cunningham & Walsh, Monsanto through Needham, Louis & Brorby, and General Electric through Young & Rubicam.

Spectacular in its own right as the least expensive of all nighttime television programs, *Midwest Hayride* on NBC-TV will unload an incredibly light $2,000 per week in talent outlay. The show is sponsored by Whitehall Pharmacal via Biow-Beirn-Toigo.

The least costly entry on CBS-TV is *Name That Tune*, another Whitehall Pharmacal presentation, averaging an estimated $15,000 weekly for talent.

Just as 1954 was known as the "Year of the Spectacular" so does the present season give evidence of being identified as the "Year of the Big-Money Giveaway," with *$64,000 Question* on CBS-TV and NBC-TV's answer, *The Big Surprise*, auguring a stepped-up run-for-the-money in that category.

As for the spectaculars themselves—a comparative experiment last year, they have now become an institutionalized part of television programming with at least five such series scheduled for the present season at costs ranging from $150,000 to $225,000.

Actually, the increase of action in that area and the additional use of color account in good measure for the 10% total rise in production costs over the 1954 tally.

The five series of spectaculars to be aired this year are: *Ford Star Jubilee*, every fourth week, CBS-TV, Saturday, 9:30-11 p.m. sponsored by Ford Motor Co. through J. Walter Thompson Co.; *Max Liebman Presents*, every fourth week, NBC-TV, Saturday 9-10:30 p.m. sponsored by Oldsmobile through D. P. Brother & Co.; *Color Spread*, every fourth week, NBC-TV, Sunday, 7:30-9 p.m. sponsored by participating advertisers; *Producers Showcase*, every fourth week, NBC-TV, Monday 8-9:30 p.m. sponsored by Ford and RCA through Kenyon & Eckhardt; *Shower of Stars* every fourth week, CBS-TV, Thursday, 8:30-9:30 p.m. sponsored by Chrysler Motors through McCann-Erickson.

To illustrate its figures competitively B•T has again compiled a comparative chart of production costs, exclusive of time charges, together with available starting dates of nighttime shows on all four networks. It is on the next two pages.

SUNDAY

	ABC	CBS	NBC
7:30		Private Secretary, $34,500 Jack Benny; $46,000 (alternate weeks); American Tobacco (BBDO)	Frontier Chrysler (McC-E); $30,000 (3 weeks of 4)[1]
7:45			
8:00	Famous Film Festival (Participating)		
8:15		The Ed Sullivan Show Lincoln Mercury Dealers (K & E); $65,000	Variety Hour Colgate-Palmolive (Wm. Esty), $85,000 (3 weeks of 4)[1]
8:30			
8:45			
9:00	Chance of a Lifetime Emerson Drug (Lennen & Newell); Lentheric Inc. (Cunningham & Walsh); $20,000	GE Theatre General Electric (BBDO); $53,000	
9:15			Tv Playhouse Goodyear (Y & R) Alcoa (Fuller-Smith & Ross) $40,000
9:30	Life Begins at 80 Serutan (Ed Kletter) $12,500	Alfred Hitchcock Presents Bristol-Myers (Y & R); $37,500	
9:45			
10:00	Break the Bank Dodge (Grant Advertising); $20,000	Opening Night P. Lorillard (Y & R); Revlon (Norman, Craig & Kummel); $20,000	Loretta Young Show P & G (B & B) $45,000
10:15			
10:30		What's My Line? Remington Rand (Y & R); Jules Montenier (Earl Ludgin); $18,000	Justice American Tobacco (M. H. Hackett Co.) $23,000
10:45			
11:00			

MONDAY

	ABC	CBS	NBC
7:30	Topper (Repeats) Standard Brands (Ted Bates); $20,000.	Robin Hood Johnson & Johnson (Y & R) Wildroot (BBDO) $32,500	Tony Martin Associated Produ (Grey Adv.) $12,500
7:45	Greatest Sport Thrills		Camel Caravan Camels (Wm. Est $6,000
8:00			
8:15	Tv Readers Digest Studebaker-Packard (Ruthrauff & Ryan); $30,000	Burns & Allen Carnation (Erwin Wasey) Goodrich (Y & R) $40,000	Caesar Presents American Chicle Fitzgerald-Sample Remington Rand Helene Curtis (Ear Ludgin) $65,000 (3 weeks of 4)[2]
8:30			
8:45	Voice of Firestone Firestone Tire (Sweeney & James); $40,000.	Godfrey Talent Scouts Lever-Lipton (Y & R) Toni (Nathanson) $28,000	
9:00			Medic Dow Chemical (Mc John & Adams) General Electric (E $36,000
9:15	Dotty Mack Show	I Love Lucy P & G (Y & R) General Foods (B & B) $45,000	
9:30			
9:45		December Bride General Foods (B & B) $35,500	Robert Montgomery sents Johnson Wax (Neec Louis & Brorby) Schick (K & E) $42,500
10:00			
10:15		Studio One Westinghouse (McC-E) $36,000	
10:30			
10:45			
11:00			

THURSDAY

	ABC	CBS	NBC
7:30	Lone Ranger General Mills (Dancer-Fitzgerald-Sample) $30,000	Sgt. Preston of the Yukon Quaker Oats (Wherry, Baker & Tilden) $30,000	Dinah Shore Chevrolet (Campbell-Ewald) $12,000
7:45			News Caravan Camel (Wm. Esty) $6,000
8:00	Bishop Sheen Admiral (Russel M. Seeds) $25,000	Bob Cummings Show Reynolds (Wm. Esty) $33,000	You Bet Your Life De Soto-Plymouth (BBDO) $30,000
8:15			
8:30	Stop the Music Necchi (Grey) Quality Goods (Grey) $18,500		The People's Choice Borden (Y & R) $34,500
8:45		Climax Chrysler Motors (McC-E) $45,000 (3 weeks of 4)[3]	
9:00	Star Tonight Brillo (JWT) $15,000		Dragnet Chesterfield (Cunningham & Walsh) $40,000
9:15			
9:30	Down You Go Western Union (Albert Frank-Guenther Law) $8,500	Four Star Playhouse Bristol-Myers (Y & R) Singer Sewing Machine (Y & R) $35,000	Ford Theatre Ford (JWT) $40,000
9:45			
10:00		Johnny Carson Show General Foods (Y & R) $18,000	
10:15			
10:30		Wanted American Home Products (Biow-Beirn-Toigo) $32,500	Video Theatre Lever Brothers (JWT) $45,000
10:45			
11:00			

FRIDAY

	ABC	CBS	NBC
7:30	Rin-Tin-Tin National Biscuit Co. (K & E) $34,500	The Adventures of Champion	Eddie Fisher Coca-Cola (D'Arcy) $12,500
7:45			Plymouth News Plymouth (N. W. Aye $6,000
8:00	Ozzie & Harriet Hotpoint (Maxon) Quaker Oats (JWT) $39,000	Mama General Foods (Y & R) $23,000	Truth or Consequence P. Lorillard (Lennen Newell) $28,000
8:15			
8:30	Chevrolet-Crossroads Chevrolet (Campbell-Ewald) $34,500	Our Miss Brooks General Foods (Y & R) $35,000	Life of Riley Gulf (Y & R) $30,000
8:45			
9:00	Dollar a Second Wine Corp. (Weiss & Geller) $18,000	The Crusader R. J. Reynolds (Wm. Esty) $32,500	Big Story American Tobacco (SSC & B) $26,000
9:15			
9:30	The Vise Sterling Drug (Dancer-Fitzgerald-Sample) $12,000	Playhouse of Stars Schlitz (Y & R) $37,500	Star Stage Ponds (JWT) Campbell Soup (BBDO) $35,000
9:45			
10:00	Ethel & Albert Ralston (Guild, Bascom & Bonfigli) $18,500	The Line-Up Brown & Williamson (Ted Bates) P & G (Biow-Beirn-Toigo) $30,000	Cavalcade of Sports Gillette (Maxon) $20,000
10:15			
10:30		Person to Person American Oil (Katz) Elgin (Y & R) Hamm Brewing (Campbell-Mithun) $23,000	Red Barber's Corner State Farm Insurance (Needham, Louis & Brorby) $3,425
10:45			
11:00			

TUESDAY

ABC	CBS	NBC
er Brothers Presents tt & Myers (Cun- am & Walsh) anto (Needham, & Brorby) al Electric (Y & R) 00	Name That Tune Whitehall (SSC & B) $15,000	News Caravan Camel (Wm. Esty) $6,000
t Earp al Mills (Dancer- rald-Sample) r Pen (JWT) 00	Navy Log Maytag (Leo Burnett) Sheaffer (Russel M. Seeds) $35,000	Martha Raye or Milton Berle Sunbeam (Perrin-Paus) RCA (K & E) Whirlpool (K & E) $115,000 Chevy Show (every third week) Chevrolet (Campbell-Ewald) $200,000
y Thomas ican Tobacco & B) e (Grant Adv.) 00	You'll Never Get Rich R. J. Reynolds (Wm. Esty) Amana (Maury, Lee & Marshall) $38,000	J. Wyman's Fireside Theatre P & G (Compton) $40,000
lcade of America ant (BBDO) 00	Meet Millie Carter Products (Ted Bates) Pharmaceuticals (Ed Kletter) $27,500	Armstrong Circle Theatre Armstrong Cork (BBDO) $27,000 alternate Playwright's Hour Pontiac (MacManus, John & Adams) $30,000
	Red Skelton S. C. Johnson (Needham, Louis & Brorby) Pet Milk (Gardner) $42,000	
	$64,000 Question Revlon (Norman, Craig & Kummel) $30,000	
	My Favorite Husband GM Frigidaire (Kudner) $34,500	Big Town Lever Brothers (SSC & B) A. C. Spark Plug (D. P. Brother) $32,500

WEDNESDAY

ABC	CBS	NBC	
	Brave Eagle	Eddie Fisher Coca-Cola (D'Arcy) $12,500	7:30
Disneyland American Motors (Geyer) American Dairy (Campbell-Mithun) Derby Foods (McC-E) $65,000		News Caravan Plymouth (N. W. Ayer) $6,000	7:45
	Arthur Godfrey & His Friends Toni Co. (Nathanson) CBS-Columbia (Ted Bates) National Carbon Co. (Wm. Esty) Pillsbury (Leo Burnett) $65,000	Screen Director's Playhouse Kodak (JWT) $35,000	8:00 8:15
MGM Parade General Foods (Y & R) American Tobacco (SSC & B) $45,000		Father Knows Best Scott (JWT) $34,500	8:30 8:45
Masquerade Party Pharmaceutical (Ed Kletter) Knomark (Emil Mogul) $15,000	The Millionaire Colgate-Palmolive (Ted Bates) $35,000		9:00
Penny to a Million Shaeffer Pen (Seeds) Brown & Williamson (Ted Bates) $12,500	I've Got a Secret Reynolds (Wm. Esty) $20,000	Tv Theatre Kraft (JWT) $30,000	9:15 9:30 9:45
Wednesday Night Fights Pabst Brewing (Warwick & Legler) Mennen (McC-E, K & E) $50,000	20th Century Fox Theatre General Electric (Y & R) $90,000 alternate weeks U. S. Steel Hour U. S. Steel (BBDO) $45,000	This Is Your Life Hazel Bishop (R. Spector) $29,000	10:00 10:15
		Midwestern Hayride Whitehall Pharmacal (Biow-Beirn-Toigo) $2,000	10:30 10:45
			11:00

SATURDAY

ABC	CBS	NBC	
	Beat the Clock Sylvania (JWT) $18,000	The Big Surprise Speidel (SSC & B) Purex (SSC & B) $20,000	7:30 7:45
< Jubilee 0 d Ole Opry on (Gardner) every fourth week) 00	Stage Show Nestle (Bryan Houston) $35,000	Perry Como Gold Seal (Campbell-Mithun) Kleenex (Foote, Cone & Belding) Dormeyer (J. W. Shaw) Noxema (SSC & B) Armour (Foote, Cone & Belding) $75,000	8:00 8:15 8:30 8:45
	Jackie Gleason "The Honeymooners" Buick Motors (Kudner) $75,000		
awrence Welk Show e Div. (Grant Adv.) 00	Two for the Money P. Lorillard (Lennen & Newell) Sheaffer (Russel M. Seeds) $20,000	People Are Funny Toni (Weiss & Geller) Papermate (Foote, Cone & Belding $20,000 (3 weeks of 4)[5]	9:00 9:15
	It's Always Jan P & G (Compton) $34,500 (3 weeks of 4)[4]	Texaco Star Theatre Texaco (Kudner) $50,000 (3 weeks of 4)[5]	9:30 9:45
	Gunsmoke Liggett & Meyers (C & W) $31,500 (3 weeks of 4)[4]	George Gobel Armour (Foote, Cone & Belding) Pet Milk (Gardner) $40,000 (3 weeks of 4)[5]	10:00 10:15
	Damon Runyon Theatre Anheuser-Busch (D'Arcy) $27,500 (3 weeks of 4)[4]		10:30 10:45 11:00

THE TV LINEUP

2nd annual B•T compilation

This special showsheet contains listings of all evening television network programs now sold for this fall, and shows sponsor, agency and per-program production cost, exclusive of time charges. New York time used throughout.

COLOR SPECTACULARS

[1] "Color Spread"—NBC-TV, Sun. 7:30-9 p.m. EDT, every fourth week—participating advertisers—$200,000

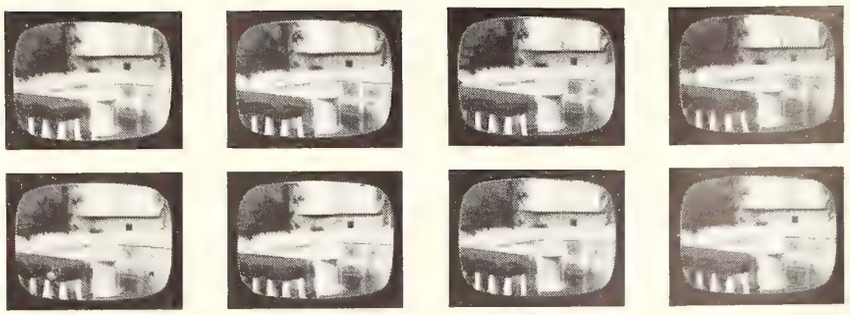
[2] "Producers Showcase"—NBC-TV, Mon. 8-9:30 p.m. EDT, every fourth week, sponsored by RCA through Kenyon & Eckhardt, Grey and Al Paul Lefton, and Ford through Kenyon & Eckhardt—$225,000

[3] "Shower of Stars"—CBS-TV, Thurs., 8:30-9:30 p.m. EDT, every fourth week—sponsored by Chrysler through McCann-Erickson—$200,000

[4] "Ford Star Jubilee"—CBS-TV, Sat. 9:30-11 p.m. EDT, every fourth week—sponsored by Ford Motor Co., through J. Walter Thompson—$200,000

[5] "Max Liebman Presents"—NBC-TV, Sat. 9-10:30 p.m. EDT, every fourth week—sponsored by Oldsmobile through D. P. Brother—$200,000

8 of these bring 2,000 of these





Proof again that when an advertiser uses WSAZ-TV–things happen! This is what impressively happened when Step Saver Kitchens told its story to the WSAZ-TV audience via a test schedule of *only eight one-minute announcements.*

The postman started ringing right away—and he kept coming back until a mountain of over 2,000 letters had been delivered, every one from a prospect for Step Saver Kitchens!

What's more, after a bit of pencil-work, this mail-swamped advertiser discovered that actual cost-per-inquiry was *lowest on WSAZ-TV of all television stations carrying the announcements!*

Yes, sir—things consistently happen when you use this great station in the industrial heart of America. A lot of it is due to the extreme viewer loyalty WSAZ-TV commands. But you also have to remember that WSAZ-TV is the *only* medium blanketing this five-state goldmine—an area with *four billion dollars* of spendable income just waiting to be influenced.

WSAZ-TV is a mighty potent influencer! Save *yourself* some steps in sales-building and get the facts from your nearest Katz office.

Huntington-Charleston, West Virginia
CHANNEL 3
Maximum Power
NBC BASIC NETWORK
affiliated with ABC

WSAZ
TELEVISION

also affiliated with Radio Stations WSAZ, Huntington & WGKV, Charleston
Lawrence H. Rogers, Vice President and General Manager, WSAZ, Inc.
represented nationally by The Katz Agency

KENT FEEDS, WESTERN MUSIC FORGE A RADIO-TV SUCCESS

MIDWESTERN FIRM HITS ON COMBINATION TO CRACK FARM MARKET

AT ITS home base in Muscatine, Iowa—nd elsewhere in six other midwestern states where it maintains distribution—the Mississippi Valley Grain & Feed Co. has become better known the past four years as the esult of radio and television.

And the name of one Leo Greco, according to an axiom in those parts, apparently means as much to its product, Kent feeds, as the micronite filter to Kent cigarettes. Ever since March 1951, the western music program, *Leo and His Pioneers,* and Kent feeds have been inseparable.

What started as a modest 13-week experiment on WMT Cedar Rapids has blossomed into a continuing friendship, a fruitful association and addition of an established radio program to television. Obviously, it never could have taken place if Mr. Greco and his western musical unit had not proved formidable feed salesmen for Mississippi Valley.

Mississippi Valley Grain & Feed Co. has progressed from a gratified advertiser on one radio station to the sponsor of *Leo and His Pioneers* on five tv stations by means of film.

The program now appears on WMT-TV Cedar Rapids, WHO-TV Des Moines, KGLO-TV Mason City, WOC-TV Davenport, all Iowa, and WEEK-TV Peoria, Ill. It also is scheduled to premiere shortly in the Sioux City, Iowa, area.

Executives familiar with the account are reluctant to divulge actual figures for the weekly quarter-hour show, but it is known that film costs (including talent) run in excess of $1,000 per program and roughly $1,800 (including time) overall. On the basis of 39-week pacts (with all stations save for WMT-TV—52 weeks), it is estimated that Mississippi Valley spends well over $70,000 for the *Pioneers* tv series in Iowa and Illinois. (It also maintains distribution in Missouri, Minnesota, the Dakotas and Nebraska.)

This is a healthy outlay for a company which allocates an estimated 60% of its overall budget to the broadcast media (about 75% of that goes into television). Aside from the *Pioneers,* Mississippi has other properties, among them a news program on KXIC Iowa City and a disc program (with Leo Greco) on KOEL Oelwein. It also buys space in farm newspapers and journals and regional newspapers. (Estimated annual outlay for the *Pioneers* on WMT radio: $8-10,000.)

Says Robert Schubert, account executive on Kent feeds at W. D. Lyon Co., which handles Mississippi Valley's account:

"We believe every advertising program should include a balanced media selection." But he notes the success achieved thus far for Kent on radio, pointing out it was this medium which laid the groundwork for the use of television.

It was the Lyon agency which originally arranged "a marriage of convenience" between Kent feeds and Mr. Greco, an obscure but personable bandsman, in March 1951. Mr. Greco was casting about for a means of publicizing his aggregation.

About the same time Mississippi Valley was looking around, too—for a suitable advertising-merchandising vehicle, the better to sell its feeds. There was immediate rapprochement of the "you-scratch-my-back-and-I'll-scratch-yours" kind. If Mississippi would sponsor his band on WMT, he would, in turn, push Kent feeds in the territory in which he and his men labored.



The assumption by executives of Kent feeds and the Lyon agency, as well as Mr. Greco, that 13 weeks would tell the story has proved to be incidental since the signing of the original contract. It also proved again that band leaders and business firms can join forces for their mutual advantage when the circumstances are fortuitous.

There was a little matter of time involved at the outset, however, when WMT found it was unable to clear a 15-minute, three-day-a-week strip in what might be adjudged prime listening hours. The best WMT could come up with—and Mr. Greco and his group accepted it with some trepidation—was the 5:45-6 a.m. segment, Tues.-Thurs.-Sat., with an option for a later period if it should open up. (It never did.)

It was conceded by one and all that 5:45 was as unlikely a time period as one could imagine, even in early-rising Iowa—an hour likely to find potential customers sleeping, in the words of the late John Barrymore, like "stunned sows."

Well, farmers do rise early and if they were not up and listening, WMT was able to say later, who was buying all the feed? Sales results were encouraging from the beginning and, as a starter, the Pioneers' show outpulled a farm publication three to one on a free leaflet offer—at a fraction of the print cost.

At Mississippi Valley, Bill Schafenacker, vice president in charge of sales, claimed early results in eastern Iowa were directly traceable to radio.

In the fall of 1953 *Leo and His Pioneers* made the move to live television on WMT-TV, when the station went on the air. This past summer, plans were mapped for extending Leo to film in selected key markets.

In 1952 Mississippi Valley built a new plant in Muscatine with a daily production capacity of 400 tons. Last summer it had to raise its sights to 600 tons to keep pace with orders. At times it has employed three shifts six days a week to meet demand.

Doubtless a good deal of the success of the firm on radio and tv is the Kent commercial, delivered by Chuck Worcester, farm director of WMT-AM-TV, in the manner of a kindly neighbor who drops into fix the plumbing for free.

With Kent's sales rise Leo Greco and his boys have watched their own stars in the ascendancy. Little known and not too well organized in 1951, they had made their mark by the fall of 1953. It has been aptly shown that feed-buyers like their music wherever they travel. The Pioneers frequently pass up dance dates to play for Kent dealer meetings.

For the past three years, the Greco outfit has taken over the No. 3 spot in *Downbeat* magazine's annual poll of ballroom operators in the western style dance band category. Leo Greco himself has become established as the Kent emissary wherever he goes.



higher
THAN A KITE!

HIGHER RATINGS

No other station in the Portland, Oregon, market even comes close to KOIN-TV's popularity. KOIN-TV has 80% of the top shows—weekly, multiweekly . . . 63% more average audience than station B . . . 115% more than station C. (Latest Portland ARB)

HIGHER COVERAGE

Only KOIN-TV gives you complete coverage of the vital 30-county Oregon and Southern Washington market . . . a market with an effective buying income of over 2½ BILLION dollars.

HIGHER VALUE

Here's what is important to you. KOIN-TV delivers this tremendous able-to-buy audience to you at the LOWEST COST per viewer . . . morning, afternoon or night. Make us prove it!



CHANNEL 6

Represented Nationally by
CBS TELEVISION SPOT SALES



COLOR

IT'S VALUABLE, BUT NOT SIMPLE. HERE ARE SOME POINTERS

By Don Estey

ADVERTISERS and agencies moving into the field of color tv commercials will find themselves with a new partner that could prove either pitfall or boon. So advises Don Estey, executive vice president of Song Ads Co., Hollywood, one of the leading firms specializing in commercial preparations. Mr. Estey lends advice based on his own experience, plus past color research in the fields of art and communications.

EXPERTS point out that there are about 18,000 possible shades or gradations of color. And, for the benefit of those advertisers and agencies entering color television, these psychologists might well stress that there are special, proven connotations for each color.

With color tv's advent, a strong partner has joined the former approaches in commercials.

An agency would not think of laying out a magazine color ad without consulting its art director. In black-and-white tv, this art director has rarely been consulted. But with color commercials here, it's a prudent radio-tv director who insists on having the trained, esthetic sense of the art director at his disposal.

And when an outside film producer is used for the commercial, careful checks should be maintained by the agency to see that the greatest value is derived from color. Here again, the radio-tv director, schooled in a personal knowledge of the values lost due to film characteristics, works best with an art director who understands color values.

The type of campaign also has a bearing on color choice. An emotional fatigue factor enters if the color commercial in a saturation campaign is done in warm, excitable colors which do not wear as well as violet, blue and green.

"Brick" red, "sick" green and "lemon" yellow provide novelty and will please the eye for a few seconds. But in a campaign of any length, these colors in combination will cause color fatigue. Avoid tiring the eye by using soft browns, and blues and with touches of orange and red.

Before going any further it might be well to establish how and why different colors can create different effects in the viewers mind. When light strikes the eye it sets up reactions which spread throughout the body. These reactions can be exciting or depressing. They might quicken the nervous responses or induce a feeling of peace and tranquility. In selling, needless to say, the right reaction varies according to the product or service being exploited.

Color psychologists have made many studies, measuring human reactions under colored lights. Brightness and warmth stimulate the nervous system. Bright colors increase the blood pressure and pulse rate, causing the temperature to rise. Dimness and coolness in colors have the opposite effect, releasing the stimulation of the autonomic nervous system, causing the pulse and blood pressure to decrease with body temperature becoming relatively cooler.

An interesting example of color effect is the results of a test by pyscho-neurologist Kurt Goldstein who actually claims a physical attraction of the limbs towards bright colors and away from cool colors. A red light would cause outstretched arms to spread away from each other, while a green light caused them to move towards each other.

U. of Chicago tests show that children prefer single dominant warm colors with strong tendencies for orange, red-violet and blue. Yellow is found to have the least acceptance. In adults, with their more complex personalities, the choice is for contrast colors and tints instead of the primary colors.



MR. ESTEY

In general, color preference tests of all types of human beings, it is found that pure colors at the ends of the spectrum are preferred over those hues in mid-spectrum. In other words, red, blue, purple and violet possess a stronger innate appeal than green, yellow and orange and their modifications.

Among men, blue is the slightly dominant choice with red a close second. With women red is the first preference with blue or violet second. In combinations, complementary colors are most preferred and colors possessing similar hues rank low in preference.

Thus: red is the universal favorite, with blue second. Yellow, the color of light, is the least popular. Therefore, only small touches of yellow are desirable. Orange, a combination of red and yellow pigments, is very well liked.

Further proof of red's popularity, is the fact that more red-handled tooth brushes and red toy ballons are sold than those of all other colors combined. Likewise, magazine covers having a dominant red or orange area will sell their contents more quickly to the newsstand purchasers. Primitive races always have a name for red, even though they may not have developed names for other colors.

This strong liking for red dictates that pure reds and combinations of red and other colors in which red dominates, should be present.

Film spots featuring complementary colors in pairs often are well received. A typical combination is that of blue and its complementary orange. Large areas of blue with accents of orange are ideal. Combinations of red and green, with the green areas predominating are startling. In the blue-orange group, experience shows that orange may be replaced by red as the accent. Brightest color areas may be balanced and supported by areas of russet and red-violet. Greens which contain a large amount of yellow are disquieting. The unpleasant effects on emotions increase with the amount of yellow present. Greens which contain a large portion of blue, however, are cool and restful.

In order to suggest warmth and sunlight, such as in an outdoor scene, slightly greater exposure may be allowed and greater yellow color used. To show the coolness and repose of interior scenes, a greater amount of blue may be mixed into the over-all color impression of the film.

Psychological tests with light and color have established definite reaction patterns in many diverse fields. In foods, for example, the color association is quite rigid. Edible qualities are seen in warm reds, oranges, soft yellows, pale greens, certain tans and browns. In contrast, grey, purplish-grey and yellowish greens are not appetizing. Blue, while not a food color, can be used as a background color that seems to enhance the appearance of the food.

Practically everyone is sensitive to the color of food. Hence the desire or appetite can be stimulated or disturbed by a color presentation. In products such as butter, this color must be exactly right, not too

white or pale, and certainly not too orange that spells out rancid to the mind's eye.

Most appealing for foods among the pure hues is vermillion (from the red spectrum). This is the rich color of the cherry, apple, or rare cut of beef. Moving across the spectrum to orange, the appeal is still high. The touchy color is yellow and the appeal wanes decidedly until it reaches a low point at yellow-green. There is a pickup at the point of fresh green with its connotation of nature's freshness.

As said before, blue has little appeal in most food and ranks with purple and violet.

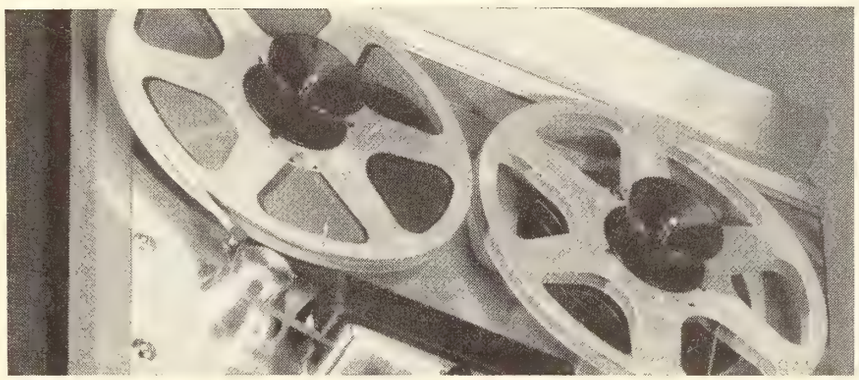
While pure hues are the more savory in presenting food, nonetheless some tints are not upsetting. The best hue seems to be orange.

In shades, orange also stands out as a dominant color with the rich hue of brown agreeably associated with well-cooked meats, breads and cereals.

Caution is advised in red shades which tend to appear purplish and hence lack appeal.

In summation of food presentation, it should be remembered that the true "appetite colors" are peach, red, orange, brown, buff, warm yellow and clear green. Pinks and tints of violet and blue, which have a sweet connotation, are not recommended for most food products.

Speaking of all types of commercials, the greatest danger, other than use of incorrect colors, is the pitfall of creating confusion. The sudden need for color in commercials can cause a temptation to over-do. The good taste that would prevail in room decoration, personal dress, etc., must be carried through to the color tv commercial.



HOW NOT TO MAKE AN AUDITION TAPE

By John Carl Morgan
Manager, WFVA Fredericksburg, Va.

I RECENTLY had the dubious pleasure of helping choose a couple of announcers for the group of stations of which this is one. It was quite an experience. Thanks to the pulling power of our B•T ad, and the fact that the salary mentioned was considerably above average, we drew better than 200 tapes from all over the country, plus two or three dozen other applicants who showed up in person.

What I want to concern myself with here is the matter of those tapes. As you might infer, we couldn't possibly have listened through each entire offering. Even had our hopeful throng confined themselves to a nominal five minutes each, you can see we'd have had to spend two full eight-hour days going through the lot—not counting time required to thread and cue them. Naturally, the overwhelming majority did not tempt us to listen much beyond the first couple of sentences before we were forced to shake our collective noggins in the horizontal plane, and reach for the re-wind button. Of the remainder, only a pitiful few seemed to have even the vaguest idea of what constitutes a really good audition.

A sizeable number of those whose voice quality and general speech characteristics caught our fancy to the extent of inviting us to listen further, finally wound up in the discard because the material presented did not tell us what we wanted to know, or *did* indicate that the person in question was not exactly familiar with a few basic facts of life.

First of all: there seems to be an opinion among many of our golden voiced playmates that, except for the regular stipend they look forward to receiving, there's something unpleasant, or perhaps even downright nasty about a commercial announcement. Where the aforementioned stipend is supposed to come from is something these naive individuals apparently prefer not to consider. As a result, the commercial—if indeed there *is* a commercial announcement included—is passed over glancingly and with an almost visible shudder.

Next is the chap—and his name is legion—who appears to be convinced that all to whom his tape is directed are starved for news. This type launches forth into "Five minutes of late news from the wires of blank press . . .", and by the great horned spoon that's just about exactly what you get . . . no commercial . . . nothin'.

Or the hot disc jock who sets before you 15 minutes of what he considers a superior DJ program with all the music full and uncut—about 13 minutes of records and some two minutes or less of Mr. Personality, and that studiously non-commercial. After all, we're trying to hire an announcer—not in the business of buying phonograph records.

Then there's the character who's out to impress all and sundry with his glibness as an ad-libber, and uses his own personal history as the vehicle. Only trouble is that most of them are obviously reading the whole thing, and thus sound about as spontaneous as a communist protest meeting. Besides, such material is better confined to the written word.

There are dozens of other time and tape wasters, but one more will suffice for now. It's the boy who is trying mightily to be someone else; just who isn't quite clear. He's probably aping his current idol, but the result is usually neither fish nor flesh, but definitely f-o-u-l foul.

So much for the negative side, now let's list a few of the things my cohorts and I want to hear—and it's possible that we represent a vast majority of station executives.

First: Be Yourself. That's what you'll eventually boil down to after you get on the job—when, as, and if—and it could be that the boss really wanted the guy on the tape, and not the unvarnished YOU.

Of equal importance: It's the way his announcers *sell* a commercial that brings in the stuff from which paychecks are made. You're *not* auditioning for the BBC. Personally, I prefer a commercial announcement or two or three to be the first order of business on your audition. If you can't read such convincingly, I'm not interested in hearing anything further, period. Don't waste my time with a lot of preliminaries—you're trying to sell me an auto with no engine, and I won't buy.

If you've held my interest thus far, I'm now interested in hearing whether you can read news intelligently and intelligibly. I don't require more than a brief item or two, however, so don't wallow in it. If at this point I'm still interested, I'll be disposed to listen to further examples of your prowess: a brief snatch of *real* ad-lib; an off-the-air check of a bit of play-by-play, if you happen to be a sports announcer; a sample of DJ work —without more than an opening and closing bar of music, if you please.

To reduce the foregoing down to its essence: When you tape an audition, make it brief, make it concise, stick to your normal working style, and above all, make it commercial.

LOUD & CLEAR W·GTO



·om Gulf To Ocean · Gainesville To Okeechobee

THE COMMENTS BELOW ARE TAKEN FROM THOUSANDS OF LETTERS RECEIVED AT OUR STUDIOS DURING OUR FIRST TWO WEEKS OF OPERATION.
(Names and addresses furnished upon request.)

Bradenton
"Heard your station Saturday and enjoyed it very much." Mrs. S. D. S.

Sarasota
"Like your news and choice of music." Mrs. M. A.

Titusville
"Comes in good here." Mrs. C. C.

Tarpon Springs
"Your signal strong. Heard you on auto radio—no fading." V. C.

St. Petersburg
"Your friendly station first on the dial. It is clear and powerful." I. D.

Hollywood
"Heard your station with good volume." Mrs. W. G. S.

Tampa
"You have a terrific signal in Tampa." F. N. R.

Orlando
"Your announcers are exceptionally good." Mrs. E. A. W.

Cocoa
"Reception is good and enjoyed morning news." P. G. S.

Gulfport
"Very good reception." Mrs. J. F. C.



Included in our mail up-to-date are letters from 197 towns and cities in Florida, as well as Atlanta and Thomasville, Georgia, and Gulfport, Mississippi.

10,000 WATTS
540 KILOCYCLES

W·GTO

HAINES CITY, FLA.
PHONE 6-2621

owned and operated by **KWK, *St. Louis, Missouri***

Represented by
WEED & COMPANY

He walks by night...

and runs well wherever he goes!







The Whistler is death on criminals . . . but he breathes new life into television programming wherever he's scheduled. Evidence? Here's how this syndicated series is doing in representative markets around the country . . .

SAN FRANCISCO: Wednesday 10:30 pm. Sponsored by Signal Oil and White King Soap. It's the highest-rated show in its time period – with virtually *twice* the audience of competing programs *on all other television stations combined!*

DETROIT: Friday 10:30 pm. Sponsored by Household Finance Corporation. Highest-rated show in its time period!

BOSTON: Saturday 11:05 pm. Sponsored by Block Drug. Tops in the time period!

TULSA: Thursday 9:30 pm. Sponsored by Safeway Stores. Tops in the time period!

PORTLAND, OREGON: Sunday 9:30 pm. Signal Oil. Tops in the time period – with more audience than competing programs *on the other two stations combined!*

And so it goes. For The Whistler is one of the most successful film series in all television. Suggest you contact us and see whether it's available in your area.

CBS TELEVISION FILM SALES, INC.
New York, Chicago, Los Angeles, Detroit, San Francisco, St. Louis, Dallas, Atlanta, Boston. In Canada: S. W. Caldwell, Ltd., Toronto

Source: ARB, latest reports

CASE HISTORY—FOOD



16% sales increase from $5000 budget in Southern California!

Would this make you happy? It delighted Lynden Canning Kitchens of Seattle, who chalked up this gain in their glass and tin packs of quality boneless chicken products.

Time: Summer 1955 over 1954.
Territory: Santa Barbara-Tehachapi, south to Mexican Border—a lush market of 6½ million.

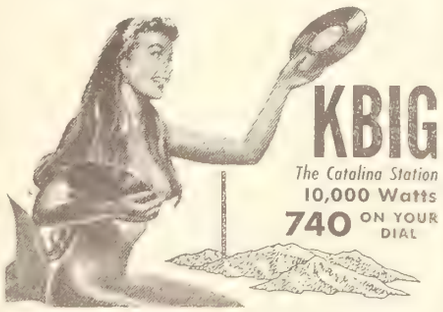
Plan: A dozen one-minute jingle spots daily Thursdays and Fridays —April to August.

Radio: Station KBIG exclusively, covering all eight Southern California Counties from Catalina Island.

Other advertising: Product identification strips on backs of Los Angeles busses. Point-of-purchase mobiles and stack cards.

Theme: "No Bones About It"—this clever radio musical jingle with tie-in display material was created by Rune Goranson Company, Lynden's advertising agency. Says Mr. Goranson, "Our 'No Bones' campaign in Southern California really has paid off. We have had an exceptionally fine year and we attribute a good share of the success to the coverage given us throughout the area by KBIG."

KBIG was a "hot" station for this summer product because it delivers **all** Southern California at lowest cost-per-thousand listeners. It can be just as hot for **you** this winter.



JOHN POOLE BROADCASTING CO.
6540 Sunset Blvd., Hollywood 28, California
Telephone: HOllywood 3-3205

Nat. Rep. Robert Meeker & Assoc. Inc.

HOW TO PROMOTE AN INDEPENDENT TV

KPHO-TV PHOENIX SPENDS $60,000 A YEAR TO BUILD AUDIENCE, ATTRACT ADVERTISERS

ONE of the most thorough promotional campaigns undertaken by any local television station has been instituted this fall by KPHO-TV Phoenix.

The Meredith station is using upwards of 13 media. Of these, nine are being directed at the metropolitan Phoenix audience and four are aimed at the advertising industry. Several of the promotional wrinkles may be new to the television audience promotional field nationally as they are to the Phoenix market, station officials feel.

In the field of audience promotion, KPHO-TV is promoting its programs and personalities in the following ways:

Newspapers: The station regularly runs a three column by three inch ad in the *Arizona Republic* and the *Phoenix Gazette,* seven days a week. The ad appears on the television page on top of the daily television program log, highlighting KPHO-TV's evening schedule as well as giving detailed information on the station's movies and features.

Magazines: KPHO-TV advertises on the full back cover page of *Tv Views,* Phoenix fan magazine.

Bus Cards: 21x27 inch, three color posters decorate the outside of every bus in the metropolitan Phoenix area and promote individual KPHO-TV programs.

Painted Bus: For the first time in Phoenix, KPHO-TV rented space on an entire bus and painted it in the station's two-tone colors. The bus, which travels a different route in the metropolitan Phoenix area daily, highlights 31 KPHO-TV programs with the theme, "Better See Channel 5 KPHO-TV."

Paper Receptacles: Waste paper receptacles on downtown Phoenix street corners contain 14x22 inch posters promoting individual station programs.

Matchbooks: A distribution matchbook campaign of two million books of matches starts in mid-October, promoting the station and 24 of its programs individually on the covers. The matches will be distributed from cigarette vending machines in the metropolitan Phoenix area.

Pencils: Thousands of wooden pencils promote KPHO-TV and 30 individual programs. The pencils have been distributed through public schools in the Phoenix area and are sent out in all audience mail replies.

Outdoor: Two poster boards, using 30 sheet posters allowing a monthly insert to advertise specific programs and a painted board, are rotated in various Phoenix traffic locations monthly.

Glass Tumblers: Through a tie-in with a local dairy, cottage cheese will be packed in thousands of glass tumblers individually



ANOTHER FACET of KPHO-TV's audience promotion are 30 sheet billboards at various locations in the metropolitan Phoenix area. Different programs are featured each month, and the billboard locations also are changed that often.



AND STILL ANOTHER is this fully-painted bus which travels Phoenix. L to r: Dick Rawls, general manager; Al Larson, commercial manager; Dan Schwartz, promotion manager, and Bob Martin, program director.



LIFE-SIZED, full-color cutouts of Ruth Dunlop, KPHO-TV women's program hostess, point up a featured Westinghouse campaign. They exemplify the station's merchandising activity.

embossed with a different KPHO-TV personality caricature on the glass. The promotion starts in mid-October. The milk company will distribute flyers promoting the sale of the cheese in the tumblers and the KPHO-TV personalities and programs they feature. The promotion will last six weeks, one of six glasses in the series to be made available each week.

In addition to these audience promotion efforts, KPHO-TV distributes picture postcards of its stars, makes available a children's show featuring its children's program personalities to the schools in Phoenix for auditorium appearances as well as participating in civic events.

Within the trade, KPHO-TV uses four basic media:

Trade Magazines: A series of full-page, two-color ads are run in four industry publications. In addition, the station uses one-sixth pages in *Television Rates and Data* and *Food Field Reporter.*

Matchbooks: A continuing campaign of monthly mailings of 12 personalized matchbooks to leading local advertisers is sent in a three-color caddie containing a KPHO-TV promotional ad. First mailing included a matchbook dispenser for desks with the KPHO-TV signature on both sides.

Publication: A monthly station publication, *On Camera,* is sent to four thousand local and national advertisers, agency executives and all Phoenix area retailers.

Direct Mail: Reprints of all KPHO-TV ads appearing in trade magazines are sent monthly to national and local advertisers and agency executives and timebuyers.

The station also has an extensive merchandising program which includes stack and shelf cards promoting advertised products



Performance! Quality! Low Cost!

Now! Management and Engineers are looking to quality, cost, and performance to do the job. At Lambda-Pacific "quality and performance at a low cost is our product!"

The television industry has found the Lambda-Link to be all and more than we claim. Power, dependability, and lightweight portability are the chief reasons the Lambda microwave link has been used so successfully by television stations and telephone companies throughout the nation. These outstanding features enabled this microwave link to bring the historic atom bomb telecast from Yucca Flats, Nevada, to Los Angeles, a distance of 320 miles; the longest hop being over 80 miles.

It is no wonder then, management and engineers are giving Lambda a closer look.

THESE FEATURES DESERVE YOUR "CLOSER LOOK!"

PRICE—$8500 F.O.B. Van Nuys
(optional auxiliary equipment additional)

POWER & RANGE—**1 watt min.**; effectively used on 80 mile hop.

COLOR—Meets all FCC & NTSC color standards.

PORTABILITY—Complete system packaged in compact "suitcase" style housing.

FREQUENCY—STL, Closed Circuit and Common Carrier (5.1-7.4 KMc).

LONG HAUL—Multi-link circuits up to 8 links in tandem.

OTHER EQUIPMENT—Lambda manufactures a complete line of auxiliary and test equipment such as camera cables, parabolas, attenuators, etc.

Write today for the Lambda story . . .
Our representatives in your area will be happy to discuss your microwave requirements with you.

Lambda LPE Pacific
LAMBDA-PACIFIC ENGINEERING INC.
State 6-1801
Stanley 7-0779
P. O. Box 70
Van Nuys, California



spot's



Pioneer Station Representatives Since 1932

FREE & PETERS, INC.

NEW YORK
250 Park Avenue
Plaza 1-2700

CHICAGO
230 N. Michigan Ave.
Franklin 2-6373

Today, advertisers judge good and bad advertising in terms of sales results. National Spot Radio can get sales—and not stop with building consumer demand or gaining good will. We have the *Formula For Selling Americans Today* that demonstrates "how" to use the medium.

This presentation has proved so exciting that many top agencies and advertisers have arranged meetings with their management men, plans boards, account executives and creative staffs, as well as their media people. And a great many have asked for repeat performances, for further inspiration and study!

hot

If you know how to use it

We want to show you "how" — with our new *Formula For Selling Americans Today.* We're ready to demonstrate, individually or in group meetings with planning and creative people — as soon as you give the word. Why not call or write us today?



EAST, SOUTHEAST		
WBZ+WBZA	Boston+Springfield	51,000
WGR	Buffalo	5,000
KYW	Philadelphia	50,000
KDKA	Pittsburgh	50,000
WFBL	Syracuse	5,000
. . . . .		
WCSC	Charleston, S. C.	5,000
WIST	Charlotte	5,000
WIS	Columbia, S. C.	5,000
WPTF	Raleigh—Durham	50,000
WDBJ	Roanoke	5,000
MIDWEST, SOUTHWEST		
WHO	Des Moines	50,000
WOC	Davenport	5,000
WDSM	Duluth—Superior	5,000
WDAY	Fargo	5,000
WOWO	Fort Wayne	50,000
WIRE	Indianapolis	5,000
KMBC-KFRM	Kansas City	5,000
KFAB	Omaha	50,000
WMBD	Peoria	5,000
. . . . .		
KFDM	Beaumont	5,000
KRIS	Corpus Christi	1,000
WBAP	Ft. Worth—Dallas	50,000
KENS	San Antonio	50,000
MOUNTAIN AND WEST		
KBOI	Boise	5,000
KVOD	Denver	5,000
KGMB-KHBC	Honolulu—Hilo	5,000
KEX	Portland	50,000
KIRO	Seattle	50,000

DETROIT
Penobscot Bldg.
Woodward 1-4255

ATLANTA
Glenn Bldg.
Main 5667

FT. WORTH
406 W. Seventh St.
Fortune 3349

HOLLYWOOD
6331 Hollywood Blvd.
Hollywood 9-2151

SAN FRANCISCO
Russ Building
Sutter 1-3798

and station programs on which they appear as well as in-store promotion for advertised products.

The entire program is costing KPHO-TV in the vicinity of $60,000 a year. Station executives attest to its value.

The Phoenix market is one of the most competitive in the country, with four vhf stations.

In June 1955, the station became an independent operation, having previously been with CBS-TV. It scheduled some 48 syndicated programs along with an impressive list of locally produced shows which had become established features among Phoenix audiences during the years.

As a result of its many top-drawer syndicated shows and a heavy promotion campaign aimed at the local audience, the station claims to have retained the lead among Phoenix audiences in the first survey taken by the American Research Bureau since the station assumed independent status, leading in quarter hours captured from 5 p.m. to station signoff, seven days a week (ARB, July 1955) with 34.5% of the quarter hours against 30.5%, 21.5% and 13.5%, respectively for the network affiliates.

During daytime hours the station also led from 12 noon to 5 p.m. Mondays through Fridays, with 42% of quarter hours captured as against 38%, 20% and 0% for the competing stations.

KEEPING IN TOUCH BY MOBILE RADIO

ONE SECRET of radio's success is its intimacy and friendliness—one neighbor talking to another.

This is the secret employed by KBIG Avalon, Calif., to literally get next to its audience.

Earlier in the year, KBIG Manager Bob McAndrews put his disc jockeys on wheels and sent them to the people. The results: Greater audience loyalty and a better understanding of the audience on the part of station personalities.

KBIG acquired a Volkswagen miniature bus and a Chevrolet Corvette sports car to do the job. The Volks was converted by engineering supervisor Bill Dalton and his staff into a self-sufficient mobile unit, complete with turntables and all announcing and engineering facilities. The Corvette is used by Stu Wilson, special events director, and Larry Berrill, news director, for fast transportation to news breaks deserving on-the-spot telephone coverage such as the recent Sepulveda fire, the Santa Barbara and Palm Springs road races or the Holtville Carrot Festival.

Both cars are roving billboards, complete with the curvaceous KBIG mermaid used in all station publicity, and double as ideal parade units at festivals.

Since the new policy went into effect, KBIG personalities have been able to originate their record shows this year in all eight Southern California counties served by the station. They have shaken hands and talked with thousands of fans, interviewed hundreds on the air, signed autographs, passed out pictures, blotters, postcards and windshield stickers as mementos of the station.

"Now they are more than just an unknown and unseen voice that comes out of the speaker," Mr. McAndrews notes. "Folks know them and listen to them like they would any friend."

The Volkswagen has been the nucleus for a KBIG exhibit at the county fairs of Los Angeles, Orange, Riverside and San Diego; the San Bernardino Orange Show; the Farmers Fair at Hemet; the Sportsmen's Show and Do-It-Yourself Show at Pan-Pacific Auditorium, Los Angeles; the Hobby Show at the Los Angeles Shrine Exposition Auditorium, and the Do-It-At-Home Show at Long Beach.

On weekends this summer, the traveling studio headed for the beaches and this winter it will turn inland to parking lots and entrances of supermarkets, drugstores, furniture stores and realty subdivisions.

Its most recent chore: the Los Angeles County Fair at Pomona for 17 days from Sept. 16 to Oct. 2.

When the Volkswagen is on one assignment, it doesn't keep the other disc jockeys at home base, Mr. McAndrews told B•T. If Carl Bailey or Larry Berrill are doing their shows from the mobile unit, Mr. Wilson probably has the Corvette enroute to the suburbs to originate his daily combined music and interview show, *Are Ya Listenin'?* He set up shop nearly all summer, Monday through Friday, in the windows of various McMahan Furniture Stores. Between records and handing out merchandise, Mr. Wilson interviewed just about every mayor, postmaster, chief of police and Chamber of Commerce official all through Orange County and southern Los Angeles County.

The Orange County interviews, Mr. McAndrews said, were photographed and made up into a 10-page color booklet, "The Orange County Story: As Told by Those Who Helped Build It."

Program Director Alan Lisser said KBIG personalities like the variation from the daily four-walls routine which the new mobility allows. "They like to get the 'feel' of their listeners by meeting them, discussing music, learning their interests," he said.

Mr. Berrill explained it, "Every announcer likes to visualize one person, or at most a small group, to whom he is addressing his remarks. While on remote, we can actually see the people and it helps us do a better mike job back in the studio.

Mr. McAndrews told B•T his disc jockeys "are continually amazed and gratified at the intense public interest in radio, even after all these years of familiarity."

Lanky 6 ft. 10 in. Mr. Bailey, who calls himself the world's tallest disc jockey, said "Southern Californians sure are curious about what announcers look like and what makes our remote broadcasts tick technically. Especially on weekend remotes, they come up and tell us they heard us on the air and drove 20 to 50 miles just to say hello and watch us work.

"In the city, they come down to watch if they think we're giving away prizes. But in the suburbs and in the country the folks come just out of pure friendliness."

All of the KBIG announcers find remote work a place to meet old friends as well as current fans. "I left Chicago four years ago," Mr. Berrill said, "but folks still come up when we are on remote and tell me they remember me from my days as all-night disc jockey at WIND Chicago."

All married men, they don't dare tell you another advantage to the KBIG remote work. Sometimes Marilyn Barnett or Darlene Coats, the two live models who impersonate the KBIG mermaid, join them as hostess at an exhibit. "I always notice more hands waving when I'm next to one of these girls," Mr. Wilson admitted. "And that's the only time I seem to get any whistles."

Either way, KBIG finds going to the people is a good way to make friends and find profit as well as promotion.



KBIG's mobile unit on duty in the Los Angeles Pan-Pacific Auditorium. Carl Bailey, 6'10" disc jockey, is in charge of this particular expedition.

Buy the Maximum—

Sell = 319,667 TV Homes

with WLAC-TV

CBS BASIC NASHVILLE Channel 5

WLAC-TV's vast multi-market total service area contains 2,601,300 people, 726,300 families, and 407,795 TV homes. Fully documented to date are 319,667 TV homes within WLAC-TV's ARB Area Survey and Measured O.1 MV/M Contour. Buy the maximum—buy WLAC-TV, Channel 5—the only big area station with *positive market proof!*



Buy AREA Impact on WLAC-TV, the South's Great MULTI-MARKET STATION

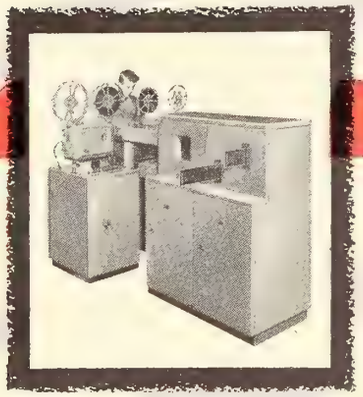
. B. BAKER, JR.
xecutive Vice-President
nd General Manager

NATIONAL REPRESENTATIVE: THE KATZ AGENCY, INC.
NEW YORK CHICAGO DETROIT KANSAS CITY
ATLANTA DALLAS LOS ANGELES SAN FRANCISCO

ROBERT M. REUSCHLE
National Sales Manager

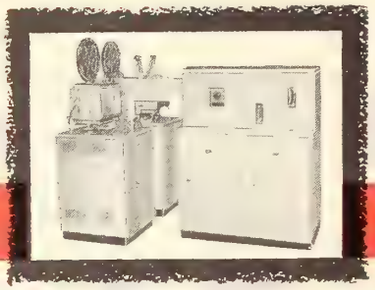
Speaking of chain reactions.

EXCELLENT MONOCHROME



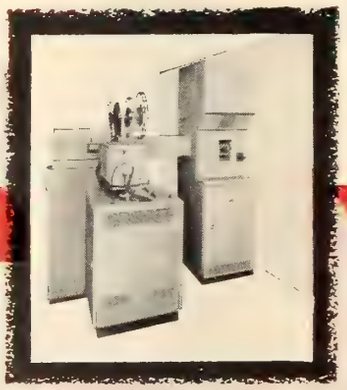
1 The Du Mont Multi-Scanner permits reproduction of monochrome slides, opaques, and 16 mm film. Flexibility of the system is practically unlimited. System may be built up starting with any one of 5 pickups.

SUPERIOR COLOR



2 The color Multi-Scanner produces beautiful high-fidelity pictures from slides or film. This system may be purchased as a complete unit, or as a simple conversion for the monochrome Multi-Scanner.

LIMITED LIVE COLOR



3 The talk of the industry... the Multi-Scanner may be used for local live color in addition to film and slide pickup. The light source of the Multi-Scanner scans a live scene, and associated equipment picks up the reflected light to produce a color signal of superior quality. System costs but a fraction of other live color systems. Completely integrated... five simultaneous picture sources.

When the Du Mont Flying Spot Scanner was first introduced, the industry knew it was good... but few foresaw the tremendous success it has had in all its adaptations. Today, the flying spot scanner principle as applied by Du Mont leads in simple, economical and practical television broadcasting of both monochrome and color film, opaques, slides and live programming.

DU MONT®

Television Transmitter Department
Allen B. Du Mont Laboratories, Inc.
Clifton, New Jersey



the vitascan

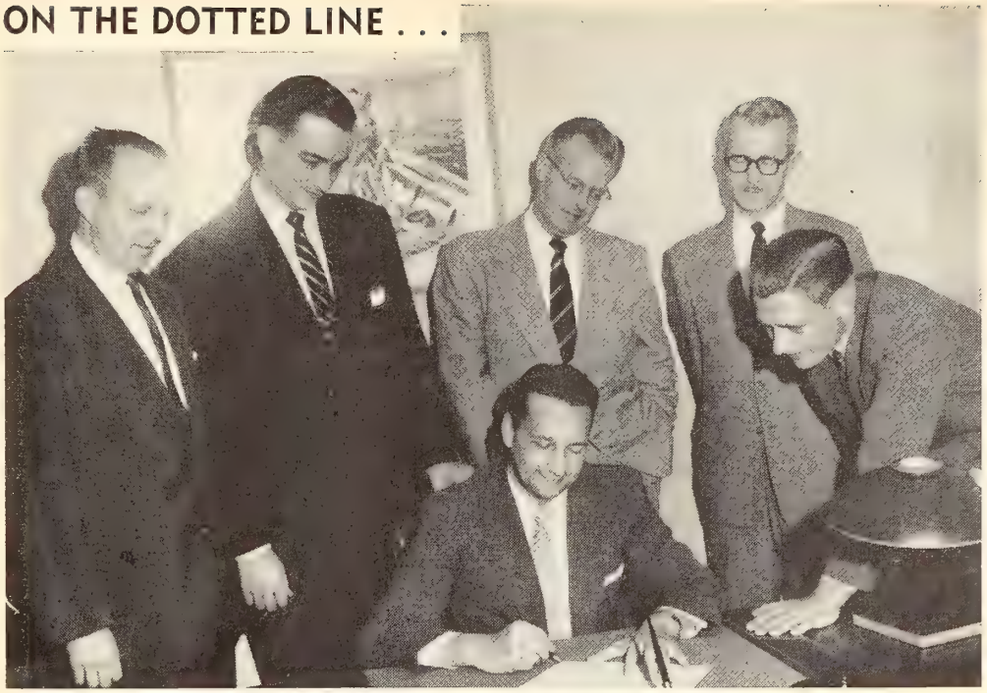
4 UNLIMITED LIVE COLOR

And now, the biggest news of all . . . the Vitascan camera, a portable light source for live color TV broadcasting. The light source is a simple, portable camera assembly that provides unlimited live programming at a cost far below other color systems. Again, Du Mont shows the way for simple, practical television broadcasting.

Here's one you can control!

Start your scanner operations at any point you need! If you need a source for only monochrome film, opaques, and slides choose the Monochrome Multi-Scanner. If you plan color for later on, you can always convert at minimum expense. At any time, you can add live color with either the fixed or portable light sources. Here is television broadcasting equipment *tailored* to your exact needs!

ON THE DOTTED LINE . . .



CREIGHTON KOHNERT, Graybar Electric district appliance sales manager, signs for Ohio State U. football games on WTAM Cleveland. Starting Sept. 24, the eight game schedule will be presented by Hotpoint products and Sylvania tv, for which Graybar is local distributor. Watching (l to r): Theodore Sliwa, WTAM sales; Don Elliott, Cleveland sales promotion manager for Graybar; William N. Davidson, WTAM-WNBK (TV) assistant general manager and director of sales; Harold W. Waddell, WTAM sales manager, and Dan Franz, Belden-Hickox Advertising account executive.



PETER COREY, vice president, Kay-Corey Oldsmobile, signs for one-half sponsorship of DuMont Network's New York Giants pro football games on WHYN-TV Springfield, Mass., beginning Oct. 2. Watching: (l to r) Michael Horn, account executive, John Parsons, general manager, and Kendall Smith, program manager, all WHYN-TV, and Phil Kay, another Kay-Corey vice president.



DAN BEAM (l), manager of the G. F. C. Loan Co., Pensacola, Fla., and J. Holliday Veal, station manager of WCOA there, discuss broadcasting and promotion plans for the U. of Florida's 1955 football games, which will be sponsored on WCOA by the loan company. ➤



KTLD Tallulah, La., has arranged with three firms for sponsorship of Louisiana State U. football games. At the signing are (l to r) J. W. Love, vice president, and Harvey T. Mounger, executive vice president and cashier of the Southern National Bank, one of the sponsors, and KTLD manager Si Willing. Other sponsors are Lamar T. Loe Chevrolet Co. and Stewart-Owen Lumber Co.

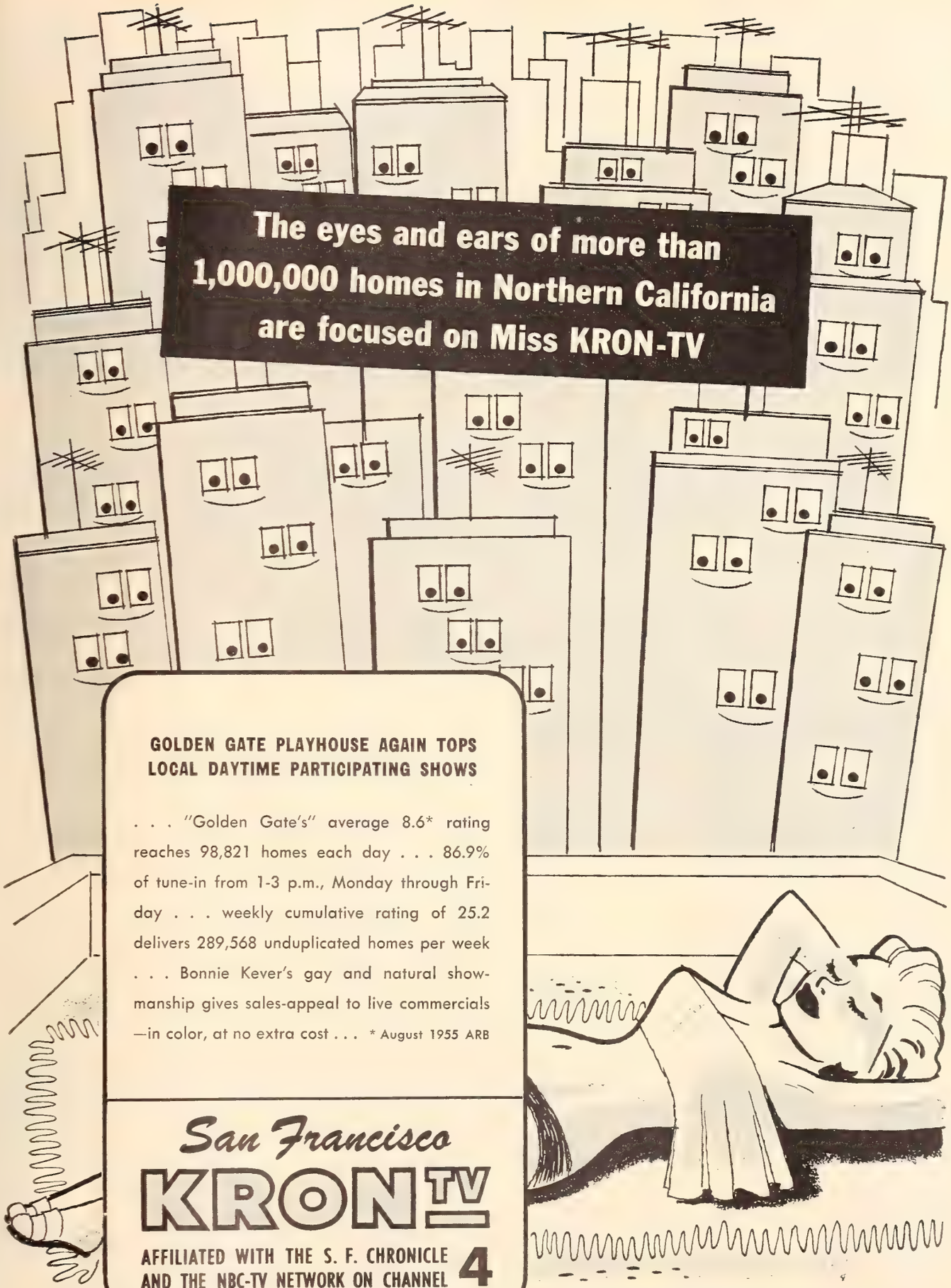


J. EVERETT PIDGEON Jr., director of advertising for the Coca-Cola Bottling Co. of Memphis, Tenn., signs for his company to sponsor the U. of Mississippi football games for the 11th straight year on WMC Memphis. Looking on are H. W. Slavick (l), WMC general manager, and Tad Smith, U. of Mississippi athletic director.



SPONSORSHIP by two local men's clothing stores has been announced by KOMU-TV Columbia, Mo., for a weekly program highlighting Missouri U. football games. The show will feature filmed action shots from the preceeding week's game, with commentary by Coach Don Faurot.

At the contract signing are (l to r): seated, Gene Glenn of Glenn Shoe Store, Coach Faurot, and Dick Barnett of Barnett Men's Clothing Store. Standing are KOMU-TV account executive Ralph Johnson and Sports Director Jean Madden.



GOLDEN GATE PLAYHOUSE AGAIN TOPS LOCAL DAYTIME PARTICIPATING SHOWS

. . . "Golden Gate's" average 8.6* rating reaches 98,821 homes each day . . . 86.9% of tune-in from 1-3 p.m., Monday through Friday . . . weekly cumulative rating of 25.2 delivers 289,568 unduplicated homes per week . . . Bonnie Kever's gay and natural showmanship gives sales-appeal to live commercials —in color, at no extra cost . . . * August 1955 ARB

San Francisco

KRON TV

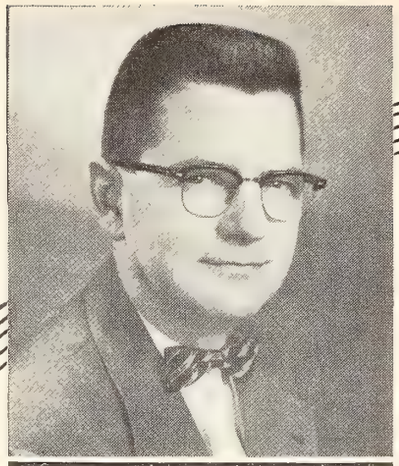
AFFILIATED WITH THE S. F. CHRONICLE AND THE NBC-TV NETWORK ON CHANNEL **4**

Represented Nationally by Free & Peters, Inc.

No. 5 in the series, "What Every Time Buyer Should Know About KRON-TV"



JIM DELINE, The Jim Doline Gang



DEACON DOUBLEDAY, Farm Director



FRED HILLEGAS, News Editor

CENTRAL NEW YORK'S

They are part of the largest local talent roster maintained by any radio station in Central New York. They are old hands in the business of serving the needs and tastes of this great area. They have become, over the years, the TRUSTED daily companions of a great share of the 428,000 radio families in WSYR's coverage. They are RELIED UPON for good entertainment, authoritative news, important public service. Naturally, the products which they advertise share in their public acceptance.

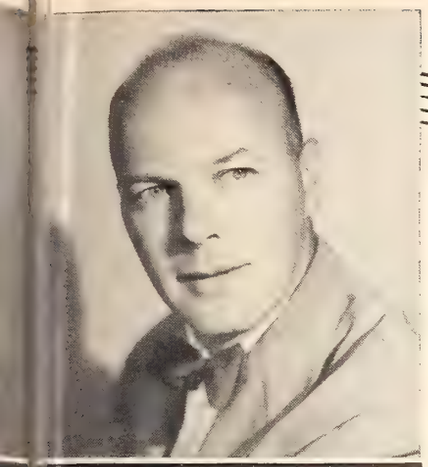


JENNIE-BELLE ARMSTRONG, Women's Director

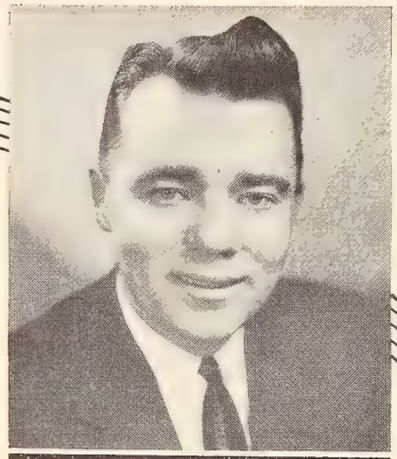
NBC AFFILIATE

WSYR

5 KW — SYRACUSE — 570 KC



ROD SWIET, News Commentator



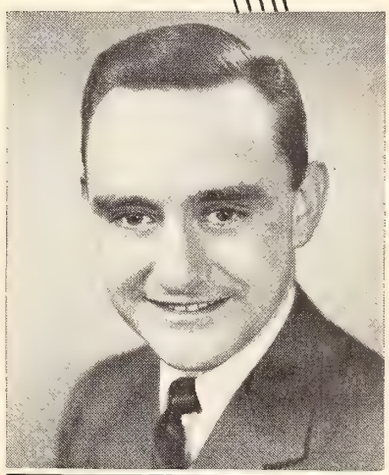
BILL O'DONNELL, Sports Editor



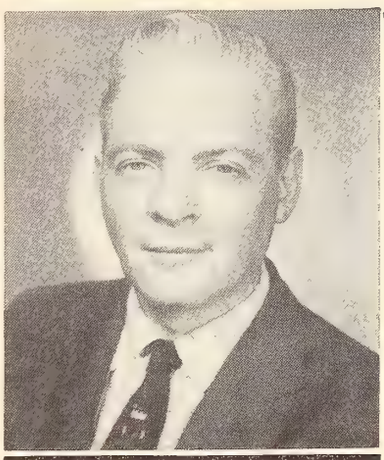
ELLIOTT GOVE, Timekeeper Show

'BEST SALES FORCE!

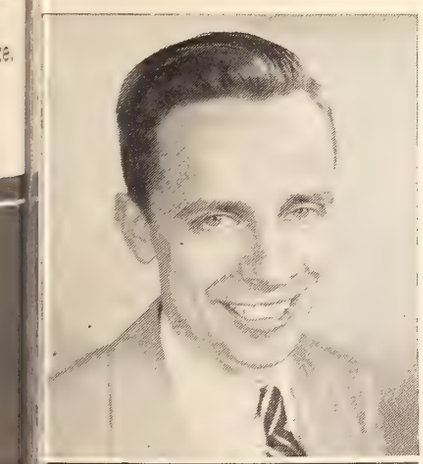
The market which they serve is one of America's truly important markets. etropolitan Syracuse is ranked by Sales Management Magazine as the ition's best test market. The great trade area served by WSYR nbraces a population of 1.5 million, with annual buying wer of $2 billion. WSYR's superior population coverage, e WSYR's superior local program- ing service, is clear beyond dispute.



CARL ZIMMERMAN, News Commentator



ED MURPHY, The Ed Murphy Shows



ROBERT NELSON, News Commentator



Represented Nationally by

THE HENRY I. CHRISTAL CO., INC.

NEW YORK • BOSTON • CHICAGO • DETROIT • SAN FRANCISCO

[A&A continues from page 32]

to stick to formulas" for the most part, he said.

But after the music-news-sports splurge and the total billings dip of last year, Mr. Nelson said, there are "fresh winds blowing and evidence that radio is showing new life in all departments."

Radio will continue to grow, he said, because of its two greatest assets: "First, people can and will listen to radio when they are doing other things. Radio can follow them from task to task and from room to room. Out of the house and into the car. And thus reach them better and more often than any other medium. In a country as much on the go as ours, I thing that is important.

"Second is the immediacy of radio, especially in the news department. Radio can bring us news as it is happening, regardless of where we are or what we we are doing at the time."

He described as "new and exciting radio" the initiative of a California station which put its reporter and tape recorder in a police prowl car and came up with unusual news features. "That was a new idea and it sold," Mr. Nelson said.

Other "fresh angles" of radio complimented by the agency executive were NBC's *Monitor* and CBS' news initiative. Simulcast of popular tv shows also puts good program fare before many who otherwise could not be counted among an advertiser's audience, he noted.

"It is beginning to look again as though if you put on a good radio program you will get enough people to listen to make it worthwhile for an advertiser to pay the freight," he concluded, pointing out the many new advertisers who are going into radio as well as the others who are returning.

With radio's lowest cost-per-thousand, its immediacy and flexibility, Mr. Nelson said, it deserves the consideration of all advertisers.

Professional Status Cited

In another Tuesday morning talk, Walter Guild of Guild, Bascom & Bonfigli Inc., San Francisco, attacked the "amateur" approach in advertising. Describing the field as a profession like law or medicine, Mr. Guild indicated it is the duty of the agency man to properly counsel his client on what best suits his needs.

The amateurs, he said, "are those who simply don't believe in advertising. I don't care how long a man has been in advertising, if he still doesn't believe in the force of advertising, he's an amateur."

Mr. Guild said another group of advertising amateurs "which I find particularly nauseating is the group which addresses its efforts to a vast audience of Mongolian idiots. I resent the advertiser, or the advertising practitioner, who does not respect the dignity of the American public."

Attacking much of today's cigarette advertising, he said apparently the theory is (a) the public is stupid, therefore we can say almost anything or (b) say it over and over again, whether it makes sense or not.

"I submit that advertising geared to the so-called 12-year-old mind is the work of the advertising amateur. Not because such advertising is socially unacceptable, or because it is irritating, or because it is immoral—it is amateurish simply because it doesn't work. It does not persuade because it is patently unbelievable."

Mr. Guild described another group of amateurs are those who rely on gadgets in lieu of advertising. "These are the boys who emphasize the terrific merchandising, the hot premiums, the fancy deals." Citing many of these people are in the food business, Mr. Guild related that Skippy Peanut Butter, a tv advertiser, has but three salesmen and little merchandising, yet only 10 other items in the grocery store sold in greater volume last year.

Merchandising helps as a supplement, he agreed, but Jello is selling not because of merchandising but because of the "funny little animals" in space advertising and the "busy day" spots on television.

Charles Cole, director of sales, National Motor Bearing Co., Redwood City, Calif., and formerly president of L. C. Cole Adv., San Francisco, concluded Tuesday's meeting by telling the agency representatives what it is like to be on the other side of the advertising fence.

Tribute to the vitality and role of the major advertising media in the American way of life was extended Monday by Henry G. Little, president and board chairman of Campbell-Ewald Co., in his talk on "who built the house we live in." Mr. Little is 4A board chairman.

Another afternoon panel traced "trends in brand and consumption movement." Participants were Robert M. Lindsey, vice president of A. C. Nielsen Co., Menlo Park, Calif., and Donald W. Connell, vice president, Market Research Corp. of America, Chicago.

At a closed executive session Monday morning, the 4A group listened to a panel discussion of the Dept. of Justice complaint against the association and the five media associations, including NARTB. On advice of counsel, news of the meeting was not released. Panel leader was 4A President Frederic R. Gamble. Participating were 4A Board Chairman Henry G. Little, Campbell-Ewald Co., Detroit; 4A Vice Chairman Mr. Holbrook; J. Davis Danforth, BBDO, New York, 4A director-at-large, and George Link Jr., 4A general counsel.

At an open Monday afternoon meeting, a panel on "How to Make Our Personnel More Productive" was presented for the agency executives. Joseph Epstein, Fitzgerald Adv. Agency, New Orleans and 4A director-at-large, presided. Others taking part were Walter Buchen, Buchen Co., Chicago, 4A director at large; Emerson Foote, Foote, Cone & Belding, and Arthur G. Rippey, Rippey, Henderson, Kostka & Co., Denver, director of the 4A central region.

At the Wednesday session, "How to Build More Effective Advertising Response," and importance of market and media research were discussed along with sales stimulants such as contests and premiums.

Irving Gilman, vice president, Institute for Motivational Research Inc., Croton-on-Hudson, N. Y., said advertisers and agencies too frequently forget to diagnose the patient before making out the prescription to cure him. He said research into why a product sells or doesn't sell is necessary before the campaign begins. Price is not always a factor, Mr. Gilman said, noting the auto industry through applied psychology in advertising has induced the American public to buy cars it cannot afford, yet can't afford to do without.

"Efficiency in marketing is essential also for an advertiser to survive," Franklin H. Graf, Nielsen vice president, said. The finest advertising promotion in the world is no good if the product is not available when the consumer wants to buy it, he explained. Mr. Graf noted that the one-shot special coupon or sales gimmicks will not increase the sale of any product over the long run, even though sales may spurt for a short time. For this reason basic research is needed to learn why a product ranks as it does in consumer preference.

Budget Compared

The Nielsen executive compared the advertising budgets of 30 top products and pointed out that all four major media—network radio, television, magazines and newspapers—were employed by the majority to obtain and hold their respective leadership. Recalling the "booms and busts" of some products which went into television too strongly and neglected other media, he told the agency group "you people must advise caution" in the correct choice of media to meet particular needs. Each case is different, he indicated, pointing out there is such a thing as "over saturation of advertising."

Believability of advertising was emphasized by Dr. Daniel Starch, head of Daniel Starch & Staff Inc., Mamaroneck, N. Y. Speaking on readership research, Dr. Starch said extravagant claims in advertising do great harm and is appropriate only to promote a side show.

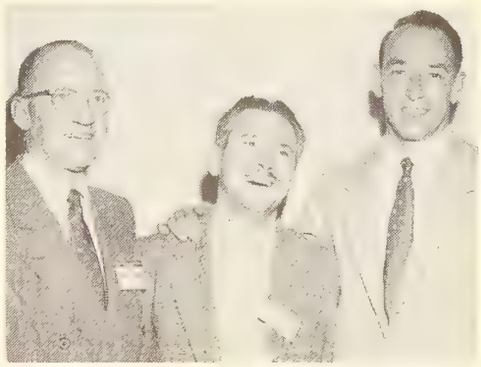
Because mass transportation and mass communication have effected wide dispersion of our population into suburban areas, the self-service shopping center is growing rapidly, Dr. Starch noted. This places a bigger burden upon advertising to pre-sell the housewife before she gets to the store, he said, since there is less and less personal contact between buyer and seller today in such stores.

The right place of contests and premiums in advertising was explained by Michael B. Muggill, Reuben H. Donnelley Corp., Los Angeles. Contests cannot replace advertising, he indicated, but are important supplements in building new markets and obtaining product distribution. "To enter a contest, the housewife must find

AAAA GROUP ELECTS EVANS CHAIRMAN

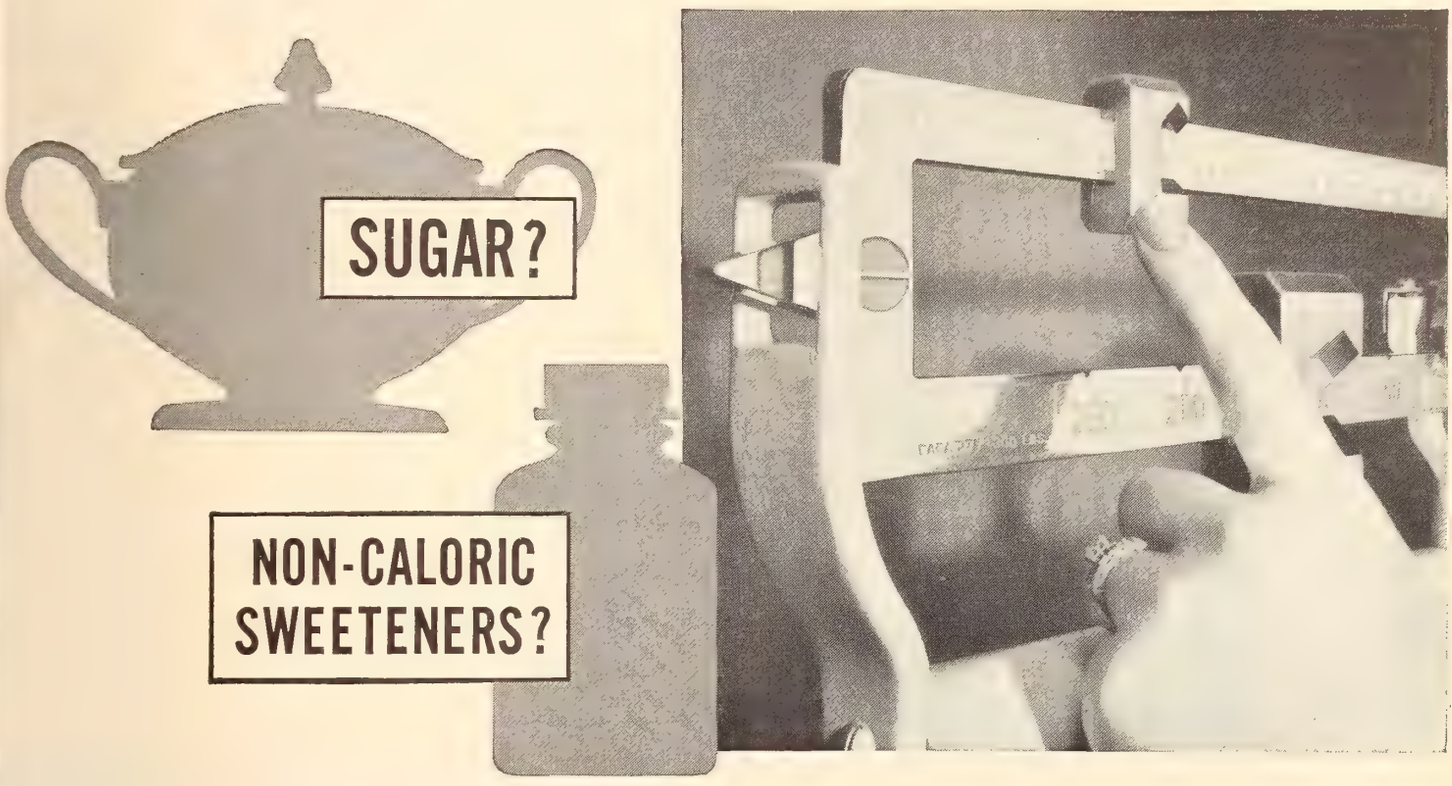
TREVOR EVANS, account executive, Pacific National Adv. Agency, Seattle, has been elected chairman for the 1955-56 Pacific Region Board of Governors of the American Assn. of Advertising Agencies. The announcement was made by A. W. Neally, BBDO vice president and current chairman of the Pacific AAAA group, at the organization's 18th annual meeting, held at the Hotel del Coronado, Coronado, Calif.

Other newly elected members of the 1955-56 Pacific Region Board of Governors are: William E. Haberman, L. C. Cole Co., San Francisco, vice chairman; Harry Pearson, McCarty Co., Seattle, secretary-treasurer; Roy Campbell, Foote, Cone & Belding, Los Angeles; Robert Knollin, Knollin Adv., San Francisco; J. Walter McClean, J. Walter McClean Adv., Spokane; and Richard G. Montgomery, Richard G. Montgomery & Assoc., Portland, Ore.



FRED GAMBLE (l), president of AAAA, extends congratulations to Trevor Evans (c), newly elected chairman of AAAA Pacific Region Board of Governors, and William E. Haberman, newly elected vice chairman of group.

Which is better?



Health authorities weigh the evidence

National Research Council finds use of artificial sweeteners in foods and beverages of little value in weight control

---

Studies at Harvard show how an intelligent use of sugar can actually help to make reducing easier

The slimming claims of artificially sweetened foods and beverages are based on a very slim basis of fact. This has been brought out by the Food and Nutrition Board of the National Research Council in its report to the Federal Food and Drug Administration after nearly a year of study.

The Report stated: "*There is no clear justification for the use of artificial sweeteners by the general public as a weight-reducing procedure.*"

And "*It is emphasized strongly that the availability and consumption of artificially sweetened foodstuffs have no direct influence on body weight nor are the foodstuffs in question of any importance in weight-reducing programs.*"

Sugar itself contains only 18 calories per level teaspoon—a lot fewer than most people have been led to believe. That's the number of calories an average adult uses up in about 7½ minutes of normal activity.

And because it raises the blood sugar level (which helps to regulate appetite) faster than any other food, the use of sugar actually plays a part in the healthy body's own weight control system.

Further information on the Harvard Blood Sugar Level Studies and the National Research Council Report may be obtained from . . .

SUGAR INFORMATION, INC., New York 5, New York

your brand," he said. "She can't settle for a competitor's product."

Contests and similar promotions also help the advertiser to obtain favorable store displays, he noted, while essay competitions force the housewife to absorb the company's advertisement "and give the ideas back to you." Contests also permit the radio and television advertiser to check on his audience or to build audience for a new show, he said.

At the closing luncheon session Wednesday noon, Mr. Holbrook called for agency officials to "promote, more heavily than ever before, the understanding and acceptance of advertising as one of the greatest building forces in the American economy." He said three groups need to be educated: "The economic optimist—who thinks that our future and growth of population guarantees our future prosperity; the economic pessimist—who believes we will overproduce ourselves into recession, and the misled critics—who believe or suspect that advertising is an economic waste."

Mr. Holbrook felt the optimist and pessimist are the most important to deal with "because many of them are in finance, industry and government where their opinions can influence advertising, hamper it, or help it."

But, he said, American marketing experience —selling, promotion and advertising—have proved three basic truths: "(1) Markets are not found. (2) They are made by discovering and awakening the desires of people. (3) Advertising is the means by which these desires are converted into markets." The multi-billion dollar markets of frozen foods, detergents, plastics, television, synthetic textiles, automatic heat and air conditioning were made, he said, not created by any population boom.

"It took the industrialist's vision, the engineer's genius, the investor's capital, to develop and produce these wonderful modern products," he said. "But each one of these products upon birth could have been short lived had not advertising been used effectively to familiarize people with the advantage and benefits of these products and to stir the desires which would result in purchase and consumption."

RADIO NETWORK DATA SERVICE CUT

Publishers Information Bureau contends variations in rate and discount structures make comparisons impractical.

A CURTAIN has been dropped suddenly on any further measurement of radio network gross billings.

This was revealed last week by Publishers Information Bureau, which said it has ceased publication of monthly gross time costs of sponsored programs and aggregate gross billings for the four radio networks. PIB had been publishing these figures for many years. The suspension was effective with the completion of PIB's July report.

PIB said the discontinuance was prompted by "recent changes in the rate and discount structures of the various networks." These changes have affected "the comparability of the gross billing figures, one network with another, and also the comparability of current figures with those of the past," according to a memorandum by W. H. Mullen, PIB's secretary.

Mr. Mullen added: "Accordingly any such data as previously published by PIB seem no longer valid, either as indicative of month-to-month trends or of relative time costs of sponsored programs.

"Since PIB has always prided itself on the accuracy of its media data, the decision to suspend publication of the gross billing figures for network radio was therefore decided upon, after consultation with the representatives of the four networks.

"In the foreseeable future, the monthly PIB network radio reports will continue to give advertisers and advertising agencies the following information:

"1. Account name, program name and network. 2. Monthly network use, with regional networks or supplementary stations indicated. 3. Program length, broadcast time, and number of broadcasts per month.

"No similar problem arises in the case of network television. Publishers Information Bureau will therefore continue to publish its monthly network tv reports, including gross time costs for each program, in exactly the same form as in the past."

While the network tv report will be thus continued, PIB also announced that as of Sept. 15, 1955, the DuMont Television Network, according to PIB's records, changed from a national network to a local operation. Thus, its August 1955 report of gross time charges gives the network tv figures of ABC, CBS, DuMont and NBC but does not present similar information for the radio networks (see story, page 107).

Favorite in Michigan's 2nd Biggest Market!



WKMF REALLY SELLS!

In Flint where peak employment, buying, building and banking are setting new all-time records . . . WKMF takes the radio spotlight! As FLINT'S FIRST exclusive "Disc-Jockey" station . . . as FLINT'S ONLY 24 hour station . . . as FLINT'S FOREMOST news station with NEWSCASTS *every* hour on the hour . . . as FLINT'S outstanding station for leading sports events . . . WKMF has won the listening audience for its ever-growing list of local, regional and national advertisers! Get on WKMF and get the proof!

SAVE 10%

Buy any 2 or more of these powerful stations and save 10% from rate card.

WKMH—Dearborn—Detroit
WKMF—Flint, Michigan
WKHM—Jackson, Michigan
WSAM—Saginaw, Michigan

represented by HEADLEY-REED

You Can Make A Mint In Flint On

WKMF

FLINT, MICHIGAN

Fred A. Knorr, President
Eldon Garner, Managing Director

KNORR Broadcasting Corporation

FC&B ELEVATES ROY CAMPBELL

ELECTION of Roy Campbell as executive vice president in charge of Foote, Cone & Belding's western operations, was announced Oct. 3 by Don Belding, chairman of the agency's executive committee.



MR. CAMPBELL

Mr. Campbell, a vice president of the firm for the past seven years and a member of its board of directors since 1950, has served for the past 15 months as marketing consultant to FC&B clients in the western division. He now assumes management responsibility for the entire FC&B western division. It includes offices in Los Angeles, Hollywood, San Francisco, Portland, Oregon, and Houston, Texas.

William J. Pringle, Ford Sibley and Stephen Wilhelm will continue in their present capacities as vice presidents and managers of the Los Angeles, San Francisco and Houston offices respectively, Mr. Belding said.

Mr. Belding himself will continue his association with the western division and will also remain as chairman of the national executive committee.

Richfield's Choice Is Radio-Tv, 5 to 1

RADIO and television are the overwhelming advertising media choice of Richfield Oil Corp.'s independent distributors, according to B. N. Pollak, Richfield's advertising and sales promotion manager.

Radio and tv lead in dollar volume by almost five to one, Mr. Pollak said, considering that all major media are available to the distributors.

One-minute tv spots will break this week along the eastern seaboard, from Maine through Florida, on behalf of Richfield Ethyl gasoline, with cooperative radio and tv advertisers scheduled to break at the same time in the same area.

Morey, Humm & Johnstone, New York, is the agency.

White King Names Tormey Director of Advertising

WILLIAM J. TORMEY has been named vice president and director of sales and advertising for Los Angeles Soap Co., and its subsidiary, White King Soap Co., according to Andrew K. Forthmann, president. Mr. Tormey has been with the company, a major radio-tv advertiser, for 19 years.



MR. TORMEY

Lawrence W. Nolte continues in his job as advertising manager for White King Soap Co.

Va. Agency Changes Name; Enright Made Vice President

WITH the addition of Edward T. Enright to the executive staff, McCurry-Gunn agency, Norfolk, Va., has changed its name to McCurry, Gunn, Enright Co., according to President Courtenay E. McCurry.

Mr. Enright, who has 20 years experience in advertising and sales merchandising, will be vice president and account executive of the new organization. He has been with Sears, Roebuck & Co., Virginia Press Association and most recently served as advertising director for Ames & Brownley.

Chas. R. Stuart Agency Now Charles P. Johnson Co.

NAME-CHANGE has been announced by the Chas. R. Stuart advertising agency. The company will now be known as the Charles P. Johnson Co.

The Stuart agency was founded in 1915 by Charles R. Stuart, who sold the firm to Charles P. Johnson in March 1942. Mr. Johnson, a former reporter for the *St. Louis Post-Dispatch*, began working for Mr. Stuart in 1932, ten years before the agency changed hands.

In addition to Mr. Johnson, other principals are Fred Parke, Peter Hurst, Dan Lewis and Malcolm Dewees, account executives; Tom Leaming Smith, copywriter; Robert Freeman, art director; Janet Lindsay, media director, and Jean Kehne, production manager.

Hormel to Discuss Plans

ARTHUR E. LARKIN Jr., vice president, Packing Div., George A. Hormel & Co., will be in Dallas, at the Adolphus Hotel, on Oct. 19 to review spot radio in the Texas market. Hormel advertising officials have invited station representatives to meet with him on that date. Mr. Larkin expects to discuss costs, availabilities, and ratings for morning spot radio based on 25-30 second spots concentrated within the "food days" of Wednesday, Thursday and Friday. He also expects to get figures on a fifty 30-second spot schedule and a 25 one-minute spot schedule. Campaign would begin in November and end sometime in February, running 16 weeks.

SALES POWER!

"On my fifteen-minute TV show, 'Jungle Town,' presented once per week at 6:00 p.m. each Wednesday, I offered a prize of ten baby parakeets to the first ten people who identified an animal I exhibited.
The result was phenomenal. 1057 letters were received. Thousands of phone calls kept my three store telephones continually ringing. They began to ring ten minutes after the offer was made and continued without interruption until closing time at ten p.m. At eight o'clock the next morning they started again and continued throughout the entire day. The majority of the calls were from out-of-town, necessitating long distance toll charges.
I will say, without qualification, that an advertiser who has an attraction which will command attention and which has appeal and value, will secure action and sales by the hundreds through KXLY-TV.

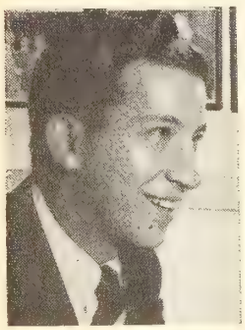
Sincerely yours
HARRY GROSS (signed)
NORTHWEST SEED and INSECTICIDE CO."

Available at a discount when published in conjunction with the "XL" Network.

SPOKANE KXLY-TV WASHINGTON
RICHARD E. JONES vice pres. & gen. mgr.
Rep.- AVERY-KNODEL Moore & Lund: seattle, portland

Radio Saturation Buys Bring Results–Ehrlich

SATURATION RADIO is providing "even greater results for radio" since arrival of tv, Alvin Q. Ehrlich, vice president of Kal, Ehrlich & Merrick, Washington advertising agency, said last Wednesday in an address to a clinic held by WILY Pittsburgh. The clinic was arranged by Ernie Tannen, WILY general manager of the Kluge station.



MR. EHRLICH

The agency learned long ago by experience that saturation radio brought results the next day, Mr. Ehrlich said, explaining his agency places more advertising in the Washington market than any other local or national agency.

"We knew, from the more than 30 automotive accounts in our office, that not one car in a thousand was being sold without a radio installation," he said. "We knew through our appliance distributors, our appliance stores, that portable and home radios were selling better than ever before. These radios are listened to; so as others prepared the funeral dirge for radio, we looked to radio for even greater results . . . and got them."

Mr. Ehrlich said clients were encouraged to increase their radio budgets. "We pointed out the fallacy of once-a-day advertising on radio," he said. "We pointed out that the advertiser's operating fixed obligations would always remain the same, but an accelerated budget was the only outside expense needed to bring business in and this additional business could well be handled at the same fixed costs.

"We believed that saturation was 10 to 15 spots per day on any radio station. And for greater results, use greater numbers of spots—not all over the place, but on one station at a time.

"We believed that the listening public was composed of dial twisters and that no one station, regardless of surveys, owned an audience outright. So we bought any station regardless of size and made it pay off. We did not particularly seek important adjacencies. We wanted to spread the announcements throughout the day and week. Repetition was the buy . . . and repetition paid off. It didn't matter whether we were trying to sell merchandise or an idea . . . saturation paid off."

Mr. Ehrlich reminded that radio stations have a responsibility in saturation buying. "If you do not already have daily package prices, weekly package prices or monthly and yearly package prices, you certainly ought to," he said. "And when you give the agency or advertiser a package price, make it first class all the way. Don't double and triple spot, don't hide the advertiser's spots—go all the way.

Kal, Ehrlich & Merrick places between $4 million and $5 million worth of advertising every year, he said, and features "the local touch."

Copeland, MacLennan Named Bates Co. V.P.s

GUILD COPELAND and J. Ross MacLennan have been elected vice presidents of Ted Bates & Co., William H. Kearns, president, announced last week.

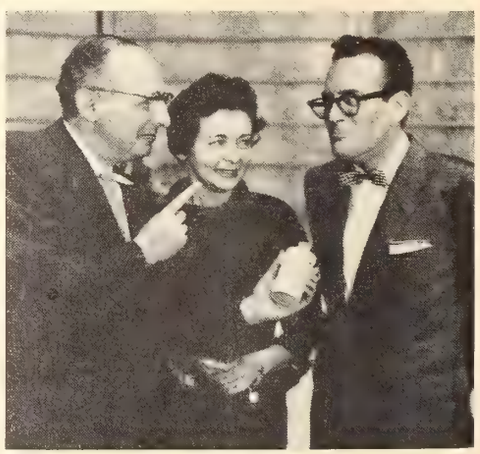
Mr. Copeland, who joined the agency in May after having been a vice president and copy supervisor at Biow-Beirn-Toigo, becomes a vice president and account supervisor.

Mr. MacLennan, who has been with Bates since 1950, and before that with Erwin Wasey & Co., has been named a vice president and account supervisor on the American Chicle Co. products.

SPOT NEW BUSINESS

Superior Macaroni Co., L. A., has started radio saturation campaign in local and regional stations for Superior Dinners line of complete meals, through Brooke, Smith, French & Dorrance. Musical jingles by Song-Ads Inc. are being used.

Missouri Farm Bureau Insurance Co. has radio spot schedule underway in five Missouri markets. The Illinois Farm Bureau group will start in several markets in late fall. Spot schedules are also planned for Kansas companies and Western Farm Bureau group—Colorado, Wyo-



CONSOLIDATED COSMETICS has signed to sponsor Robert Q. Lewis' Monday show on CBS-TV (2:15-30 p.m.). Dr. Joseph Schultz (l), head of the firm, and Mrs. Schultz describe the company's product, Lanolin Plus Liquid, to Mr. Lewis.

LATEST RATINGS

ARB

Top 10 Tv Programs
Sept. 11-17

		Rating
1.	$64,000 Question (CBS)	66.4
2.	Toast of the Town (CBS)	46.9
3.	Robert Montgomery (NBC)	38.4
4.	The Medic (NBC)	36.4
5.	Disneyland (ABC)	36.2
6.	I've Got a Secret (CBS)	34.6
	The Best of Groucho (NBC)	34.6
8.	Climax (CBS)	34.4
9.	Perry Como (NBC)	33.9
	Your Hit Parade (NBC)	33.9
		Viewers (000)
1.	$64,000 Question (CBS)	58,980
2.	Toast of the Town (CBS)	49,470
3.	Disneyland (ABC)	38,190
4.	Perry Como (NBC)	31,680
5.	GE Theatre (CBS)	30,590
6.	Two for the Money (CBS)	30,120
7.	Your Hit Parade (NBC)	29,200
8.	I've Got a Secret (CBS)	28,770
9.	The Best of Groucho (NBC)	28,700
10.	Robert Montgomery (NBC)	28,200

Copyright 1955 American Research Bureau

NIELSEN

Top 10 Television Programs
Two Weeks Ending September 10, 1955
NUMBER OF TV HOMES REACHED

RANK	PROGRAM	HOMES (000)
1.	64,000 Dollar Question (CBS)	17,766
2.	Toast of the Town (CBS)	12,360
3.	Dragnet (NBC)	10,336
4.	Climax (CBS)	10,292
5.	Miss America Pageant (ABC)	10,246
6.	Lux Theatre (NBC)	9,801
7.	Two for the Money (Scheaffer) (CBS)	9,701
8.	Gunsmoke (CBS)	9,692
9.	Disneyland (ABC)	9,678
10.	Undercurrent (P & G) (CBS)	9,482

PER CENT OF TV HOMES REACHED
PROGRAM STATION BASIS

RANK	PROGRAM	HOMES %
1.	64,000 Dollar Question (CBS)	55.5
2.	Toast of the Town (CBS)	38.6
3.	Miss America Pageant (ABC)	33.3
4.	Climax (CBS)	33.2
5.	Gunsmoke (CBS)	32.6
6.	Dragnet (NBC)	31.6
7.	Spotlight Playhouse (CBS)	31.2
8.	Lux Theatre (NBC)	30.8
9.	Two for the Money (Scheaffer) (CBS)	30.7
10.	Undercurrent (P & G) (CBS)	30.1

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PULSE

July 5-11; August 1-7
Evening

	July-Aug.	May-June
Our Miss Brooks (CBS)	5.1	6.0
Gary Crosby (CBS)	4.8	
Dragnet (NBC)	4.3	
Ed Murrow (7:45 PM, M-F) (CBS)	4.3	4.4
L. Thomas (6:45 PM, M-F) (CBS)	4.3	4.5
The Whistler (CBS)	4.1	4.3
Groucho Marx (NBC)	4.0	
Godfrey's Talent Scouts (CBS)	4.0	
Juke Box Jury (CBS)	4.0	
Two for the Money (CBS)	3.9	

Monday-Friday Daytime

	July-Aug.	May-June
Ma Perkins (CBS)	5.8	5.7
Wendy Warren (CBS)	5.8	5.5
Arthur Godfrey (CBS)	5.7	5.6
Guiding Light (CBS)	5.7	5.6
Helen Trent (CBS)	5.7	5.8

Saturday & Sunday Daytime

	July-Aug.	May-June
Gunsmoke (CBS)	4.3	
Romance (CBS)	4.2	
Galen Drake (CBS)	4.0	
Robert Q. Lewis (CBS)	4.0	
Masquerade, Misc. (MBS)	3.8	

* Weighied Program Average for 19 Regular Pulse Markets.

VIDEODEX

Top 10 Tv Programs
Aug. 27-Sept. 2

	Name of Program	Cities	Tv Homes %
1.	The $64,000 Question (CBS)	143	35.7
2.	Dragnet (NBC)	136	33.0
3.	Toast of the Town (CBS)	144	31.7
4.	Climax (CBS)	122	31.3
5.	Lux Video Theatre (NBC)	96	30.2
6.	Robt. Montgomery (NBC)	94	29.0
7.	Best of Grouch (NBC)	147	28.8
8.	Westinghouse Summer Theatre (CBS)	90	28.7
9.	Four Star Playhouse (CBS)	118	28.0
10.	Wednesday Night Fights (ABC)	99	27.6

	Name of Program	Cities	Tv Homes (000)
1.	The $64,000 Question (CBS)	143	12,988
2.	Dragnet (NBC)	136	11,772
3.	Toast of the Town (CBS)	144	11,710
4.	Climax (CBS)	122	10,867
5.	Best of Grouch (NBC)	147	10,168
6.	Ford Theatre (NBC)	173	9,980
7.	Those Whiting Girls (CBS)	156	9,902
8.	Frankie Laine Time (CBS)	148	9,608
9.	Four Star Playhouse (CBS)	118	9,593
10.	G.E. Theatre (CBS)	142	9,520

Copyright 1955 Videodex, Inc.



Television's Great New Live Dramatic Show

★

TIMED FOR TELEVISION'S MOST IMPORTANT AUDIENCE

★

SUNDAY 9:00 P.M. E.D.T. ON NEARLY 100 NBC-TV STATIONS

Première Presentation Sunday, Oct. 16

"THE BLACK WINGS"

by Joseph Schull



Says **I. W. WILSON,** *President, Aluminum Company of America*
"We of Alcoa believe this new series of dramatic television presentations will be pleasant and relaxing entertainment for you . . .

Speaking for more than fifty thousand people who make up the ALCOA family, we hope that you will find our occasional brief references to the aluminum business to be in good taste and of direct interest . . .

From time to time, we plan to tell you about some of the thousands of fascinating ways in which aluminum by ALCOA serves you and the nation.

Through our commercial messages, we plan to bring you news about our products and those of ALCOA's many customers.

We hope you will come to know us and aluminum better and that when you think of aluminum, you will think of ALCOA® Aluminum."



Adds **SYLVESTER L. (Pat) WEAVER, JR.,** *President, National Broadcasting Co.*
"Sunday 9:00-10:00 PM is one of the most important hours in television. It is a period when viewers expect and are entitled to superior entertainment.

The Alcoa Hour will be a magnificent series. I have seen the program blueprint for the upcoming season and it promises exciting viewing. We are delighted that ALCOA has chosen our facilities to entertain a nationwide audience and to inform them of ALCOA's products and services.

We feel fortunate in having an advertiser of ALCOA's stature and public awareness on NBC and look forward to a happy and prosperous association."

Your Guide to Aluminum Value

ALCOA
ALUMINUM COMPANY OF AMERICA



MENNEN Co. and its agency, Grey Advertising, New York, claim a "first" for this televised press luncheon introducing its first women's product, Mennen Skin Magic, to more than 50 leading beauty editors. Televised on DuMont's WABD (TV) New York, the show was designed to let the public see what went on at press showings and also to demonstrate the product for both the at home audience and the editors. Featured on the program were Virginia Graham (center table), hostess of the WABD *Food for Thought* series, and (on her right) William Mennen Jr., executive vice president of Mennen Co., and Martin Kazmaier, Mennen chief chemist.

ming, Arizona and New Mexico. Agency is Haerr, Peterson & Hall, Jefferson City, Mo.

NETWORK NEW BUSINESS

Cling Peach Advisory Board, San Francisco, plans another cooperative campaign with Knox Gelatine, American Dairy Assn. and General Mills, November through New Year. To promote fruit cocktail-eggnog pie, advertisers will use tv on 399 stations, including ABC-TV *Disneyland* and *Lone Ranger* and CBS-TV *Bob Crosby* and *Valiant Lady*.

New Company Names Gordon

MARVIN GORDON & Assoc., Chicago, will handle all advertising for Ekco-Alcoa Containers Inc., the new company organized by Aluminum Co. of America and Ekco Products to produce aluminum foil containers. Announcement of the separate firm was made Sept. 29, though actual organization had been under way the past six weeks.

Bruce Davey is advertising manager of the company. Gordon Agency has been handling the Ekcoware product advertising and Dancer-Fitzgerald-Sample Inc. all other products. John M. Mitchell, Alcoa export chief, will be president and John Bowman, Ekco foil container sales manager, is vice president in charge of sales. Ekco foil advertising has been largely industrial. No radio-tv plans have been set.

AGENCY APPOINTMENTS

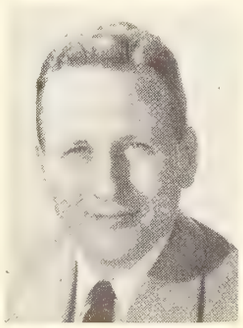
General Paint Corp., S. F., appoints Honig-Cooper Co. to handle advertising for that company and for Hill, Hubbell & Co. division, effective Jan. 1.

Whitehall Pharmacal Co., N. Y., names McCann-Erickson, N. Y., as its advertising agency for Duplexin and Kolynos toothpaste, effective immediately.

Firestone Tire & Rubber Co. of California names Foote, Cone & Belding, L. A., to handle advertising in that state and Arizona. Local radio and tv are used in various markets. Placing national advertising direct. Firestone sponsors *Voice of Firestone* simulcast on ABC television and radio networks.

AGENCY PEOPLE

Lewis G. Van Akin appointed executive vice president of J. M. Hickerson Inc., N. Y. and Des Moines agency. Formerly Mr. Van Akin was vice president of Anderson & Cairns and executive vice president of Anderson, Davis & Platte until merger with Cairns agency.



MR. CURTIS

Horace E. Curtis, account supervisor, BBDO, N. Y., has been appointed a vice president, Ben Duffy, president of the agency, announced last week. Mr. Curtis has been with the agency since 1948 and before that was a reporter for *The Christian Science Monitor*.

John H. Haight, 44, media supervisor, Ted Bates Co., New York, died Oct. 2 in Santa Monica, Calif., after few months' illness. Mr. Haight, with Bates since 1950, before that was with Benton & Bowles and Colgate-Palmolive Co.'s advertising department.

William R. Forrest, vice president, named to board of directors and **Robert M. Trump** appointed vice president at Foote, Cone & Belding.

Nelson Mason, vice president of Florida Cold Storage Inc. and of Tampa Cold Storage, elected vice president and director of Henry Quednau Inc., Tampa advertising agency. Formerly president of Frozen Food Distributors Inc., Tampa, Mr. Mason continues to hold office in the cold storage firms.

Frank R. Brodsky appointed vice president and account executive at Gordon Best Co. Inc., Chicago advertising agency.

Paul B. Marion, WBTV (TV) Charlotte, N. C., sales manager, to Bennett-Advertising Inc., High Point, N. C., as director of radio and television and account executive. Mr. Marion will be located in agency's Charlotte office.



MR. MARION

Mildred Fluent appointed vice president of Atherton Advertising Agency, L. A., as part of agency's expansion.

Frances L. Rickey, tv timebuyer at Gordon Best Co., Chicago agency, appointed media director at Rutledge & Lilienfeld Inc., same city.

Gene Kilham, account executive, Donald W. Gardner Adv. Inc., Boston, appointed director of radio and television. Mr. Kilham was an agency man on the West Coast and was with WBZ-TV Boston before joining Gardner.



MR. KILHAM

Roger L. Albright, tv writer-producer with McCann-Erickson, Cleveland, to Marcus Adv. as head of radio-tv department and general copy supervisor.

Nikki Schaeffer, former tv director for Marcus, has left for new post in California.

Ralph Ward, formerly a director and producer with ABC-TV and Rockhill Productions, N. Y., has joined Young & Rubicam, N. Y., as a producer-director of commercials.

Charles Sinclair, former senior editor of *Sponsor* magazine, has joined Rogers & Cowan, N. Y., as account executive in charge of television and motion picture public relations.

Herbert M. Johnson, Sarra Inc., Chicago, to MacFarland Aveyard & Co. Adv., same city, as creative director of television. Mr. Johnson has done tv production, creative film work and animation in California and New York.

Jack Schluter, assistant adv. and sales promotion manager, Sunkist Growers Products dept., Ontario, Calif., to Mogge-Privett as account representative.

Carl Bovard appointed merchandising manager, Tatham-Laird Inc., Chicago. **Bruce McGuineas,** Kling Film Productions, Chicago, to television department.

Jerome Simon, sales and advertising representative, Cramer Dry Plate Co., St. Louis, to account service division of Krupnick & Assoc. Inc., adv. firm in that city.

William M. Wall, Compton Adv. Agency, N. Y., rejoins W. B. Doner Adv. Agency, Baltimore office, as creative director. Mr. Wall was previously with that agency in Detroit.

George W. Linn, with Advertising Counselors of Arizona, Phoenix, from 1951-1953, returns

Let's Face The Facts!



Facing the facts this month is Barney Corson, Advertising Manager of Tidy House Products Company, makers of Perfex cleaner, GlossTex starch, Dexol powder bleach and other household products.

Tidy House is one of the pioneers in radio advertising. In fact, much of the credit for the phenomenal success of Tidy House goes to radio. They used this medium and used it right to build one of the most successful household products companies in the nation.

KFAB is proud of the fact that many pioneer radio advertisers have used the station for many consecutive years to sell midwest people. By the same token, new advertisers have followed the endorsement of the "oldtimers" and used Nebraska's only 50,000 watt station to their own success. KFAB's success stories reflect many products and services sold by many firms. Find out more from a Free & Peters "Colonel" . . . or Face the Facts with General Manager Harry Burke.



Big Mike is the physical trademark of KFAB — Nebraska's most listened-to-station

to that agency as creative director. Mr. Linn's previous agency connections include Garfield & Guild, San Francisco, and Albert Evans Adv., Fort Worth.

Joe Watkins, Zimmer-Keller-Calvert agency, Detroit, to Gardner Adv. Co., St. Louis, farm copy staff.

COLORCASTING

Advance Schedule Of Network Color Shows

CBS-TV

Oct. 11 (9:30-10 p.m. EDT) *Red Skelton Show,* S. C. Johnson & Son through Needham, Louis & Brorby and Pet Milk Co. through Gardner on alternate weeks. (Also Oct. 18, 25.)

Oct. 12 (8-9 p.m. EDT) *Arthur Godfrey and His Friends,* CBS-Columbia through Ted Bates Inc. and National Carbon Co. through William Esty Co.

Oct. 15 (7-7:30 p.m. EDT) *Gene Autry Show,* William Wrigley Jr. Co. through Ruthrauff & Ryan. (Also Oct. 22, 29.)

Oct. 20 (8:30-9:30 p.m. EDT) *Climax,* Chrysler Corp. through McCann-Erickson.

Oct. 22 (9:30-11 p.m. EDT) *Ford Star Jubilee,* "Together With Music," Ford Motor Co. through J. Walter Thompson Co.

NBC-TV

Oct. 10-14 (5:30-6 p.m. EDT) *Howdy Doody.* (Also Oct. 17-21, Oct. 24-28.) Participating sponsors.

Oct. 15 (2:45-5:30 p.m. EDT) NCAA Football, Notre Dame vs. Michigan State. Participating sponsors.

Oct. 17 (8-9:30 p.m. EDT) *Producers Showcase,* "Cyrano de Bergerac," Ford Motor Co. through Kenyon & Eckhardt and RCA through Kenyon & Eckhardt, Grey and Al Paul Lefton.

Oct. 18 (8-9 p.m. EDT) *Milton Berle Show,* Sunbeam Corp. through Perrin-Paus Co. and RCA and Whirlpool Corp. through Kenyon & Eckhardt.

Oct. 20 (11 a.m.-noon EDT) *Home,* insert from Lansing, Mich. Participating sponsors.

Oct. 23 (4-5:30 p.m. EDT) *Hallmark Hall of Fame* "Alice in Wonderland," Hallmark cards through Foote, Cone & Belding.

Oct. 25 (7-8:55 a.m. EDT) *Today,* insert from Greenfield Village, Dearborn, Mich. Participating sponsors.

Oct. 25 (11 a.m.-noon EDT) *Home,* insert from Greenfield Village. Participating sponsors.

Oct. 28 (7-8:55 a.m. EDT) *Today,* insert from Ann Arbor, Mich. Participating sponsors.

Oct. 28 (11 a.m.-noon EDT) *Home,* insert from Ann Arbor. Participating sponsors.

Oct. 29 (2:15-5 p.m. EDT) NCAA Football, Iowa vs. Michigan. Participating Sponsors.

[Note: This schedule will be corrected to press time of each issue of B•T]

VITAPIX AND GUILD FILMS END YEAR-OLD ASSOCIATION

Decision said to be based on both firms' desire to do business more freely in open market. Vitapix considering plan to add extra services for member stations.

TERMINATION of the exclusive association between the Vitapix Corp. and Guild Films Co. is being disclosed today (Monday) by Edward E. Hall, executive vice president of Vitapix.

Mr. Hall said that it was agreed by both Vitapix and Guild that their arrangement should end. Both organizations, he added, came to the decision that "the future of both companies depended upon their respective possibilities to do business freely in the open market, rather than on a basis of exclusive obligation to each other."

The agreement made by Vitapix and Guild in October 1954 provided that Guild would perform all film production, sales and distribution, traffic and service functions of the two companies, while Vitapix would handle station relations, time and program research for national spot selling and time clearance for national spot programs [B•T, Oct. 25, 1954]. One indication of the eventual termination of the association was provided last summer when the companies jointly announced "a modification" of their agreement.

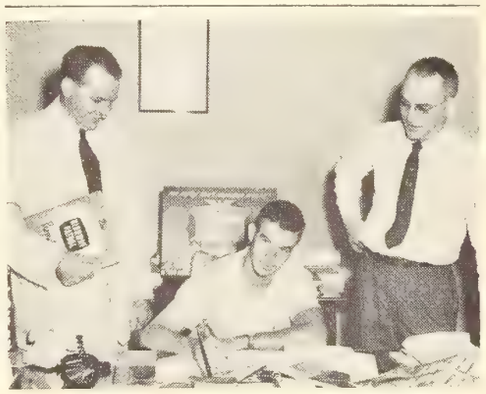
Mr. Hall said the Vitapix board sought release from its contractual arrangement with Guild in order that "the board might be in a position to negotiate with other film producers making products for television." He said that together with Kenyon Brown of KWFT Wichita Falls, Vitapix president, he has been negotiating with numerous film companies, adding that several announcements will be made soon in connection with these negotiations.

A reorganization of Vitapix, pursuant to its recent decision to withdraw from exclusive association with Guild, has been completed, Mr. Hall said. He added:

"The new structure approved by the board of directors of Vitapix Corp. at a meeting held in Detroit a week ago permits the organization greater flexibilty in representing its membership —all television broadcasting stations—not only in the group purchase of snydicated films but in the scheduling and distribution of films produced for national sponsorship."

The Vitapix board, according to Mr. Hall, also has approved a proposal, now under review by Vitapix station membership, to empower the corporation to purchase replacement components (such as tubes, lights, cameras, etc.) for its member stations on a group buying basis. Under this plan [CLOSED CIRCUIT, Oct. 3], manufacturers could deal directly with one purchasing department on behalf of the Vitapix station membership, currently embracing 57 tv stations.

Vitapix, Mr. Hall said, has cancelled its lease on quarters at 460 Park Ave., where it has occupied offices adjacent to Guild Films Co. since last fall, and will announce its move to new offices in mid-October. The board, he continued, "has voted an additional appropriation assuring continuation of the present staff operation and making provisions for certain expansion in personnel and facilities which will be necessary to accomplish the new objectives of the organization."



O. J. REISS (l), account executive for Ziv Television Programs and C. L. Smallwood, account executive, WALA-TV Mobile, Ala., look on as Ray D. Bridges Jr. signs for B & H Food Store sponsorship of Ziv's *Highway Patrol* series, starring Broderick Crawford. The film show will be seen Monday nights on the ch. 10 station.

Boles Named Vice President In United World Expansion

AS THE first step in an expansion of television and industrial film production of United World Films, New York, Norman Gluck, vice president in charge of tv, last week announced the appointment of George Boles as vice president in charge of production. United World is a television subsidiary of Universal Pictures, Universal City, Calif.



MR. BOLES

Mr. Boles previously headed Universal's short subject production department and for the past five years also supervised United World television productions.

'Monte Cristo' Sales Reach $700,000 in Seven Weeks

SALES of Television Program of America Inc.'s *Count of Monte Cristo* reached $700,000 in a seven-week period, keeping pace with TPA's goal of $1 million total in 10 weeks, according to Executive Vice President Michael M. Sillerman. Since the series was placed in syndication Aug. 15, 34 major market areas have been sold, including Dallas, Oklahoma City, Pittsburgh, Providence, Nashville, Atlanta, Salt Lake City, Minneapolis, Norfolk, Miami, Boston, New York and Sacramento.

Among advertisers sponsoring the programs are two companies who thus far have not used tv: Montgomery Ward, Denver, direct placement, and the W. P. Fuller Paint Co. through Young & Rubicam for KPIX (TV) San Francisco. Two other advertisers for the series are United Vinters for Petry Wine through Y & R, and Bristol-Myers Co. for Bufferin, also through Y & R. Latter will sponsor series on KTTV (TV) Los Angeles.

each one is different



Fingerprints are different for no apparent reason — but the finest TV stations acquire *their* personalities from the needs and interests of the areas they serve.

It stands to reason that quality TV stations want individualized representation. For them, the unique facilities of Harrington, Righter and Parsons have meant *quality* representation. If their league is yours too, then you'll want to find out what quality representation really offers.

Harrington, Righter and Parsons, Inc.

New York
Chicago
San Francisco

television—the *only* medium we serve

WROW-TV	*Albany*
WAAM	*Baltimore*
WBEN-TV	*Buffalo*
WJRT	*Flint*
WFMY-TV	*Greensboro*
WTPA	*Harrisburg*
WDAF-TV	*Kansas City*
WHAS-TV	*Louisville*
WTMJ-TV	*Milwaukee*
WMTW	*Mt. Washington*
WSYR-TV	*Syracuse*

"Why I'd like my own boys to be oilmen"

by Bud Wilkinson
Head Football Coach,
University of Oklahoma



Bud Wilkinson, head coach and athletic director at the University of Oklahoma, has compiled one of the most remarkable records in the history of college football—his Oklahoma teams have won 70 games while losing only 7 and tying 3! Twice Bud himself has been voted "Coach of the Year." At Oklahoma, in the oil country, he has had an excellent opportunity to evaluate the oil business—as an industry and as a possible career for young Americans.

ALMOST half the boys who play football for me at Oklahoma go into the oil business. This remarkably high percentage is no accident. You see, out here in the oil country, we have a good opportunity to watch America's oil industry in action. And, frankly—we like what we see.

Many a boy has heard me say that the oil business is an ideal career for young Americans. Here's why I feel that way: First, there is the great variety of opportunity. I'm told there are over 40,000 U. S. oil companies—and, judging from the number of oil company job recruiters who search for talent on this campus, I can well believe it.

This great number of companies means lots of jobs. But, more importantly, in the complex oil business, it means *over 2,000* different kinds of jobs. Oil companies don't just need geologists, engineers, and research scientists—they also need everything from good accountants and salesmen to aerial photographers and oil tanker officers. So no matter where a boy's—or a girl's—interest and talent lie, there's sure to be a *right* spot in the oil industry.

That's reason enough for young people to choose oil as a career. But, in my opinion, there's an even more powerful drawing card—it is the intensely competitive spirit of the oil industry!

Any football coach, of course, has great faith in the benefits of competition. Every day we see how it brings out the very best in the boys we coach. And I don't just mean the competition with a rival athlete or team. I mean a boy's competition with himself to realize his own potential as fully as possible—to push himself beyond the best he's ever done before.

That's how competition builds good men. And, by the same token, competition is good for an industry, too. Competition among U. S. oil companies is so keen that each company can only stay ahead of its rivals by continually reaching the public—you and me—with a flow of new or improved products and services.

In this kind of a competitive struggle our young people find that initiative, imagination and hard work get quick recognition. Oil companies *need* their talent, their enthusiasm, their courage—and, from what I've seen, these qualities are well rewarded.

I'll be most happy if, some day, my own two youngsters choose oil as a career. Above all else, I want them to have *freedom of opportunity.* And, in our oil industry, competition guarantees them this vital freedom.

This is one of a series of reports by outstanding Americans who were invited to examine the job being done by the U. S. oil industry. This page is presented for your information by The American Petroleum Institute, 50 West 50th Street, New York 20, N. Y.

FILMS WERE TOO COSTLY FOR CBS, VAN VOLKENBURG SAYS IN 16MM SUIT

Network didn't buy feature movies because of producers' refusal to sell but only because they wanted too much money for them. Court hears background testimony on the film buying business.

CBS-TV did not buy feature movies in the 1948 to 1951 period because the price was too high, not because of outright refusal of the major producers to release the films to television, J. L. Van Volkenburg, CBS-TV president, testified Tuesday in Los Angeles in the Justice Dept.'s 16mm antitrust suit. He substituted for Dr. Frank Stanton, president of parent CBS Inc.

Mr. Van Volkenburg told Federal District Judge Leon R. Yankwich the network opened negotiations with RKO Radio Pictures and United World Films, Universal Pictures subsidiary, but did not buy, except for some cartoons from UWF. He said the talks were opened after hearing rumors that the films could be obtained.

When counsel for the movie defendants asked him whether he had been refused films outright, the network executive answered "no".

Mr. Van Volkenburg testified that it was just understood that the majors would not release films for television. When asked where he obtained this notion, the CBS official explained he probably had read it in the trade papers. Judge Yankwich commented, "I thought so."

Mr. Van Volkenburg is the first witness presented by the government in its complaint against the major movie firms. The trial began a fortnight ago.

Defendants in Suit

Defendants in the case are 20th Century-Fox Film Corp., Warner Bros. Pictures Inc. and subsidiary Warner Bros. Features Distributing Corp., RKO Radio Pictures Inc. (now owned by General Teleradio Inc., major radio-tv station operator), Columbia Pictures Corp. and subsidiary Screen Gems Inc., and Universal Pictures Co. and subsidiary United World Films Inc. "Co-conspirators" named in the government complaint are Theatre Owners of America and a half dozen regional exhibitor groups.

The government charges that a producer-exhibitor conspiracy had tried to keep 16mm features out of tv and other "outlets" which would create competition with the local 35mm feature film exhibitor.

Three other defendants, Republic Pictures and subsidiary Republic Productions Inc., Films Inc. and Pictorial Films Inc. entered consent decrees just before the trial opened. They agreed to release their 16mm prints to tv and other non-theatrical outlets after completion of regular 35mm theatre showings.

On Wednesday, Edward Sargoy, New York attorney retained by the eight top film producers to investigate copyright violations through the Copyright Protection Bureau, testified that CPB was interested only in tracking down stolen or illicit prints in the 16mm field and repeatedly asked film companies not to submit data on exhibitor contract violations. Appearing for the government as an "adverse" witness, he told the Justice Dept. counsel CPB was not concerned with alleged "policing" of restrictions on 16mm exhibition.

Background look at the technique of film distribution and buying for television was given to the court Thursday by two industry witnesses. In essence, the price and terms of a film are governed by what the traffic will bear, or simple supply and demand, the court was told.

Charles Weintraub, head of Quality Films Inc., Hollywood distributor for tv, testified most stations prefer 16mm prints because of the reduced shipping costs, easier handling and storage, lower projection equipment cost and the fireproof film stock used for 16mm.

Selling tv film is not like selling to theatre men, he explained, because the prospect includes the agency and sponsor as well as the stations. As an example of how price is set by demand, Mr. Weintraub said one station offered $400 for a film, but instead it was sold to a sponsor who paid $1,500 for the same item. But out in Minot, N. D., where the film is paid for by multiple spot local advertisers, he said that when the local station makes a reasonable offer, "you get in there and grab it."

Milford Fenster, film buyer for WOR-TV New York, testified he is willing to pay more for features today than in 1952, but because the film is run more often the per run cost would be less. The top price for a single run in 1950 paid by WOR-TV was $700 to $800, while today its top price for films on its *Million Dollar Movie* is $8,000 for 116 runs.

Mr. Fenster recalled meeting with a 20th Century-Fox executive in 1951 who offered a package of 30 to 50 feature films, but before WOR-TV could decide, the offer was withdrawn.

Under cross-examination, he said he understood the package was released to television about six months or a year later. Asked if the reason 20th Century-Fox released some 100 features to tv about 1953 was because of the big increase in viewers and the better market, he replied, "I assume so."

United World Films Names 2

PROMOTIONS of Alfred Mendelsohn to assistant sales manager of United World Films and of Errol Linderman to the new post of manager of the television service department were announced last week by Norman E. Gluck, vice president of United World, subsidiary of Univeral Pictures Co.

For the past six years Mr. Mendelsohn has been eastern manager of television and radio promotion for Universal. He will assume his new post on Oct. 15. Mr. Linderman joined Universal's research department in 1950 and in 1952 was shifted to United World.

FILM SALES

INS-Television Newsfilm Services has concluded seven new sales, says Robert H. Reid, manager of the INS Tv Dept. Sales include: the *Daily Tele-News Service* to KTRK-TV Houston; the *Telenews Weekly News Review* to KMID-TV Midland, Tex., and KBET-TV Sacramento; *This Week in Sports* to KLAS-TV Las Vegas and WJMR-TV New Orleans; McCann-Erickson for an unspecified station in Havana, and WGBS-TV Miami. In Miami the latter will be carried under title of *General Sports Time* with sponsorship by General Tire & Rubber Co. dealers.

Sterling Television Co., N. Y., has sold *Invitation Playhouse* to Schwam Motors Sales Co. for WBTV (TV) Charlotte, N. C.; *Movie Museum* to Blaushield Motor Sales Corp. for WBNK (TV) Cleveland, and *World We Live In* to the Junior League of Little Rock for KARK-TV Little Rock.

KTLA (TV) Hollywood has bought tv rights to National Telefilm Assoc. "Fabulous Forty" films for first run on Southern California television. Group includes movies by Moira Shearer, Ray Milland, Eddie Cantor, Lionel Barrymore, Alec Guinness, Deborah Kerr and other top talent from both sides of Atlantic.

Now 'Ziv-taculars'

LOOKING into the possibility of shooting 90-minute one-shot color films which a company spokesman dubbed "Ziv-taculars," Ziv Television Studios, Hollywood, is studying prospects of cashing in on the currently popular hour-and-a-half pattern of network programs.

Plans, according to Ziv, are still in the nebulous stage, with format, story and stars yet to be picked, but it was stated that the form of the "Ziv-taculars" would be a self-contained 90-minute dramatic teleplay, rather than consisting of short variety segments.

RANDOM SHOTS

D & R Television Film Co., N. Y., has completed its first 30-minute tv film series, *Doorway to Fortune.* The series, shot in New York and suburban Pleasantville, will feature true stories of business success taken from the pages of *Fortune Magazine.*

Walter Davidson Co. has issued "Feature Film Buyers Directory" listing more than 11,000 feature films. Published by Directories Publishing Co., N. Y., the book lists all the features made in the U. S. since 1930. Pictures are listed alphabetically by title, also giving films stars, year of release, releasing company and running time.

FILM PEOPLE

Herman Edel, WABD (TV) New York promotion manager, to Sterling Television Co., N. Y., as advertising and promotion manager.

John Ryan, Conde Nast Publications to Telepix Corp., Hollywood, sales staff. Mr Ryan was formerly with Abbott Kimball Adv., N. Y.

Jack Mishler and **William Kahan,** both veteran tv film salesmen, to Interstate Television Corp. sales staff. The former, headquartered in L. A., will cover southwest territory, and Mr. Kahan will work midwest territory out of Kansas City.

Eric Pomerance, veteran film studio sales agent, named New York representative for Animation Inc., Hollywood producers of animated tv film commercials.

Russell Beggs, freelance tv and magazine writer, joins Prism Productions as writer-researcher for *Mr. Wizard* (NBC-TV, Sat., 11:30 a.m.-noon EDT). **Mary Karr,** former staff publicity writer, NBC Chicago, to Prism publicity and public relations staff.

Ray Sackheim, formerly casting executive, Screen Gems Inc., Hollywood, and **Ralph Acton,** former independent casting director, to NBC-TV Hollywood.

Bob Edmonds, director at Kling Film Productions, Chicago, married Shirley Dvorin, Sept. 18.

Carl Nelson, assistant supervising editor, Kling Film Productions, Chicago, father of girl, Beth Marie.

LOWEST *in COST, but*
HIGH *in Quality and Performance*

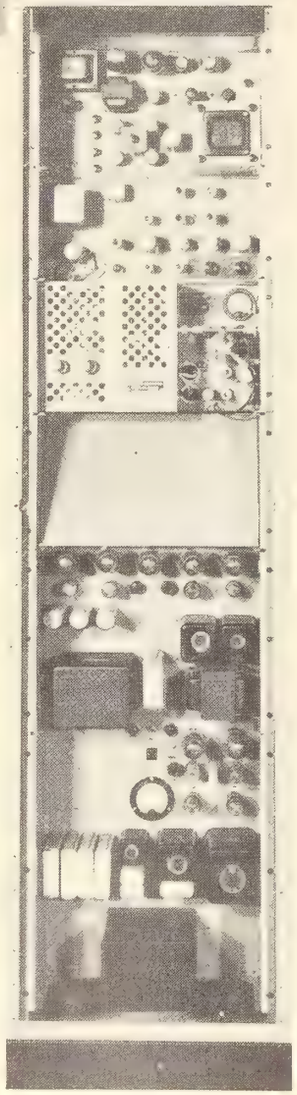
Sarkes Tarzian
MICROWAVE
EQUIPMENT

Before you buy, see what we offer

Equipment operates at 2000 mc., providing dependable performance even under extreme humidity conditions . . . range up to 40 miles per hop . . . all operating equipment at ground level for ready access and maintenance . . . built-in wave meter . . . designed for extreme temperature conditions . . . designed for color, as well as black and white transmission . . . has built-in utility monitor . . . designed for unattended operation . . . built-in saw tooth and 60-cycle test signals . . . uses 10 watt, SRL-7C Klystron output tube. High fidelity audio channel optional. Expert engineering assistance available for survey and installation supervision.

For detailed information and names of customers now using this equipment write to:

Sarkes Tarzian, Inc.
BROADCAST EQUIPMENT DIVISION
Bloomington, Indiana



Long range MICROWAVE unit—$7750. Parabolic reflectors additional.



PORTABLE MICROWAVE

55 pound unit (with case) . . . ideal for portable use, or for studio to transmitter links . . . compact and completely self-contained . . . 20 mile range . . . will pass color . . . uses mw. 6BL6 Klystron output tube, and has wave-guide type cavity. Priced at $5250. Parabolic reflectors additional.

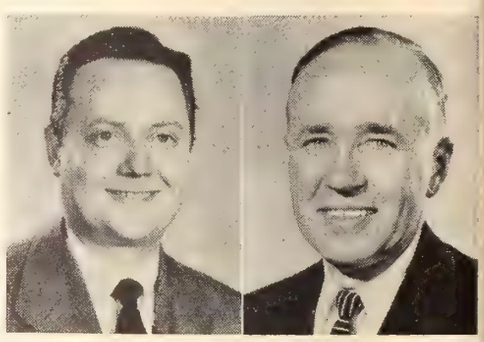
Durant, Hogan Named to Head Commercial Telecast Networks

ELECTION of Lloyd W. Durant as president and director of creative programming and production of Commercial Telecast Networks Inc., New York, and of William F. Hogan as vice president and director of communication engineering was announced last week.

The company, organized earlier this year, provides complete audio-visual service to business and industry and their agencies in the closed-circuit tv field. Through its CTN Productions Div., the firm produces tv programs and industrial motion pictures, and through CTN Counselors is active in the tv consulting field to advertising agencies. Headquarters is at 11 Broadway, New York.

Mr. Durant has been an advertising agency executive in radio-tv over the past several years, having served Compton Adv. and Biow-Beirn-Toigo. Previously he had been a motion picture producer and director with such firms as March of Time, RKO Pathe, and Louis de Rochemont.

Mr. Hogan, who was a communications consultant and president of Commodity News Services Inc., is credited with developing new techniques for improved efficiency and economy in long lines communications. During World War II, he was officer in charge of the U. S. Naval Communications Relay Center in Washington. He also is a director of Translux Movie Ticker Corp.



MR. DURANT MR. HOGAN

'Times,' Editor Sued For Ditching Tv Show

A $20,100,000 suit alleging the scuttling of a tv program negotiation by the *New York Times* and Waldemar Kaempffert, the newspaper's science editor, will be contested, a legal spokesman for the *Times* said Thursday.

The suit, which was filed Wednesday in New York Supreme Court by Winkleman & Winkleman, New York attorneys, charged the defendants with having prevented Celia Raeder's "program," called *Creative Frontiers*, from going on the air after a contract with the Tv-Radio Workshop for its production had been agreed upon.

Spokesmen for the workshop had no comment on the suit, except to note that they had never produced such a program.

Negotiations between Miss Raeder and the workshop were "illegally interfered with by the malicious, unlawful and illegal conduct" on the part of the *Times* and Mr. Kaempffert, her lawyers alleged.

Miss Raeder was said in the suit to have conceived the program in 1946 when a student at New York U., and was identified as executive director and member of the board of directors of Creative Frontiers Inc. The attorneys asserted the plaintiff had spent years on the project, lining up scientific leaders and top organizations to serve on an advisory board and as



There was a young woman...

who lived in a shoe--
she had so many children,
but she knew just what to do.

The young families — the big families — the buying families have been won to KTRK-TV loyalty, changing the Houston Market in less than one year.

Daytime, Houston mothers and their youngsters have been happy with Channel 13's right combination of children's programs, film features, and women's programs, giving us top or second audience in 116 out of 160 daytime periods.

Nightime, ABC's great new Fall lineup of family shows plus our strong sports lineup and syndicated shows make KTRK-TV Houston's Best Buy.

KTRK-TV

THE CHRONICLE STATION, CHANNEL 13
P.O. BOX 12, HOUSTON 1, TEXAS—ABC BASIC

HOUSTON CONSOLIDATED TELEVISION CO.
General Mgr., Willard E. Walbridge
Commercial Mgr., Bill Bennett
NATIONAL REPRESENTATIVES:
BLAIR-TV, 150 E. 43rd St., New York 17, N.Y.

"sustaining critics," one of whom allegedly was Mr. Kaempffert who, the suit charges, "induced" the group representing the arts and sciences to withdraw its support "in violation of the trust imposed upon him." The suit asks damages totaling $20,100,000.

The program was described as a dramatization, exploiting and endorsing "creative, new revolutionary and important ideas of known and unknown living creators in art and science . . ."

Miss Raeder charged Mr. Kaempffert specifically with objecting to a feature called "Scooping the Press" because he allegedly felt it would compete with his activity and with the *Times*.

Autocue Names London Firm

IN its first move toward expansion in the overseas market, Autocue Sales and Distribution Corp., New York, last week revealed that it has completed negotiations with Ross Television Productions Ltd., London, to handle sales on Autocue's prompting devices in Great Britain on an exclusive basis. Larry Merchant, Autocue president, said representation by Ross Television will expand to other countries in Europe.

BMI to Handle Harmonia

HARMONIA Publishing Co., whose catalogue includes "Auf Wiedersehn," used by Lily Palmer as her theme song; "Old Glory," officially dedicated to the United States Flag Assn., and compositions of Erich J. Wolff, Oscar Straus, F. Busoni, Eugene Zador, Pergolesi and others, is being represented by BMI as of Oct. 1, according to K. A. Jadassohn, Harmonia principal. Harmonia is the successor to Harmonie Berlag, which was the first publisher to be affiliated with SESAC, Mr. Jadassohn said.

NARTB PLANS TV DATA BY MID-1957

Tv Circulation Committee meets in New York as Swezey outlines scope and method of upcoming set count and station circulation report.

ADVERTISERS and agencies will have their long-desired set of figures for television's set count and station circulation by mid-1957, if long-range plans of the NARTB Tv Circulation Committee are completed on schedule.

This timetable was set up Wednesday at a meeting of the committee in New York. The one-system plan is designed to be "a counterpart of the Audit Bureau of Circulations in the publishing industry," said Robert D. Swezey, WDSU-TV New Orleans, committee chairman.

An interim method of measuring set count is in the working stage, utilizing Census Bureau nationwide and farm tv data as well as other sources to provide the best available estimates. Census tv home data show that 67% of U. S. homes, or 32 million homes, have tv sets [B•T, Sept. 26].

While the entire advertising and media industries, and numerous others, are clamoring for speed in developing tv's basic circulation figures, the NARTB committee is continuing its policy of working slowly and carefully. Once the testing has been completed and analyzed, probably some time next year, the committee will start the job of organizing a separate corporation to put the project in operation.

After the committee meeting in New York Wednesday, Chairman Swezey described the committee's goal as "a one-system set count and circulation measurement acceptable to the industry." He said the committee hopes the development of such a service "will eliminate the confusion that has existed in the past and will provide the television industry with one authenticated and continuing measurement."

Mr. Swezey said the committee's basic format has been reviewed by the NARTB Tv Board. It involves new procedures and techniques which have been reviewed by a research subcommittee. After extensive review, this subcommittee recommended that the proposed telephone interviewing technique be tested against personal interviews as well as home-tuning records compiled by the use of specially developed meters attached to tv receivers.

Explaining the operation, Mr. Swezey said the meter was developed and manufactured on a precision basis, providing a high degree of accuracy. After field tests the meter was demonstrated last January to the NARTB Tv Board. This apparatus problem has been the biggest time-consuming element in the project.

"The plan for conducting field tests of the interviewing methods was submitted to the Advertising Research Foundation on a consulting basis, and the Foundation agreed that the methodology test proposed was reasonable," Mr. Swezey said.

"The project was submitted to Alfred Politz Research Inc. for field testing in two selected markets. The tests in the first of these two cities are now nearing completion and it is anticipated that results from both markets will be available for analysis by the committee early in 1956.

"Based upon results of the field tests in these two markets, the plan will be reviewed by the committee. If the tests demonstrate that the proposed methodological procedures are valid and produce accurate circulation data, the committee will make recommendations to the NARTB Tv Board with regard to implementation of the plan, including a full-scale pilot study of a selected market and the inauguration of a nationwide measurement service. Development of organizational structure and procedures would necessarily accompany this phase.

"The committee hopes and anticipates that the continuing nationwide set count and circution measurement system can be available for the industry by mid-1957.

Attending the Wednesday meeting were Chairman Swezey; Clair R. McCollough, Steinman Stations; Ward L. Quaal, WLWT (TV) Cincinnati; Paul Raibourn, KTLA (TV) Los Angeles; Donald W. Thornburgh, WCAU-TV Philadelphia; Lee B. Wailes, Storer Broadcasting Co.; Hugh M. Beville Jr., NBC, and Donald W. Coyle, ABC. Attending from the NARTB staff were President Harold E. Fellows; Thad H. Brown Jr., tv vice president; Dan W. Shields, Mr. Brown's assistant, and Joseph M. Sitrick, manager of publicity and informational services.

Chicago Women's Groups Start Advertising Clinics

SERIES of 10 clinic workshops on various phases of advertising, including radio and television have been launched by the Chicago Federated and Women's Advertising clubs.

Relationship of radio-tv and requirements for directing, producing, continuity and commercial writing and timebuying will be explored Sept. 27-Nov. 15, with key speakers. New sessions this year will be devoted to the advertising manager (Sept. 27-Nov. 15) and the agency account executive (Sept. 29-Nov. 17).

There are four
RCA SERVICE COMPANY
Field Offices to serve AM, FM and TV Broadcasters

Broadcast Service Field Offices:

1 Mr. R. A. Martin, Mgr.
RCA Service Company, Inc.
534 Forsyth Bldg.
Atlanta 3, Georgia
ALpine 8898

2 Mr. W. F. Hanson, Mgr.
RCA Service Company, Inc.
Bldg. 204-1
Camden 8, New Jersey
WOodlawn 3-8000, Ext. PY-6573

3 Mr. J. N. Thayer, Mgr.
RCA Service Company, Inc.
1315 South Wabash Avenue
Chicago 5, Illinois
WEbster 9-6117

4 Mr. H. W. Dover, Mgr.
RCA Service Company, Inc.
911 North Orange Drive
Hollywood 38, California
OLdfield 4-4995

Call or write your nearest office for information on these and other services:
- INSTALLATION SUPERVISION
- SERVICE INSPECTION CONTRACTS
- PERFORMANCE MEASUREMENTS
- ANTENNA SYSTEMS CHECKS

RCA SERVICE COMPANY, INC.
A Radio Corporation of America Subsidiary
Camden 8, New Jersey

with WAVE

you don't buy the oysters—

YOU BUY THE PEARLS!

WAVE, *and only WAVE,* gives you concentrated coverage of the Louisville Trading Area — Kentucky's *only* pearl-like market!

NOT TOO MUCH — NOT TOO LITTLE!
With WAVE, there's no wasted power or circulation. Our 50% BMB daytime area is an almost exact duplicate of the Louisville Trading Area where *42.5% of Kentucky's total Effective Buying Income is concentrated!*

SPARKLING PROGRAMMING — BIG AUDIENCES!
WAVE believes in local programming — supports a radio-only staff of 62, 44 of whom are engaged in on-the-air activities exclusively.
WAVE is also NBC — the only NBC station between Cincinnati and the Mississippi River. The result is *balanced programming, big audiences.*

It costs precious little to use WAVE — Louisville's 5000-watt gem.
Ask NBC Spot Sales for the figures.

WAVE • **5000 WATTS**
LOUISVILLE **NBC AFFILIATE**

NBC SPOT SALES
National Representatives



EASTERN AAAA MEET SET FOR OCT. 17-19

New York sessions, to be held in the Hotel Roosevelt, will feature discussions of network radio programming, toll tv.

NETWORK RADIO programming and toll television will highlight the radio-tv session at the Eastern Annual Conference of the American Assn. of Advertising Agencies Oct. 17-19 at the Hotel Roosevelt in New York.

Representatives of CBS and NBC will discuss "Network Radio Programming in a Tv Age" in the Oct. 19 radio-tv session (10-12 a.m.) at the Roosevelt's Palm Terrace. Robert Sarnoff, executive vice president of NBC, will speak for that network. The CBS representative had not been chosen as of last week.

Another panel will be held on the pros and cons of pay tv and will feature James M. Landis, Skiatron Electronics & Television Corp., and Sidney Kaye of the Rosenman, Goldmark, Colin & Kaye law firm.

Demonstrations on Cellomatic by Paul Adler, Affiliated Program Service, and Electronicam live-film tv system by James Caddigan, Allen B. DuMont Labs, will fill out the session presided over by Roger Pryor of Foote, Cone & Belding. Also on Mr. Pryor's planning committee are Edmund H. Rogers, Gray & Rogers, and L. T. Steele, Benton & Bowles.

A media group session will be held 3-5 p.m. Oct. 18, also at the Palm Terrace. Edward MacDonald, manager of media research at Young & Rubicam, in a non-technical, slide presentation, will show what is behind the figures in the advertising field. One or more of the members concerned with the all-media audience study being conducted by the Advertising Research Foundation will outline problems of media and research people which the ARF hopes to solve. David P. Crane, Benton & Bowles, will preside over this session.

On Oct. 19 (10-12 a.m., small ballroom), two agency speakers and a university professor will speak on research. Ben Gedalecia, BBDO, will concentrate on practical problems facing agencies in dealing with psychological research; Herta Herzog, McCann-Erickson, will explore motivation research problems, and John Dollard, Yale U. psychology professor, will comment from "the vantage point of the social scientist." Edward Battey, Compton Adv., will preside over the research meeting.

Still other sessions will be held on account management and servicing, business and industrial advertising, marketing (including a talk on how General Foods Corp. uses its agencies in the development of total marketing strategy for its brands) and on copy and art. John K. Strubing Jr., Compton Advertising, is chairman of the AAAA's eastern region.

So Well Remembered

NIGHTTIME radio scored another victory deep in a market heavily saturated by tv when Gold Shield coffee—a brand unknown in Jacksonville, Fla., till advertised on radio—was correctly identified by over 15% of that city's population within the short space of a month. This success story is told in a new four-page folder published last week by the Radio Advertising Bureau and titled: "Gold Shield was the Strangest Coffee in Jacksonville." The booklet describes the results in the latest of a series designed to test public awareness of nighttime radio advertising in tv-saturated areas.

Free Tv Advocates Ahead In Public Opinion—Starr

THE TIDE of public opinion is swinging to the side of the free tv advocates and against the idea of pay-as-you-see television, Alfred Starr [B•T, Nov. 8, 1954], chairman of the executive committee of Theatre Owners of America and co-chairman of the Joint Committee on Toll Tv, stated Thursday in a report to TOA's annual convention in Los Angeles.

Highlighting the imminent fight before the FCC, Mr. Starr said: "What will happen is anyone's guess, but we are very encouraged. It may take the FCC several years to come to a decision. The Commission may pass this hot potato to Congress. If so, certainly no congressman or senator would want to advocate any bill that would deplete the entertainment budget of the constituents back home."

Mr. Starr, in a comment on the suggestion of RCA Chairman David Sarnoff that toll-tv be presented as an issue in the next presidential campaign, told TOA: "Personally, we are completely allied with Gen. Sarnoff in this regard as we feel certain of the outcome if the question should be brought to the American public."

The previous day, debating with Paul MacNamara, vice president of International Telemeter Corp., toll-tv subsidiary of Paramount Pictures Corp., before the California Federation of Women's Clubs, Mr. Starr said that if pay-tv got its foot in the door the family budget would be disrupted because the family would be forced to pay for the programs it now gets free. Mr. MacNamara said pay-tv would not replace the present system, but would open up new program sources not now available, such as Broadway plays and top sports events.

Monroe Calls for Emphasis On Local Tv News Reporting

NEWS TELECASTS must include good local items processed by able reporters, southeastern broadcasters were told Sept. 30 by William Monroe, news editor of WDSU-TV New Orleans. Addressing the final session of the NARTB regional convention [B•T, Oct. 3], he discussed ways of improving presentation of tv news.

Basic traits include clear writing, newscasting and well-shot local film stories, he said, explaining "it's the job you do on local news that can really make viewers sit up and take notice." The tv inclination to worry more about a newscaster's looks than what he says "leads to a lot of sloppy, ineffective newscasting—the kind that just doesn't come off right, but nobody can put his finger on what's wrong," he said.

Mr. Monroe said films "add a dimension to tv that no other medium can match." He contended film coverage "is really brand new because, to date, newsreels only made pretense of coverage. Tv goes right to the heart of action and has only just begun to get its techniques under control."

George H. Weber Elected AAAA Secretary-Treasurer

GEORGE H. WEBER, vice president of Cole & Weber, Seattle, is the new secretary-treasurer of the American Assn. of Advertising Agencies, succeeding the late J. Paul Hoag, Hoag & Provandie Inc., Boston, the AAAA announced last week.



MR. WEBER

Mr. Weber was elected to the post at an AAAA board of directors meeting held Oct. 2 in Coronado, Calif. He also becomes a member of the board and its operations committee. In his new post, Mr. Weber fills Mr. Hoag's unexpired term. He is past president of the Advertising Assn. of the West and the Seattle Advertising & Sales Club and is a former chairman of the AAAA Pacific Region and the AAAA Puget Sound Council.

Station Values Rising, Ohio Broadcasters Told

MARKET value of radio and tv stations has gone up appreciably in the last two years, judging by current sales prices, Ray V. Hamilton, partner in the Blackburn-Hamilton broadcasting-newspaper brokage firm, said Friday in an address to the Ohio Assn. of Radio & Tv Broadcasters meeting in Columbus [see sale story B•T, Sept. 19].

Three 1 kw daytime radio stations "in good but not top markets" have sold from $450,000 to $500,000 in the past year, he said, referring to sales handled by his firm. As to tv, he noted a northwestern station that sold for $375,000 in 1949 is now valued at over $4 million and cited a California property valued at $7 million that couldn't command $500,000 in 1950.

Mr. Hamilton advised broadcasters "to know the true worth of the facilities they control." He said it is "a premise of good management that is as important as good programming, rate structure, advertiser relationship and good personnel." New appraisal techniques have been a factor in the changing market, he said.

"Point-of-sale merchandising can be sales dynamite for a station in a secondary market or it can backfire to the detriment of the station," F. A. (Jake) Higgins, general manager of WITY Danville, Ill., told the Ohio meeting.

Mr. Higgins' station is credited throughout the Midwest with using a merchandising project successfully in a secondary market in the face of stiff area tv competition after having been on the air since November 1953.

Mr. Higgins noted no merchandising effort can be effective unless the manufacturer, retailer and station are fully satisfied. "Point-of-sale merchandising in the secondary market poorly organized and handled, easily can create as many enemies for the radio station as it can friends," he asserted.

Sweeney Tells Pittsburghers Of Radio's Comeback Capacity

RADIO advertising's effectiveness increases as more tv stations go on the air, according to Kevin Sweeney, president of the Radio Advertising Bureau.

Addressing a luncheon meeting of the Radio-Television Club of Pittsburgh last fortnight, Mr. Sweeney said that "when your second tv station goes on the air, it's the beginning of 'radio progress month' in that city." Conceding that during the early days of tv, radio station revenues suffered as new tv stations began operating, the RAB head said "the period of drought is down to about six weeks now, and then radio revenues bounce back to new heights."

Looks like* EVERYBODY watches...

TV's TOP FAMILY PROGRAM

*For the past three months OZARK JUBILEE has led all other programs in viewers per set with a decisive 3.40. (ARB, May, June, July 1955). No other program in television attracts a more even percentage of men, (31%), women, (38%), children, (31%), than the OZARK JUBILEE!



OZARK JUBILEE



Starring

RED FOLEY

with other top country-music artists

OZARK JUBILEE, with it's informal format, is a relaxing kind of program . . . enjoyable to look at . . . easy to listen to. That's the secret of its phenomenal success. Headed by Red Foley, a star who has stayed at the top in his field for over 14 years . . . augmented by a versatile regular cast and visited weekly by some of the biggest names in the business . . . the OZARK JUBILEE presents a perfect balance of country music, comedy and variety that increasing millions of people watch and enjoy each Saturday night.

There's no getting around it, the OZARK JUBILEE has "caught on" . . . not only in smaller towns and rural areas where you would expect it . . . but in cities, too. Tulsa, for instance, with a recent local ARB rating of 26.0; Minneapolis, 13.8; Denver, 23.6; Washington, 15.0; Atlanta, 17.2 and Fresno, 22.3. Twenty metropolitan areas averaged 19.6.

Late Nielsen gives Ozark Jubilee 13.6 national rating . . . 23.6 share of audience.

Ask your ABC-TV Representative for full particulars.

a Crossroads TV production
SPRINGFIELD, MISSOURI

ABC
TELEVISION NETWORK



Take a Look at our CITY FIGGERS!

HOOPER RADIO AUDIENCE INDEX — FARGO-MOORHEAD — NOVEMBER, 1954				
	Share of Audience			
Monday thru Friday	WDAY	Station B	Station C	Station D
7 a.m. — 12 noon	57.9	18.1	16.3	3.6
12 noon — 6 p.m.	58.3	16.6	18.2	1.9

THESE figures have got it . . . in the right places! Latest Hoopers for Fargo-Moorhead show that WDAY has more listeners than *all other stations put together* — three times as many as the second station!

Add that to WDAY's overwhelming rural preference (32 to 1 over the second station) and you've got the story. *Any* kind of survey —rural or city—that's ever been pulled around these parts has shown that WDAY pleases practically *all* the people *all* the time.

For more facts, talk to a Free & Peters Colonel.

WDAY

FARGO, N. D.

NBC • 5000 WATTS • 970 KILOCYCLES



FREE & PETERS, INC., *Exclusive National Representatives*

NARTB FALL MEETS RESUME WEDNESDAY

Roanoke, Va., gathering will discuss common problems of industry. Regional meetings are drawing more broadcasters than district plan, NARTB officials say.

COMMON problems of radio stations and advertising agencies will be discussed by Frank Silvernail, BBDO station relations manager, as NARTB resumes its fall regional meeting series Wednesday at the Hotel Roanoke, Roanoke, Va. Mr. Silvernail will address the opening day luncheon of the three-day event.

States taking part in the regional meeting are Pennsylvania, Delaware, Maryland, District of Columbia, West Virginia, Virginia, North and South Carolina. James H. Moore, WSLS Roanoake, is host director.

Total attendance at the three regional meetings already held (Chicago, Saranac Lake, N. Y., and New Orleans) was 578, NARTB records show, compared to 593 a year ago for the same states under the old district meeting procedure. Since the NARTB staff, associate member and guest lists were added seven times to the 1954 total attendance for the seven districts involved, as compared to three times under the 1955 regional procedure, NARTB staff executives point out that the regional meetings are actually drawing more broadcaster delegates than the district plan.

Burdine's Accepts RAB Plan; 15,000 Spots Will Be Used

FOLLOWING the sales promotion plan developed by Radio Advertising Bureau, Burdine's Dept. Stores, with outlets in Miami, Miami Beach, Ft. Lauderdale and West Palm Beach, have added to its advertising campaign a saturation radio spot campaign entailing nearly 15,000 one-minute announcements.

In announcing the spot radio campaign, developed by RAB and used successfully by many major department stores, Horace F. Cordes, Burdine's vice president-general manager, said, "Burdine's recognizes that radio, as an important medium, reaches people that other media do not reach." He said that Burdine's plans to boost the number of spots if the campaign proves successful.

Stations to be used in Burdine's spot campaign are WGBS and WQAM Miami, WVCG Coral Gables, WFTL Ft. Lauderdale and WJNO West Palm Beach, all Florida. All are members of RAB.

Bishopric-Green & Assoc., Miami advertising agency, is in charge of coordination and copy. Marie Venn is account executive.

Engineers' Fall Meeting Scheduled for Syracuse

RECENT developments in color tv, transistors and quality control will be discussed at the annual Radio Fall Meeting to be held Oct. 17-19 at the Hotel Syracuse, Syracuse, N. Y. Institute of Radio Engineers is cooperating with the Radio Electronics TV Mfrs. Assn. in the meeting. A feature of the three-day meeting will be a talk by Robert C. Sprague, Sprague Electric Co., on "The Future of Electronics Through Automation."

The sessions open next Monday with a general meeting of the RETMA Engineering Dept. A report will be given on the effect of an atomic explosion on electronic and communications equipment by Ray H. Williamson, chairman of the RETMA Atomic Test Committee which cooperated with Federal Civil Defense Adm. in the May atomic tests in Nevada.

Uhf Isn't Being Scuttled By Advertisers, Lee Declares

THE accusation that advertisers are engaged in an organized attempt to scuttle uhf operation is not true, FCC Comr. Robert E. Lee declared to the Tv & Radio Advertising Club of Philadelphia Thursday.

"The advertiser is interested only in circulation and coverage," he said. He then went on: Circulation means viewers. Uhf needs network affiliations, but the networks want viewers. Therefore there are no conversions of vhf sets to uhf because there are no good programs on non-affiliated uhf stations. "There are no good programs because the station does not have a network," Mr. Lee said, "and there is no network because there are not enough conversions.

"The simple fact is that no one is responsible," Mr. Lee went on. "The American people will not pay higher prices for receivers to receive a service without good programming. Neither will they be denied a superior vhf service if it can be made available to them. That is the whole story in a nutshell."

Mr. Lee discussed the possibility that intervening to help a losing station build circulation might lead to government subsidy.

With the present achievement of tv (32 million families with receivers, $15 billion investment, eight million sets last year, $1 billion revenue), Mr. Lee said "with a record like that, things can't be as bad as some people make out."

He maintained that a practical solution for the ills of uhf lay in the "broad area of spectrum reallocation."

Bartley to Address Ky. Meet

FCC Comr. Robert T. Bartley will address the Kentucky Broadcasters Assn., meeting at Lexington Oct. 13-14, Sam Livingston, president of the association, announced last week. Election of officers for 1956 will be held at the close of the meeting. On Saturday, Oct. 15, broadcasters will be taken on a tour of Blue Grass farms, to the Keeneland races and to the Kentucky-Mississippi State football game.

Ad Federation Elects Roth

BOB ROTH, KONO San Antonio, was elected second lieutenant governor of the Advertising Federation of America's tenth district at the district's annual convention in Oklahoma City last week. Graydon Smart of the Shreveport (La.) Chamber of Commerce was named governor; Frank McGowan of the *Wall Street Journal's* Dallas office, first lieutenant governor, and Tom McHale of the Dallas Chamber of Commerce was re-elected secretary-treasurer for a second term.

AP Broadcasters Elect Four

ELMER RUMMINGER, WMUU Greenville, has been elected president of the South Carolina Associated Press Broadcasters Assn. Other officers elected were Raymond Caddell, WHSC Hartsville, vice president, and Frank Best, WDIX Orangeburg, and Bob Truere, WCOS Columbia, directors. Paul Hansell, Charlotte AP bureau chief, was re-elected secretary of the association.

ADVANCED TV TECHNIQUES PREDICTED BY ENGSTROM

RCA research and engineering executive tells motion picture and tv engineers 10 years possibly will see wide use of mural and portable sets, tv tape recorders for stations and home and electronic music synthesizers.

AS PART of a projection of things-to-come in the electronics field, Dr. E. W. Engstrom, executive vice president, research and engineering, RCA, last week cited the possibility of the widespread use within the next decade of mural television, portable television receivers, television tape recorders, home tv tape recording equipment and electronic music synthesizers.

Dr. Engstrom spoke before the 78th semi-annual convention of the Society of Motion Picture & Television Engineers, at Lake Placid, N. Y., where he was presented the SMPTE progress medal award "for his outstanding leadership and vision in sound motion picture and television development."

Scientific research and the application of its results, Dr. Engstrom said, have been so broadened and speeded since the war that "never before have so many potentials been within reach at any one time." In the fields of mass communications and entertainment, Dr. Engstrom listed five electronic developments of the future that "now seem possible of achievement based on our present knowledge."

These are: mural television, in which the receiver will consist of a thin screen that may be hung upon a wall and controlled remotely from a small box carried around by the viewer; portable television receivers, employing the same type of thin screen and operated by batteries; television tape recorders for use by the broadcasting industry receiving and storing network and other color tv programs for rebroadcast; home television tape recording equipment that may be used for recording scenes to be played back on the television receiver, or for recording and storing favorite television programs for repeated playback; electronic music synthesizers, capable of producing any known tone or any tone which may be imagined, for use as a new source of recorded music.

"Some of these developments," Dr. Engstrom continued, "will come into use soon, others in the future. Within the next decade is probably as certain as we can now be as to timing. These are but a few of the possible developments in electronics which are resulting from the revolution in materials and our advances in applied research and engineering. In addition, we already are progressing toward an era of pocket-size transistorized radios for personal communication, and toward improved long-distance transmission techniques looking ultimately toward a world-wide television system."

Texas AP Assn. Elects Tripp

BOB TRIPP, news editor, WFAA Dallas, has been elected president of the Texas Associated Press Broadcasters Assn. Mr. Tripp, formerly news editor at WEEK Peoria, Ill., has been with WFAA since 1950. The TAPBA is comprised of about 150 AP member stations which work toward the improvement in quality programming through the exchange of information.

Jones Opens Own Office, Quits Scharfeld, Baron

ROBERT F. JONES, former FCC commissioner and former Republican Congressman from Ohio, announced the opening of his own law office last week at 516 Perpetual Bldg., Washington (telephone: Metropolitan 8-6632).

Mr. Jones who served with the FCC from 1947 to 1952, was a partner in the law firm of Scharfeld, Jones & Baron until last week. He will specialize in the practice of law before the FCC and other government agencies.

During his tenure with the FCC, Mr. Jones was one of the leading proponents of color tv and the establishment of uhf. He also vigorously dissented from the allocation principles finally enunciated by the Commission in its 1952 Sixth Report & Order. Mr. Jones also acted as Republican counsel in last year's Senate Commerce Committee's study of the uhf and network problem. He authored the so-called Jones Report, which called for further investigation of the current controversy [B•T, Feb. 21].

It also was announced last week that the firm of Scharfeld, Jones & Baron was now Scharfeld & Baron. The law office comprises Arthur W. Scharfeld, Theodore Baron, Arthur Stambler and Warren C. Zwicky. Offices remain at the National Press Bldg., Washington.

WTSP's Faulkner Resigns, Will Form Consultant Firm

JACK FAULKNER, WTSP St. Petersburg, Fla., program director, has resigned effective Oct. 15 to form his own broadcast consultant firm. Mr. Faulkner joined WTSP in 1943 and created *Million Dollar Bandstand* and *Know the Show*.

In his new capacity, Mr. Faulkner will work with broadcasters in Florida and Georgia on programming, production and operational matters. Offices of the new firm will be in the Times Building, St. Petersburg.

Twining Joins Brokers

W. R. (IKE) TWINING, veteran Pacific Northwest newspaperman, has joined the staff of Blackburn-Hamilton Co., newspaper and radio-tv station brokers. Mr. Twining will headquarter in the organization's San Francisco office and will specialize in the appraisal and sale of newspaper properties.

At one time Mr. Twining was northern California manager of the California Newspaper Publishers Assn. and during World War II was production manager of the European edition of *Stars & Stripes*.

Edison to Consultant Firm

EDWARD EDISON has joined the consulting radio engineer firm of Robert L. Hammett, San Francisco, as a consulting engineer specializing in radio and tv.

Mr. Edison has been active in the industry for the past 10 years, including stints with RCA, NBC and KLAC-AM-TV Los Angeles. Most recently, the U. of Nebraska graduate served as engineering field representative for RCA in Southern California and Arizona.

O'Fallon Forms New Company

GENE O'FALLON, former owner of KFEL-AM-FM-TV Denver, has announced formation of a new company, Gene O'Fallon & Sons. Included in the new company's services is a rental and leasing category specializing in studio, theatre, educational, business, industry and closed-circuit television. Offices will be in the KFEL-TV Building, 550 Lincoln St., Denver.

Lyons Joins Ruff Assoc.

GERALD LYONS, DuMont-Tv's director of public relations and publicity, has joined Carl Ruff Assoc., New York public relations firm, as account supervisor on the Natl. Assn. of Food Chains. He also will handle publicity for several major tv and radio sponsors as yet unspecified. Move becomes effective today (Monday).

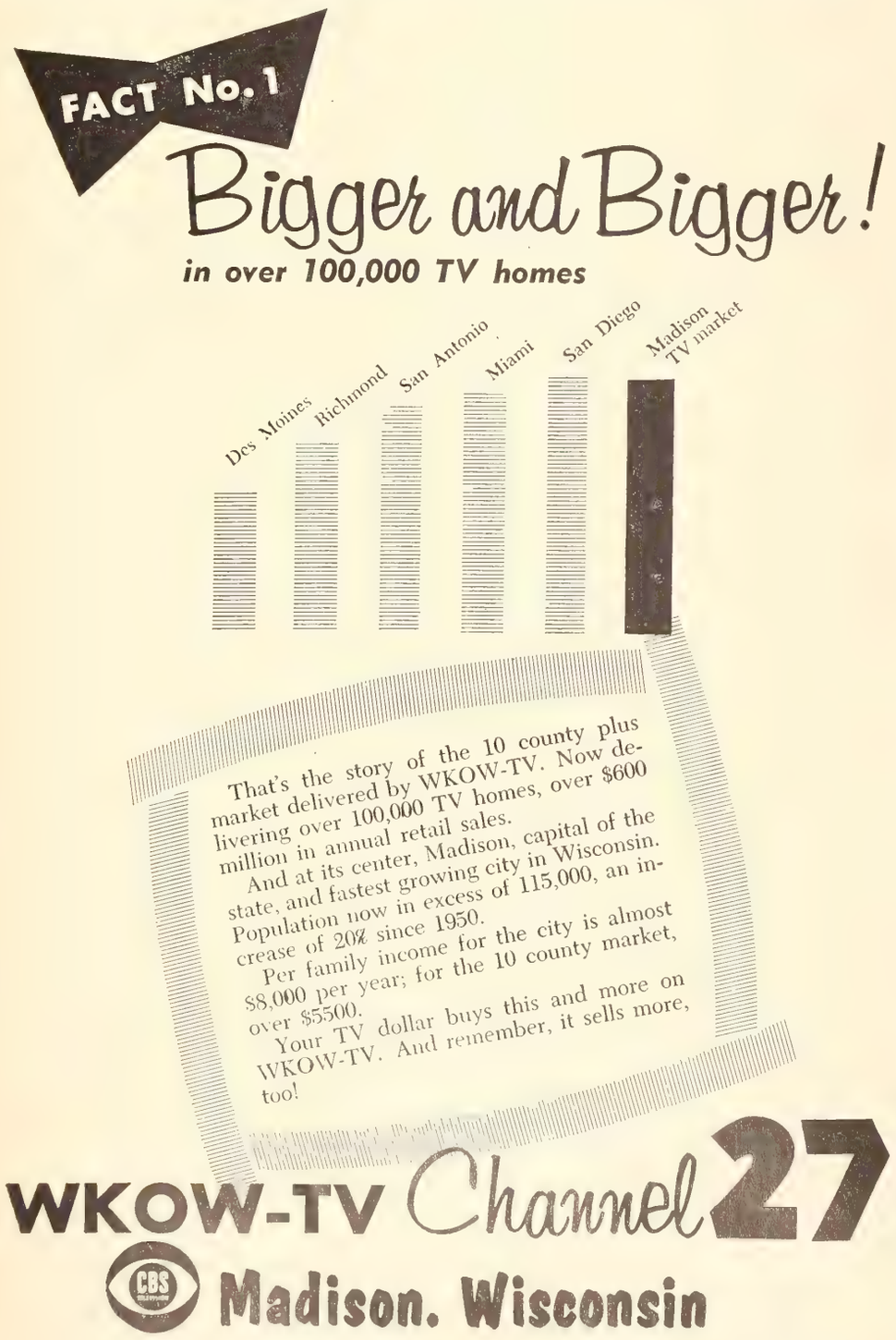
PROFESSIONAL SERVICES PEOPLE

Ross Bateman, Bureau of Standards ionespheric research section chief, to Page Communications Engineers Inc., as director of research.

Bentley H. Dodd, A. C. Nielsen Co., to Market Research Foundation Inc., Beverly Hills, as director of research.

Alfred B. Lorber appointed senior attorney and director of the law department, Columbia Records. With CRI since 1953, Mr. Lorber formerly was associated with Rosenman, Goldmark, Colin & Kaye, legal counsel for CBS Inc.

Robert L. Frey, executive assistant to Frank H. Bartholomew, president of United Press, has been elected secretary of the company as well as of several of its subsidiaries. Mr. Frey has been with UP since 1931 in various executive and reporting posts both in the U. S. and overseas. **A. Mims Thomason,** vice president and general business manager, elected a director of company.





People—to whom all sales are made—are aware of the differences between RADIO stations

and

People in WGYland prefer WGY 3 to 1 over all other Radio stations in the area*

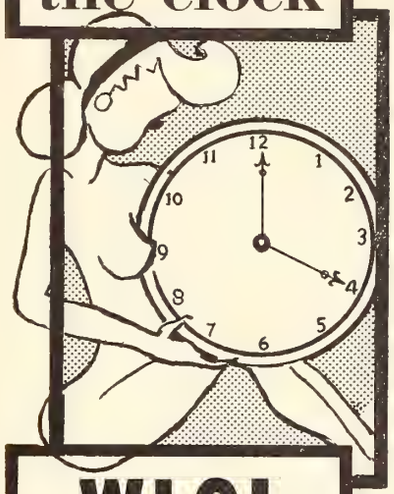
WGY

a General Electric Station . . . Schenectady, N. Y.

Represented Nationally by Henry I. Christal Co.
New York, Boston, Chicago, Detroit, San Francisco

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around the clock



WLOL
IS THE HOTTEST
STATION IN
THE NORTHWEST!

Whether it's five after five in the evening, or it's a quarter to three in the early morn . . . Twin Citians always get the best in Music, News and Sports from WLOL.

The "1330 Habit" is really goin' strong right around the clock. WLOL leads all independent stations and three networks in Day and Night Pulse ratings . . . Take the time now to buy WLOL for one of your important clients.

THE TOPPER IN
INDEPENDENT RADIO

WLOL

MINNEAPOLIS - ST. PAUL
5000 watts—1330 on your dial
LARRY BENTSON, *Pres.*
Wayne "Red" Williams, *Mgr.*
Joe Floyd, *Vice-Pres.*
Represented by AM RADIO SALES

NETWORK, UHF-VHF PROBE WILL GET DATA FROM NETWORK, STATION REPORTS

Heretofore restricted FCC records will be released to Senate Interstate & Foreign Commerce Committee on confidential basis. Justice Dept. advises it's legal for FCC to release the information in this case.

FINANCIAL and operational data secured from individual television stations and national networks by the FCC through its annual financial reports (Form 324)—heretofore kept confidential by the Commission—will be released on a confidential basis to the Senate Interstate & Foreign Commerce Committee in the latter's probe of tv networks and uhf-vhf problems.

This was revealed last week when the Senate committee released the contents of a letter, agreeing to release the information, from the FCC to Senate Commerce Committee Chairman Warren G. Magnuson (D-Wash). It was accompanied by an opinion from Attorney General Herbert Brownell taking the view that FCC members could not be prosecuted under the U. S. Criminal Code for making the data available to senators.

The FCC had expressed fear that its members might be liable to prosecution for furnishing the data at the time the Senate committee requested the information last winter [B•T, Dec. 27, 1954].

Robert F. Jones, Washington attorney who was majority counsel for the investigation in the GOP 83rd Congress from the time it was begun in the summer of 1954 until the Democrats took over Congress last January, submitted a report in which he said FCC data on individual stations was vital to the investigation and that, in his opinion, the FCC was legally authorized to give the information.

The FCC letter had been mailed July 27, but was sidetracked into a committee office other than that of the investigation staff. Nicholas Zapple, communications counsel for the investigation, ran it down and released its contents, along with the Attorney General's opinion, dated June 15, which concluded that while the Legislative Reorganization Act does not expressly authorize disclosure of the type of information involved, its language is sufficiently broad that the authorization is "reasonably implied."

The FCC told the Senate committee that it was prepared to furnish the information it previously has withheld, but urged that "the confidentiality of the data be guarded insofar as possible." Heretofore, the FCC has released only summaries or statistical totals of the financial data obtained from networks and stations, without disclosing information on an individual, identifiable station.

The voluminous questionnaires submitted to the FCC asking financial and operational data on tv stations and networks and their owned stations were reprinted in the Jones report of last February.

Whether the committee, now under Democratic control, will ask for all the financial information which was requested under Mr. Jones' direction as former majority counsel was not known last week. The committee still has under consideration a proposal by Sen. John W. Bricker (R-Ohio), former committee chairman and now its ranking Republican, calling for FCC regulation of networks.

Meanwhile, the FCC still had to complete its compilation of station coverage maps requested by the committee.

Sen. Magnuson has set hearings to begin Jan. 17, when, presumably, the coverage information will be ready. As for the financial data, it is not certain whether all the information requested in the Jones questionnaires is available at the Commission. If not, the FCC, when the type of information desired is determined, will have to seek the remainder of the data by sending individual questionnaires to stations, in addition to the Form 324 on which licensees make reports yearly.

Completed preliminary questionnaires to the networks on affiliation practices and policies and a questionnaire to AT&T now are in the committee's hands. Other information likely to be forthcoming for the upcoming hearings: (1) possible report by an industry-wide *ad hoc* engineering committee headed by Dr. Edward Bowles of Massachusetts Institute of Technology on its allocations study, being done at the request of Sen. Magnuson; (2) whatever information has been collected by the FCC in its $80,000 study of tv network economics, which is headed by Roscoe L. Barrow, dean of the U. of Cincinnati Law School.

Newspapers Protest WEOL, WMAN Renewals

TWO newspapers in Ohio with no broadcast holdings last week protested the Sept. 7 license renewals of two radio stations in their respective areas.

Stations involved are WEOL Elyria, under attack by the *Lorain* (Ohio) *Journal,* and WMAN Mansfield, attacked by the *Mansfield Journal.* Both newspapers are owned by the same principals.

The papers charged that both WEOL and WMAN, in their respective markets, were circulating and broadcasting false and malicious statements for the purpose of damaging the papers' prestige and earning capacity. It also was charged that the radio stations "pirated" news stories from the papers.

Claiming they have economic standing to protest, the papers asserted that they along with the radio stations make up the only advertising media of general circulation in their respective markets.

Lorain Journal also stated that it was once in competitive hearing with WEOL for ch. 31 at Elyria and that it withdrew to allow tv service to the area at an early date. The newspaper stated, however, that WEOL has not commenced construction and that WEOL's only reason for pursuing the tv application was to block the *Lorain Journal* from getting it.

The *Mansfield Journal* also raised charges that WMAN had misrepresented stock ownership interests and plans for financing.

WEOL went on the air in 1948 and WMAN in 1939. Both licenses were renewed Sept. 7. The newspapers asked that the license renewals be set for hearing.

The *Mansfield Journal* was turned down for an fm station by the FCC in 1949. The FCC found that the *Journal* practiced unfair business tactics in competition with the local radio station. In 1951, the government won an antitrust suit against the *Lorain Journal,* and entered into a consent decree with the *Mansfield Journal.* Pending in the U. S. District Court in Cleveland is a $1 million civil antitrust suit against the newspapers by WEOL Elyria.

FCC's Tv Signal Sleuths Go Mobile

The FCC has added wheels to the surveillance of tv signals and has placed in use the first mobile tv monitoring unit. The vehicle already has completed its first trip, an invasion into Pennsylvania, described as a "highly succesful" venture. A second trip for the mobile monitor is being planned for Virginia and points south.

The vehicle was developed and constructed by the FCC's Field Engineering & Monitoring Bureau in cooperation with the Laboratory Div. of the Office of Chief Engineer. It was built at a cost of $24,000, including vehicle and electronic equipment.

The Field Engineering & Monitoring Bureau will operate the vehicle to monitor distant tv transmissions that can't be handled by the Commission's fixed monitoring stations, aiding compliance with FCC's tv engineering regulations. The mobile unit also will gather data to be used in general tv problems.

The vehicle is equipped to study tv signals in relation to frequency measurements; modulation measurements to assess the efficiency with which the tv station impresses the picture or sound signals upon the respective carriers; wave form observations, and spectrum emission analyses to check the distribution of signals over assigned channels. A second mobile monitor is expected to be completed in eight months.

FCC Chief Accountant William Norfleet Retires

OFFICE of Chief Accountant of the FCC is being abolished, effective Oct. 31, upon retirement of William J. Norfleet, who has been FCC's chief accountant since 1936, the FCC announced last week [CLOSED CIRCUIT, Aug. 1].



MR. NORFLEET

This office is being done away with because its functions are now largely integrated into the Commission's operating bureaus, the FCC pointed out.

In taking this action the Commission paid high tribute to Mr. Norfleet's "long and able service." He joined the FCC in May 1935 after serving for 18 years with the ICC where he was chief accountant and auditor.

Upon retirement, Mr. Norfleet, who was born in October 1885 in Amelia County, Va., completes nearly 40 years in government service. In addition to being FCC chief accountant, he has served as personnel security officer.

The two divisions of the Office of Chief Accountant will be transferred to two FCC bureaus. The Economics Div., headed by Hy Goldin, with Jim Sheridan as assistant chief, moves to the Broadcast Bureau, and the Accounting System Div., headed by John J. Nordberg, moves to the Common Carrier Bureau.

Excise Tax on Transistors Mulled by Treasury Dept.

THE Treasury Dept. has under "study" the question of whether to place electronic transistors on the 10% federal excise tax list along with radio and tv tubes.

Testifying Wednesday before a House Ways & Means subcommittee headed by Rep. Aime Forand (D-R. I.), Dan Throop Smith, special assistant to the Secretary of the Treasury, said the present absence of the excise tax on transistors poses the problem of discriminatory tax treatment toward competing products (tubes). The subcommittee is working on a complete revamping of the excise tax structure, except for rates.

Asked by Rep. A. S. Herlong Jr. (D-Fla.) about proposals that have been made to provide tax relief for uhf-equipped and color tv sets, Mr. Smith said exemption of taxes or tax credits for such tv sets "would constitute a hidden subsidy." The House Ways & Means Committee has under consideration a bill (HR 4070) introduced by Rep. Frank Ikard (D-Tex.) to exempt uhf-equipped tv sets from the excise tax, but took no action on it during the first session of the 84th Congress.

Mr. Smith told the congressmen Wednesday he thought that if a subsidy were considered essential to the development of uhf tv, it should be an outright government subsidy and not in the form of a tax benefit.

The subcommittee will hear testimony this Wednesday (but presumably not about tax rates) from Sigurd Tranmal, Stromberg-Carlson Co., representing Radio-Tv-Electronics Mfrs. Assn., as a member of RETMA's Tax Committee.

Government Agains Postpones ANPA, AAAA Monopoly Case

THE Federal District Court, New York, last week extended its deadline to Nov. 1 for filing replies to the Justice Dept.'s antitrust suit against the American Newspaper Publishers Assn., the American Assn. of Advertising Agencies and four other print media associations. No radio or tv group has been cited by the department [B•T, May 2, *et seq.*].

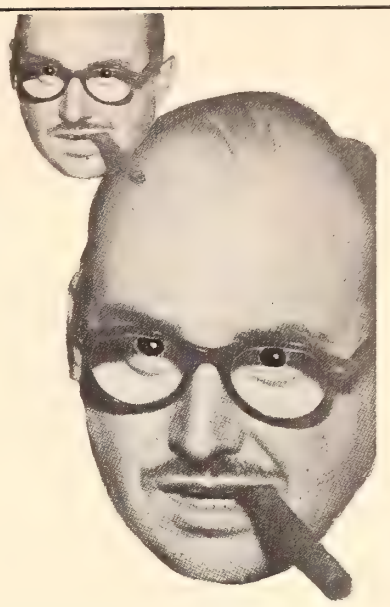
This is another in a series of extensions granted by the court, but according to informed sources does not imply that any negotiations seeking to end the case are under way.

The Justice Dept.'s complaint, filed in early May, alleged the advertising agency recognition system with its "uniform" provisions for a 15% commission, prohibition against rebates by agencies to advertisers and refusal to recognize "house" agencies, constituted restraint of trade in violation of Section 1 of the Sherman Antitrust Act.

Tall Tower Report Suggests Antenna Farms

MORE rigorous criteria for tall towers will be formulated in the near future, it was obvious last week when the Joint Industry-Government Tall Structures Committee accepted the recommendations of its working group. (For full details see "Tall Tower Bids Face Higher Rules," B•T, Oct. 3.)

The joint committee recommended that tv towers be placed wherever possible in antenna farms and that more stringent criteria be prepared for areas where there is high traffic density, near airways, near intercity routes and in areas near jet airports.



NOW JOE FLOYD'S TWICE AS BIG!

. . . and if you think
Joe always was tv's biggest
sales producer, just
watch how he throws
his weight around now!
For, effective immediately,
you get TWO FLOYD MARKETS
for your one smart buy.
What a terrific spot for you
to be in! Gives
you something twice as big
to shoot at!

THE BIG TV COMBO



78% of total South Dakota market,
western Minn., northwestern Iowa

KELO TV

JOE FLOYD, *President*
Evans Nord, *Gen. Mgr.*
Larry Bentson, *V. P.*
NBC PRIMARY

Represented by H-R TELEVISION

Advertisement



From where I sit
by Joe Marsh

Shades of Tom Sawyer!

Hack Willis had just stopped the tractor so's he could cool off at the pump, when a young insurance salesman came up the drive.

Hack was tired of plowing, and needed insurance on his new barn. But he also needed to get that winter rye in fast. The salesman, an eager kid, noticed hesitation. "I come from a farm," he said. "Why don't you look at these booklets—get all the dope —and I'll take that plow a couple of rounds for you."

Young fellow laid off a pretty straight furrow, too. It was almost dark before Hack—sitting in the shade —was able to decide just what kind of policy to get.

From where I sit, to be a good salesman—or a good citizen—it always helps to "put yourself in the other man's place." He may have a different sort of job with different problems . . . he may prefer to close a deal over, say, a friendly glass of beer while you might prefer something else. But both of you can co-operate if you make it a "policy" to try.

Joe Marsh

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Gay Labels as 'False' Charge on Finances

CONNIE B. GAY, broadcaster and country-music personality of Washington (D. C.), last week labeled as "false and misleading" charges that his financial qualifications to construct a new am station at Warrenton, Va., are suspect [B•T, Oct. 3].

The financial status of Mr. Gay, who is seeking 1250 kc, 1 kw day at Warrenton, was challenged by Old Dominion Broadcasting Co., which also has filed for a new am there (1420 kc, 5 kw day).

Mr. Gay, in submitting to the FCC an updated balance sheet as of Sept. 27, said it is an insult to the Commission's intelligence to contend that with a net worth of over $350,000 he is not financially qualified to construct an am station that costs less than $20,000. The balance sheet reported his net worth as $353,318.

Old Dominion Broadcasting, owned by Oliver M. Presbrey and his wife, the former Martha Rountree, one-time part owner of *Meet the Press*, charged that Mr. Gay had overextended himself financially in the purchase of two am's.

Mr. Gay told the Commission last week that the down payments have been made for purchase of WTCS Fairmont, W. Va. (formerly WVVW), and WTCR Ashland, Ky. (formerly WWKO), and that since he has taken over the stations they have showed increasing revenues capable of meeting all commitments. He noted that when he took over WTCS it was in bad shape financially.

As to why the Clarendon Trust Co. of Arlington, Va., made null and void a loan for $100,000 which it formerly approved, Mr. Gay termed this a "strange action" by the bank, but said he has established with the Old Dominion Bank of Arlington credit for at least $50,000.

FCC Approval Requested For Birmingham Lease

APPLICATION for assignment of the license of WSGN-AM-FM Birmingham, Ala., to Winston-Salem Broadcasting Co. on a lease arrangement, with option to purchase after five years, was filed with the FCC last week.

The lease agreement begins with FCC approval of the assignment. It calls for payment of $500 a month beginning with the fourth month and runs to $2,000 a month between the 123rd and 134th month.

After five years, there is an option to purchase the stations for $123,250. This option continues but with a declining principal, running from $99,250 at the end of six years to $3,250 at the end of 10 years.

Winston-Salem owns ch. 26 WTOB-AM-TV Winston-Salem, N. C., and ch. 29 WOTV (TV) Richmond, Va., not yet on the air. Principals are James W. Coan, president, and John G. Johnson, general manager. WSGN operates on 610 kc with 5 kw day and 1 kw night. Bascom H. Hopson, president, also owns 31% of WHBB Selma, Ala.

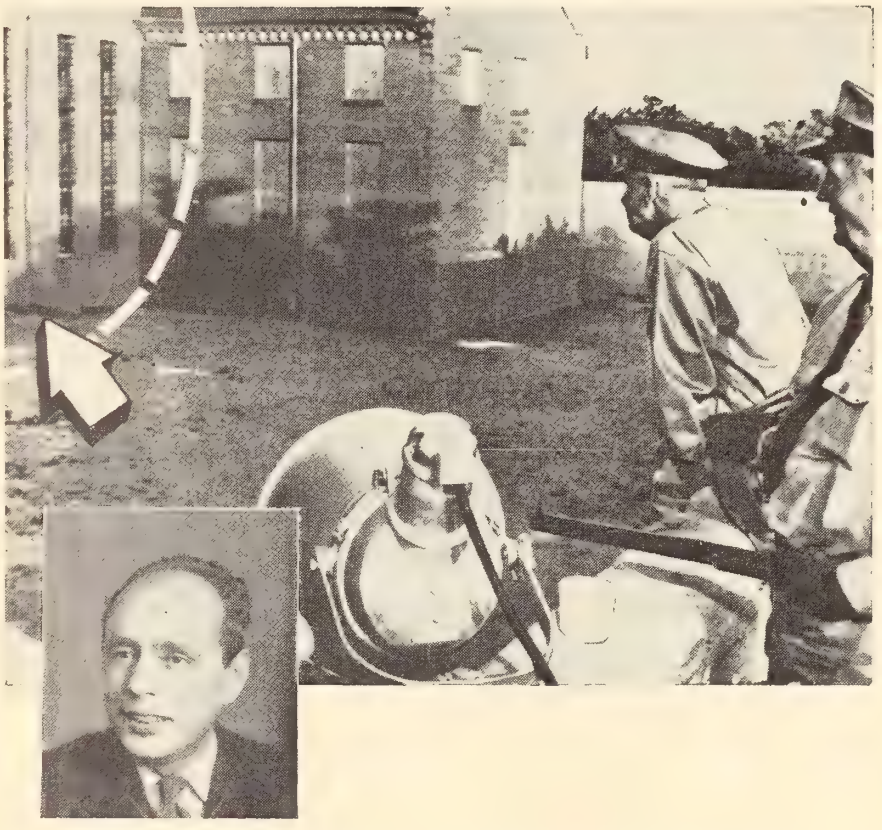
WICU (TV) Deadline Today

REPLY findings and conclusions on the license renewal hearing of WICU (TV) Erie, Pa., licensed to the Dispatch Inc., was ordered last week to be filed on or before today (Monday) by Chief Hearing Examiner James D. Cunningham. WICU's license renewal has been the subject of an eight-month-long proceeding based on Commission charges that Edward Lamb, WICU owner, falsely denied certain Red ties [B•T, Aug. 22]. Examiner Herbert Sharfman, who presided over the hearing, has been ill but is expected back today.

SPONSORS WARM TO AP
Because . . . it's better
and it's better known.

"Riot at the Penitentiary ...going after more details"

Case History No. 13



Manager Jack Vagner of KRAL, Rawlins, Wyo., was one of the first in town to hear about it. He grabbed the telephone and called The AP at Cheyenne. It was 11:37 a.m.

"There's a riot at the penitentiary," he said. "Prisoners seized three guards as hostages. Don't know who the ringleaders are yet. They want a conference with the warden. Got control of the main cellblock. I'm going out after more details and will call you back."

The state prison was about a quarter-mile from the KRAL studios. Vagner was there within minutes, but the guards were as stone-faced as the prison walls. They weren't saying anything until the warden showed up.

The warden arrived shortly after noon. A bit later Vagner called The AP with the names of the three hostages, word that 75 of the 280 prisoners were involved in the riot, the knifing of a prison guard and the reasons the rioters gave for the break.

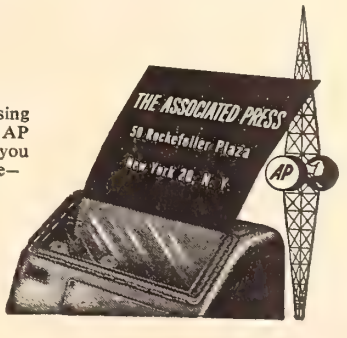
Through the rest of the day Vagner relayed details of the story to the KRAL newsroom and to The AP. After an AP staffer flew in from Cheyenne, the two split the load and covered every angle.

Vagner interviewed the wives of the hostages, as well as guards and prison employees. He also helped a photographer line up pictures which were carried over the national AP Wirephoto network.

Shortly after midnight, the riot was over and the story cleaned up. After 13 hours on the job, Vagner had completed a tremendous job of news coverage for KRAL listeners—and AP members everywhere.

Jack Vagner is one of thousands of active newsmen who make The AP better...and better known.

If your station is not yet using Associated Press service, your AP Field Representative can give you complete information. Or write—



Those who know famous brands...know the most famous name in news is AP

FCC APPROVES 17 AM SALES

SEVENTEEN changes in am ownership were approved by the FCC last week. The nine largest transactions, in point of price, total almost three-quarters of a million dollars in cash and assumption of liabilities, etc.

Ownership changes approved were:

• KBAK Bakersfield, Calif.—assignment of license to Paschall, Tullis & Hearne for $85,000. KBAK-TV (ch. 29) ownership is not involved. Principals in equal partnership are Benton Paschall, radio management sales consultant; Howard L. Tullis, 50% owner of the Tullis Co. (advertising), Hollywood, and attorney John P. Hearne, owner of 6½% KVEN Ventura, Calif., 5% of KUAM Guam and an officer of KBAK-AM-TV and KYA San Francisco.

• WALT Tampa, Fla.—assignment to Harold Kaye (51.6%), Emil J. Arnold (48.33%) and others for $100,000 plus $400 per month for 10 years. Approval to the transfer of control of WINN Louisville, Ky., to the same group for $63,750 was also given this week. Mr. Kaye is 25% owner of WLOW Portsmouth, Va., and 25% of WORC Worcester, Mass. Mr. Arnold is 50% owner of WMFJ Daytona Beach, Fla., 25% of WLOW and is sole proprietor of the Commonwealth Adv. Agency, Boston.

• KTSW Emporia, Kan.—assignment of license to the Lyon County Broadcasting Co. for $55,000 plus assumption of a $4,000 mortgage. Principals are President Sherwood R. Parks (16% Lyon stockholder), assistant manager of KVGB Great Bend, Kan.; Vice President Grover C. Cobb (28%), 20% owner of KVGB; Treasurer Will L. Townsley (28%), 26% owner KVGB, and Secretary Russell T. Townsley (28%), 20% owner of KVGB. Messrs. Townsley are editors, respectively, of the *Great Bend* (Kan.) *Daily Tribune* and the *Russell* (Kan.) *Daily News*. Each owns 33.3% of the *Daily Tribune* and 25% of the weekly *Great Bend Herald-Press*.

• KGWA Enid, Okla.—transfer of control to R. H. Drewry for $62,000. Mr. Drewry has contracted to sell 15.5% of the station stock to T. R. Warkentin for $3,875 and 10% to Allan P. Page for $2,500. Mr. Drewry owns one-third of KMID-TV Midland, Tex., and 53.5% of KSWO-AM-TV Lawton, Okla. Mr. Warkentin holds 15.5% of KSWO-AM-TV. 18% of KMID-TV and 13.95% of KRHD Duncan, Okla. Mr. Page is commercial manager of KANS Wichita, Kan.

• WKXV Knoxville, Tenn.—transfer of control to Tele-Broadcasters Inc. for $95,000. Owner of Tele-Broadcasters is H. Scott Killgore, sole owner of WKXL Concord, N. H., and WARE Ware, Mass. Mr. Killgore has an application pending for a new am station at Athol, Mass.

• WDXL Lexington, Tenn.—assignment of license to Lexington Broadcasting Service Inc. for $58,850. Among nine principals, each owning 11.1%, are Neal B. Bunn and Ben Enochs, manager and chief engineer, respectively, of WDXL.

• KTXN Austin, Tex.—transfer of control through sale of 75% interest for $75,000. Among the three buyers are Robert N. Pinkerton, president and stockholder of WBGE Atlanta, Ga. (approval for sale of which is being sought), and Edgar B. Pool, 25% owner of KIFN Phoenix, Ariz., and an interest in WBGE.

• KTFS Texarkana, Tex.—transfer of control to Robert S. Bieloh for $72,660 including liabilities. Mr. Bieloh is 75% owner of KBLO Hot Springs, Ark.

For details on other ownership changes see FOR THE RECORD, beginning on page 116.

New Minot Ch. 10 Grant Given Meyer Broadcasting

MEYER BROADCASTING Co. last week was granted a construction permit by the FCC for ch. 10 in Minot, N. D. Meyer is the licensee of KFYR-AM-TV Bismarck, N. D. KFYR-TV operates on ch. 5.

The new station will operate with an effective radiated power of 29.5 kw visual, 14.8 kw aural and an antenna 90 ft. above average terrain. The firm set its construction cost at $122,000, first year operating cost at $65,000 and initial year's revenue at $60,000.

2,650,000 Latin Americans Tune in World Wide Network

MORE than 2,650,000 Latin Americans follow daily Spanish and Portuguese programs of World Wide Broadcasting System through a rebroadcast network of 54 stations in Central and northern South America, Walter S. Lemmon, network president, said a fortnight ago in a report to key members of Congress.

Under a special congressional authorization, the network broadcasts a portion of its programs for the U. S. Information Agency, which discontinued direct broadcasts to that area more than two years ago. Fan mail from Latin American listeners now averages more than 750 letters each month, about 80% from Spanish-speaking countries and 20% from Brazil, to which broadcasts are made in Portuguese. More mail came from Argentina than any other country, Mr. Lemmon reported.

THE
PREFERRED
STATION
FOR
WEATHER . . .
WIBW-TV

. . . and also preferred for NEWS, SPORTS, and FARM SERVICE by the TopekAREA audience! Dr. Forest Whan of Kansas State College proved this in his penetrating depth-survey—the Whan TV Study of the TopekAREA*, made during Jan.-Feb., 1955.

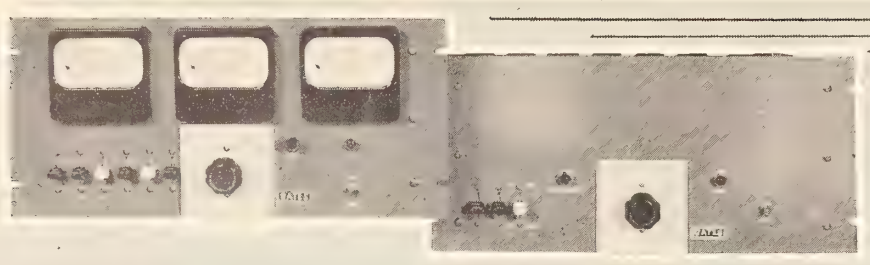
* A free copy of Dr. Whan's Study—which will help you to milk the last bit of selling power from your TV dollars—is waiting for you. Just call your Capper Man or Topeka.

WIBW-TV
SEE YOUR Channel 13 CAPPER MAN
VHF
The Kansas View Point

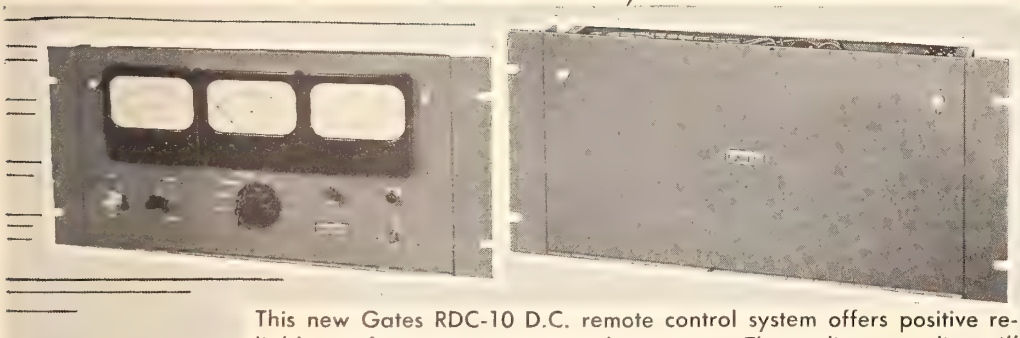
CBS-ABC

TOPEKA, KANS.
Ben Ludy, Gen. Mgr.
WIBW & WIBW-TV in Topeka,
KCKN in Kansas City
Rep: Capper Publications, Inc.

THE NEW IN REMOTE CONTROL



For today and possible demands for the future, this new Gates RCM-20 deluxe tone operated system will handle just about any load requirement conceivable. Six calibrated tone channels, 3 direct reading 4" meters, 19 metering positions, 42 switching functions, 6 inbuilt relays for major switching functions, completely self-contained on two 8¾" rack panels and no dialing required. Truly an advanced design all the way.

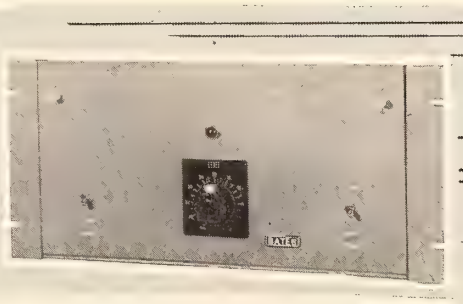


This new Gates RDC-10 D.C. remote control system offers positive reliable performance at a new low price. Three direct reading 4" meters, 10 metering positions, 22 switching functions, built-in filament and plate relays, completely self-contained on two 8¾" panels and no dialing required. Comes complete with motor tuned plate rheostat, tower light indicator, remote antenna meter diode and ready to use.

GATES

GATES RADIO COMPANY
QUINCY, ILLINOIS, U. S. A.

OFFICES IN: NEW YORK, WASHINGTON, ATLANTA, HOUSTON AND LOS ANGELES



Moving the frequency and modulation monitors to the studios is accurately handled with the new Gates EXA-2 radio frequency receiver/amplifier. Will provide either modulated or unmodulated output for all modern monitors. Supplied with antenna kit and lead-in coaxial cable.

Ft. Smith Sale Approval Proposed

SALE of KNAC-TV Fort Smith, Ark., by American Television Co. to Southwestern Publishing Co. for a total $120,000 does not involve trafficking in permit and should be approved, FCC Examiner Basil P. Cooper said last week in an initial decision recommending sale approval.

At issue is whether Southwestern's purchase of ch. 5 KNAC-TV involves payment to the sellers for something more than physical properties and a going business, the examiner stated. The sale contract called for payment by Southwestern of $50,000 to American for the permit plus payment to H. S. Nakdimen, American president, and George T. Heinreich, who held a 50% stock option in the station, of $5,000 each per year for seven years not to engage in tv in the Fort Smith area. Mr. Heinreich dismissed his original ch. 5 application to merge with Mr. Nakdimen who was awarded the grant on June 3, 1954.

The examiner noted that Messrs. Nakdimen and Heinreich paid a total of more than $31,000 in out-of-pocket expenses in pursuing their respective ch. 5 applications and he found that the difference between that and the $50,000 to be paid for the permit ($18,000 plus) is reasonable.

In addition, Mr. Nakdimen estimated the fair value of his time devoted to the tv application was $15,000, based upon actual and estimated earnings. Mr. Heinreich estimated the value of his time devoted to the tv application as between $15,000 and $20,000.

Examiner Cooper stated there is no evidence to find that American Television or Messrs. Nakdimen and Heinreich did not prosecute their applications in good faith.

Southwestern also owns ch. 22 KFSA-TV Fort Smith, the permit of which would be surrendered if the sale of KNAC-TV is approved.

The examiner further concluded that Messrs. Nakdimen and Heinreich will receive compensation for something other than existing physical facilities and a going business activity, but said there are several Commission precedents where the buyer has paid sums in excess of the fair value of the physical properties and good will.

Mr. Nakdimen also owns KWHN Fort Smith and Southwestern owns KFSA there. Mr. Heinreich is a local businessman.

FCC Grants Permits To Six Am's, One Fm

SIX AMS, all 1 kw or less in power and all but one daytime only operations, and one fm were granted construction permits last week by the FCC.

Grants made were:

• Lancaster, Calif. — Brocaw Broadcasting Co., 1380 kc, 1 kw daytime with directional antenna. Harold J. Brown, 80% owner of Brocaw, is 51% owner of KBIS Bakersfield, Calif.

• Canton, Ga.—Christian & McClure, 1290 kc, 1 kw daytime. Principal L. H. Christian is resident-general manager- 52% stockholder of WRFC Athens, Ga., and 45% owner of WGBA Columbus, Ga.; C. A. McClure is 36¼% owner of WRFC and holds a 45.7% interest in WGBA.

• Las Cruces, N. M.—Taylor Enterprises Inc., 570 kc, 1 kw day. Principals William C. Taylor, Gene Reischman, Homer Glover and J. Raymond Harris individually own a total of 88.7% of KBIM Roswell, N. M.

• Saugerties, N. Y.—Skylark Corp., 920 kc, 1 kw day with directional antenna. John P. Lynker, 61% owner of Skylark, is a WVNJ Newark, N. J., employe. Minority stockholders Richard N. Ward and Richard N. Horan are with, respectively, WRGB (TV) and WGY, both Schenectady, N. Y.

• Milton, Pa.—Williamsport Radio Broadcasting Assoc. Inc., 1380 kc, 1 kw day. The permittee is the licensee of WWPA Williamsport, Pa.

• Anacortes, Wash. — Skagit Broadcasting Co., 1340 kc, 250 w unlimited. Skagit is wholly-owned by Mr. and Mrs. C. H. Fisher who own KDLS The Dalles and KUMA Pendleton, both Oregon, and have an application pending for a new am in Gresham, Ore.

• Dover, Del. — Delaware State Capital Broadcasting Corp., 94.7 mc., 9.4 kw. Permittee is the licensee of WDOV Dover, Del.

In a separate action the Commission removed from hearing and granted to KBIG Avalon, Calif., a license to cover its construction permit. Another order dismissed as moot an Oct. 5, 1953, CBS petition filed in this proceeding.

WGR-TV Files Economic Protest on NBC Purchase

CONTINUING its efforts to block NBC's purchase of ch. 17 WBUF-TV Buffalo, N. Y., WGR-TV there last week filed a formal economic protest directed against the FCC's approval of the $312,500 sale. WGR-TV asked the FCC to stay the sale pending a hearing and requested the hearing be consolidated to include NBC's pending swap with Westinghouse of their Cleveland and Philadelphia radio-tv stations.

Standing on sec. 309 (c) of the Communications Act which affords a party in interest a chance to protest a grant made without a hearing, WGR-TV said if the sale goes through it will lose its present NBC affiliation which it has held since going on the air August 1954 and which expires next August.

Charging economic injury, ch. 2 WGR-TV said it will lose forever the right to compete for NBC affiliation and stressed the importance of network ties for financial success.

WGR-TV said NBC's acquisition of WBUF-TV, which was approved Sept. 21 [B•T, Sept. 26], will result in concentration of control of tv broadcasting. WGR-TV pointed to NBC's five vhf stations and the pending purchase of ch. 30 WKNB-TV New Britain, Conn., and the exchange of stations with Westinghouse, in addition to the WBUF-TV buy.

Repeating issues raised in protesting the sale before it was granted, WGR-TV asked the FCC to determine:

If there is undue concentration of control; if the overall plan of NBC to acquire tv stations in New Britain, Philadelphia and Buffalo results in undue concentration of control; if the circumstances surrounding the Westinghouse-NBC swap reflects adversely on the network, and if the past history of antitrust litigation and trade practices of RCA, parent of NBC, also reflects adversely on NBC.

In asking that the NBC-Westinghouse deal be consolidated with this proceeding, WGR-TV said there are interlocking issues as to NBC's qualifications and the grant of the pending station swap would be a prejudgement of these issues. Involved are the exchange of Westinghouse's Philadelphia stations KPW and ch. 3 WPTZ (TV) and NBC's Cleveland outlets WTAM and ch. 3 WNBK (TV), plus a $3 million payment to Westinghouse.

WGR-TV has charged that Westinghouse was "under duress" to go through with the station exchange under threat of losing its NBC affiliation. This latter charge is presently under FCC staff study.

WHEC-TV, WVET-TV Ask Decision Delay Again

FAILURE of negotiations between Gordon P. Brown, owner of WSAY Rochester, N. Y., and WHEC-TV and WVET-TV, ch. 10 sharetime stations in the same city, was indicated last week when the two tv stations asked the U. S. Court of Appeals in Washington to hold up, for the third time, issuance of its decision favoring the protest by Mr. Brown against the 1953 grant of ch. 10 to the present occupants.

In its request, WHEC-TV and WVET-TV said that there had been negotiations with Mr. Brown but that they had fallen through. The two stations asked that the court hold up issuing its mandate until Oct. 25. A petition for a writ of certiorari will be filed with the Supreme Court before then, they said. Previously, the FCC had asked that the mandate be held up pending its determination whether to appeal to the Supreme Court.

The appellate court last August ruled that a protest by Mr. Brown against the grant of ch. 10 in Rochester to the two applicants, following a merger, should have been accepted and a hearing held [B•T, Aug. 1]. This ruling requires that the FCC must delay the effective date of such a grant; in this case ordering the two-year-old stations off the air. It is this step which the stations are asking be held in abeyance while they ask the Supreme Court to review the case.

In the same court, argument was heard last Thursday on Mr. Brown's protest against the renewal of the license of WBBF Rochester. Mr. Brown protested the renewal grant on the ground the station refused to permit him to rebroadcast its programs, and that it had a joint rate with sister station WGVA Geneva, N. Y., offering a 25% discount for advertisers buying both stations. The Commission had refused to entertain Mr. Brown's protest, and his appeal to the court followed.

Both the FCC and WBBF counsel argued that Mr. Brown had not asked the present owners of WBBF for permission to rebroadcast, and that there was no requirement that advertisers must buy both stations in order to buy one.

'Play Marko' Brings Suit To Restrain FCC Orders

THE CAPLES Co., Chicago advertising agency and syndicator of *Play Marko*, tv bingo-type show, has filed suit in the U. S. District Court for the District of Columbia seeking to restrain the FCC from issuing tv stations show cause orders declaring *Play Marko* a lottery and therefore violating the U. S. Code and Commission rules [B•T, May 16].

Caples also wants a court ruling indicating that the program does not violate the statutes cited by the FCC. The company pointed out in its complaint before the court that the Post Office Dept. has declared the series legal.

The fact that KTLA (TV) Los Angeles and WGN-TV Chicago had dropped *Play Marko* as soon as the FCC had declared its intentions in regard to the program was also shown by Caples.

Caples said, in part, ". . . the finding . . . that *Marko* was a lottery and violated [U. S. Code] Section 1304, was made *ex parte* [one-sidedly] and without a hearing or notice to the plaintiff [Caples] or to the television stations telecasting *Marko* and was without foundation either in law or in fact."

Further, Caples said, it had asked the FCC to be made a party in interest when the show cause order had been issued to KTLA (TV), but had been denied by the Commission.

FOR YOUR BUSINESS FRIENDS



Available in quarts only—no added cost for decanter or gift carton.

America's finest gift whiskey—in America's finest gift decanter

This impressive full-quart decanter—at no extra charge—makes the perfect business gift.

Your friends will appreciate the handsome, modern styling long, long after Christmas.

And they will be delighted too by the generous contents. For it is a full quart of the same superbly mellow Four Roses that's been America's favorite gift whiskey year after year.

For a "preview" of these three ways to give Four Roses, call your local Frankfort representative or write to Frankfort Distillers Company, New York, N.Y.

FRANKFORT DISTILLERS CO., N.Y.C. BLENDED WHISKEY. 86.8 PROOF. 60% GRAIN NEUTRAL SPIRITS.

OR CHOOSE A GIFT THAT'S ALWAYS WELCOME...



The regular bottle (4/5 qt.) of that special gift whiskey, Four Roses... packed in a festive gift carton.

...OR THE SEASON'S MOST UNUSUAL GIFT...



A "dozen roses"—three regular (4/5 quart) bottles of Four Roses—in a handsome "florist's" carton.

Canadian Set Sales Increase Over 1954's 8-Month Period

SALES of Canadian television sets continue to boom. For the first eight months of 1955 total Canadian tv sales amounted to 344,620 sets compared to 262,903 sets in the January-August 1954 period.

Figures of the Radio-Electronics-Television Mfrs. Assn. of Canada show that about two-thirds of the sets sold were in the 21-inch screen group. Regionally Ontario province accounted for 127,659 sets, Quebec province for 85,344 sets, four Atlantic coast provinces for 37,516 sets, and the four western Canadian provinces for 94,101 sets.

CKVR-TV Barrie, Ontario, Begins Regular Programming

CKVR-TV Barrie, Ont., began telecasting Sept. 28 with the World Series. The ch. 3, 14 kw outlet's normal daily schedule will be from 4:30 to 11:10 p.m. Saturday and Sunday sign-on time will be earlier because of telecasts of Canadian professional football games.

Officers of CKVR-TV include: Ralph T. Snelgrove, president-manager; Charles M. Tierney, sales and promotion manager; Claude Baikie, production manager; Jack Mattenley, chief engineer; Frank Fog, art director, and Bill Harrington, news editor.

W. Germany Licenses Stations

AS ONE of the consequences of regaining sovereignty the German Federal Republic (West Germany) has demanded and obtained the right to license all broadcasting stations within its territory, including such stations as Radio Free Europe. RFE formerly was operated on a license issued by the American Occupation Forces in Germany.



THIS is the plaque presented by U. S. Ambassador Winthrop Aldrich (l) on behalf of U. S. broadcasters, to the British Broadcasting Corp., and received for BBC by Sir Alexander Cadogan, chairman of the BBC board of governors [B•T, Oct. 3]. Text for the inscription was written by Edward R. Murrow, recording that it is placed in London's Broadcasting House by "those American radio reporters privileged to broadcast from Britain during her 'finest hour.'" Sol Taishoff, B•T editor-publisher on a special visit, took the plaque to England for the presentation.

BBC Color Experiments

BBC was slated to begin color tv experiments this month, but one spokesman said no estimate could be made as to when it would be ready for the public. "It might be an economic proposition in four or five years," he stated.

Meanwhile, a tv equipment manufacturer said a color set could be marketed immediately, but the price would be prohibitive and a new picture tube would cost £100 ($280).

The first public demonstration of color tv in London was given last week at the Amateur Television Convention.

450,000 See Dusseldorf Show; Quality of Programs Blasted

THIS year's Electronics Show in Dusseldorf, West Germany, was attended by 450,000 persons with most of the show centered around promotion of television, which is moving ahead at a very slow pace, though the greater part of the country is now covered by tv stations.

Manufacturers attending the Dusseldorf Show charged that the German tv net (comparable to the BBC) has not succeeded in turning out high quality programs. They underlined charges by a survey which showed only 13% of potential audience preferred present highbrow programming of (non-commercial) stations and 85% want straight entertainment which now plays a minor role in German tv programs.

Stations countered charges, claiming their own survey showed that 80 to 96% of sets are in operation every evening, depending on size of community where set is located.

Canadian Broadcasters Assn. To Meet in London, Ontario

PUBLIC SERVICE, junior broadcasting, sales, farm broadcasting and business sessions will feature the annual meeting of the Central Canada Broadcasters Assn. at the Hotel London, London, Ontario, Oct. 24-25.

CCBA President Howard C. Caine, manager of CKFH Toronto, will chair the annual meeting which includes an opening day golf tournament and tours of CFPL-TV London, local wineries and the city.

On Oct. 25 G. C. Hammond, general manager of Cockfield Brown & Co., Montreal, will talk on advertising agency operations and D. Whittaker, CHML Hamilton, and Lyman Potts, CKOC Hamilton, will direct a morning sales and program meeting.

A closed business session that afternoon will hear various reports on farm broadcasting, junior broadcasting, public service, and from the national level reports by Jack Davidson and Jim Allard, respectively president and executive vice-president of the Canadian Assn. of Radio & Television Broadcasters.

British Use 35mm Film

ACCORDING to standards adopted by the Television Program Contractors' Association, all films transmitted over the commercial stations in Britain will be on 35mm at 25 frames a second. TPCA announced that 16mm prints will be accepted only in cases of emergency and when 35mm prints are not available.

French-Language Stations Schedule Quebec Meeting

PROGRAMS will feature the second annual meeting of the French-language Canadian Radio & Television Broadcasters at Alpine Inn, Ste. Marguerite, Quebec, Oct. 16-19, under the chairmanship of David Gourd, CKRN Rouyn, Que. The French-language stations will discuss new program ideas, foreign langauge programming, public service programs, how to use announcers as salesmen, merchandising and publicity, sportscasts, and will be shown a film on "Why Radio Works." They will also discuss television programs, how agencies pick radio and television for clients, hear how the Bureau of Broadcast Measurement can assist, and learn about French-language programs in the United States. A Broadcast Music Inc. clinic will be held on the last day of the three-day convention.

Inter-American Stations Celebrate Broadcasting Day

GREETINGS were extended last week to the estimated 300 million radio and television listeners and viewers in the Western Hemisphere by the Inter-American Assn. of Broadcasters on the occasion of Broadcasting Day in America last Tuesday.

In a special message on behalf of the 3,400 privately-owned radio-tv stations in North, South and Central America, IAAB Director General Julio Menadier, Santiago, Chile, asked national broadcasters' associations to extend greetings from IAAB to listeners and viewers as part of their Broadcasting Day in America programs.

The Oct. 4 date commemorates the establishment of IAAB, Mr. Menadier said, a day "which is essentially and directly the day of freedom of expression, freedom of association and of culture, art and truthful information."

Four Join Film Exchange

FOUR new television stations have been added to the Canadian Television News Film Cooperative, bringing the total to eight stations exchanging news films. New stations are CJON-TV St. John's, Nfld.; CHSJ-TV St. John, N. B.; CKCO-TV Kitchener, Ont., and CKSO-TV Sudbury, Ont. Previous members are CFQC-TV Saskatoon, Sask.; CFPL-TV London, Ont.; CKCW-TV Moncton, N. B., and Canadian Broadcasting Corp., Toronto. Stations exchange local news film through a central bureau at Toronto, with Gunnar Rugheimer, CBC, as manager. Walter Blackburn, president of CFPL-TV London, is provisional chairman of organization, open to all Canadian tv stations.

Morocco Tv Plans Return

TELMA tv station in Morocco, which only recently terminated operations due to financial difficulties, will, according to Paris reports, be back on the air soon. Station reportedly has been acquired by Europe No. 1 group which operates commercial stations in Monte Carlo and the Saar.

France-Spain Tieup Planned

BEFORE the end of this year, the tv coaxial cable line between Madrid and Barcelona will be extended to the French border and be connected with the French tv network. French Tv Service plans to produce bi-lingual programs (French and Spanish) next year which will be piped to Madrid via the new cable.



At Minnesota Mining and Manufacturing Company (known as "3 M"), they say,

"He's America's No. 1 stick-up man!"

"Need a 'Scotch' brand tape for grafting trees? Wrapping a new automobile? Splicing a rug?

"We have 'em — and hundreds more," says "3 M" Executive Vice-President L. F. Weyand. "No wonder they call me the 'stick-up man.'

"But there's one kind of sticky tape you won't find around here, and that's *red* tape. When our dealers or customers ask for a shipment in a hurry, we take them at their word.

"We call Air Express — and the shipment is delivered in a matter of hours!

"We know we can depend on Air Express. We prove it hundreds of times a year. What's more, we *save money* by using Air Express. A 25 lb. shipment from St. Paul to Miami, for example, costs $13.65 door to door (one charge). That's 20¢ less than *any* other air carrier — and the service just can't be compared!"

AIR EXPRESS **Air Express**

GETS THERE FIRST *via U.S. Scheduled Airlines*

CALL AIR EXPRESS . . . *division of* **RAILWAY EXPRESS AGENCY**

CKWX Building New Studios

CKWX Vancouver is building new ultra-modern radio studios and offices at Burrard and Burnaby Streets in downtown Vancouver which will have completely soundproof and vibrationproof studios. Offices and service departments will completely surround the studio block and are separated from it by a glass-roofed encircling corridor. Scheduled for May completion, the building will have 25 offices, five studios and three control rooms, with car parking in the basement for 23 cars, as well as space for workshops, cafeteria and staff lounges. An emergency tower and transmitter will allow continuous service in case of breakdown of main transmitter at Lulu Island, outside the city of Vancouver.

INTERNATIONAL SHORTS

CJCB-TV Sydney, N. S., has in operation a second light-source for its DuMont scanner, said to be the only one of its kind in Canada, and can preview eight video circuits before each goes on the air.

Radio Representatives Ltd., Toronto, has started a program survey of the radio and television stations it represents, and is mailing to advertisers and agencies in colorful folders up-to-date information on new local programs of the various stations.

CHSJ-TV St. John, N. B., has increased power to 100 kw video.

CKRS-TV Jonquiere, Que., on Nov. 15 joins the Canadian Broadcasting Corp. tv network as a non-connected station. CKRS-TV will use ch. 12 with 20 kw video and 10 kw audio power. Rates start at $160 an hour Class A time.

CKRC Winnipeg, offered prize of $1,000 and trophy for first swimmer to cross 18-mile wide Lake Winnipeg this fall. Prize was presented at a football game between the Winnipeg Blue Bombers and the Edmondton Eskimos.

Bureau of Broadcast Measurement, Toronto, is now in larger quarters at 96 Eglinton Ave. East, Toronto.

Dept. of Highways, province of Ontario, Toronto, has started weekly 10-minute recorded program on highway safety and highway planning, *Going Places With John Collingwood Reade* on 17 Ontario radio stations. Agency is McKim Adv. Ltd., Toronto.

CJMS Montreal and **CFRL** Smith Falls, Ont., have joined Canadian Assn. of Radio & Television Broadcasters, bringing total number of members to 131 radio and 18 tv stations.

New 1 kw broadcast station on 900 kc at St. Jerome, Que., licensed to Jean Lalonde, has ordered Canadian General Electric Co. transmitter to be built at Toronto. All studio and monitoring equipment also will be built by Canadian General Electric. Order was placed by Radio Laurentides Inc., corporate owners of new station.

CFRL Smith Falls, Ont., is new 250 w station on 1070 kc. Jack Pollie, formerly manager of CKGB Timmins, Ont., is president and general manager. Station has installed RCA transmitter and is represented by James L. Alexander Ltd., Toronto.

INTERNATIONAL PEOPLE

W. E. Todd, manager of CKOY Ottawa, to national sales representative of National Broadcast Sales, Toronto.

F. R. Halhed, representative of CBC International Service at Toronto, to assistant supervisor of outside broadcast and special events of CBC, Toronto.

Bill Inglis, formerly program producer of CBU Vancouver, B. C., and until recently on production staff of CBUT (TV) Vancouver, to assistant program director of CBUT.

H. F. Chevrier, research director of Canadian Broadcasting Corp., Toronto, to supervisor of sales promotion, CBC, covering both radio and television. Mr. Chevrier has been a director of the Bureau of Broadcast Measurement, Toronto.

Andrew N. McLellan, co-founder and editorial director of *Canadian Television & Motion Picture Review,* Toronto, has resigned from that publication. A former tv consultant at Toronto, he has no plans at present.

Helen Blois, timebuyer of Young & Rubicam Ltd., and formerly of Harold F. Stanfield Ltd., named timebuyer, Baker Adv. Agency, Toronto.

Dick Carson, Bill Hustler, CHCT-TV Calgary, Alta., and **Dave Penn,** CFAC Calgary, elected directors of the Ad & Sales Bureau of Calgary Chamber of Commerce.

Leonard J. Kennedy, radio-tv director of Locke, Johnson Co. Ltd., Toronto, appointed radio-tv director of Vickers & Benson Ltd., same city.

Jerry Tuttle, Morse International Adv. Agency, N. Y., to tv department, Harold F. Stanfield Limited, Montreal.

George Proctor named radio sales representative, S. W. Caldwell Ltd., Toronto, distribution organization for radio-tv equipment and shows.

POWERFUL, PROVEN FORMER NETWORK PROGRAMS NOW AVAILABLE LOCALLY IN CHICAGO! !

"MY LITTLE MARGIE"

10:00-10:30 A.M.

Monday thru Friday





"The *STU ERWIN SHOW*"

10:30-11:00 A.M.

Monday thru Friday

BOTH SHOWS AVAILABLE FOR PARTICIPATIONS OR FULL SPONSORSHIP AT LOW, LOCAL DAYTIME RATES!

NIGHTTIME AVAILABILITIES IN FIRST RUN WESTERNS STARRING GENE AUTRY-ROY ROGERS 7:00-8:00 P.M., MONDAY-WEDNESDAY-THURSDAY

Check Your WGN-TV Representative for Full Details

441 N. Michigan Avenue

Chicago 11, Illinois

WGN-TV Chicago 9

NOW! the new Gray telop III

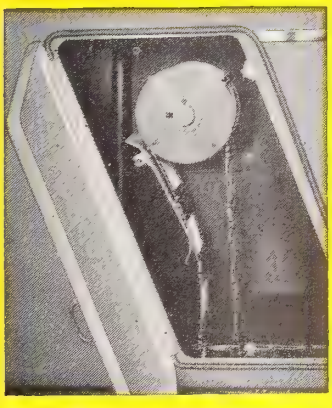
Eliminates extra manpower requirements

opaque and transparency projector



REMOTE OR LOCAL CONTROL CHECK THESE NEW FEATURES

- Completely automatic . . . utilizing features contained in the now famous Telop and Telojector . . . Slides change by push button control.
- Sequence of up to 50 slides can be handled at one loading . . . additional pre-loaded slide holders easily inserted in unit.
- Remote control of lap dissolves . . . superposition of two slides . . . and slide changes.
- Shutter type dimming permits fades without variation of color temperature . . . opaque copy cooled by heat filters and adequate blowers . . . assembly movable on base which permits easy focus of image.



Telop III. . . interior view of automatic slide holder which accommodates 4" x 5" opaque slides. . .One lens . . . no registration problem . . . no keystoning.

SCREEN OUT HIGH PRODUCTION COSTS FOR LOCAL SPONSORS

Telop III by the elimination of extra manpower assures the production and projection of low-cost commercials that local sponsors can afford. It can be used with any TV camera including the new Vidicon camera. Telop III projects on single optical axis opaque cards, photographs, art work, transparent 3¼" x 4" glass slides, strip material, and 2" x 2" transparencies when Telojector is used with optical channel provided. Telop III eliminates costly film strips and expensive live talent.

WRITE FOR: Illustrated bulletin describing Telop III specifications. Your request will receive prompt response.

GRAY RESEARCH

AND DEVELOPMENT CO., Inc., Hilliard St., Manchester, Conn.
Division of the GRAY MANUFACTURING COMPANY
Originators of the Gray Telephone Pay Station and the Gray Audograph and PhonAudograph.

'HOW TO' TV PROGRAMS SAID BEST FOR KIDDIES

Illinois Parent-Teachers survey indicates it is best technique for educational tv. Besides demonstration programs, educators, civic groups and others think dramatizations and quiz shows can reach youngsters. Commercial tv found lacking in some categories, but many of its offerings ranked 'tops' for the young set.

DEMONSTRATION, dramatization and quiz approaches are among current tv presentation techniques favored by Illinois educators, civic groups and others for utilization in educational television, according to a statewide survey by the Illinois Congress of Parents and Teachers.

The findings were based on some 5,000 individual surveys on program interests—probably the largest mass effort of its kind in the country—conducted by ICPT's statewide educational television committee the past two years and released a fortnight ago. The polls included seven areas which have been allocated educational tv stations in Illinois.

They were expected to be of primary interest to outlets, either existing or forthcoming, in Carbondale, Champaign-Urbana, Chicago, De Kalb, Peoria, Rockford and Springfield.

In announcing its findings Sept. 13, the Illinois Congress urged they be shared nationally, with commercial as well as educational tv interests. The report was delivered by Mrs. Elizabeth Marshall, assistant radio-tv director, Chicago public schools.

Results indicated a "lack" of good children's programs "constructive, dramatic shows for 6-12 year-olds during the 'arsenic hour,' 5-6 p.m." and favored certain commercial tv programs in various age groups. The overall findings were mostly limited to general opinions and consensus instead of percentages.

Among "top" shows now on commercial tv, according to the consensus of those surveyed, were *Ding Dong School, Kukla, Fran & Ollie,* and *Winky Dink* (for very young children); *Mr. Wizard, Zoo Parade* and *Adventure* (for juniors of elementary age), and *Omnibus, Youth Takes a Stand,* and *Adventure* (for seniors in high school) and *Kraft Theatre, Omnibus* and *U. S. Steel Hour* (adults.).

As to types of tv programs found most suitable or acceptable for children's viewing, puppets, dramatizations-plays and good films ranked foremost. Educational outlets should provide programs on civics, news, adult education and safety, among other topics, according to the survey.

Lutheran Radio-Tv Plans Outlined at Conference

PLANS to use radio-tv on a larger scale to spread the Gospel were outlined at a two-day conference in St. Louis sponsored jointly by the public relations department of the Lutheran Church-Missouri Synod and the radio-tv extension department of KFUO Clayton, Mo.

Delegates from 25 districts of the church heard speakers call for more effective techniques, making use of radio, tv and other media, to preach the word of Christ. Several new programs recorded by the KFUO radio-tv extension department for pastor and congregational use on local stations were aired for the delegates.

Emerson Russell, general manager of KFUO, delivered a presentation on "Selling for the Lord." Rev. Prof. L. C. Wuerffel, dean of students, Concordia Seminary, St. Louis, was moderator for a discussion on "How Well Are We Reaching People?" During this session each representative summarized radio and tv activity in his area.

Rev. Norman Temme of Omaha, speaking on "Don't Sell Radio Short" pointed out that radio "is still one of the most effective ways of reaching people day in and day out."

The two-day meeting was chairmanned by Rev. Gilbert T. Otte of Detroit.

Indiana U. Radio-Tv Classes Will Hear Professional Men

BEGINNING students in radio and tv at Indiana U. will hear professionals in the field tell how its done, according to Elmer G. Sulzer, director of radio and tv.

One of the features during the semester will be a field trip to WISH-AM-TV Indianapolis Oct. 14. Guest speakers include James S. Miles and Robert McMahon, WBAA Lafayette; M. W. Fullington, WIRE Indianapolis; Azra C. Baker, WJCD Seymour; Joan Evans, WIBC Indianapolis; Don H. Martin, WSLM, Salem, and Robert W. Lemon, WTTV Bloomington, all Indiana; Ralph Hanson, WHAS-TV Louisville, Ky.; K. C. Strange, Indiana Office of Traffic Safety, and Ralph B. Roberts, A. L. Perkins and Douglas Brown, all of Bozell & Jacobs, Indianapolis, advertising agency.

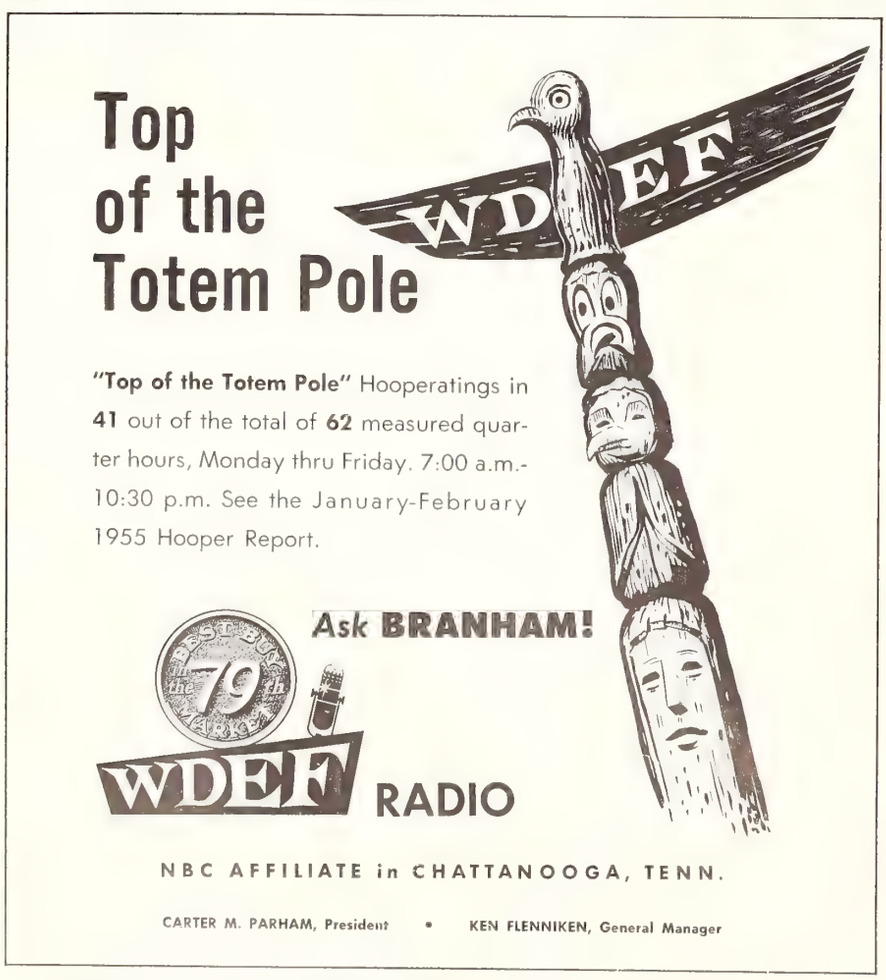
EDUCATION SHORTS

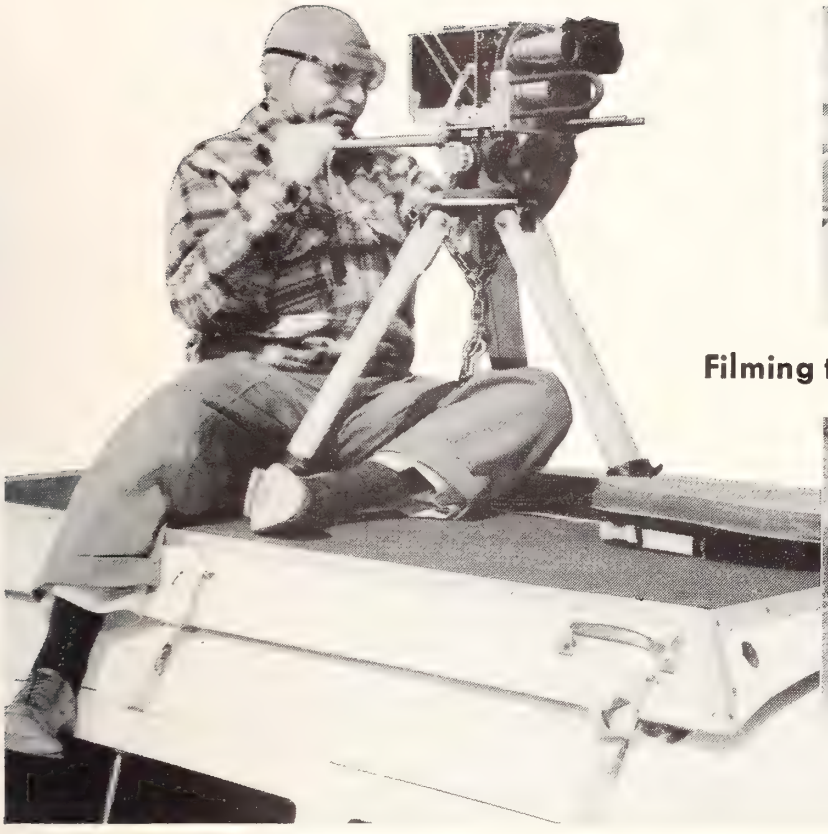
SRT Television Studios, N. Y., professional training school for television techniques, last week made RCA's new color camera chain (TK-41) available to its students, claiming to be the first school of its kind to instruct in the use of color tv. SRT is a division of the School of Radio Technique.

'Your City School's Hour' premiered Saturday on WNOX Knoxville, Tenn., from station's new 1,250-seat auditorium, largest radio studio of its kind in the nation, says WNOX. Program, aired from 10-11 a.m., presents students, parents, teachers and authorities in song, discussion and debate. Various high schools contribute bands, choruses, news reports and features for a cross-section view of the Knoxville school week. Program is being promoted in all school publications and mailings.

WPTZ (TV) Philadelphia introduced two educational features this weekend: *Progress,* presenting problems facing Pennsylvania and New Jersey schools, and *Art and the Artist,* artists at work. Cooperating to present *Progress* each Saturday at 12:30 p.m. are education associations of two states. Pennsylvania Academy of Fine Arts is collaborating on production of Sunday 12:30 p.m. feature *Art and the Artist,* with Jack Bookbinder, art expert, moderating.

Ralph Lowell, president of WGBH-FM-TV Boston, Mass. (Lowell Institute Cooperative Broadcasting Council), last week was elected board chairman of the Educational Television & Radio Center, Ann Arbor, Mich., succeeding **Dr. George D. Stoddard** of New York U.







Filming the Mobilgas Economy Run . . .



Camera crews play "automotive leapfrog" to cover every hill and thrill

A blizzard roared down on the tortuous California mountain road. Farther on in Nevada, the heat and desert dust were blinding. But still the Mobilgas Economy Run was accurately and brilliantly recorded on 16mm. movie film.

For the third year, Cate & McGlone, Hollywood producers, filmed this famous event for the makers of Mobilgas. To cover it fully, they assigned the various shots to five camera crews. Then speeding station wagons "leapfrogged" each other—with cameramen manning their Cine-Kodak Special Cameras.

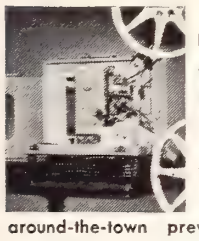
The Cine-Kodak Specials get much of the credit for the film's success. As T. W. Cate says, "We have found it to be the best camera for a job of this kind. It is rugged and versatile, and the extra magazines are insurance that we will always have film when needed."

For your local news

For your own news coverage, you also want a camera that will go into action fast . . . and *stay* in action. And for commercial filming, you want a camera with the high precision and versatility needed for uniformly excellent results.

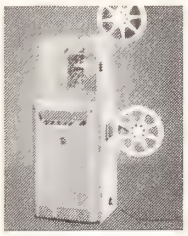
Whatever the job, the Cine-Kodak Special II Camera will film it superbly. It gives you everything you need for the widest variety of special cinematic effects. Fades, dissolves, mask shots, slow motion, and multiple exposures are just a few of the effects you can get through controls built into the basic camera. Famous Ektar Lenses assure clear, faithful pictures that telecast sharply.

To give extra sparkle and impact to your local news programs, equip your station with a Cine-Kodak Special II Camera. See your Kodak Audio-Visual Dealer for complete information, or just mail the coupon.



FOR YOUR OUTSIDE SELLING

A Kodascope Pageant Sound Projector is ideal for around-the-town preview work. Your prospective sponsors will appreciate its quiet operation; sharp, brilliant pictures; and clear, comfortable sound. Your salesmen will enjoy its convenient, single-case portability and its easy, dependable operation. And you will like its long, maintenance-free life, thanks to its exclusive *permanent* pre-lubrication. Six Pageant models to meet every 16mm. requirement.



FOR YOUR STUDIO PREVIEWING

Regular-projection counterpart of the superb Eastman Model 250 Television Projector, the Eastman 16mm. Projector, Model 25, has identical sound, optical, and mechanical components. *Lumenized* Ektar Lenses for sharp, brilliant pictures. Sealed-in-oil-bath movement, separate motors, and an exceptionally stable drive mechanism for ultra-smooth performance. Delivers sight and sound comparable to the finest 35mm. projector.

EASTMAN KODAK COMPANY 10-82
Dept. 8-V, Rochester 4, N. Y.

Please send name of nearest Kodak Audio-Visual Dealer and information on: Cine-Kodak Special II Camera ☐ Kodascope Pageant Sound Projectors ☐ Eastman 16mm. Projector, Model 25 ☐

NAME_____

TITLE_____

COMPANY_____

STREET_____

CITY_____ (Zone)

STATE_____

Kodak TRADE-MARK

Pick Your Package of Power Prudently! *

Compare S-E's New 10 KW VHF TV Transmitter

on ECONOMY and ADVANCED DESIGN FEATURES



* "It would be the point of prudence to defer forming one's ultimate irrevocable decision so long as new data might be offered."
— *George Washington*

ECONOMY PRICED AT $55,000 (F.O.B. Newark)

Now . . . a lower cost transmitter with design and construction features far superior to any other in its power class! Amazingly low price is made possible by use of a newly developed, high efficiency, three phase AmerTran transformer . . . by relocating the power supplies to the cabinets containing the cavities . . . and by the elimination of unnecessary arc-back indicator circuitry (because all rectifier tubes are visible from the front). Low investment makes the transmitter ideally suited for new stations . . . offers a practical way for established stations to replace outmoded equipment.

OUTSTANDING TUBE LIFE . . . MORE THAN 7,000 HOURS!

Field-proven Amperex AX9904R tubes have demonstrated lives in excess of 7,000 hours in the final amplifier stages of S-E high power transmitters. This domestically produced, air-cooled tube, has a silver plated radiator for better electrical contact. It costs only $210 . . . (about 3¢ an hour to operate). Also, with similar tube types used throughout the transmitter, investment in spares to meet FCC requirements is considerably reduced!

33% LESS FLOOR SPACE

You save on construction and modernization costs as a result of the diminished floor space requirements and lower floor strength demands. The new model uses an area of only 51 square feet; its overall length is 15.6 feet. Practical design resulted in a new low weight of 7,000 pounds for the transmitter. Installation is simplified because smaller S-E frames can be moved easily through normal 3 foot doorways, passageways and elevators. And, the transmitter is adaptable to any station layout, conforming to desired or existing walls and floor areas. Because each unit is self-contained, no external blowers, vaults, trenches or plumbing are needed.

ADVANCED DESIGN FEATURES

Modern cabinet design by Dreyfuss utilizes full length tempered glass doors, thereby making all tubes easily accessible and visible from the front *at all times*. Impressive in appearance, the equipment has built-in safety interlocks to insure electrical neutrality when not operating. And safety control circuitry to protect the transmitter from overloads and power transients. Simplicity of operation is provided by ganged tuning. The RF input to the amplifier is designed as two quarter wave, tuned coaxial lines operating in a grounded grid, cathode-input circuit, resulting in excellent isolation of the input and output circuits. Complete metering equipment and visual control system provide for a continuous check on every major circuit during operation.

INSTANT PATCHOVER PLUS "ADD-A-UNIT" FLEXIBILITY!

Patchover is an S-E exclusive development which is used to route a TV signal in order to by-pass an amplifier. Should an emergency arise, in 30 seconds (without loss of air time) the 500 watt driver can be patched over to the antenna and used for transmission at reduced power. This is possible because the resistive input impedence is the same for the final amplifier and the antenna. The "Add-A-Unit" feature provides easy boosting of power output to 25, 40, or 50 KW. This is accomplished simply by adding an S-E amplifier — without obsoleting or replacing existing equipment.

ADDED S-E FEATURES

Completely air cooled • Single ended coaxial circuits provide exceptional freedom from spurious oscillations and parasitics • Built in sync stretcher permits adjustment of sync-to-picture ratio of the signal • Peak output power 14 KW • Meets and exceeds all applicable FCC requirements for monochrome and color transmission • 208/230 V three phase operation requires no special wiring or transformers • Low power consumption of 30.2 KW at 90% p.f. at black level.

Complete specifications available on request.

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Canadian Sales Engineering Representatives: CANADIAN WESTINGHOUSE COMPANY, LTD. - HAMILTON, ONTARIO

CBS SPOT SALES POST TO CAMPBELL

CBS Radio vice president takes charge of spot sales representative organization today. J. Kelly Smith will assume Mr. Campbell's former duties.

IN A MOVE attributed to "the continuing and increasing importance" of the spot sales operation to CBS Radio, Wendell B. Campbell, vice president in charge of station operations for the network, has been appointed vice president in charge of CBS Radio Spot Sales, effective today (Monday).



MR. CAMPBELL

In making the announcement, Arthur Hull Hayes, president of CBS Radio, said that Mr. Campbell's former duties will be assumed by J. Kelly Smith, administrative vice president of CBS Radio. Henry Flynn continues as general sales manager of CBS Radio Spot Sales.

Mr. Campbell has been with CBS since 1938, when he joined the network's sales staff in Chicago. He became western sales manager of CBS Radio Sales in May 1942, and was named sales manager of CBS-owned KMOX St. Louis in August 1942. He later became assistant general manager and in 1945 was promoted to general manager of KMOX.

In 1949, Mr. Campbell was appointed general manager of CBS Radio's WCCO Minneapolis-St. Paul. In 1950 he was named western sales manager in Chicago for CBS Radio and in 1951 was appointed general sales manager of CBS Radio Spot Sales. Two years later, Mr. Campbell was advanced to vice president in charge of station administration for the radio network.

Corbett, Male, Dawes Promoted by WCPO-AM-TV

PROMOTION of three members of the WCPO-AM-TV Cincinnati staff was announced last week by Mort Watters, vice president and general manager. Colin Male, tv personality, succeeds Earl Corbett as director of WCPO. Mr. Corbett becomes commercial program manager of WCPO-TV and Mr. Male will continue his television appearances.

Bill Dawes was named WCPO program director and continues the *Bill Dawes Show*, in addition to his new duties. Appointments became effective Oct. 1.

KRON-TV's Cameron Dies

GEORGE T. CAMERON, 82, editor and publisher of the *San Francisco Chronicle* (KRON-TV San Francisco), died last Monday (Oct. 3) following a heart attack.

In addition to his newspaper and radio-tv properties Mr. Cameron had other business interests which included cement, finance, steel, oil and mining.

Mr. Cameron is survived by his widow, Helen de Young Cameron, and a nephew, Charles de Young Thieriot, vice president-general manager of KRON-TV and assistant publisher of the *Chronicle*.

In addition to KRON-TV, the *Chronicle* owns 97⅓% of KBAK-AM-TV Bakersfield.



OFFICIALS of Esso Standard Oil Co. and Marschalk & Pratt Div. of McCann-Erickson Inc. discuss final details of Esso's contract for sponsorship of 23 weekly newscasts on WSM Nashville. The contract, which was effective last Monday, calls for newscasts Monday-Saturday for 52 weeks. L to r: Robert Jones, vice president, M&P Div. of McCann-Erickson and account executive on Esso; William Farlie, Esso assistant manager of advertising; Curt Peterson, M&P vice president; Wallace Rusher of Esso, and Tucker Scott, account executive, John Blair & Co., station representative.

New Tvs Take Air In Roanoke, Detroit

TWO tv stations, one commercial and one educational, began programming last week, both going on the air Monday.

In Detroit, ch. 56 WTVS (TV), licensed to the Detroit Educational Television Foundation, became the 17th educational tv station to go into operation.

WDBJ-TV Roanoke, Va., on ch. 7 and owned and operated by the Times World Corp., began commercial programming with a special inaugural show. Participating in the program were leading civic, religious and station officials. Included in the program were award presentations to the winners of a slogan contest conducted by the station.

Staff appointments announced by WDBJ-TV are: Harry Wiseman, formerly producer-director for WSLS-TV Roanoke, production manager; Ed Ewing, formerly with WLWT (TV) Cincinnati, producer-director; Carl Ruble, formerly with WTOP Washington, producer-director; Boone Boggs, WKNA-TV Charleston, W. Va., director of art and photography; Francis Ballard, continuity, and Betty Krebs, traffic.

WDBJ-TV is affiliated with CBS and represented by Free & Peters. M. W. Armistead III, president of Times World Corp. (*Roanoke Times* and *World News*), is president of WDBJ-TV.

KGHM Plans Nov. 1 Start

KGHM Brookfield, Mo., with completion of modern studios and offices, has announced plans to go on the air Nov. 1. The station, owned by the Green Hills Broadcasting Co., will operate on 1470 kc with 500 w and will be under the direction of Station Manager Herbert Noyes.

Green Hills Broadcasting is composed of William R. Tedrick, owner of KWRT Booneville, Mo., and partner in KBTO El Dorado, Kan.; Leslie P. Ware, owner of KLPW Union, Mo., and manager of KCKT-TV Great Bend, Kan., and Ira J. Williams, publisher of the *Brookfield News-Bulletin*.

KLAD Begins Broadcasting

KLAD Klamath Falls, Ore., went on the air Sept. 7 with 1 kw power emanating from a 328 ft. tower. Owners of the new station are Phillip D. Jackson, Clarence Wilson and Bill Hansen. The three also own KBOY Medford, Ore.

WLBK Plans Construction

WLBK De Kalb, Ill., plans to start construction shortly on its new studio-office-transmitter building and move its 200-ft tower to the new site, it has been announced by George C. Biggar, vice president and general manager of the station. Construction is expected to be completed by the first of the year.

Opening Night Holdover

WHEN WDBJ-TV, Roanoke's newest station, went on the air last week, everything ran according to schedule: From the time the opening ceremonies were telecast until the last film spun itself out, there were no technical or personnel complications. It was only after the station closed up for the night that staffers discovered that the outside doors to the Mountain Trust Bank Building were locked and there wasn't a key on the premises. The staff got out all right after one phone call and a 30-minute wait.

Series in Huntington

SHOPPERS and office workers in Huntington, W. Va., who ordinarily would be unable to see the World Series, had the series "brought to them"—in color—through the joint efforts of WSAZ-TV there, the Ohio Valley Bus Co. and major tv set distributors.

Ohio Valley busses equipped with big-screen color tv sets were parked at three convenient curbside locations with open invitations for Dodger rooters and Yankee fans to climb aboard and watch. Overflow crowds were directed to color set locations at WSAZ-TV and to tv retail stores conducting color set demonstrations.

Second Noe Station Turns Independent

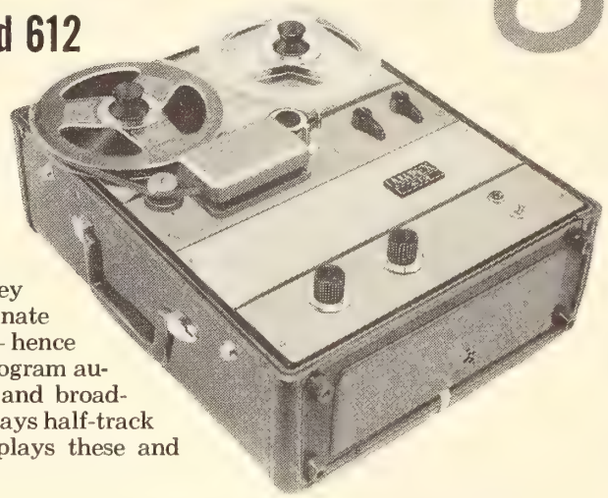
CANCELLATION of the NBC affiliation for KNOE Monroe, La., effective Oct. 4 was announced last Wednesday by former Gov. James A. Noe, owner of the station. Stating that KNOE would be a fulltime independent station, Gov. Noe said, "It is no longer practical for a radio station to belong to a network." He contended that national radio networks were unable to keep up with changing times and that only independents with localized programming could meet the change of tv and other media.

Earlier this year Gov. Noe's other station, WNOE New Orleans, dropped its Mutual affiliation [B•T, March 21].

announcing

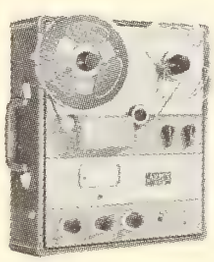
the new Ampex 610 and 612

The best now begins at $344

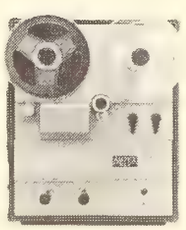


And both of these new Ampexes have all the extraordinary quality and reliability of the Ampex 600 Tape Recorder. They cost less because they are reproducers only. They eliminate chance for accidental erasure — hence are ideal for editing, copying, program auditioning, sales demonstrations and broadcast playback. The Ampex 610 plays half-track and full-track tapes. The 612 plays these and two-track stereophonic as well.

NOW YOU CAN BUY THIS MATCHING FAMILY OF THREE FOR THE PRICE OF THE PROFESSIONAL CONSOLE RECORDER



AMPEX 600 — The tape recorder that combines ultra fidelity, timing accuracy, reliability and portability. It has successfully brought the Ampex Standard of Excellence within reach of every broadcast station. Prices are $498 chassis for rack mounting or $545 in portable case.



AMPEX 610 or 612 — The new tape reproducers. Prices: 610 (half-track and full-track) $344 chassis only and $359.50 in portable case or contemporary furniture cabinet; 612 (half-track, full-track, and two-track stereophonic) $379.50 and $395 respectively in same mountings as above.



AMPEX 620 — The companion amplifier-speaker that matches in portability and quality. It demonstrates and sells station programs or spots (also can be a sensitive station monitor). Prices: $149.50 in portable case, or $169.50 in furniture cabinet.

AMPEX CORPORATION

For full specifications, write Dept. D-2294

SIGNATURE OF PERFECTION IN SOUND

934 CHARTER STREET, REDWOOD CITY, CALIFORNIA

Distribution in principal U. S. cities (listed in your classified directory under "Recording Equipment"); distributed in Canada by Canadian General Electric Company.

Robert Booth, Three Others Promoted at WTAG Worcester

ROBERT W. BOOTH, vice president-general manager of WTAG-AM-FM Worcester Mass., has been elected president of the stations, and Herbert L. Krueger has been elected vice president-general manager succeeding Mr. Booth. These were among the new appointments announced after a meeting of the board of directors of WTAG Inc., *Worcester Telegram* and *Evening Gazette*.

Also announced were the appointments of Gordon A. O'Brien as treasurer of the newspapers and the stations, and Howard M. Booth, publisher of the newspapers, as a vice president of WTAG.

Mr. Krueger is now serving his second term as director of District 1, NARTB. He also is chairman of the board, Assn. for Professional Broadcasting Education, and vice president, Massachusetts Broadcasters Assn.

KRAY Amarillo Goes on Air

KRAY Amarillo became the sixth radio station in that Texas panhandle city when it went on the air Sept. 15. The daytime independent will operate with 500 w on 1360 kc and is owned by Raymond D. Hollingsworth, who was with KGNC Amarillo from 1931 to 1946.

Others on the staff include Ralph Henry, program director; Allen Grant, disc jockey-announcer; Nick Reyes, disc jockey; Nita Krupp, continuity director, and Don Hodges, salesman-announcer.

Welk-KTLA Dispute May End

APPARENT end to the dispute between bandleader Lawrence Welk and KTLA (TV) Hollywood appeared last week as KABC-TV there announced it is airing locally Mr. Welk's Saturday night network show carried on 158 ABC-TV affiliates. KTLA cancelled Mr. Welk's Friday night local program over contract differences in August. KTLA held exclusive local rights, hence the Saturday program has been blacked out in the Los Angeles area. Mr. Welk filed suit against KTLA but it was learned last week the case may be settled out of court.

WSAI-FM Uses Own Shows

WSAI-FM Cincinnati, which returned to the air last month, yesterday (Sunday) launched a format of independent programming from WSAI. The station will broadcast a minimum of six hours daily with an unduplicated schedule, 90% of the station's air time.

KITE in Buenos Aires

DIRECT report from revolt-torn Buenos Aires was obtained by KITE San Antonio via tape-recorded telephone calls with U. S. Consul Charles Taliaferro. Mr. Taliaferro described the tank attack on the capital headquarters of the Peron forces and gave a report on the supposed whereabouts of Peron. The station, which aired the taped calls, also learned from Mr. Taliaferro the names and addresses of Texans in the Argentine capital, which also were broadcast. KITE says it knows of no other station which managed an on-the-spot voice report.

Only STEEL can do so many jobs so well



It Goes In There. This junkyard baling press gobbles up two cars or one truck at a time, and squeezes them into a tight bale of scrap steel.

And Comes Out Here. The cars are now less than a cubic yard of steel scrap. It's the largest such press in the world, and uses 197 tons of USS Steel Plates.



The Bambino Was Here. This is Yankee Stadium, home park of the late Babe Ruth, the "King of Swat." The patrons are protected from misthrows and foul balls by a USS Welded Wire Fabric Screen made from thin, strong wire that does not impair the view. USS Tiger Brand Wire Rope holds the fabric up.





They Pamper Jet Engines. Military aircraft engines are shipped and stored all over the world in USS COR-TEN Steel containers. This steel is 50% stronger than ordinary steel, and it has 4 to 6 times the corrosion resistance. The containers are kept under pressure, and the air inside is dehydrated to prevent moisture and corrosion.

MANUFACTURED FROM USS STEEL UNITED STATES STEEL

This trade-mark is your guide to quality steel

UNITED STATES STEEL

SEE THE UNITED STATES STEEL HOUR. It's a full-hour TV program presented every other week by United States Steel. Consult your local newspaper for time and station.

For further information on any product mentioned in this advertisement, write United States Steel, 525 William Penn Place, Pittsburgh, Pa.

AMERICAN BRIDGE . . AMERICAN STEEL & WIRE and CYCLONE FENCE . . COLUMBIA-GENEVA STEEL . . CONSOLIDATED WESTERN STEEL . . GERRARD STEEL STRAPPING . . NATIONAL TUBE
OIL WELL SUPPLY . . TENNESSEE COAL & IRON . . UNITED STATES STEEL PRODUCTS . . UNITED STATES STEEL SUPPLY . . *Divisions of* UNITED STATES STEEL CORPORATION, PITTSBURGH
UNITED STATES STEEL HOMES, INC. • UNION SUPPLY COMPANY • UNITED STATES STEEL EXPORT COMPANY • UNIVERSAL ATLAS CEMENT COMPANY 5-2037

WNDU-TV Gets Permission For Three Notre Dame Games

U. OF NOTRE DAME has received permission from the National Collegiate Athletic Assn. to televise three of its games locally and exclusively over its own video outlet, WNDU-TV, it was reported by the station last week. Avco-Crosley and American Trust Co. will share sponsorship of the telecasts, according to Bernard C. Barth, vice president and general manager of WNDU-TV.

Schedule started Friday evening with coverage of the ND-U. of Miami clash at Miami and will include the Navy and Iowa U. games in South Bend Oct. 29 and Nov. 19, respectively. NCAA approval presumably was extended under "sellout" provisions of its 1955 football tv program.

KTLA (TV) Opens Second Live Audience Theatre

KTLA (TV) Los Angeles opened its second tv theatre in the station's new studios at 5800 Sunset Boulevard last fortnight with a special telecast of Larry Finley and *Strictly Informal*. The two tv theatres have a combined seating capacity of 500 and both have 2,500 sq. ft. stages, allowing interchanging of sets.

The new studio is completely equipped with the latest telecasting and lighting facilities for both black-and-white and full color. With the completion of the Sunset Studios, KTLA will give up its lease on the Melvan Theatre, which has been used the past five years for large audience live shows.



BRIG. GEN. David Sarnoff, RCA-NBC board chairman, receives an honorary Doctor of Science degree at special convocation at the U. of Notre Dame marking the dedication of the university's WNDU-TV [B•T, Oct. 3]. Making the presentation are Rev. Theodore H. Hesburgh, C.S.C. (l), Notre Dame president, and Rev. Edmund P. Joyce, C.S.C., university executive vice president.

WWJ-TV Adds Local Color

WWJ-TV Detroit became the first Michigan station to telecast local color when new slide-films and motion picture colorcasting equipment were put into use yesterday (Sunday). Over four hours of tinted video were aired to celebrate the station's color debut.

WSAC Sets Target Date, Announces Executives

WSAC Ft. Knox, Ky., has set Nov. 1 as target date for the 1 kw outlet designed to serve primarily the Armored Center at Ft. Knox. The station is owned by the Ft. Knox Broadcasting Co., which announced officers at the same time.

They are: B. E. Cowan, president; Gerald W. Howard, vice president; William J. Harris Jr., general manager; Clement Cockrel, program director; J. R. Cowan, commercial manager, and Eugene Hornback, chief engineer.

KNX-CPRN Sales Dept. Promotes Ross, Wilkins

DONALD M. ROSS, national sales manager of KNX Los Angeles and the Columbia Pacific Radio Network, has been named general sales manager for KNX-CPRN, it was announced last week by Bert S. West, who takes over as KNX-CPRN general manager today (Monday). Mr. West, who has been general sales manager, moves into the position occupied by William D. Shaw, who becomes CBS Radio national sales manager today [B•T, Oct. 3].



MR. ROSS

Fulton Wilkins, KNX-CPRN account executive, becomes assistant general sales manager, effective today (Monday).

Mr. Ross first joined KNX as merchandising director for the "Housewives Protective League" in January 1952, leaving Procter & Gamble in Los Angeles where he had been a salesman. He became a KNX-CPRN account executive in January 1953, and in May 1954, moved to San Francisco to the CBS Radio Spot Sales office there. In May this year he was named national sales manager of KNX.

Mr. Wilkins joined the production department of CBS Television in Hollywood in 1951. He left there to become an account executive in the sales department of KOOL Phoenix. In 1953 Mr. Wilkins returned to Hollywood, joining the sales department of KNX-CPRN as sales representative.

Salesmen Join Avery-Knodel

ADDITION of Albert M. Fiala Jr. and Francis (Pete) McGowan to the New York sales staff of Avery-Knodel Inc., station representatives, has been announced by Lewis H. Avery, president.

Mr. Fiala, assigned to the radio sales staff, has served most recently as an account executive for WGTH Hartford. Mr. McGowan, who joins Avery-Knodel's tv sales staff, formerly was an account executive with KWTV (TV) Oklahoma City.

New Quarters for Meeker

MEEKER TV Inc. and Robert Meeker Assoc., station representatives, have moved their New York office into new quarters atop the 521 Fifth Ave. Bldg. The firm, now in its 10th year, has leased the entire 37th floor of the building, more than doubling the physical plant and "thus providing," in words of company officials, "the best possible service to the Meeker stations and advertising agencies." The company formerly occupied smaller quarters in the same building.

POPULATION 1,045,500*
EFFECTIVE BUYING INCOME $1,746,807,000*
RETAIL SALES $1,356,490,000*

*Sales Management Estimates for Jan. 1, 1955 . . . TOTALS of 4 Counties: DADE (Miami) — BROWARD (Ft. Lauderdale) —MONROE (Key West) — PALM BEACH (Palm Beach)

"A tremendous year 'round market" . . . "fantastic growth" . . . describes WIOD'S 4 County Market. It's important to get in this market NOW . . . and STAY IN!

And for the lowest cost per thousand buy in Miami . . . talk to your Hollingbery man.

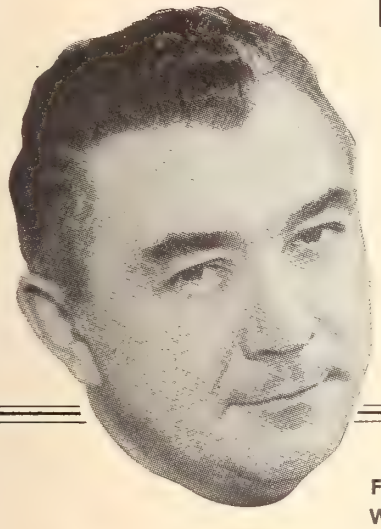


WIOD
Established January 18, 1926
MIAMI, FLORIDA

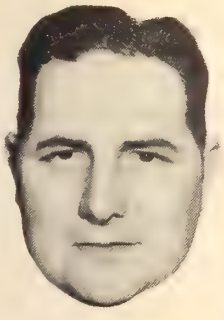
James M. LeGate, *General Manager*
5,000 WATTS • 610 KC • NBC Affiliate
National Rep., George P. Hollingbery Co.

Fahey Flynn asks:

HOW CAN BUSINESSMEN HELP BUILD BETTER FUTURE CITIZENS?



FAHEY FLYNN, well-known radio and television newscaster, WBBM, WBBM-TV, CBS, Chicago



LEE BAUER,
Standard Oil Agent,
Stonington, Illinois:

"Out in the farming area, businessmen think mighty highly of such activities as 4-H and Future Farmers of America. They help these programs in any way they can because both organizations train young people to be better farmers and better citizens. My son is active in 4-H work and I have helped in the 4-H Tractor Program since it was started. The youngsters learn by doing and get a good start toward success."



H. P. DENDEL,
Sales Manager, Consumer;
Standard Oil Company,
Indianapolis, Indiana:

"The best way to help young people get a good start toward success is through organizations where you can reach the greatest number of people at one time. Junior Achievement, 4-H and Future Farmers of America are three outstanding examples of organizations helping large numbers of young people. Many of us at Standard Oil take part in these important activities."

OLIVER C. FISCHER,
Standard Oil Voucher Clerk,
St. Louis, Missouri

"Businessmen can give young people the benefit of their experience through organizations like Junior Achievement. Boys and girls from 15 to 21 form their own companies, issue stock, pay rent, and manufacture and sell a useful product. Men and women in business are their advisers. I have been a Junior Achievement adviser for more than four years and have seen many young people get successful starts in life."



E. L. MILLER,
Division Automotive Engineer,
Standard Oil, Billings, Montana:

"Efficient farming methods help to keep food prices down, so you can see how important it is to teach young people the best farming methods and the latest developments in agriculture. And, of course, this training also helps them toward success. That's why programs sponsored by 4-H and Future Farmers of America receive the support and active aid of businessmen out here. My company and I have been actively interested in both programs for many years."



Thousands of Standard Oil employees voluntarily serve their communities in many important fields of youth activity. And the Standard Oil Company itself, through the Standard Oil Foundation, gives financial support to such character-building organizations as Junior Achievement, 4-H Clubs, and Future Farmers of America. These organizations help to train young people for successful careers on the farm or in the city. The Standard Oil Foundation also allocates funds to the state associations of independent colleges in 14 Midwest states and to certain universities. It has established scholarships and graduate fellowships. Among the Foundation's many other beneficiaries are such organizations as the National Fund for Medical Education, Community Funds, and the United Negro College Fund.

STANDARD OIL COMPANY (INDIANA)

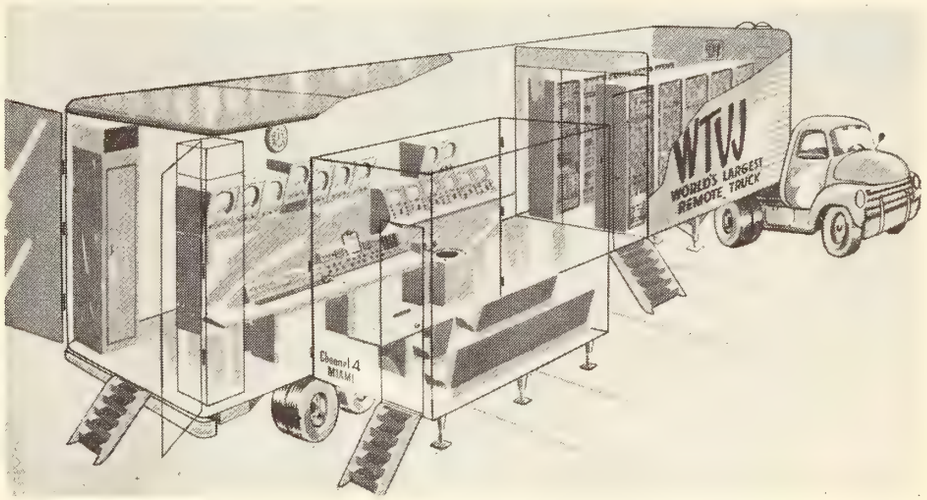
STANDARD

WTVJ (TV) Builds a New Remote Unit

WTVJ (TV) Miami will put a new 34 ft. remote truck into operation within the next 30 days, according to Lee Ruwitch, executive vice president and general manager.

With the new unit, WTVJ hopes to secure more network originations. First use is planned for the Pabst-Mennen sponsored fight Oct. 26. "We are confident that this equipment will convince many network producers and advertisers that south Florida is ready to originate any and all types of network programs," Mr. Ruwitch said in announcing the new unit.

The remote equipment will be housed in a Hunt aluminum trailer built especially for WTVJ. It will house relay racks and equipment needed to handle nine remote cameras. A unique feature is an expanding side whereby sliding doors can be converted into an extra room.



CUT-AWAY drawing of WTVJ (TV)'s new 34 ft. remote unit with which it plans to originate a series of network programs.

WNHC-TV Revises Schedule To Create Statewide Appeal

AN OVERHAULING of the local program schedule of WNHC-TV New Haven, effective Oct. 3, has been announced by Aldo Dedominicis, general manager. The change involves "a new local concept," according to Mr. Dedominicis, with a diversification of shows with "statewide appeal."

Mr. Dedominicis reported that the New York firm of Andre Luotto Productions Inc. has established a Connecticut branch and has been engaged by WNHC-TV to produce several local programs. James W. Evans, formerly promotion chief of WNHC-AM-TV, has resigned and will manage the new production branch offices.

In line with the emphasis on local programming, Edward C. Obrist, WNHC-TV manager, announced that additional space has been acquired at the Chapel St. studio. The area is equipped with ultra modern lighting and set storage facilities and will be connected to the main studios by sound-proof doors.

KDKA Revives Civil War

A PUBLICITY STUNT by Col. Beauregard J. (for julep) Cornpone of KDKA Pittsburgh turned into a civic issue.

Miffed at Pittsburgh's "Yankee" attitude, Col. Cornpone (a character of Cordic & Co.'s KDKA morning show) called up the Confederate Navy to invade the city, and spent four days in his flagship waiting for the fleet to show. The colonel was never alone during the wait, as thousands of people gathered to watch.

The climax came when Col. Cornpone was "kidnapped" by the Coast Guard Reserve as air support was provided by the 112th Fighter-Bomber Wing of the Pennsylvania Air National Guard. Also on hand with howitzers was the 107th Field Artillery.

Disc Jockeys Invited To Nashville Festival

WSM Nashville is sending out 2,400 invitations to disc jockeys throughout the U. S. and Canada in preparation for the Fifth Annual National Disc Jockey Festival, Nov. 11-12. It was originated in 1952 by WSM to celebrate the anniversary of the station's *Grand Ole Opry*.

Feature of the festival will be awards to the outstanding country artists and song writers in three different polls. Over 900 attended last years get-together.

STATION SHORTS

WMMR Minneapolis, U. of Minnesota station, reports ABC Radio's Paul Harvey newscast became first network program to be carried by the campus station Sept. 30. James W. Ramsburg, WMMR manager, claimed it is "the first campus station in the United States to carry any network program."

WJOB-AM-FM Hammond, Ind., announces completion of new studios. Station also operates auxiliary studios in Chicago, Chicago Heights, Park Forest, all Ill., and Gary, Ind.

KONA (TV) Honolulu has installed new RCA vidicon chain as first step in $150,000 expansion program. Equipment installations are part of projected changeover from ch. 11 to ch. 2, due this month, with double present power.

REPRESENTATIVE PEOPLE

Robert F. Davis, assistant research manager, CBS Television Spot Sales, appointed director of research. Mr. Davis was in charge of radio, research and promotion at Headley-Reed Co. before joining CBS Television Spot Sales last year.

Edward Gardner, tv salesman, Headley-Reed Co., Chicago, radio-tv station representative, for past four years, to NBC Radio Spot Sales. Previously he was with Ruthrauff & Ryan.

STATION PEOPLE

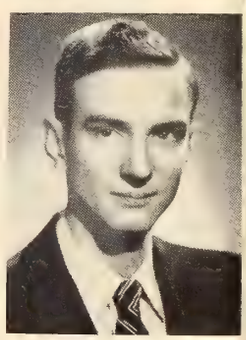
Charles G. Cartony, KIMA Yakima, appointed sales manager. He has been on station's sales staff 14 months and in advertising sales since 1929.

Curtis D. Peck, NBC o&o engineering executive, to WTAM-WNBK (TV) Cleveland, Ohio, as director of operations.

James K. Stock, assistant manager, WLSH Lansford, Pa., appointed manager of WPAM Pottsville, Pa. Both are Miners Bcstg. Service stations. Mr. Stock, formerly program director at WHLM Bloomsburg, Pa., succeeds **Louis H. Murray** at WPAM.

Carl Kent, KVAR Mesa, Ariz., to KTVK Phoenix as program director. Known as a radio and television personality, Mr. Kent achieved pre-tv recognition with radio broadcasts of annual Easter sunrise services from rim of Arizona's Grand Canyon.

Bob Rierson, WBTW (TV) Florence, S. C., program director, to WBTV (TV) Charlotte, N. C., as production director, succeeding **Sam Zurich,** who has joined N. W. Ayer & Son, N. Y., advertising agency. Both stations are owned by Jefferson Standard Bcstg. Co.



MR. RIERSON

Elzey M. Roberts Jr., president of KXOK St. Louis, elected president of Advertising Club of St. Louis.

Barnett F. Goldberg, technical supervisor, WISTV Columbia, S. C., named chief engineer, succeeding **Herbert G. Eidson,** who joined Western Electric Co. last spring.

Mike Shaffer, promotion director, WGLV (TV) Easton, Pa., to WDBJ-TV Roanoke, Va., in same capacity. WDBJ-TV began commercial operation last Monday (Oct. 3).



MR. SHAFFER

Sherman H. Egan, WNBF - AM - TV Binghamton transmitter supervisor in charge of tower operations, appointed acting chief engineer.

Mrs. Ruth Robertson, WENT Gloversville, N. Y., to WIPS Ticonderoga, N. Y., as assistant to station manager in charge of programming, public relations and traffic and woman's program personality.



"And I thought we were... safe at home!"

"It was my twelve-year-old Jimmy who told me 3 out of every 4 building fires occur in the home. I asked him where he'd heard that. Then he told me about the talk Mr. Walsh had given at a school assembly—about clearing trash out of cellars, being careful about electric wiring, watching out for scores of things that might cause fires.

"I called Mr. Walsh—that's Tom Walsh, our insurance agent. He said Capital Stock company agents are doing this regularly. It's part of their companies' fire prevention education program—to cut down fire damage and save some of the 11,000 lives lost every year in fires. Then I realized he was selling another good insurance policy—that the best way to stop fires is to make every week fire prevention week."

★

In other ways, too, Capital Stock fire insurance protection goes beyond your policy to bring you public services like inspection of municipal fire-fighting facilities and arson detection.

Your Capital Stock company agent is one of 200,000 men in business for themselves. His business is your protection. He is at your call every minute, day or night. Because he lives in your community he knows your problems and can advise you on all kinds of property insurance. He's as close to you as your phone so check with him regularly.

Look for the symbol printed below. Only an independent Capital Stock company agent or broker may display it.

CAPITAL STOCK ★ Standard protection ★ COMPANY INSURANCE

NATIONAL BOARD OF FIRE UNDERWRITERS

A Service Organization Maintained by
224 Capital Stock Fire Insurance Companies

85 John Street, New York 38, New York
222 West Adams Street, Chicago 6, Illinois
465 California Street, San Francisco 4, Calif.

Britt Moore, KTSA San Antonio, appointed promotion and publicity director. **Les Miller,** KTSA staff announcer, promoted to chief announcer. **John Harrison,** WFAA Dallas, to KTSA as staff announcer.

Shirl Evans, 15-year veteran in radio, to WFBM Indianapolis sales staff. Mr. Evans has been selling radio in that area since 1949 and has been program manager of several Indiana and Illinois radio outlets.

Bee Wilson, WHEN Syracuse, N. Y., assistant promotion manager, to Syracuse University News Bureau.

Jean Campbell to WJAN Spartanburg, S. C., as head of copy department, replacing **Bess Ginsberg,** resigned.

Robert M. Synes to WRCA New York's *Tex and Jinx Show* as staff writer-reporter.

Charlotte Gesey, KSAN-TV San Francisco, to KSFO sales staff, same city. In addition to selling, Miss Gesey has done copywriting, promotion and newspaper writing in the Midwest.



MISS GESEY

Ben Whitehurst, journalist - lecturer, author of *Dear Mr. President,* is now heard daily on WGAY Silver Spring, Md., sponsored by Perpetual Building Assn.

Perry Walders has rejoined WTTG (TV) Washington, D. C., sales staff as account executive, after tours with Ziv Radio Productions and WPIK Alexandria, Va. **Millicent Waldron** recently made her debut as "Weather Girl" on WTTG (Mon.-Fri., 7:10 p.m.). **Coral Long,** appointed WTTG sales service supervisor.

Monta-gue, Negro disc jockey, signed by WAAF Chicago to replace late Freddie Williams.

Arlene Stern, Boston radio personality, to WOL Washington as commentator on Tuesday and Thursday (9:45 a.m.) *One Woman's Opinion* program.

June Marlowe, conductor of *Your Neighbor* radio show on WMAQ Chicago, signed to do similar series on WIND Chicago, Mon.-Fri., 7:15-30 p.m., as station's first female disc jockey.

Richard P. Levy, CBS-TV news department, to WCAU-TV Philadelphia sales department.

Lillian Burchett and her *Puritan Kitchen* program move from WNAC-Yankee Network Boston to WBMS there.

Robert A. Fillmore has joined KYW Philadelphia as promotion manager.

Harold Harris, formerly news director, WJOB Hammond, Ind., appointed news director at WNDU-AM-TV South Bend, U. of Notre Dame stations.

Mike Norton appointed news and sports director, WHIL Medford, Mass.



PAUL E. MILLS (l), general manager of WBZ-WBZA Boston-Springfield, holds a 12-pound salmon caught during a recent Maine vacation, while Tom Dunn, WBZ salesman, displays his sand shark.

Connie B. Gay, country music disc jockey and impresario, is retiring from WARL Arlington, Va., to give full time to country music show production.

Rod Kinder, formerly with Johnny Long orchestra and WNAR Norristown, Pa., to WIST Charlotte, N. C., as air personality.

Alton L. Brown, recent SRT Television Studios graduate and formerly staff announcer with WWIT Canton, N. C., to WOR New York traffic department.

William Agee, KEAR San Francisco announcer-personality for seven years, resigned to open record store in Los Altos, San Francisco suburb.

Petie Houle, KLAC Los Angeles traffic department, appointed sales service representative for that station.

Brother Bill Bennett, WAND Canton, Ohio, to WTIX New Orleans as singing disc jockey. **Jim Russell,** WAND promotional manager and sports director, also to New Orleans as Mr. Bennett's personal manager.

Roald H. Anderson, KRKO Everett, Wash., newscaster, to KVOS-TV Bellingham, Wash., announcing and production staff.

Bob E. Lloyd, disc jockey, to WGTH Hartford, Conn., for morning and afternoon three-hour shows.

Russ Naughton, WDRC Hartford, Conn., chief announcer, resigned to accept executive position with New England Laundry, Hartford.

George M. Burbach, KSD-AM-TV St. Louis general manager, was one of six St. Louis residents made honorary life members of Municipal Theater Assn's. board of directors.

Gil Martyn, KTLA (TV) Hollywood news director, returns today from Washington, D. C., where he attended a White House meeting of radio-tv correspondents in connection with Republican convention coverage in San Francisco August 1956.

FINANCING

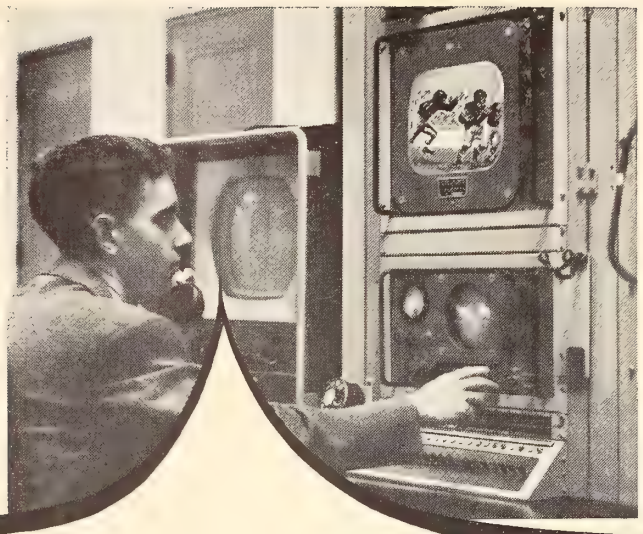
KIDDER, PEABODY & CO.—

- Has underwritten over $1,000,000,000 of publicly offered securities in the past ten years.
- Has negotiated private financings in excess of $680,000,000 in the past five years.

—We Invite You to Call Upon Our Experience.

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FOUNDED 1865
NEW YORK BOSTON PHILADELPHIA
CHICAGO SAN FRANCISCO
Offices and correspondents in thirty other principal cities in the United States



They talk of Pigeons and Glitch

"Pigeons" are not birds to a Bell System technician. They are impulse noises causing spots which seem to fly across the TV picture. And when he talks of "glitch" with a fellow technician, he means a low frequency interference which appears as a narrow horizontal bar moving vertically through the picture.

It is important that our technicians can describe the quality of their signals in terms which mean the same to Bell System technicians in television operating centers along the line.

They continually check their monitors and oscilloscopes to guard the quality of the signal as it wings across the nation. If one of them notes any defect in the picture, he may want to compare the signal he is receiving with those received by monitors back along the line. It is important that they talk a uniform language with precise definitions. That way they quickly isolate the point of interference and correct it.

This teamwork along Bell System lines is another item which assures the network that the signals represent the best possible service that Bell System ingenuity can provide.



BELL TELEPHONE SYSTEM

PROVIDING TRANSMISSION CHANNELS FOR INTERCITY TELEVISION TODAY AND TOMORROW

Statement Required by the Act of August 24, 1912, as Amended by the Acts of March 3, 1933, and July 2, 1946 (Title 39, United States Code, Section 233) Showing the Ownership, Management, and Circulation of Broadcasting • Telecasting, published weekly at Washington, D. C., for October 3, 1955.

1. The names and addresses of the publisher, editor, managing editor, and general manager are:
Publisher and Editor—SOL TAISHOFF, Washington, D. C.
Managing Editor—EDWIN H. JAMES, Washington, D. C.
General Manager—MAURICE H. LONG, Chevy Chase, Md.

2. The owner is: (If owned by a corporation, its name and address must be stated and also immediately thereunder the names and addresses of stockholders owning or holding 1 percent or more of total amount of stock. If not owned by a corporation, the names and addresses of the individual owners must be given. If owned by a partnership or other unincorporated firm its name and address, as well as that of each individual member, must be given.)
Broadcasting Publications, Inc., Washington, D. C.; Sol Taishoff, Washington, D. C.; Betty Tash Taishoff, Washington, D. C.

3. The known bondholders, mortgagees, and other security holders owning or holding 1 percent or more of total amount of bonds, mortages, or other securities are: (If there are none, so state.) None.

4. Paragraphs 2 and 3 include, in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting ; also the statements in the two paragraphs show the affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona fide owner.

5. The average number of copies of each issue of this publication sold or distributed, through the mails or otherwise, to paid subscribers during the 12 months preceding the date shown above was: 17,195.

MAURICE H. LONG
Vice President and General Manager

Sworn to and subscribed before me this 5th day of October, 1955.

MARY JO FREEHILL
Notary Public

(Seal)

(My commission expires April 14, 1960)

. . . about paid circulation

The surest barometer of the reader acceptance of any publication is its paid circulation. People read business and trade papers for news and ideas that will help them in their jobs, not for entertainment.

The purchase of a subscription immediately establishes a contractual relationship between the subscriber and the publisher. The subscriber buys the publication and anticipates news and features to keep him abreast of developments in his own business. He expects the publication to reach him regularly throughout the subscription year. If reader interest is not maintained, paid circulation is directly affected.

Broadcasting • Telecasting for the past 12 months averaged a paid weekly circulation of 17,195 (as sworn above in the ownership statement). This is the largest paid circulation in the vertical radio-tv publication field. In fact, B•T distributes more paid circulation in 4 months than the combined annual paid of all other vertical magazines in its field.

That's why the intelligent advertiser always chooses B•T as his basic promotional medium in the radio-tv trade field. He knows paid circulation is a true reflection of the publication's value.

STATIONS

O. T. (Tony) Gaston, WKZO-AM-TV Kalamazoo, Mich., appointed to National Rules Committee of All American Soap Box Derby as first radio-tv representative ever named to group. He met with committee recently to plan 1956 Derby, to be jointly sponsored locally again by WKZO-AM-TV, DeNooyer Chevrolet and Optimist Club.

Joseph T. Connolly, WCAU Philadelphia radio programming vice president, will cover 3,162 miles for speech engagements within four weeks. Mr. Connolly represented station at Louisville, Ky., meeting of Clear Channel Broadcasters recently; Oct. 13 he will address NARTB Roanoke, Va., meeting in his capacity of Pennsylvania Broadcasters' Assn. president and BMI clinic at Alpine Village, Canada., Oct. 19.

George G. Steele Jr., WCAU-TV assistant director, won golf championship of Philadelphia tv industry at third annual *Tv Guide* tournament last month.

Phil Alampi, WRCA-AM-TV New York farm and garden director, elected president of Farm Club of New York succeeding **Glenn E. Rogers,** vice president of Metropolitan Life Insurance Co.

Paul Liggett, WHBF Rock Island, Ill., news editor, named president Rock Island County Young Republicans Club.

James Patrick O'Leary, KBIG Catalina, Calif., disc jockey, to be married to Kathleen Dale of Oakland Oct. 17.

William Youry, WBZ-TV Boston sales service supervisor, married to Jean Forbes, Summit, N. J.

John T. Curry Jr., WEEI Boston, married to Marie Coudert of Greenwich, Conn.

W. Gordon Swan, program manager, WBZ-TV Boston, made an honorary fire chief by the Boston Fire Dept.

PERSONNEL RELATIONS

AFTRA, SAG TIFF ON ELECTRONICAM

AFTRA says it should represent talent on Electronicam programs; SAG holds contract for such performers.

JURISDICTIONAL battle between two talent unions loomed last week when the American Federation of Television & Radio Artists served notice on the television industry that talent engaged on Electronicam programs should be represented by AFTRA. Currently, the Screen Actors Guild holds a contract for talent on Electronicam shows.

In a letter to all signatories of the AFTRA code, Alex McKee, acting national executive secretary, said the code covers all programs produced "by kinescope or similar device done in the manner of live broadcasts." He added that producers of certain programs were not complying with the code, and said he referred specifically to shows which are being produced by the Electronicam live-tv film camera system.

"We are taking this means of notifying you, and the broadcasting industry, that we intend fully and completely to enforce our contractual rights in all such cases, as well as our exclusive right to represent the talent engaged for such programs," Mr. McKee continued. "In scheduling any future programs for production with the so-called Electronicam, you must make certain that you comply with all applicable provisions of the AFTRA code and AFTRA's exclusive right to represent all talent engaged for these programs."

Electronicam is owned by the Allen B. DuMont Labs, which rents it to television producers. The system claims to give the effect of "live action on film."

A spokesman for the Screen Actors Guild voiced "surprise" that the federation had taken such an action. He pointed out that AFTRA had granted written approval last May for SAG jurisdiction of actors hired for Electronicam programs, and SAG signed a contract at that time.

Mr. McKee later said that AFTRA altered its stand because the system had been changed. He claimed that the Electronicam system demonstrated for AFTRA executives earlier this year was not precisely the same as the one in operation now.

Ted Bergmann, managing director of DuMont's broadcasting division, contended that production procedures have not varied since the time AFTRA agreed to SAG jurisdiction over Electronicam actors. He added that only an improved camera has been put into use since that time.

"It is possible," Mr. Bergmann said, "that the tremendously enthusiastic response which has greeted the Electronicam from advertisers, producers, and talent has prompted AFTRA to take action against Electronicam.

"However, it is unthinkable that a responsible organization would repudiate its written word. I am sure that upon sober reflection, the AFTRA representatives will see fit to stand behind their commitments."

AFM STOPS TV USE OF 45 FILMS

IN an unusual and unexplained move, the American Federation of Musicians has refused to grant tv broadcasting rights to the music tracks of 35 Paramount features and 10 Universal-International features to Associated Artists Productions, New York.

An announcement by Elliot Hyman, president of Associated Artists, last week revealed the AFM's decision, but no explanation was forthcoming from either AAP or the union. It is believed that AFM had attempted to exact payment far above the standard 5% of the gross that distributors normally contribute to the musician's trust fund.

Whether this latest move by AFM has industry-wide implications was a moot question. Several film distributors questioned by B•T feared that the musicians' union may be setting up "a trial balloon" to gauge sentiment of distributors toward an increased contribution to the fund. One AFM spokesman told B•T there would be "no comment" on the AAP development but added that in his opinion other distributors were not involved in the action.

AAP has withdrawn the films from distribution and has worked out an arrangement with stations which had bought them as part of a film package.

NBC PLANS TO INJECT 'PEP' INTO SMALL MARKET TV'S

In scheme designed to build network business for small-market stations, the network on Nov. 1 will launch its Program Extension Plan (PEP), making a group of small-market tv's available to advertisers under a dividend formula.

OUTLINE of plans designed to build network business for small-market television stations, with NBC picking up part of the tab, and to expand the amount of programming available to them, sustaining as well as commercial, will be launched by NBC on Nov. 1.

As described by Executive Vice President Robert W. Sarnoff and other NBC officials last Thursday, the plans provide for:

• A Program Extension Plan (PEP) group of stations, 44 at the outset, which are available to advertisers under a dividend formula which reduces their cost to the sponsor without reducing the stations' rates.

• A new requirement that advertisers using prime evening time must buy a lineup of at least 100 stations, unless they make their programs available (without commercals) to unordered stations under NBC's existing Program Service Plan.

• Addition of six more major network programs to the Program Service Plan, bringing the total volume of NBC programming available to unordered stations to an average of about 35 hours a week. Some of these programs may be carried by the unordered stations only on a sustaining basis; on others, local sales are permitted.

• Supplying kinescope prints of certain sponsored shows to unordered non-interconnected programs after these prints have completed their commercial plays.

Describing these plans at a news luncheon, Mr. Sarnoff said they were meant to "make television more effective as a national service by making more of the outstanding network programs available to stations which otherwise wouldn't get them—and to people who otherwise couldn't view them."

NBC officials made plain that the PEP plan differs from CBS-TV's Extended Market Plan, which also is calculated to encourage advertisers to use small-market stations. Without mentioning EMP, which establishes lower rates for participating stations, Mr. Sarnoff stressed that a "key point" in PEP is that PEP stations' rates are not lowered.

PEP works this way:

It is composed of tv affiliates which network advertisers ordinarily do not order. To encourage greater advertiser use of them, PEP sets up a "dividend" formula under which a sponsor ordering a certain number (in terms of card rate) will get additional stations without charge. NBC pays the "dividend" stations normal network compensation based on their existing network rates.

For instance: The aggregate evening hour rate of all 44 stations in PEP is $6,325. If an advertiser orders PEP stations whose evening rates total $3,000, he can include in his lineup, without cost to him, additional stations of equal value. These additional stations are paid by NBC. The schedule of qualifying purchases and "dividends" was shown as follows:

Total Evening Hour Rates of PEP Stations Ordered	Dividend Earned (Value of Additional Stations as Percent of Purchase)
$1,500 - $2,249	50%
$2,250 - $2,999	75%
$3,000 and over	100%

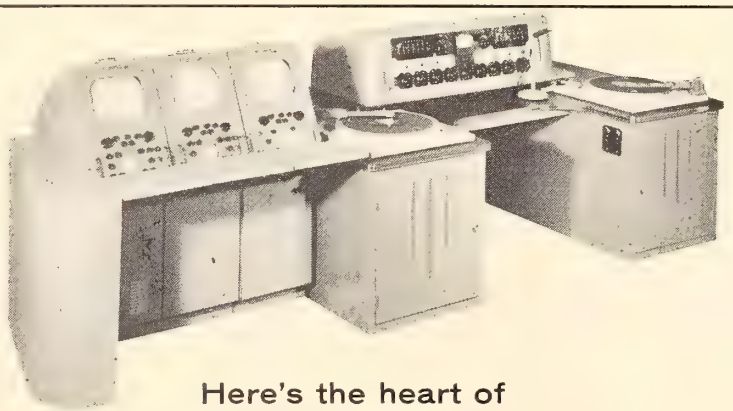
The 44 stations tapped for PEP membership have all accepted (four others, authorities said, were invited but declined). The 44 were described as stations which have least traffic from all networks, not NBC-TV alone, and "need help most." NBC-TV expects to add to the list later. Similarly, stations may be withdrawn from the list. The initial group consists of 34 in single station markets and 10 which have one other local station in competition. Fourteen are u's, the rest v's.

The lineup of initial PEP stations and their respective NBC network Class A rates as of September:

City	Station	Ch.	Class A Rate
Abilene, Tex.	KRBC-TV	9	110
*Albany, Ga.	WALB-TV	10	175
Alexandria, La.	KALB-TV	5	200
Asheville, N. C.	WISE-TV	62	150
*Beaumont, Tex.	KMBT	31	150
Bethlehem-Easton-Allentown, Pa.	WLEV-TV	51	200
*Billings, Mont.	KOOK-TV	2	150
*Bismarck, N. D.	KFYR-TV	5	150
Bluefield, W. Va.	WHIS-TV	6	250
*Boise, Idaho	KIDO-TV	7	200
*Butte, Mont.	KXLF-TV	6	100
*Cheyenne, Wyo.	KFBC-TV	5	150
Colorado Springs, Colo.	KRDO-TV	13	100
*Corpus Christi, Tex.	KVDO-TV	22	150
*Decatur, Ala.	WMSL-TV	23	100
Eau Claire, Wis.	WEAU-TV	13	150
Eugene, Ore.	KVAL-TV	13	175
*Eureka, Calif.	KIEM-TV	3	150
Fayetteville, N. C.	WFLB-TV	18	100
Ft. Dodge, Iowa	KQTV	21	100
Ft. Smith, Ark.	KFSA-TV	52	120
*Grand Junction, Colo.	KFXJ-TV	5	100
Great Bend, Kan.	KCKT-TV	2	125
Hastings, Neb.	KHAS	5	200
*Idaho Falls, Idaho	KID-TV	3	150
Kingston-Poughkeepsie, N. Y.	WKNY-TV	66	100
Lake Charles, La.	KPLC-TV	7	160
Las Vegas-Henderson, Nev.	KLRJ-TV	2	150
Lexington, Ky.	WLEX-TV	18	150
Lima, Ohio	WIMA-TV	35	150
Medford, Ore.	KBES-TV	5	150
*Minot, N. D.	KCJB-TV	13	150
*Panama City, Fla.	WJDM	7	100
Parkersburg, W. Va.	WTAP	15	100
Plattsburgh-Burlington	WIRI	5	200
Pueblo, Colo.	KCSJ-TV	5	100

Start of a Trend?

TREND-SEEKING radio executives might well look to Milwaukee where Frank Kirkpatrick, head of his own real estate firm, began to sponsor a radio show over one of that city's radio stations back in 1939 and became so interested in programming that he eventually began appearing on the show. Mr. Kirkpatrick, by this time qualified to call himself a veteran sponsor-broadcaster, yesterday (Sunday) "went network" as his *As I See It* (Sun., 12-12:30 p.m. EDT) took to the full Mutual Network. Program consists of news analysis of U. S. and world affairs.



Here's the heart of

PACKAGED TV BY DAGE

Now . . . for your LOW-POWER TV station, a DAGE TV packaged station has all you need . . . cameras, transmitters, antennae, studio monitors, microphones, as well as complete lighting, testing and servicing equipment.

DAGE equipment, thoroughly proved in actual daily operation, is up-to-the-minute in design and application . . . assures low-cost installation, low-cost maintenance. For complete details on DAGE "packaged TV" or on individual DAGE units, write, wire or phone DAGE TV, Michigan City, Indiana, Michigan City 3-3251.

DAGE TELEVISION
Division of
Thompson Products, Inc.
Michigan City, Indiana

IN CANADA DISTRIBUTED BY ROGERS MAJESTIC ELECTRONICS, LIMITED, TORONTO, ONTARIO

*Rapid City, S. D.	KOTA-TV	3	100
Reno, Nev.	KZTV	8	150
Rochester, Minn.	KROC-TV	10	100
*Roswell, N. M.	KSWS-TV	8	100
Springfield, Ill.	WICS	20	150
Tucson, Ariz.	KVOA-TV	4	210
*Yuma, Ariz.	KIVA	11	100
Zanesville, Ohio	WHIZ-TV	18	100
	Station total:	44	$6,325

* Non-interconnected.

Mr. Sarnoff said the effect of PEP "is to bring down the cost-per-thousand of these smaller market stations to about the level of the full network. And with this favorable cost-per-thousand the advertiser gets the extra values of exposure in these markets. He gets better advertising support for his national distribution, higher delivered audience, and a better spread of his program costs over more circulation.

"This plan is so advantageous for the advertiser that we are confident it will help build network volume on our affiliates in small markets." "For the stations," he said, "it's all benefit and no disadvantage. For the advertiser, it's more coverage and circulation at lower cost. For NBC, it's wider program exposure and an opportunity to sell more small market stations. We think it will work well all around."

Hugh M. Beville Jr., NBC director of research and planning, pointed out that the cost-per-thousand of the 44 PEP stations—without "dividends"—is $5.60. With a PEP dividend of 50%, this drops to $4; with 75% dividend, to $3.20 and with 100% dividend, to $2.80—approximately the same as in major markets. And the unduplicated set circulation of the PEP stations (1.1 million as of July 1), he asserted, is equivalent to the country's fifth largest market.

Mr. Beville listed these as other advantages of using PEP stations: (1) they have little or no local competition; (2) they are growing tv markets, with about 40% set saturation now as against about 90% for major markets; (3) unsaturated with tv programming, the markets are "wide open" for the impact of major network programs; (4) the value of these markets to advertisers will increase as PEP circulation grows faster than rates, and (5) they will provide increased coverage of distribution areas and a premium in additional delivered audience as compared with the additional coverage.

"By giving the advertiser such substantial reductions in cost-per-thousand," Mr. Beville said, "PEP makes it possible for all NBC advertisers to obtain these values, with a resulting strengthening of the program schedules on the stations and an improvement in their position as part of a vital national television system."

100 Stations Required

The new requirement for advertiser use of a minimum of 100 stations in prime evening time (8-11 p.m. New York Time, Monday-Friday, and 7-11 p.m. New York Time Saturdays and Sundays) is not, in itself, expected to have much effect on present NBC evening advertisers, most of whom already are using that number or more including NBC-TV's 55 basic, or "must-buy," affiliates.

Among those who do have fewer than 100 stations in their evening lineups, either the PEP stations or other optional affiliates may be added, and in any event these advertisers will have the customary six months' protection to come up to the minimum.

Advertisers not wanting to meet the 100-station requirement will be exempt from this provision if they will make their program available for use by unordered stations (with commercials deleted). Otherwise they must take a reduction in their weekly discounts: If they use less than 65 stations (there are no such in prime evening time now), their weekly discounts will be lowered by 10 percentage points; if they use 65-84 stations, five percentage points will be subtracted, and if they use 85-99 stations the reduction will be 2½ points.

"We have many evening advertisers now ordering well over 100 stations, including a number of stations in the PEP group," Mr. Sarnoff said. "Some of these advertisers will get a cost reduction, because stations for which they are now paying will be available to them as dividends. Other advertisers using some PEP stations will be able to increase their lineup without spending an additional cent.

"The only advertisers who will have any cost increase are those who have abnormally short lineups in the evening and who are unwilling to make their programs available to unordered stations. By adding PEP stations even these few advertisers can get the additional coverage at a fraction of what they would normally have to pay."

The six programs that NBC is adding to its Program Service Plan—that is, making them available (with commercials deleted) to stations not ordered by the advertiser—are *NBC Matinee Theatre*, which totals five hours a week; *Colgate Variety Hour, Perry Como Show*, the Sunday-night *Color Spread* spectaculars, the Milton Berle-Martha Raye combination and the Saturday morning *Pinky Lee Show*. Of these, *Matinee* will be available for local sale by the affiliates, as is true also of six of the ten shows already offered under PSP.

Of the 10 PSP programs offered during the 1954-55 season, NBC said, one or more was carried by almost 100 different stations that had not been ordered by the advertisers.

Nominal Program Charge

As a further means of getting more programs to more stations, kinescope prints of "a limited number" of PSP programs are available and will be offered, after their commercial use, to unordered non-interconnected stations at a nominal handling charge of $5 per program. It was pointed out, however, that "by its nature, this special service has to be confined to those programs for which kinescopes are prepared, and will be limited to the number of kinescope prints available for these programs."

These programs and the number of prints per program, based on tentative estimates of what the situation will be following the time change at the end of October: *Caesar's Hour*, two; *George Gobel Show*, ten; *Colgate Variety Hour*, nine, and Milton Berle-Martha Raye shows, eleven. This situation it was noted, "will change from time to time with changes in commercial lineups."

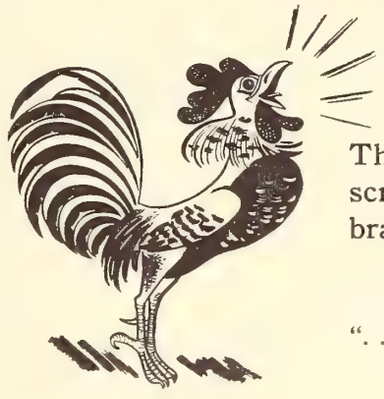
Requests for kinescopes will be filled on a first come, first served basis. The kinescopes must be used within 60 days of the original network telecast, in line with union requirements regarding kinescopes.

Gottlieb Signed by CBS-TV

ALEX GOTTLIEB, motion picture and tv producer, has been signed by CBS Television to produce the network's *Meet Millie* series.

Lester Vail has been director of the series for two years, after serving as a network producer-director in New York. He will continue to direct the series several weeks, before becoming producer-director of another network series.

Mr. Gottlieb became producer with Universal Studios in 1938 and remained there until 1944, when he moved to the production staff of Warner Bros. Recently, he has concentrated on network television.



SOMETHING TO CROW ABOUT —

The wonderful comments our subscribers are making about SESAC's brand new Catalog of Over 8500 Bridges, Moods and Themes . . .

". . . makes your Library twice as effective."
WCEN
Mt. Pleasant, Mich.

". . . an excellent program aid. It is of tremendous help."
CKCR
Kitchener, Ont., Can.

"Very helpful in programming."
WFIG
Sumter, S. C.

"This is to thank you and congratulate you on the very fine addition to our SESAC Transcribed Library . . . the new catalog of Bridges, Moods and Themes."
WDOT
Burlington, Vt.

SESAC 475 Fifth Ave. New York 17

TV NETWORKS' GROSS PRESAGES RECORD

August gross billings over $30 million for all networks with the combined totals for the first eight months passing the quarter-billion mark.

GROSS time charges of the television networks reached $257,517,496 for the eight months ending in August, according to computations by the Publishers Information Bureau.

PIB's compilation showed the four tv networks [DuMont was still considered as a national network in August] with gross billings of $30,344,948 for August, nearly $7 million above the mark set for the same month last year. For the eight-month period, the networks piled up $257,517,496 in gross time charges, nearly $61 million more than the January-through-August period last year.

CBS-TV led the other networks in gross billings for August and for the eight-month period with respective totals of $14,959,098 and $123,285,950, while NBC-TV broke over the $102 million mark for the eight months and compiled a total of $11,767,789 for August. Both networks topped their comparative totals of last year.

ABC-TV also was up, showing more than $1 million more for August and some $8.5 million more for the eight-month period. DuMont was down from $820,633 in August, 1954, to only $55,385 last August.

PIB noted that gross billings for the four radio networks would not be computed nor published since it has ceased that service (see story, page 60). It also said that as of Sept. 15, 1955, the DuMont Television Network changed from a national network to a local operation and thus it was assumed that by its October report, PIB would compute and publish gross billings for ABC-TV, CBS-TV and NBC-TV only. The full report follows:

Network Television

	August 1955	August 1954	Jan.-Aug. 1955	Jan.-Aug. 1954
ABC	$ 3,562,676	$ 2,514,815	$ 28,595,084	$ 20,032,760
CBS	14,959,098	12,275,908	123,285,950	90,053,871
DTN	55,385	820,633	3,091,170	8,039,023
NBC	11,767,789	8,057,484	102,545,292	78,501,043
Total	$30,344,948	$23,668,840	$257,517,496	$196,626,697

Network Television Totals to Date

	ABC	CBS	DTN	NBC	Total
Jan.	$ 3,718,195	$ 15,831,141	$ 723,960	$ 13,172,695	$ 33,445,991
Feb.	3,567,696	14,694,726	597,275	12,419,641	31,279,338
Mar.	3,806,425	16,036,896	628,625	14,102,093	34,574,039
Apr.	3,527,558	15,426,214	462,335	13,285,933	32,702,040
May	3,606,427	15,978,680	273,640	13,591,687	33,450,434
June	3,542,304	15,724,184	218,845	12,238,694	31,724,027
July	3,263,803	14,635,011	131,105	11,966,760	29,996,679
Aug.	3,562,676	14,959,098	55,385	11,767,789	30,344,948
Total	$28,595,084	$123,285,950	$3,091,170	$102,545,292	$257,517,496

CBS-TV's 'The Search' Inspires Ford Design

FORD MOTOR Co. last week credited CBS-TV's *The Search* with spurring the development of the latest auto safety features of its 1956 models and cited the network's program presenting the findings of Cornell U.'s Automobile Safety Research program.

In a letter to Sig Mickelson, CBS vice president in charge of news and public affairs, Ford Division's general manager and vice president R. S. McNamara said in part: ". . . now the country can obtain 1956 Fords with the exact solutions which were recommended in your broadcast—safety steering wheels, safety door locks, safety rear vision mirrors, crash padding and seat belts. Because it focused public attention on automotive crash injuries and means of preventing them, your fine public service program *The Search* has been most helpful to us in our safety efforts."

Mr. McNamara further revealed that 300 Ford dealers had bought prints of the telecast for safety educational use in their local communities and noted that Ford had earlier in the month sponsored a National Safety Forum. CBS spokesmen reported that a 25-minute documentary film report on the forum was made and distributed to tv stations in the U. S. as a sequel to *The Search* report from Ithaca, N. Y.

'Not Admission of Guilt,' Godfrey Says in Paying Fine

CIVIL Aeronautics Administration last Wednesday officially closed the book on the Arthur Godfrey "crowding" incident involving an Ozark Airlines plane by accepting payment of a $500 fine from the CBS radio-tv personality.

CAA accepted the payment "in full settlement of civil penalities arising by reason of these violations." Mr. Godfrey's attorney, C. Leo De Orsey, said the payment was not to be "construed as an admission of guilt," but was decided upon to "minimize the inconvenience and expense to the airline, to the government and to Mr. Godfrey." Mr. Godfrey previously denied the charges [B•T, Sept. 19].

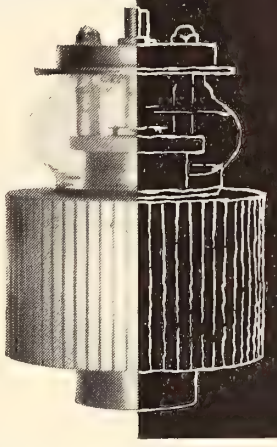
The incident took place over Elgin, Ill., Sept. 7. Ozark pilots filed a complaint with the Chicago Safety Office of CAA in St. Charles, Ill., charging that Mr. Godfrey's craft "crowded" their plane. The case subsequently was transferred in the third regional legal office of the agency in Kansas City.

KYMA Yuma Joins ABC

KYMA Yuma, Ariz., joins the ABC Radio network Oct. 24, it was announced last week by Harry Woodworth, director of ABC Radio for the western division. KYMA is owned and operated by KYMA-Yuma Inc. Bill Lindsey is general manager.

ML-5530

Tops 20,400 Hours In 93.9 Mcs. Service at WLRD-FM



"...as of August 23, 1955 our three kilowatt FM type 5530 tube had 20,468 plate hours. It was still going strong and showing little sign of age..."

Alan H. Rosenson
Chief Engineer, WLRD-FM

How do you choose the best transmitting tube?

Data sheets won't tell you . . . but tube performance, backed by the manufacturer's reputation will!

Choose Machlett and you find . . .

Nearly 60 years electron tube experience.

Leadership in high vacuum technique.

Design Superiority in high power, big tube ruggedness and reliability.

A specialist whose reputation has been achieved solely by the production of highest quality electron tubes.

MACHLETT

Machlett tubes are distributed by **Graybar, Westrex, Dominion Sound.**

For full information on Machlett's extensive line of broadcast tubes, write

MACHLETT LABORATORIES, INC.
Springdale, Connecticut

WLS
gives you
All 3
Market...
Coverage...
Programming
Contact us or call your John Blair man TODAY!
WLS CHICAGO 7
The PRAIRIE FARMER STATION
890 KILOCYCLES • 50,000 WATTS • ABC NETWORK

SKYLINE
GROUP
DISCOUNTS
the best buy
in albuquerque
denver
salt lake city

SALT LAKE CITY KDYL-KTVT
DENVER KLZ AM-TV
ALBUQUERQUE KOB AM-TV
SKYLINE GROUP, RADIO-TV
Covering the Uranium Triangle—Colorado, Utah, New Mexico
J. I. MEYERSON, 3432 RCA BLDG., N. Y.
THE KATZ AGENCY • BRANHAM CO.

ABC-TV Named Defendent In Two Program Law Suits

ABC-TV was named defendent in two Los Angeles law suits last week involving program disputes. Biggest was a $1,132,000 complaint by Herman D. Hover in Los Angeles Federal Court charging breach of contract and loss of anticipated profits in conjunction with the demise of his *Party at Ciro's* show.

Mr. Hover claimed he made an agreement with ABC-TV last year to produce the series at no charge and with Ciro's restaurant bearing all expenses. The network was to kinescope the show with Mr. Hover having all rights to subsequent sale of the 30-minute variety version, according to the complaint. Mr. Hover asked $40,000 for breach of contract, $624,000 as fair market value of the kinescopes if made, and $468,000 in anticipated profits from sale of 39 programs to sponsors.

In another action, ABC-TV, Nehi Beverage Co. and its agency, BBDO, plus Revue Productions were named defendents in a $225,000 plagarism suit filed in Los Angeles Superior Court by writers Alan Lipscott and Robert Fisher. They charged that Nehi's former Ames Brothers show on the network was copied from their production idea "Four Cheers For Mom." The writers claimed they have a 1954 agreement for $3,000 a show.

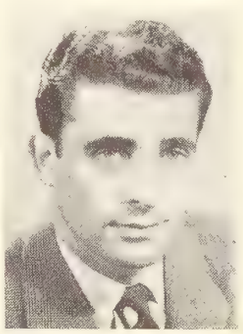
Expanded 'See It Now' Opens On Vice Presidential Issue

CBS-TV's new expanded version of Edward R. Murrow's and Fred W. Friendly's *See It Now* will premiere Oct. 26 (Wed., 9-10 p.m. EDT) and will highlight "The Vice Presidency—The Great American Lottery." Telecast, timely in the sense of Pres. Eisenhower's illness, will trace the history of the nation's second highest office from colonial times to the atomic age.

CBS program officials added that the program will "attempt to bring into focus a question of topical importance: Is the American method of selecting vice presidential candidates adequate, in light of the times?" *See It Now* is sponsored by the Pontiac Div. of General Motors Corp. through MacManus, John & Adams, Bloomfield Hills, Mich.

Bernard to ABC Radio

CHARLES (CHUCK) BERNARD, sales manager of WABC New York, has been named an account executive of ABC Radio, network officials announced last week. Mr. Bernard rejoined ABC last June after serving as an account executive with the DuMont Television Network.



MR. BERNARD

A spokesman for WABC said last week that a replacement for Mr. Bernard will be selected at a later date.

Keystone Adds Nine

THREE Texas stations are among nine new affiliates reported by Keystone Broadcasting System, bringing its total of clients to 861. New KBS affiliates are KBEN Carrizo Springs, KCTX Childress and KSNY Snyder, all Texas; WERH Hamilton, Ala.; KAWT Douglas, Ariz.; KVFC Cortez, Colo.; WFBF Fernandina Beach, Fla.; KBRX Brookings, S. D., and KCVL Colville, Wash.

Marciano-Moore Broadcast Attracts 92.6% of Audience

ABC Radio's coverage of the Pabst-sponsored Rocky Marciano-Archie Moore heavyweight championship bout Sept. 21 earned a peak rating of 38.1 with a 92.2% share of audience in a special 10-city Trendex survey during the last 15 minutes of the fight, ABC reported last week. For the full period, 10:45 to 11:30 p.m. EDT, the network reported a 32.6 rating and a 92.4% share of audience, adding that, competitively, tv earned its highest network rating of 12.4 during the first quarter hour (10:45-11 p.m.).

In the 10-city Trendex area (Atlanta, Chicago, Cincinnati, Columbus, Dallas-Ft. Worth, Denver, Detroit, Kansas City, Minneapolis-St. Paul and Nashville) ABC Radio attracted an audience 18% greater than the combined efforts of all tv stations. ABC's research department estimated a Nielsen rating between 35.0 and 40.0—the highest obtained by any radio broadcast since the Louis-Walcott fight in June 1948, and interpreted this rating to mean that 16 to 19 million homes tuned in the radio program.

Judy Sets Trendex Record

CBS-TV's *Ford Star Jubilee* first color telecast Sept. 24 garnered the highest Trendex rating ever registered by any one 90-minute show on any single network, averaging 34.8, CBS-TV reports. The premiere telecast, which starred Judy Garland, was the first of one-a-month Saturday night spectaculars to be seen regularly in the 9:30-11 p.m., EDT time slot. Trendex figures for the runner-ups were given as: "Academy Awards"—30.6; "The Women"—26.8; and "Our Town"—26.5. Share of audience for Miss Garland's program was put at 61.8%—also a record.

Godfrey Breaks Planned

ARTHUR GODFREY, who last week took a brief, one-week vacation, will begin to take more time off in future months—about a week out of every six or seven, CBS Vice President James M. Seward reported after varied reports concerning Mr. Godfrey's future status as a network fixture began circulating. In the wake of newspaper speculation Mr. Seward told B•T that "Arthur feels that the proper tempo for him is to take four or five weeks off during the summer, and then take his every-seven weeks seven-day vacation." He said that Mr. Godfrey's sponsors and their agencies were aware of the plan.

NETWORK PEOPLE

Jason Lane, supervisor of research, NBC Film Div., promoted to manager of research. Mr. Lane joined the network's film division as a research analyst in 1953, and previously served

IN AMERICA'S
9th MARKET it's TV's
New Queen
CHANNEL 13
316,000 watts of V. H. F. power
WHTN-TV BASIC ABC
Greater Huntington Theatre Corp.
Huntington, W. Va. Huntington 3-0185

n the research department of Kenyon & Eckhardt, N. Y.

Philip King, CBS Television, appointed to that network's press information department as unit publicists and feature writer.

Harry D. Hobbs, formerly director of sales for Air Features Inc., N. Y., and with Dancer-Fitzgerald-Sample, Chicago, as media director, has joined the sales staff of NBC Radio.

Leonard H. Goldenson, president of American Broadcasting-Paramount Theatres and board chairman of United Cerebral Palsy, elected board chairman of newly established UCP Research and Educational Foundation.

Jack Benny, CBS-TV star, appointed honorary chairman of National Assn. for Retarded Children and National Retarded Children's Week Nov. 13-23. He will serve as m. c. on special nationwide television program with leading tv and other celebrities about mid-November.

Aileen Paul, tv home economist and actress, will replace Josephine McCarthy on NBC-TV *Herb Sheldon Show* and other programs during the week of Oct. 17 while the latter is on vacation, and five weeks a year during other absences.

Norman Frank, who joined NBC-TV as producer-director last July, assigned as one of three producers, reporting to Executive Producer Barry Wood on network's *Wide Wide World* series.

Robert Ellis Miller, freelance tv director and Broadway producer (*Tonight in Samarkand*) appointed studio director for New York U.'s closed-circuit tv experiment in teaching English literature and composition at the Washington Square College of Arts & Science.

Bill Cunningham MBS commentator and *Boston Herald* columnist to be named "Texan of Distinction" Oct. 11 at the fourth annual State Fair of Texas at Dallas. His program is heard over the network every Sunday at 12:30 p.m. EDT.

Ted Husing, veteran sports broadcaster, elected to lifetime membership in the Sports Broadcasters Assn. Only other lifetime members of the group are Clem McCarthy and Bill Slater.

Robert Grebe, ABC trade news editor, father of girl, Susan Elizabeth.



"No, ye don't!" KRIZ Phoenix says we Arizonans gotta conserve water!"

MANUFACTURING

ENGINEERS AT CHICAGO TOLD OF NEW C-C FIELDS

Development of vidicon tube and tv's flexibility helped closed circuit tv, American Institute of Electrical Engineers hears.

DEVELOPMENT of the vidicon pickup tube and camera and the television distribution system have opened up an untapped field for closed circuit television, the American Institute of Electrical Engineers was told at its fall general meeting in Chicago last week.

Future applications of Eidophor, the Swiss-developed tv projection system, beyond the initial scope of large screen theatre usage, also were held out before 1,000 engineers, scientists and research men at the weeklong (Oct. 3-7) meeting in the Hotel Morrison. The National Electronics Conference met simultaneously the first three days at the Hotel Sherman with similar emphasis on closed circuit tv (see separate story, page 110).

Tv's technical experts traced the progress of the medium in serving industry, science and medicine and heard papers on various phases of television presided over by AIEE's television and aural broadcasting committee. M. D. Hooven, AIEE president, addressed an opening general session Monday, speaking on "Solidarity of the Profession" and recounting membership of such related groups as the Institute of Radio engineers, National Electronics Conference and Radio Electronics Mfrs. Assn.

Among the convention highlights:

(1) A discussion of closed circuit tv by Max H. Kraus, Jerrold Electronics Corp., Philadelphia, which also has been active on community tv antenna systems and the toll television controversy. He said the vidicon pickup tube and camera and flexible television distribution system (permitting permanent camera installations at many points) have extended use of closed circuit tv and drastically reduced installation and operating costs. Installations are now possible for $1,000-5,000 compared to $5,000-9,000 previously. Two new possibilities, he predicted, are special color systems and those giving pictures with increased resolution.

Discusses Eidophor

(2) A talk on "High Intensity Color Television for Very Large Screen Projection," by C. L. Ellis, General Electric Co. The Eidophor system appears to be the only one capable of high light intensities, he said, adding that two complete projection systems of new design have been delivered to 20th Century-Fox Film Corp. (His observation: "so that conventional broadcast television programs, including 'off-the-air' pickups, may be projected on the screen as black and white pictures, the commercial model of the Eidophor projector provides for conversion to broadcast standards in less than a minute.")

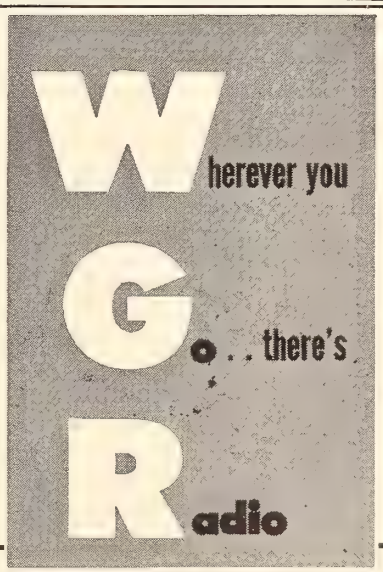
(3) A talk on closed circuit tv as practiced at Iowa State U. by Prof. Carl Menzer. He pointed out that "with the increasing number of television stations and the demand for more and better programs, the need for trained personnel becomes more and more important." Since the university has no transmitting station, students get the benefit of workshop experience on dramatic shows recorded on kinescope for use by commercial and educational outlets. He expressed hope the university would meet some of industry's demands for help.

(4) A suggestion by J. H. Enebach, Illinois Bell Telephone Co., that television terminology has advanced to a stage where all equipment from the studio camera to the home television



"BIG TIME DAYTIME" programming with any commercial handling you want . . . live cameras always available.
"BIG TIME DAYTIME" precedes the sensational new ABC-TV evening schedules. Contact Free & Peters or:

Don Davis, *First Vice President*
John Schilling, *Vice Pres. & Gen. Mgr.*
George Higgins, *Vice Pres. & Sales Mgr.*
Mori Greiner, *Director of Television*



and in Buffalo Radio means



NBC Basic Affiliate

Representatives: FREE and PETERS

Tube Sales Record

SALES of receiving tubes by manufacturers set a new record in August, totaling 45,238,000 units, with tv picture sales setting a new August high, according to Radio-Electronics-Tv Mfrs. Assn. The picture tube sales totaled 1,048,534 units compared to 515,793 in July and 855,191 in August, 1954. Picture tube sales in the first eight months of 1955 totaled 6,478,-351 units compared with 5,326,775 in the like 1954 period. Cumulative sales of receiving tubes totaled 300,080,000 in eight months compared with 225,805,000 a year ago.

receiver must be subjected to stringent review."

Other talks touched on new "hush" transistor amplifiers which help eliminate electrical noises in phonograph and record players; application of wired tv to human vision; color tv in medical education; closed circuit in the Bell System; use of the medium by the Biological Research Organization.

COMMUNITY TV SUCCESS TOLD ELECTRONICS MEET

HOW a small town with a population of less than 10,000—Raton, N. M.—lifted a virtual tv blackout by means of community television service was recounted before delegates of the 11th annual National Electronics Conference in Chicago last week.

Talks on electronic standards, transistorized crystal video receivers for airborne military applications and closed-circuit television were among some 100 technical papers delivered during the three-day (Oct. 3-5) conference-exhibit at the Hotel Sherman attended by 4,000 delegates. Nearly 200 exhibits were featured.

Four representatives of ARF Products Inc., River Forest, Ill., described unorthodox features of the community tv system utilized in Raton (population 8,600), with KKTV (TV) Colorado Springs, Colo., providing an adequate signal 130 miles away. Large receiving antenna was installed on a mountain top 10 miles from the town, situated behind a mountain ridge in a valley. The signal was received and passed along over special wires, and distributed to subscribers.

The paper, presented Tuesday by J. J. Hupert, A. H. Maciszewski, J. J. Pakan and S. W. Torode, also discussed numerical data concerning cable equalization for transmission of video signals.

Luncheon address Monday was given by Dr. Allen V. Astin, director of the National Bureau of Standards. He said NBS is planning a study of electronic standards (standardized symbols for circuitry, components, etc.) and exploring fundamentals underlying the development of transistors. Dr. Astin noted an "expanding need by industry and science for increased work on electronic standards," and said NBS will undertake a program to include the extension of information service on components.

Dr. Peter D. Johnson, General Electric Research Lab, Schenectady, N. Y., told scientists and technicians how scientific research in luminescence may help speed development of color tv cameras. He also reviewed GE demonstrations that light could be amplified directly by special phosphors without use of electronic tubes [B•T, Oct. 3].

E. F. Gallagher and R. L. Crosby, Sylvania Electronic Products Inc., discussed transistors used for airborne military applications. They claimed that for most applications, a transistorized crystal video receiver can be designed with performance characteristics equal to those using vacuum tubes.

The assertion that "closed circuit television is unquestionably emerging as an electronic giant" and will surpass potentials for "entertainment tv" was made in a paper delivered by James L. Lahey, general manager of Dage Television Div., Thompson Products Co., Michigan City, Ind., equipment pioneer.

Mr. Lahey said closed circuit tv is entering a boom, with anticipated sales of over $4 million during 1956, and reported Dage will install over 1,500 cameras next year—more than the total of all manufacturers heretofore. New uses are possibile by new simplied circuits capitalizing on the stable characteristics of the vidicon tube.

Petersen Named by DuMont As Tharpe Leaves for New Post

JAMES B. THARPE, manager of the Allen B. DuMont Labs television transmitter sales department, resigned last week to assume the presidency of Visual Electronics Corp., New York, independent selling agents representing DuMont in the sale of tv broadcast equipment, L. C. Radford, acting president, has announced.

Succeeding Mr. Tharpe as manager of DuMont's television transmitter sales department is Kenneth F. Petersen, marketing manager for the department. Prior to his association with the company in 1953, Mr. Petersen was engineering supervisor of KFEL Denver and director of engineering facilities of WPIX (TV) New York.



MR. PETERSEN



MR. THARPE

Power of Spoken Word

ARMY Signal Corps have developed a tiny radio transmitter powered solely by the voice of the broadcaster using it. Successful broadcasts have been made over distances of more than 600 ft., the Signal Corps engineering laboratories in Ft. Monmouth, N. J., announced last week.

Only the voice sound waves are needed to operate the new radio, which is small enough to sit inside a telephone mouthpiece. As long as the sender speaks, the radio works and his voice is broadcast. When the speech strikes the microphone, part of its power is transformed into electricity to operate the radio, while the rest goes into the broadcast.

Until now, electricity from some outside source, such as batteries, has been necessary to operate a radio transmitter.

Hotel Installs Color Tv

FIFTY 21-inch RCA Victor color sets which have been installed at New York's Hotel Governor Clinton have been described as the "first substantial multiple installation of color tv receivers in hotel guest rooms" in a joint statement by Frank M. Folsom, RCA president, and Leo A. Fields, president of the hotel.

Rust Firm Appoints Barkley

WILLIAM J. BARKLEY, general sales manager and executive vice president of Collins Radio Co., Cedar Rapids, Iowa, from 1934 until last April, has been appointed vice president of The Rust Industrial Co., Manchester, N. H., makers of remote control equipment. The appointment was announced by William F. Rust Jr., president of the firm.



MR. BARKLEY

Mr. Barkley, who in 1907 founded the Wireless Specialty Co. of Boston, has since that time been associated with leading electronics firms. He formerly was vice president of the DeForest Radio Co. and general manager of Sylvania Electric Co.'s Power & Transmitting Tube Div.

L.B. Wilson INCORPORATED WCKY CINCINNATI O.

IN CINCINNATI

There is ONLY ONE

50,000 watt station

Which gives you

BOTH!

Daytime:

The Cincinnati Audience

Nighttime:

The Outside Audience

Ask Us for Facts and Figures

ECORD 52,000 ATTEND IGH FIDELITY EXHIBIT

Chicago show draws 134 exhibitors as Jerome J. Kahn predicts that hi-fi sales in 1955 may reach $500 million.

OURTH annual High Fidelity exhibit drew record-breaking attendance of 52,000 people Chicago's Palmer House Sept. 30-Oct. 2, it as reported last week by the International ight & Sound Exposition Inc. Attendance oke all hotel records for a public show.

Radio broadcasters and newspapers were edited with assists in helping make the 1955 ow a success as 134 manufacturers and hi-fi uipment suppliers showed their wares. Coperating were WFMT (FM), which served as fficial station for the exposition, and WEFM FM), Zenith Radio Corp.'s outlet. Newsapers ran special hi-fi sections.

Most significant report from the exhibit was e prediction that sales of hi-fi equipment and lated accessories might hit $500 million in 955. This prospect was held out by Jerome J. ahn, commissioner of the newly-organized igh Fidelity Institute. He said such an estiate is not "fantastic," compared to the $300-400 million racked up in 1954, but added:

"It will take intensive and intelligent merhandising, and above all, a comprehensive ducational program aimed directly at the ublic in non-technical terms." Mr. Kahn also eported married people without technical nowledge of the techniques outnumber other roups in hi-fi sales by ten to one. He credited ome builders and decorators with helping stimlate interest in high fidelity.

Breakdown on anticipated 1955 sales, acording to Mr. Kahn, includes $55-60 million or amplifiers; over $300 million for hi-fi and ther records; $45-50 million, tuners; $35 milon each for recorders and speakers; $35 illion, combinations; $15 million, cabinets; 5 million, magnetic tapes; $7 million, needles nd related accessories, and $15 million, misellaneous.

Faster Part Replacements Set Up by General Electric

N WHAT General Electric Co. officials decribe as a "new concept in marketing of broadast-replacement-equipment by manufacturers," he company last week inaugurated a new nanufacturer-to-distributor supply system deigned to speed replacement parts to stations rgently in need of them.

Suppliers of such equipment formerly depended on direct factory-to-station delivery when necessary, often resulting in lost airtime or many stations caught in emergencies. New plan now allows GE-equipped radio and tv tations to find needed replacement parts "right n their own back yard," according to Frank P. Barnes, marketing manager for GE's broadcast equipment.

Soundco Electronics Supply Co., Springfield, Mass., will be the first distributor to operate nder the plan, which calls for the establishment of a network of distributors in each of GE Electronics Division's 15 product-service districts in the U. S. Soundco, which will supply he New England states, will stock every conceivable type of part ranging in price from two cents upwards to $1,000. New York State stations will not be affected by the new plan because of their proximity to Electronics Park, Syracuse, N. Y.

ORRadio Sets Sales Record

SEPTEMBER sales for ORRadio Industries (magnetic recording tape), Opelika, Ala., ran 90% ahead of September 1954, making a one month sales record for the company, according to Nat Welch, vice president in charge of sales. Total sales, for the half-year ending in August, have increased 43%, it was reported.

One big factor in the September rise, ORRadio said, is public acceptance of the new Irish Double-Play Tape, introduced in August. The tape provides 2,400 ft. of tape on a standard seven-inch reel.

MANUFACTURING SHORTS

Blaw-Knox Co., Pittsburgh (steel, industrial products, antenna towers), was picked as setting for one of *Industry on Parade* series filmed for tv by National Assn. of Manufacturers.

Spanish-language *Radio y Articulos Electricos,* trade magazine for tv, radio, electronic and appliance fields, is making available 57 data sheets on 1954 U. S. exports to Central and Latin America, Spain and Italy. Companies wishing copies should state products interested in and send requests to Canterbury Press Division, Maher Publs., 2001 Calumet Ave., Chicago 16.

Westinghouse Electric Corp. announced last week that the U. S. Air Force has ordered $2,430,000 worth of magnetrons from the company's electronic tube division in Elmira, N. Y. The magnetron is the principal power generating tube used in radar systems.

RCA Victor Radio & Victrola Div., Camden, N. J., has announced the availability of a new high fidelity tape recorder attachment to serve as an accessory for Mark II and Mark III models of the RCA new Orthophonic high fidelity series.

Emerson Radio & Phonograph Co., as a promotion stunt in cooperation with officials at the Dexter Stadium (Jamaica, N. Y.), had a stock race car driver toss one of its radios (Model 833) while the auto sped at 105 m.p.h. Emerson claimed that track officials picked up the "Never-Break" cased radio finding it intact without even a scratch.

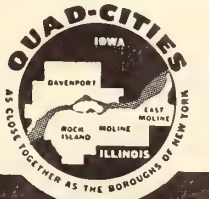
Altec-Lansing Corp. announces new entry into hi-fi home recording field, called 901A Melodist Record Reproducer. Model, retailing for $225, is said to be the first true high fidelity system requiring no installation. All that is needed, says company, is a hook-up with one of its five complete speaker systems. Company recently announced two new iconic loudspeaker systems, one using 15-in. low frequency recorder, 800-cycle dividing network and high frequency driver, other a 12-in. bass speaker and 3,000-cycle high frequency speaker and network.

Compass Communications Corp. offices, lab and showroom moved to larger quarters at 75 Varick St., N. Y. 13. Tel.: Canal 6-7455.

Ampex Corp. (tape recorders) will share 15% of profits with more than 800 employes beginning May 1, 1956. Announcement coincided with national sales meeting in Redwood City, Calif., headquarters.

Presto Recording Corp. will display new hi-fi tape recorder with separate amplifier at the New York Audio Fair opening Oct. 13. New Presto SR-27—designed for home use, but up to NARTB standards—features tape mechanism and 10-w amplifier in separate carrying cases. Two--speed recorder uses three motors and

IN DETROIT
You Sell More on CHANNEL 4
WWJ-TV
NBC Television Network
DETROIT
Associate AM-FM Station WWJ
Owned and Operated by THE DETROIT NEWS
National Representative
THE GEORGE P. HOLLINGBERY CO.

THE QUAD-CITIES
ROCK ISLAND • MOLINE • EAST MOLINE, ILL. • DAVENPORT, IA.
NOW ¼ MILLION PEOPLE
According to Sales Management's Survey of Buying Power (May 10, 1955) the Quad-Cities now have 250,200 people with an Effective Buying Income of $5843 per family or $1794 per capita. Cover this good 450 million dollar market with WHBF radio or TV—the Quad-Cities' favorites.
CBS FOR THE


Quad-Cities' favorite
WHBF AM FM TV
TELCO BUILDING, ROCK ISLAND, ILLINOIS
Represented by Avery-Knodel, Inc.

SERVING 125,000 RADIO FAMILIES



In the TRI-STATE Area
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A most practical, problem-solving book on Television Management and Production . . . combines the knowledge and experiences of 32 TV leaders in every phase of TV programming and production . . . factual, informative and down-to-earth . . . now a second printing.
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standard seven-inch reels at 7½ or 15 inches per second. Amplifier, A-920B, contains microphone and playback pre-amplifiers, power supply and two small speakers for low-level monitoring.

Bell & Howell Co., Chicago, announces new TDC Headliner slide projector with 200 w. lamp, a five-inch helically focused anastigmatic lens, blower cooling, dual tilt control and deluxe manual changer. Model also will accommodate Selectron-Semimatic changer. B&H also announces new 750 w stereo slide projector, to retail for $179.50 with two 5-in. matched lenses, and $189.50 with two matched 4-in. lenses. Model comes with three slide changers. Firm also announces price reductions on its line of stereo still cameras, ranging from $15 to $20.

Quam-Nichols Co., Chicago, announces production is under way on new two and half inch loudspeaker, model 25A07, designed as replacement for portable radios, intercom and other equipment.

Newark Electric Co., Chicago, announces publication of 1956 catalog on electronic parts, tubes, equipment and accessories.

Bell Telephone Labs, N. Y., has announced development of "junction tetrode" transistor able to generate more than billion oscillations per second in uhf band used for certain tv signals, types of radar and large bundles of telephone conservations, accomplished by addition of fourth electrode to basic junction transistor, plus other refinements. Bell's original junction transistor was limited to lower frequencies and until now vacuum tubes had to perform functions of new unit. New device is extremely small.

Allied Radio Corp. (electronic parts, equipment distributors), Chicago, has released new 324-page 1956 catalog listing over 26,000 items. Emphasis is placed on broadcast equipment and components with special-purpose tubes, cable, connectors, pickups, equalizers, CAA approved tower light controls, patch cords, panels, racks, meters, photoelectric equipment, relays, switches, rectifiers, tools, batteries and power supplies covered in detail. Catalog may be obtained free from firm at 100 N. Western Ave., Chicago 80.

RCA engineering products div., Camden, N. J., has released new RCA *Am-Fm Transmitting Equipment Catalog* along with price list. Covered in detail are standard and high frequency broadcast transmitters with powers ranging from 250 w to 50 kw, transmission line equipment, antenna towers and remote control equipment. Broadcast marketing dept. has released new broadcast audio equipment catalog for am, fm and tv, describing in full detail printed wiring amplifiers, turntables, tape recording equipment, microphones, and accessory items. Price list is included.

Nuclear Products Co., El Monte, Calif., is maufacturing professional use Staticmaster system, designed for broadcasting stations to clean records and neutralize all surface static electricity, consisting of standard Staticmaster record brush and special ionizing unit mounted on chrome flexible arm. System was conceived to meet needs of stations which do not always have time to neutralize static charge on record to zero after brush has eliminated surface dust. It is available from firm at 10173 E. Rush St., El Monte, for $39 complete.

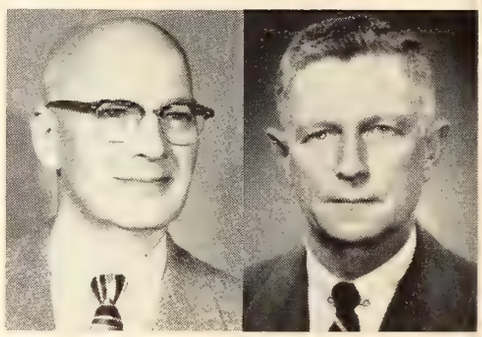
International Telephone & Telegraph Corp., N. Y., with initial investment of over $600,000 will construct new plant in L. A. for further expansion of manufacturing of electronics equipment by one of its divs., Federal Telephone & Radio Co.

Amperex Electronic Corp., Hicksville, L. I., N. Y., has introduced Type 2N115 P-N-P junction power transistor delivering 5 w push-pull output with 6 volt supply, designed to meet need for transistor with greater power than presently available. Transistor has very high current rating at low drop across transistor itself and relationship between base current and collector current is extremely linear, firm says, claiming gain is exceptionally high for power level. Complete data on Type 2N115 is available on request from company at 230 Duffy Ave., Hicksville.

MANUFACTURING PEOPLE

Harry Oedekerk, chairman of the Hycon Mfg. Co., elected to the board of Avco Mfg. Co., and James R. Kerr, director of Avco's West Coast division, elected to the Hycon board. Exchange of board representation follows Aug. 23 announcement that Avco, after acquiring an interest in Hycon, established an inter-company relationship.

Howard W. Sams has been elected board chairman and **J. A. (Shine) Milling** president of Howard W. Sams & Co. Inc., Indianapolis, electronic engineering, research and technical publishing firm. Mr. Sams has been president since 1946 and Mr. Milling executive vice president and general manager of the firm for the past three years.



MR. SAMS MR. MILLING

Andrew C. Freimann, General Motors Delco appliance division general sales manager, to York Corp. (refrigeration, air conditioning) as vice president in charge of marketing.

Philip H. Weil, district sales manager for General Electric's radio and tv department in Dallas, appointed to a similar post for the New York metropolitan area. Mr. Weil replaces **Harold J. McCormick,** recently named advertising and sales promotion manager of the department.

Norman M. Howden, publicity director, Charles L. Rumrill & Co. (adv.), Rochester, N. Y., to Stromberg-Carlson, same city, as staff assistant to public relations director.

Marvin J. Fein, General Electric International, named manager, Export Div. of Berlant-Concertone, Audio Div. of American Electronics. It was also announced that all sales of Berlant-Concertone recorders for export, excepting Canadian shipments, will be handled by the new New York office, located at 232 Madison Ave.

Gerald M. Moch, appointed engineering representative for New York territory by Radio Condenser Co., Camden, N. J. Mr. Moch is headquartered at 15 Exchange Place, Jersey City.

KFMB-TV FILMS GROCERYMEN

KFMB-TV San Diego recently wound up one of its biggest production jobs, filming state Grocers' Assn. convention from beginning to end, not for telecasting primarily, but to give grocers a documentary of their event. Short takes were used on KFMB-TV *Newsreel* show, but staff worked at breakneck speed to show grocers more than 20,000 feet of convention film before they went home. Dan Bellus, head of Wrather-Alvarez Bcstg. sales development and promotion dept., who supervised operation, was able to show the movie two and a half hours after final shots. Film is also to be used for regional grocers' groups and other meetings.

WSAZ MAKES DISC AWARDS

WSAZ Huntington, W. Va., platter maestro Lloyd Garten delivered award plaques recently to winners in station's annual listener poll of record popularity. Recipients were Doris Day, Eddie Fisher, the McGuire Sisters, Les Baxter and the Crew Cuts.

SENTINEL SALUTES RADIO-TV

THE *Milwaukee Sentinel's* "TeleSCOPE," Sunday newspaper magazine, recently devoted 44-page issue to area radio and television fall programs. Radio disc jockeys and tv networks received special pages. Advertisers were radio-tv set retailers and stations.

FARM-CITY WEEK OBSERVANCE

IN observance of Farm-City Week (Oct. 23-29), radio and television stations and networks are planning extensive coverage, including pick-ups of many local events and integration on various programs. Farm-City Week has been established to dramatize the close interdependence of the farm and the city.

WICS (TV) STARTS QUIZ SHOW

QUESTIONS that can be answered by viewers at home as well as studio audiences form the basis of a new type quiz program, *Fun 'n' Fortune,* begun by WICS (TV) Springfield, Ill. Sponsored weekly by Eisner Food Stores, each program includes 21 questions to be honored with prizes. Cards for each program are distributed to Eisner stores, picked up by viewers for use on the programs (without any need of purchases) and returned to the stores for checking. Tickets for program also are made available at stores.

Oops!

THREE-month old KLIN Lincoln, Neb., gained a renewal because the advertiser phoned in a cancellation of his commercial.

A local restaurant owner ordered a few spots to publicize his recent remodeling and after business increased phoned the station to cancel his order. Through a mixup in shifting the call to the sales department, he was transferred to an "on the air" telephone show and the cancellation order was broadcast without the advertiser's knowledge.

Things begin to happen immediately. Listeners called wanting to know why business was conducted over the air. KLIN salesmen were questioned by other clients. The restaurant owner was kidded by friends and people he didn't even know. He called again, this time getting the right department, and said, "Look, if radio can cause that much comment, I want some more time."



WESTINGHOUSE - owned W O W O Ft. Wayne, Ind., instituted Michigan Peach Day this year as a test for the Michigan Dept. of Agriculture's plans for marketing fruit crops throughout the Midwest. Free Michigan peaches offered listeners brought WOWO more than 17,000 postcard bids for prizes. Eating their peaches are: (l to r) Jim Neville, Dancer-Fitzgerald-Sample Inc. timebuyer, New York; Robert Somerville, Free & Peters Inc. account executive, New York, and Eldon Campbell, national sales manager for Westinghouse Broadcasting Co.

FOR LATE VIEWERS

WLWC (TV) Columbus, Ohio, has an offbeat offering among late, late shows with its *One O'clock Jump* program, a two-hour dance, disc-jockey party which goes on the air "live" from the station's studios every Friday at midnight. Despite the late hours, the show has had amazing success in securing audiences, the station says. Over 100 couples have swamped the studio every week to dance before the tv cameras and sip soft drinks. WLWC keeps eight switchboard operators busy handling the usual two to three thousand requests that pour in from viewers during the program.

BI-LINGUAL HISTORY SERIES

SERIES of historical sketches dealing with phases of Canadian history since 1759 are being televised alternate weeks on CBMT (TV) Montreal, and the Canadian tv network. The program *Dateline* will have a bi-lingual cast and there will be telecasts in both English and French of each episode, the cast doing the show in English one week, and the next week in French. The series is written by Jean Desprez and Joseph Schull, both of Montreal, and is based on research in Canadian archives.

NBC GUARANTEED VIEWERS

STATISTICIANS might be interested to know that come 8 p.m. EDT, Monday, Oct. 17, 1955, there will be four more color-tv sets in operation, and NBC-TV assumes that these sets will be tuned to *Producers' Showcase* that evening for the telecast of "Cyrano de Bergerac."

Four RCA "Seville" color sets will be awarded to the persons who successfully complete in 25 words or less the statement: "I want to see 'Cyrano de Bergerac' in color on NBC-TV, Oct. 17, because . . ." Contest, already under way, is sponsored by Dave Garroway's *Today.*

MORE THAN "JUST A TOWER"

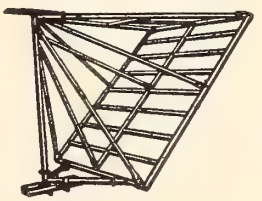
IT'S THE WHOLE JOB WRAPPED UP

From coast to coast you will find installations where TOWER'S "Package" service is paying off. We manufacture the tower and erect it—handle your job from the planning stage on through complete maintenance service.

A NEW HEAVY DUTY 600 FT. TV TOWER

Guyed type . . . heavy legs and braces . . . designed for 100 MPH wind and one-half inch ice load . . . hot dipped galvanized or shop coat of primer undercoat . . . supports all types of television antennas and coaxial feed line or wave guide . . . complete erection by experienced crews.

MICROWAVE TOWERS AND REFLECTORS



TOWER is a pioneer in Microwave towers and Microwave reflectors. We are manufacturers of famous Microwave passive reflectors used by the U. S Government, Bell Telephone System and leading manufacturers . . . TOWER reflectors are used widely by TV stations to direct microwave signal from studio to transmitter. We invite you to check with our satisfied customers.

Tower Fabricators And Constructors The World Over

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SIOUX CITY, IOWA

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The Shortest Route
To Results in
This Area Is Via

HALIFAX **NOVA SCOTIA**

Maritimes Busiest Station

Contact
JOS. WEED & CO.
579 Fifth Ave., New York

5000 WATTS

$53,752,000 IS A LOT OF HAMMERING!



THE MARKET
Pennsylvania Anthracite Region
Retail Sales—$885,484,000
Building Supplies—$53,752,000
THE BUILDERS—
WHWL and WISL
Complete Coverage of 9 Counties
Cost—60 Cents per 1000 Families

NAIL DOWN THIS RICH MARKET!
1954 Consumer Markets—SRDS
See FORJOE & CO.

WISL 1 KW—Shamokin, Pa.
WHWL 1 KW—Nanticoke, Pa.

MOST ADVANCED REMOTE CONTROL EVER DESIGNED

Interested in cutting operational costs? Rust's two new remote control systems can save your radio station thousands of dollars each year! New custom-engineered designs, for both directional and non directional transmitters, offer dependability and performance never before achieved. Why not investigate the possibilities for your station?



24 FUNCTION SYSTEM
Recommended for use in directional and multi-transmitter installations where up to 24 control and metering functions are required.

10 FUNCTION SYSTEM
Recommended for use in non-directional installations where no more than 10 control and metering functions are required.

WGN CO-SPONSORS EVENT

THREE-DAY Illinois "Corn Harvest Days Festival," officially proclaimed by Gov. William Stratton and co-sponsored by WGN-AM-TV Chicago, drew over 40,000 people in Pontiac, Ill. Festival was climaxed with the fourth annual Illinois mechanical corn-picking contest. WGN Inc. awarded a $500 defense bond to the first-place winner and a $100 bond in old-fashioned hand husking event. WGN radio broadcast most of the events and staged a variety show featuring its own radio-tv stars and WGN-TV aired films of the event.

NEW RIN TIN TIN PRODUCTS

WITH licensing of four new companies to make *Rin Tin Tin* products, there are now 35 items being manufactured under network dog hero's name, Screen Gems Inc., Columbia Pictures Corp. subsidiary, says. Newly licensed companies are Breyer Moulding Co., Chicago, making plastic reproduction of Rin Tin Tin; Outdoor Supply Co., N. Y., camping gear; Gem Dandy Inc., N. Y., leather belts, and Simon & Shuster, N. Y., Rin Tin Tin "Golden Book" and coloring book.

COWBOYS, TRAINS ON KTNT-TV

KTNT-TV Tacoma, Wash., has launched new kid show, *Autry-Rogers Theatre*, with movies supplemented by "Engineer Walt" (Dave Richardson) and his elaborate model train props in live segment. Show is seen daily, 5-6:15.

WBC HOLDS MAN FOR DENVER

WESTINGHOUSE BROADCASTING stations held onto a departing newsman long enough to get daily direct reports from Denver on the President's illness—making it the only independent broadcasting group with its own man on the spot, it believes. When company President Chris Witting decided to send a man, Jerry Landay was turning over his duties as KDKA Pittsburgh news director to his successor, Jim Snyder, before joining Tex McCrary in New York as his radio-tv producer. With Mr. McCrary's cooperation newsman Landay hastily changed plans and soon was beep-phoning five reports daily from Denver to WBC radio and television stations. Mr. McCrary, who is also using the reports, has agreed to Landay's remaining in Denver as long as WBC deems worthwhile.

KLZ STAFFS BIGGEST STORY

STAFFERS of KLZ-AM-FM-TV Denver put in some of the finest—and longest—hours of their careers recently when the President's illness turned the summer White House at Lowry Air Force Base there into the world's most hectic news capital. KLZ, with a full crew of radio and tv engineers, cameramen and floormen on duty 24 hours a day working with CBS networks and local staff, claims it was the only Denver station to so staff the story. When it broke, crews were called back from football coverage and put to work at the Lowry press room. Thereafter some went as long as 42 hours without sleep and hot meals.

RADIO SILENCE FOR PRESIDENT

WFAS White Plains, N. Y., is observing 30-second period of silence daily at 11 a.m. for prayer in behalf of President Eisenhower. Idea came from listener, Mrs. Lillian Warren of Tarrytown, N. Y. Frank Seitz, WFAS general manager, expressed hope other stations across the country would follow suit.

WBZ STIRS UP APPLE STEW

WBZ-WBZA Boston personalities George Le Blanc and Carl deSuze unwittingly touched off a "friendly feud" among New England apple growers recently and crates of the fruit are arriving at the studios from all over the area. Mr. deSuze, loyal to New Hampshire, kindled the feud by refusing an apple from Mr. Le Blanc's home state of Vermont. Others of the staff joined in, defending apples of Connecticut, Maine, Massachusetts and Rhode Island. Oregon apples have arrived from WBZ's sister station KEX Portland, along with a flood of mail from all parts of the country.

APPEARANCE ON WKY-TV PAYS

WKY-TV Oklahoma City program interviewees don't have to answer questions to win large sums of money. Alex Malikoff, 17-year-old German refugee student at Oklahoma City U., appeared briefly on the Prissy Thomas *Guest Room* show and shortly afterward found himself $1,000 richer. A director of the Rapp Foundation saw the show and called Mr. Malikoff immediately to inform him of the Foundation grant. The mailman verified this call the next morning, bringing the student a check for $300 with an official letter.

WTVJ (TV) SENDS FRUIT

WTVJ (TV) Miami recenlty sent out 100 boxes of avocadoes to agencies, networks and clients with note saying, "A healthful reminder that the Miami market is in the healthiest condition ever . . . still gaining."

KTVT (TV) SELLS STATE FAIR

KTVT (TV) Salt Lake City and Continental Oil Co. set new station record for single remote telecast sponsorship with completion of 10 days of Utah State Fair coverage. Station staff and sponsor took viewers on complete tour of the event, averaging two hours of fair programming daily.

KTRE-TV WEATHER CONTEST

KTRE-TV Lufkin, Tex., is encouraging viewers to outwit the local weatherman in its "First Norther" contest. Entrants 100 miles away are predicting exact moment when Lufkin temperature will hit 38° F. When time comes, best guesser gets $350 tv set, with next best receiving $100 and $50 savings bonds.

WTIC BACKS FUTURE FARMER

WTIC Hartford, Conn., has picked a young participant in the WTIC *Farm Youth Program* to go as station's guest to Future Farmers of America national convention this week in Kansas City. Arnold Hinckley, 17, of Windham, was chosen after visit of committeemen to see his work toward establishing a good herd. One of the winner's Holsteins was purchased on a WTIC *Farm Youth Program* loan a year and a half ago.

WPTZ (TV) DOCUMENTS RACKET

WPTZ (TV) Philadelphia Saturday climaxed a month of underground work with police department with first of two documentaries on numbers racket and bootlegging in area. Reporter Taylor Grant used film shot on police raids and at interrogations for half-hour 7 p.m. *Tele-Scope* shows. With him in studio were police and legal authorities.



KFYR-TV Bismarck, N. D., presented Gov. Norman Brunsdale of North Dakota (3d from r) on its live network dedication program Sept. 28. KFYR-TV, one of the first stations to use Bell System's new "off-the-air" pickup service, brought viewers 1955 World Series from NBC on initial live network show. Participating in the dedication are (l to r) Vern Holman, AT&T; William Moeller, president, Bismarck Chamber of Commerce; Evan Lips, mayor of Bismarck; Gov. Brunsdale; Mrs. Etta H. Meyer, president, Meyer Bcstg. Co. (KFYR-AM-TV) and Frank E. Fitzsimonds, company executive vice president.

WVDA COVERS CARLING OPEN

WVDA Boston presented 30 special broadcasts and utilized over $25,000 worth of equipment in hole-by-hole coverage of area's largest golf tournament, Carling's Charles River Country Club $50,000 open, recently. Station used staff of 10 for exclusive coverage throughout five-day tourney, sponsored by 1st Naval District Headquarters Recruiting Bureau.

COLLEGIATES GRILL BUTLER

RUTH Geri Hagy's ABC-TV interview show, *College Press Conference*, opened new season yesterday (Sun.) with Paul Butler, Democratic National Committee chairman, as guest. Series, originating from WMAL-TV Washington, D. C., will celebrate its fourth anniversary Oct. 16 wth a special interview on peace and disarmament with the Hon. Harold E. Stassen, special assistant to the president on disarmament. Mr. Stassen will appear on the telecast for the third consecutive year.

PENNIES FROM KHJ-TV

KHJ-TV Los Angeles sent out caricature drawing with a copper penny supporting a cowboy hat to herald the premiere of the *Hank Penny Show*. Westinghouse-sponsored show is on station Tuesdays, 8-9 p.m.

FARM STAFF PEN NEWS NOTES

WIBW-AM-TV farm staff, "Wilbur, Wes and Dick," have inaugurated series of monthly reports on local farm situation. Mimeoed "Kansas Farm Notes" cover farm facts, sidelights and humor.

TELECAST COMMERCE REPORT

KIMA-TV Yakima, Wash., scored probable tv "first," it believes, with recent half-hour telecast of local Chamber of Commerce annual report. Show utilized live action, newsfilm and photos and was seen by Chamber at its annual banquet meeting, as well as by viewers at large.

WKBV VISITED BY 10,000 FANS

LISTENERS, more than 10,000 of them, braved drizzling rain, inadequate public transportation and short parking space to answer the open house invitation of WKBV Richmond, Ind., on its 29th anniversary last month. Visitors came from 25 miles around, from 6 a.m. in the morning until after 10 p.m., with roses, cigars, balloons and one radio door prize the only inducements. WKBV drew the crowd of visitors mainly by its air invitations, with only 5% of publicity budget spent in other media. During peak hours visitors were directed by sheriff's deputies and station staff to come back later when parking space might be available. And they did, on into the following day, long after gifts ran out.

AIRS 'TEXAS TOWER' REPORT

NEWSMAN Ralph Morse of WEEI Boston recently relayed the first full-scale broadcast from U. S. Air Force's new ocean-based Georges Bank radar station, popularly known as "Texas Tower." Taken to tower in tugboat, the newsman was raised in a basket by boom 100 feet to the helicopter deck of the steel and concrete island. Prior to this first full-scale broadcast from the tower WEEI had received hurricane reports from there by telephone.

KFAB CLAIMS HURRICANE BEAT

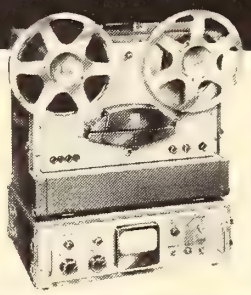
HUGH McCOY, KFAB Omaha news director, scored a major news beat, the station says, with early eyewitness reports of Hurricane Janet's impact on Central America. A ham operator hearing the first distress calls from Corozal, British Honduras, patched a recorder into his shortwave rig and taped a dramatic account by the Rev. Philip E. Pick at Corozal. The Rev. Pick's shortwave report, broadcast from the only transmitter in operation at the storm scene, was aired by KFAB less than an hour later on Mr. McCoy's 6 p.m. newscast.

WIS-TV AIRS SHOW FOR DEAF

WIS-TV Columbia, S. C., presented first of *Bible for the Deaf* series yesterday. Studies are presented by Edwin Sampson of Columbia's First Baptist Church Sunday school department and interpreted in sign language by Mrs. Jewel Duvall.

WEDNESDAY ACTION ON KTTV

KTTV (TV) Los Angeles is touting its Wednesday night adventure programming with a toy police car and cable car paper weight mailing to trade. Two-hour action film block begins at 8:30 with *The Lone Wolf*, followed by *San*

Magnecord
TAPE RECORDERS
the choice of professionals
More Magnecord tape recorders are found as standard equipment in professional broadcast and recording installations than any other — all over the world! Call, write or wire for complete information and specifications on the complete Magnecord professional line. There is no finer, more dependable equipment!

M90-AC Magnecord Tape recorder. Rack, Console — or Portable mounting as shown.
Magnecord, inc.
1101 SOUTH KILBOURN AVENUE, DEPT. BT
CHICAGO 24, ILLINOIS

KCOH
HOUSTON
KNOK
FT. WORTH-DALLAS
formerly KWBC
WMRY
NEW ORLEANS
1 order delivers the Negro Population of the South's 3 Largest Markets ...cuts cost, too!
negro radio South
Gill-Perna, Inc., Nat'l Representatives
Lee F. O'Connell, West Coast

Francisco Beat, City Detective and *Sherlock Holmes. San Francisco Beat* and *City Detective* both debuted on the station last week.

CLEVELAND CHOIRS ON TV

WNBK (TV) Cleveland recently presented first of Sunday morning choral series, *Mary Holt's Spirituals,* featuring local choirs. Program, tv version of six-year favorite on Cleveland radio, is sponsored by Shaw's Jewelry. Mary Holt, show's conductor, got into broadcasting by accident six years ago when, as co-owner of record store, she decided to do her own commercials. They not only sold her own business, but won her programs 46 other sponsors as well.

CBS NEWS SHOWS INCREASED

PLANS were announced last week by CBS Radio to broadcast 25 regularly-scheduled five-minute news programs every weekend beginning Saturday, Oct. 8. This schedule, in addition to five 15-minute weekend news programs and three special news reports, will provide "the most extensive and complete coverage broadcast by CBS News," according to a network spokesman. CBS News correspondents will broadcast on virtually an hour-to-hour basis on the news programs. When practicable, foreign and domestic correspondents will be picked up at points where news is developing.

SEE SERIES ABOARD BUS

WSAZ-TV Huntington, W. Va., and Ohio Valley Bus Co. teamed up to bring World Series to shoppers and office workers via color tv. Sets provided by distributors were placed in busses parked downtown, with overflow crowds going to WSAZ-TV studios and tv retail stores for the colorcasts.

'OMNIBUS' IN FOURTH SEASON

FOR the fourth consecutive season, *Omnibus* returns to CBS-TV (Sun. 5-6:30 p.m.) with a wide range of plans that include the "Omnibus World's Fair," a series which will take the viewer all over the world to examine the present state of civilization; Eartha Kitt in Oscar Wilde's play "Salome"; a three-part story on "Our Living Constitution"; James Thurber's boyhood memories, and the recollections of the Rev. Dr. Harry Emerson Fosdick, founder and pastor of Riverside Church in New York.

Station Authorizations, Applications

(As Compiled by B • T)

September 29 through October 5

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

Cp—construction permit. DA—directional antenna. ERP—effective radiated power. vhf—very high frequency, uhf— ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw kilowatts. w—watts, mc—megacycles. D—day. N—night. LS — local sunset. mod. — modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SSA—special service authorization. STA—special temporary authorization.

FCC Commercial Station Authorizations
As of Aug. 31, 1955 *

	Am	Fm	Tv
Licensed (all on air)	2,747	525	144
Cps on air	11	15	†325
Cps not on air	115	16	111
Total on air	2,758	540	469
Total authorized	2,873	556	580
Applications in hearing	149	3	165
New station requests	215	6	24
New station bids in hearing	91	0	110
Facilities change requests	138	6	35
Total applications pending	766	138	242
Licenses deleted in Aug.	1	1	0
Cps deleted in Aug.	3	0	4

*** Does not include noncommercial educational fm and tv stations.**

† Authorized to operate commercially, but station may not yet be on air.

Am and Fm Summary Through Oct. 5

	On Air	Licensed	Cps	Appls. Pending	In Hearing
Am	2,764	2,757	165	239	155
Fm	540	521	38	12	3

Tv Summary Through Oct. 5

Television Station Grants and Applications Since April 14, 1952

Grants since July 11, 1952:

	Vhf	Uhf	Total
Commercial	291	313	604[1]
Noncom. Educational	17	17	34[2]

Total Operating Stations in U. S.:

	Vhf	Uhf	Total
Commercial on air	333	103	436
Noncom. Educ. on air	13	4	17

Applications filed since April 14, 1952:

	New	Amend.	Vhf	Uhf	Total
Commercial	950	337	750	536	1,287[3]
Noncom. Educ.	59		32	27	59[4]
Total	1,010	337	782	564	1,347[5]

[1] 153 Cps (30 vhf, 123 uhf) have been deleted.
[2] One educational uhf has been deleted.
[3] One applicant did not specify channel.
[4] Includes 34 already granted.
[5] Includes 638 already granted.

FCC ANNOUNCEMENTS

New Tv Stations . . .

ACTION BY FCC

Minot, N. D.—Meyer Bcstg. Co., granted vhf ch. 10 (192-198 mc); ERP 29.5 kw vis., 14.8 kw aur.; ant. height above average terrain 90 ft., above ground 130 ft. Estimated construction cost $122,000, first year operating cost $65,000, revenue $60,000. Post office address 200½ Fourth St., Bismarck, N. D. Studio location Minot. Trans. location near Minot. Geographic coordinates 48° 14′ 50″ N. Lat., 101° 20′ 16″ W. Long. Trans. DuMont, ant. RCA. Legal counsel Hogan & Hartson, Washington, D. C. Consulting engineer Page, Creutz, Garrison & Waldschmidt, Washington, D. C. Applicant is licensee of **KFYR-AM-TV Bismarck.** Granted Oct. 5.

APPLICATIONS

Yuma, Ariz.—Wrather-Alvarez Bcstg. Inc., vhf ch. 13 (210-216 mc); ERP 26.7 kw vis., 13.35 kw aur.; ant. height above average terrain 618 ft., above ground 667.25 ft. Estimated construction cost $320,000, first year operating cost $300,000, revenue $400,000. Post office address 1405 Fifth Ave., San Diego, Calif. Studio location Yuma. Trans. location on U. S. Hwy. 80 in Imperial County, Calif. Geographic coordinates 32° 45′ 6″ N. Lat., 114° 46′ 21″ W. Long. Trans. and ant. GE. Legal counsel Welch, Mott & Morgan, Washington. Applicant is licensee of **KFMB-AM-TV San Diego, Calif.** Pres. **J. D. Wrather Jr.** (38.8%) has cp for Boston ch. 44, has 25% interest in Superior Television Inc., one of applicants for Corpus Christi, Tex., ch. 10, and is non-stockholding director of **KOTV (TV) Tulsa, Okla.** Vice Pres.-Treas. **Maria Helen Alvarez** (38.8%) is 25% Superior owner and also non-stockholding director of **KOTV (TV).** Edward Petry & Co. holds other 22.2% in applicant. Filed Oct. 4.

Ironwood, Mich.—Upper Michigan-Wisconsin Bcstg. Co., vhf ch. 12 (204-210 mc); ERP 370 w vis., 185 w aur.; ant. height above average terrain 562 ft., above ground 320 ft. Estimated construction cost $59,004.41, first year operating cost $80,000, revenue $88,000. Post office address 124 E. McLeod Ave., Ironwood. Studio and trans. location Ironwood. Geographic coordinates 46° 26′ 53″ N. Lat., 90° 09′ 28″ W. Long. Trans. and ant. Dage. Legal counsel D. F. Prince, Washington. Consulting engineer Frank H. McIntosh, Washington. Applicant is 51% owner **WIKB Iron River, Mich.,** and licensee of **WATW Ashland, Wis.,** and **WJMS Ironwood.** Filed Sept. 30.

Clovis, N. M.—KICA Inc., vhf ch. 12 (204-210 mc); ERP 29.740 kw vis., 16.045 kw aur.; ant. height above average terrain 218.80 ft., above ground 240.25 ft. Estimated construction cost $210,500, first year operating cost $144,000, revenue $200,000. Post office address 520 Pile St., Clovis. Studio and trans. location Clovis. Geographic coordinates 34° 23′ 52.8″ N. Lat., 103° 11′ 58.4″ W. Long. Trans. and ant. GE. Legal counsel D. F. Prince, Washington. Consulting engineer John H. Mullaney, Washington. Applicant is licensee of **KICA Clovis.** Filed Oct. 5.

APPLICATION AMENDED

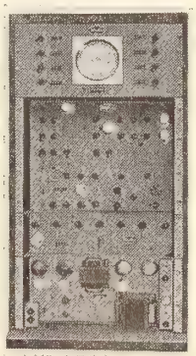
Cheboygan, Mich.—Midwestern Bcstg. Co. amends application for new tv to specify ERP of 21.3 kw vis., 11 kw aur., change type of trans. and ant., ant. height above average terrain to 652 ft. and make other equipment changes. Amended Sept. 30.

PETITION

Wenatchee, Wash.—Wescoast Bcstg. Co. (KPQ) petitions FCC to amend sec. 3.606 so as to provide for re-allocation of ch. 18 from Bellingham, Wash., to Wenatchee and substitute ch. 46 for 18

Wickes

COLOR SIGNAL CERTIFICATION



A vector display monitoring and test instrument for color signal certification. The VDE-3A incorporates a high-definition Display Oscilloscope, with edge-lighted calibrated overlay. Camera mounting facilities are provided for photographic records of vector display, plus continuous operating check. Equipment features self-calibrating circuits for accurate and dependable signal certification. Protective covers included for safe portability. Display Oscilloscope, Decoder-Keyer, and Burst-Controlled Oscillator available as separate items. The VDE-3A is supplied complete with regulated power supply and mounting rack.

Detailed literature forwarded on request.

Wickes ENGINEERING AND CONSTRUCTION COMPANY
ESTABLISHED 1920
12TH STREET AND FERRY AVENUE CAMDEN 4, NEW JERSEY

in Bellingham. Received Sept. 23; announced Sept. 30.

Existing Tv Stations . . .

APPLICATIONS

KIEM-TV Eureka, Calif.—Seeks mod. of cp to change ERP to 100 kw vis., 50 kw aur. and make equipment changes. Ant. height above average terrain 1,653 ft. Filed Oct. 4.

WSEE (TV) Erie, Pa.—Seeks mod. of cp to make ant. change. Ant. height above average terrain 931 ft. Filed Oct. 4.

WGAL-TV Lancaster, Pa.—Seeks mod. of license to change studio location, main trans. and ant. to Columbia Pike and Abbeyville Rd., West of Lancaster, Pa. and request waiver of sec. 3.613 of FCC rules. Filed Oct. 5.

APPLICATION AMENDED

WCOC-TV Meridian, Miss.—Amends application to furnish additional financial data, loan agreement and request waiver of sec. 3.613 of FCC rules. Amended Oct. 3.

PETITION

WMUR-TV Manchester, N. H.—Petitions FCC to amend sec. 3.610 (a) (1) (i) and of Appendix I, Fig. 1 so as to re-draw zone line in New Hampshire and Vermont so that all portions of New Hampshire and Vermont lying above 42° 55′ parallel will fall in Zone II rather than Zone I, or include within Zone II all of New Hampshire and Vermont and exclude from Zone I those portions of these states now lying in Zone I. Received Sept. 26; announced Sept. 30.

New Am Stations . . .

ACTION BY FCC

Lancaster, Ohio—Lancaster Bcstg. Co. application for cp to operate on 1080 kc, 250 w D dismissed at request of applicant. Dismissed Oct. 3.

APPLICATIONS

Fort Smith, Ark.—H. Weldon Stamps, 1410 kc, 500 kw D. Post office address 2000 N. 52nd St., Fort Smith. Estimated construction cost $9,000, first year operating cost $30,000, revenue $42,000. Mr. Stamps is vice president-general manager of **KFSA-AM-FM-TV Fort Smith** and holds the same position with **KBRS Springdale, Ark.,** and **KHBG Okmulgee, Okla.** Mr. Stamps informed FCC these connections would be severed should his application be granted. Filed Oct. 3.

Little Rock, Ark.—Sepia Bcstg. Co., 1460 kc, 1 kw D. Post office address 1 Prentiss St., Natchez, Miss. Estimated construction cost $7,350, first year operating cost $24,000, revenue $36,000. Principals are **Mrs. Mary Davis Barland** (50%) and **Mrs. Juanita L. Wilson,** housewives. Neither holds broadcast ownership. Filed Oct. 4.

Madera, Calif.—Ian S. Lansdown, 1300 kc, 500 w D. Post office address 1858 E. Villa St., Pasadena, Calif. Estimated construction cost $18,815.85, first year operating cost $14,400, revenue $21,600. Mr. Lansdown is announcer-engineer at **KUTE Glendale, Calif.** Filed Oct. 5.

Fort Walton Beach, Fla.—West Florida Bcstg. Service, 950 kc, 1 kw D. Post office address Fort Walton Beach. Estimated construction cost $17,415, first year operating cost $27,500, revenue $38,000. Sole owner of applicant is H. French Brown Sr., former 50% owner **WCNU Crestview, Fla.** Filed Oct. 3.

Monmouth, Ill.—Prairieland Broadcasters, 1330 kc, 1 kw D. Post office address R.R. #3, Mount Carmel, Ill. Estimated construction cost $20,900, first year operating cost $48,000, revenue $50,000. Among nine principals in unequal partnership are **Stephen P. Bollinger,** 25% owner **WVMC Mount Carmel,** 22.5% owner **WIZZ Streator, Ill.; Joel W.** and **Ben H. Townsend,** attorneys, each owning 18.7% **WVMC,** 6% **WIZZ,** 6.25% **WILO Frankfort, Ind.,** and 6.25% **WINL Lebanon, Ind.; Morris E. Kemper,** accountant, owner 37.5% **WVMC,** 11.5% **WIZZ,** 12.5% **WILO,** and 12.5% **WINL; T. Keith Coleman,** theatre owner, 11.5% owner **WIZZ; Theodore M. Nelson,** 50% owner **WILO** and 50% owner **WOHP Bellefontaine, Ohio,** and **Charles Vandever,** 22.5% owner **WIZZ,** 25% **WVMC.** Filed Sept. 30.

Fort Dodge, Iowa—Fort Dodge Broadcasters Inc., 540 kc, 1 kw D. Post office address 400 Commerce Bldg., Sioux City, Iowa. Estimated construction cost $36,950, first year operating cost $56,100, revenue $80,000. Principals include Pres. **Harold W. Cassill** (8.33%), manager **KTRI Sioux City, Iowa,** and Vice Pres. **Wyman N. Schnepp** (8.33%), **KTRI** sales staff member. Filed Oct. 4.

Muleshoe, Tex.—David W. Ratliff, 1380 kc, 500 w D. Post office address Box 1123, Stamford, Tex. Estimated construction cost $15,482, first year operating cost $24,000, revenue $29,000. Mr. Ratliff owns **KDWT Stamford.** Filed Oct. 5.

Waco, Tex.—R. E. Lee Glasgow, 940 kc, 500 w D. Post office address 3301 Castle Ave., Waco. Estimated construction cost $26,000, first year operating cost $108,000, revenue $120,000. Mr. Glasgow is part owner wired music service, majority owner Southwest Adv. Agency, majority stockholder **KAND Corsicana, Tex.,** and is general manager (no stock) **WACO Waco. WACO** affiliation will be terminated if present application is granted. Filed Oct. 3.

APPLICATIONS AMENDED

Lorain, Ohio—Sanford A. Schafitz amends application for cp to operate on 1380 kc, 500 w D to change trans. location to 1,500 ft. south of city limits, Lorain. Amended Sept. 30.

Burns, Ore.—Radio 395 amends application for cp to operate on 1340 kc, 250 w unl. to specify name of applicant as Radio 395-B Inc. Amended Sept. 30.

Olympia, Wash.—Donald F. Whitman amends application for cp to operate on 800 kc, 250 w D to specify frequency of 1440 kc, 500 w. Amended Sept. 30.

Existing Am Stations . . .

ACTIONS BY FCC

WBEC Pittsfield, Mass.—Granted cp to change trans. location. Granted Sept. 30; announced Oct. 4.

WPUV Pulaski, Va.—Granted extension of authority to sign-on at 6 a.m., sign-off at 8 p.m., Mon.-Sat.; sign-on 8 a.m., sign-off at 8 p.m., Sun., through Oct. 15. Granted Sept. 30; announced Oct. 4.

WJMC Rice Lake, Wis.—Application for cp to mount fm ant. on top of am tower (increase height) and make ant. system changes returned because engineering dated after verification. Returned Oct. 5.

WKLJ Sparta, Wis.—Application for mod. of cp to change studio location and operate trans. by remote control from 124½ S. Water St., Sparta returned to applicant. Necessary to complete Sec. I. Returned Oct. 4.

APPLICATIONS

WGOV Valdosta, Ga.—Seeks cp to change from DA-2 (D and N) to DA-N and make ant. system changes. Filed Oct. 3.

KUZN West Monroe, La.—Seeks mod. of cp to change studio location, and operate trans. by remote control from 218½ Trenton St., West Monroe, La. Filed Oct. 4.

KNIM Maryville, Mo.—Application for cp to change from 1580 kc to 1230 kc; decrease power from 250 w to 100 w and change hours of operation from D to unl. resubmitted. Resubmitted Oct. 5.

KILO Grand Forks, N. D.—Seeks cp to change ant.-trans. location from Grand Forks to East Grand Forks, Minn., and make changes in ant. system (increase height). Filed Oct. 4.

KOOS Coos Bay, Ore.—Seeks cp to change from 1230 kc to 1260 kc; increase power from 250 w to 1 kw; install DA-N and change ant.-trans. location from Hall Bldg., Coos Bay to "C" St., Eastside, Ore. Filed Oct. 4.

WTIV Titusville, Pa.—Seeks cp to move ant.-trans. location 900 ft. north of present site. Filed Oct. 4.

KTBB Tyler, Tex.—Seeks cp to increase D power from 500 w to 1 kw. Filed Sept. 30.

New Fm Stations . . .

APPLICATIONS

Phoenix, Ariz.—James T. Ownby, 98.5 mc, 1.44 kw unl. Post office address 103 Mayer-Heard Bldg., Phoenix. Estimated construction cost $5,050, first year operating cost and revenue not given. Mr. Ownby owns **WJXN Jackson, Miss.,** and 40% of **WDOB Canton, Miss.** Filed Oct. 4.

Milton, Pa.—John S. Booth, 99.3 mc, 34 w unl. Post office address 220 Norland Ave., Chambersburg, Pa. Estimated construction cost $1,250, first year operating cost $1,000, revenue $1,000. Mr. Booth is 33% owner **WCHA-AM-FM Chambersburg, Pa.,** 50% owner **WTVE (TV) Elmira, N. Y.,** 45% owner **WTOW Towson, Md.,** and owner **WMLP Milton.** Filed Sept. 30.

Columbus Bay, Christiansted, St. Croix, Virgin Islands—West Indies-Caribbean Radio, 100.1 mc, 78 w unl. Post office address Kingshill Post Office, St. Croix, Virgin Islands. Estimated construction cost $8,400, first year operating cost $10,950, revenue $15,000. Applicant is wholly-owned by Mary Louise Vickers who holds cp for **WICR Cruz Bay, St. John, Virgin Islands.** Filed Oct. 4.

Existing Fm Stations . . .

ACTIONS BY FCC

WBEC-FM Pittsfield, Mass.—Granted cp to change trans. and studio location. Granted Sept. 30; announced Oct. 4.

WKAR-FM East Lansing, Mich.—Granted cp to change ERP to 93 kw; ant. height to 260 ft. and change ant. system, subject to engineering conditions. Granted Sept. 29; announced Oct. 4.

APPLICATIONS

WBEC-FM Pittsfield, Mass.—Seeks cp to change trans.-studio location to 33 Eagle St., Pittsfield. Filed Sept. 30.

KDKA-FM Pittsburgh, Pa.—Seeks cp to change trans. location to 4101 Grizella St., Pittsburgh; ERP to 47.1 kw, and make ant. system changes. Operation by remote control from 310 Grant St., Pittsburgh, also requested. Filed Oct 4.

WJMC-FM Rice Lake, Wis.—Seeks cp to change ERP to 15.6 kw; ant. height above average terrain to 543 ft. and make ant. system changes. Filed Oct. 4.

Ownership Changes . . .

ACTIONS BY FCC

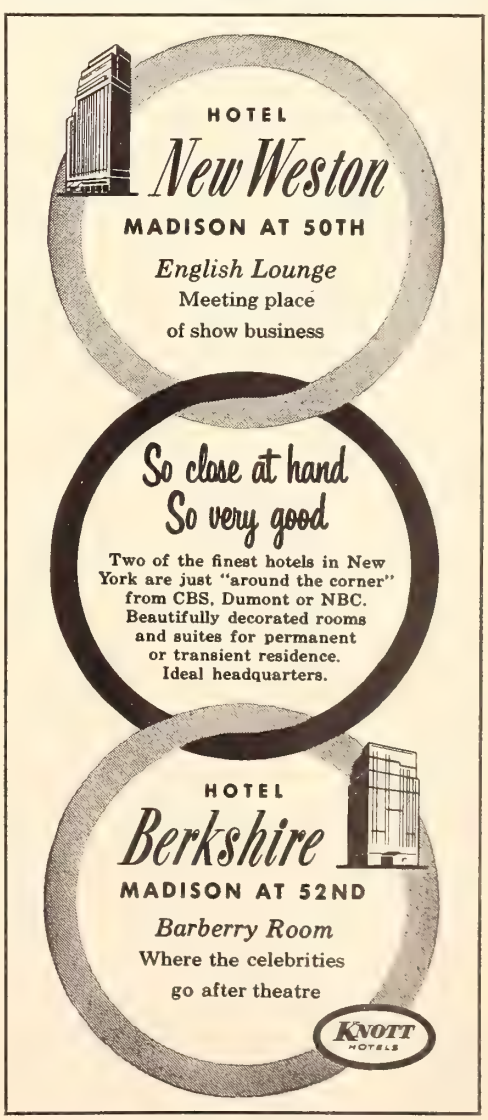
WGWD Gadsden, Ala.—Granted transfer of control to Rome Bcstg. Corp., Blue Ridge Bcstg. Co. and Southland Pub. Co. for $37,500. Rome Bcstg. (36%) owns **WRGA Rome Ga.** Charles Smithgall, 40% owner of Rome Bcstg., is sole owner **WGGA Gainesville, Ga.** and pres.-treas. *Gainesville* (Ga.) *Daily Times.* Louis R. Fockele, is dir.-vice pres. of **WRGA** and **WGGA.** Blue Ridge (32%) is **WGGA** licensee. Southland Pub. Co. is *Daily Times* publisher and has 20% interest in Rome Bcstg. Messrs. Smithgall and Fockele each hold 30% interest in applicant for new am station in Murphy, N. C. Granted Oct. 5.

KOLD Yuma, Ariz.—Granted transfer of control to Henry H. Schechert and W. J. Hawthorne for $16,086. Mr. Schechert, with various business interests, is buying 980 share of 1,950 shares issued. Mr. Hawthorne, who owns 25.6% in station, will control 49.6%. Mr. Hawthorne owns 50% H-K Productions (movies for tv). Granted Oct. 5.

KBAK Bakersfield, Calif.—Granted assignment of license to Paschall, Tullis & Hearne for $85,000. Present licensee, Bakersfield Bcstg. Co., retains ownership of **KBAK-TV** there. Principals in equal partnership are **Benton Paschall,** radio management sales consultant; **Howard L. Tullis,** 50% owner Tullis Co. (adv. agency), Hollywood, Calif., and **John P. Hearne,** attorney, 6½% owner **KVEN Ventura, Calif.,** 5% of **KUAM Guam,** officer-dir. **KBAK-AM-TV** and officer-dir. **KYA San Francisco, Calif.** Granted Oct. 5.

KSTN Stockton, Calif.—Granted transfer of control to Knox LaRue from L. E. Chenault through sale by Mr. Chenault of 7.5% interest to Mr. LaRue for $7,950. Mr. LaRue will now own 56.67% and Mr. Chenault 20%. Granted Sept. 28; announced Oct. 4.

KOLR Sterling, Colo.—Granted relinquishment of negative control from present stockholders. One-third of outstanding stock goes to John E. Gazdik for $13,000. Present owners retain 66.6% stock with Petteys family owning 33.3% and re-



maining stockholders owning 33.3%; no positive or negative control as such. Mr. Gazdik is **KOLR** salesman. Granted Oct. 5.

WALT Tampa, Fla.—Granted assignment to Harold Kaye (51.6%), Emil J. Arnold (48.33%) and others for $100,000 plus $400 per month for 10 years. Sale is made to fulfill commitments made during hearing for ch. 13 **WTVT (TV) Tampa, Fla.** Mr. Kaye is 25% owner **WLOW Portsmouth, Va.**, and 25% owner **WORC Worcester, Mass.** Mr. Arnold is 50% owner **WMFJ Daytona Beach, Fla.**, 25% owner **WLOW** and is sole proprietor of Commonwealth Adv. Agency, Boston, Mass. Granted Oct. 5.

WOPA-AM-FM Oak Park, Ill.—Granted assignment of license to Richard Goodman, Mason Loundy, Egmont Sonderling and WOPA Inc., a partnership d/b as Village Bcstg. Co. Messrs. Goodman, Loundy and Sonderling assign half of their interests in station so that WOPA Inc. owns 50%, Mr. Goodman 27.5%, Mr. Sonderling 12.5% and Mr. Loundy 10%. No actual change in individuals' control of licensee. Granted Sept. 27; announced Oct. 4.

KTSW Emporia, Kan.—Granted assignment of license to Lyon County Bcstg. Co. for $55.000 plus assumption of $4,000 mortgage. Principals are Pres. **Sherwood R. Parks** (16%), **KVGB Great Bend, Kan.**, asst. manager; Vice Pres. **Grover C. Cobb** (28%), 20% owner **KVGB**; Treas. **Will L. Townsley** (28%), 26% owner **KVGB** and Sec. **Russell T. Townsley** (28%), 20% owner **KVGB.** Messrs. Townsley are editors, respectively, of the *Great Bend* (Kan.) *Daily Tribune* and the *Russell* (Kan.) *Daily News.* Each owns 33.3% of *Daily Tribune* and 25% of weekly *Great Bend Herald-Press.* Granted Oct. 5.

KCLO Leavenworth, Kan.—Granted assignment of license to John F. Spahr and Edna V. Spahr for $39,000. The Spahrs are to be joint tenants. Mr. Spahr is **KCLO** station manager. Granted Oct. 5.

WINN Louisville, Ky.—Granted transfer of control to WINN Inc. for $63,750. Principals include **Harold Kaye** and **Emil J. Arnold.** For applicants' interests see **WALT** grant above. Granted Oct. 5.

KGWA Enid, Okla.—Granted transfer of control to R. H. Drewry for $62,000. Mr. Drewry has contracted to sell 15.5% of station stock to T. R. Warkentin for $3,875 and 10% to Allan P. Page for $2,500. Mr. Drewry owns one-third **KMID-TV Midland, Tex.**, and 53.5% **KSWO-AM-TV Lawton, Okla.** Mr. Warkentin owns 15.5% **KSWO-AM-TV**, 18% **KMID-TV** and 13.95% of **KRHD Duncan, Okla.** Mr. Page is commercial manager **KANS Wichita, Kan.** Granted Oct. 5.

WKXV Knoxville, Tenn.—Granted transfer of control to Tele-Broadcasters Inc. for $95,000. Sole owner is H. Scott Killgore, sole owner of **WKXL Concord, N. H.**, and **WARE Ware, Mass.** Application is pending for new am at Athol, Mass. Granted Oct. 5.

WDXL Lexington, Tenn.—Granted assignment of license to Lexington Bcstg. Service Inc. for $58,850. Nine principals each own 11.1% stock. Principals Neal B. Bunn and Ben Enochs are manager and chief engineer, respectively, of **WDXL.** Granted Oct. 5.

KZIP Amarillo, Tex.—Granted assignment of license to Panhandle Bcstg. Co. Partner **W. J. Duncan** is selling **Ray Winkler, KZIP** general manager, 10% of his 50% holding for $5,000. David P. Pinkston's 50% interest remains unchanged. Granted Oct. 5.

KTXN Austin, Tex.—Granted transfer of control through sale by Edward C. James of 75% interest to Mrs. O. B. Perot, Robert N. Pinkerton and Edgar B. Pool for $75,000. Mr. Pinkerton is president and stockholder of **WBGE Atlanta.** Mr. Pool is 25% owner of **KIFN Phoenix** and has interest in **WBGE.** Mrs. Perot is life insurance executive. Granted Oct. 5.

KTFS Texarkana, Tex.—Granted transfer of control to Robert S. Bieloh for $72,660 including liabilities. Mr. Bieloh is 75% owner **KBLO Hot Springs, Ark.** Granted Oct. 5.

KCLX Colfax, Wash.—Granted assignment of license from Eugene Pournelle tr/as Whitman County Broadcasters to Adrian DeVries for $30,700. Mr. DeVries was production manager of **KFPY** (now **KXLY-AM-TV**) **Spokane, Wash.** Granted Oct. 5.

APPLICATIONS

KBMW Breckenridge, Minn.—Seeks transfer of control to Robert E. Ingstad for $37,500. Mr. Ingstad is majority stockholder in **KOVC Valley City, N. D.**, and **KEYJ Jamestown, N. D.** Filed Oct. 4.

KOBE Las Cruces, N. M.—Seeks transfer of control to Edwin E. Merriman, Hugh S. Thomas and Robert W. Tobey for $5,349.99 plus assumption of $31,800 indebtedness. Principals are partners in **KOTS Deming, N. M.** Filed Sept. 30.

WISP Kinston, N. C.—Seeks transfer of control (81% of stock) to William B. and Cathryn C. Murphy for $16,000. Mr. and Mrs. Murphy each own 25% of **WGMA Hollywood, Fla.** Filed Oct. 4.

WTRX-AM-FM Bellaire, Ohio—Seeks assignment of license to WTRX Inc. Corporate change only; no change in control. Filed Oct. 4.

Hearing Cases . . .

INITIAL DECISION

KNAC-TV Fort Smith, Ark.—Hearing Examiner Basil P. Cooper issued initial decision looking toward grant of applications of American Television Co. to assign cp for **KNAC-TV**, ch. 5, to Southwestern Pub. Co. for $50,000 plus $5,000 each per year to H. S. Nakdimen and George T. Hernreich during life of seven-year covenants and for extension of time to complete construction of **KNAC-TV.** Action Oct. 3.

FINAL DECISION

WEAT-AM-TV West Palm Beach, Fla.—Sept. 28 FCC dismissed protest and petition of **WIRK-TV West Palm Beach, Fla.**, asking reconsideration of Commission grant on July 27 for transfer of control of **WEAT-AM-TV** from James R. and June H. Meachem to General Teleradio Inc. Comr. Bartley dissented in part. Announced Sept. 29.

OTHER ACTION

Colorado Springs-Manitou Springs, Colo.—Sept. 28. FCC affirmed Sept. 12 order specifying that hearing on applications of Taylor Bcstg. Co., Colorado Springs and Garden of the Gods Bcstg. Co., Manitou Springs, for new am stations (1460 kc) be held in Washington, D. C. Comr. Bartley dissented. Announced Sept. 29.

Routine Roundup . . .

September 29 Decisions

BROADCAST ACTIONS

Commission *en banc*, by Comrs. McConnaughey (Chairman), Hyde, Bartley and Doerfer, took following actions on Sept. 28:

Granted renewal of license of following stations on regular basis: **WSPD-TV Toledo, Ohio; WJBK-TV Detroit, Mich.; WKZO-TV Kalamazoo, Mich.; WBNS-TV Columbus, Ohio; WLWC (TV) Columbus, Ohio; WLWD (TV) Dayton, Ohio; WEWS (TV) Cleveland, Ohio; WJIM-TV Lansing, Mich.; WWJ-TV Detroit, Mich.; WXYZ-TV Detroit, Mich.; WNBK (TV) Cleveland, Ohio; WTAM-AM-FM Cleveland, Ohio; WLWT (TV) Cincinnati, Ohio; WERE-AM-FM Cleveland, Ohio; WCAR Pontiac, Mich.; WJMO Cleveland, Ohio.**

September 30 Decisions

ACTIONS ON MOTIONS

By Comr. Richard A. Mack

KGEO-TV Enid, Okla.—Granted petition for extension of time to Oct. 7 for filing reply briefs to exceptions and supporting briefs as have been or may be filed re ch. 5 proceeding. Action Sept. 27.

By Acting Chief Hearing Examiner Fanney N. Litvin

WNLK Norwalk, Conn.—Granted petition for dismissal without prejudice of its am application; application dismissed. Action Sept. 27.

By Hearing Examiner Hugh B. Hutchison

Issued statement and order in am proceeding involving applications of Rollins Bcstg. Inc., Indianapolis, Ind., OK Bcstg. Co., Indianapolis Ind., Wireless Broadcasters, Franklin, Ind. Wabash-Peru Bcstg. Co. Inc. (WARU), Peru, Ind. and Twin Valley Broadcasters Inc. (WTVB) Coldwater, Mich., ordering that initial prehearing conference be continued to Oct. 21; that date for exchange of exhibits between parties is fixed for Nov. 10; and that date of hearing is postponed from Oct. 10 to Nov. 18. Action Sept. 28.

By Hearing Examiner Basil P. Cooper

Ordered that supplemental certificate of notary public before whom depositions were taken in am proceeding re application of KY-VA Bcstg. Corp. (WKYV), Harlan, Ky., be received and depositions previously received conditionally are now received; further ordered that affidavit of accountant for Blanfox Radio Co., protestant marked Exhibit 8, be received and ordered that record be closed and time for filing of proposed findings of fact and conclusions of law remains unchanged; namely, such findings, if filed, are due on or before Oct. 17. Action Sept. 27.

Suburban Bcstg. Corp., Hopkins-St. Louis Park-Edina, Minn.—Granted request for extension of time from Oct. 24 to Nov. 7 to file reply-rebuttal findings in am proceedings. Action Sept. 27.

By Hearing Examiner Herbert Sharfman

WKNX-TV Saginaw, Mich.—Granted petition for extension of time for filing of reply proposed findings of fact and conclusions in ch. 12 proceeding involving application of **WJR**, The Goodwill Station Inc., Flint, Mich.; **(WJRT [TV])** for mod. of cp; time extension from Sept. 30 to Oct. 7. Action Sept. 29.

September 30 Applications

ACCEPTED FOR FILING

License to Cover Cp

KGU Honolulu, Hawaii—Seeks license to cover cp which authorized change frequency.

WKBV Richmond, Ind.—Seeks license to cover cp which authorized changes in ant. system.

WVCH Chester, Pa.—Seeks license to cover cp which authorized increase power, install new ant., and make ground system changes.

KULE Ephrata, Wash.—Seeks license to cover cp which authorized power increase.

Modification of Cp

KKTV (TV) Colorado Springs, Colo.—Seeks mod. of cp to extend completion date to 4-26-56.

WJDW (TV) Boston, Mass.—Seeks mod. of cp to extend completion date.

KTVI (TV) St. Louis, Mo.—Seeks mod. of cp to extend completion date to May 1956.

WSPD-TV Toledo, Ohio—Seeks mod. of cp to extend completion date.

WCOS-TV Columbia, S. C.—Seeks mod. of cp to extend completion date.

KPAR-TV Sweetwater, Tex.—Seeks mod. of cp to extend completion date to 4-20-56.

Renewal of License

WROY Carmi, Ill.; WLBK DeKalb, Ill.; WCRA Effingham, Ill.; WJPF Herrin, Ill.; WKRS Waukegan, Ill.; WDLB Marshfield, Wis.; WMIL Milwaukee, Wis.; WPRE Prairie du Chien, Wis.; WJMC Rice Lake, Wis.; WENR-FM Chicago, Ill.; WBAY-TV Green Bay, Wis.

Subsidiary Communications Authorization

WWRL-FM New York; WHK-FM Cleveland, Ohio; WMCF (FM) Memphis, Tenn.

October 3 Applications

ACCEPTED FOR FILING

Modification of Cp

WNRG Grundy, Va.—Seeks mod. of cp (as mod. which authorized new am station) for extension of completion date.

Renewal of License

WDSM-TV Superior, Wis.

October 4 Decisions

WSPD-TV Toledo, Ohio—Granted extension of completion date to 4-18-56.

Actions of Sept. 29

Following were granted extensions of completion dates as shown: **WJDW (TV) Boston, Mass.**, to 1-16-56; **KPAR-TV Sweetwater, Tex.**, to 4-26-56; **KKTV (TV) Colorado Springs, Colo.**, to 4-26-56.

Actions of Sept. 28

WITN (TV) Washington, N. C.—Granted STA

(Continued on page 123)

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APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING • TELECASTING expressly repudiates any liability or responsibility for their custody or return.

RADIO

Help Wanted

Managerial

Combination program director and sales manager needed on southwestern radio and television operation in non-metropolitan area. Real chance for advancement among pleasant surroundings and excellent working conditions. Expected income should be stated in first letter together with references and background. Reply Box 988C, B•T.

Sales manager. Michigan independent looking for a working sales manager. Good income to right man. Send photo and details to Box 992C, B•T.

Salesmen

Need experienced, steady radio salesman. Permanent job, southwestern network station in competitive tv market. Excellent opportunity for right man. No floaters. Give full details, minimum salary, and snapshot. Box 908C, B•T.

Salesman. Michigan independent looking for creative salesman. Good income to right man. Send photo and details to Box 993C, B•T.

Wanted: An excellent opportunity for young aggressive salesman in a successful southwestern radio station with national network affiliations. Group ownership offers chance, not only to progress on this station, but also on stations controlled by the same management. Please give requested starting salary, experience and, if possible, picture in first letter. Reply Box 986C, B•T.

Salesman wanted for top station in large metropolitan market. This is an ideal opportunity to join a progressive operation, with a secure and bright future. Top pay for right man. Send all details, photo, first letter. Box 989C, B•T.

Florida coastal 5000 watt independent wants experienced sales representative. Potential excellent. Ground floor—20% protected accounts. Box 104E, B•T.

Acting partner: Supervisory ability. Send full background, resume and photo. West Coast Indie. Box 116E, B•T.

Salesmen or sales managers—we need in some areas good "hard sell" sincere salesmen or sales managers, who have or can handle, hire, train and inspire salesmen. We are offering an outstanding future. We are a successful recognized national company in Illinois bursting at the seams with growth. Box 120E, B•T.

Capable time salesman needed for one of Texas' most progressive independents. Vacancy occurs through staff expansion. Program and copy experience necessary. Full details to Box 125E, B•T.

Experienced radio time salesman. Guarantee $380. Commission. Send experience, photo, references. KCHJ, P.O. Box 262, Delano, California.

Local account salesman with announcing experience. Salary plus commission. Good market. ABC station. KFRO Longview, Texas.

Experienced salesman, sober, with consistent production record. Write Manager, KPBM, Carlsbad, New Mexico.

Excellent station in excellent market needs excellent radio time salesman. Write LaVell Waltman, WAVE Louisville.

Radio salesman, also able to announce, to pick up on steady accounts. Good opportunity. Send background, references and photo number. P.O. Box 352, Yuma, Arizona.

Announcers

Opening October 1st for good announcer-jockey Indiana CBS 250 watts. Experienced. Give us full details as to past-present employment, salary expected. Tape later. Box 876C, B•T.

RADIO

Help Wanted—(Cont'd)

Experienced combination announcer - engineer southeastern Arkansas. Send tape, full details. Box 934C, B•T.

For south Louisiana network station, experienced announcer with first class ticket. Permanent position to right person. Good pay. Box 952C, B•T.

Top voice, commercial forte, currently employed with full power tv. Degree, versatile. Box 965C, B•T.

Good announcer, 1st phone, progressive central Florida market. Working toward tv. Box 109E, B•T.

First phone combo, good voice . . . 5kw Rocky Mountain metropolitan market . . . photo, tape, details immediately to Box 114E, B•T.

Community minded man for news, play-by-play, sales. Box 123E, B•T.

Immediate opening, announcer southern station, need versatile individual, news, sports, pop and H. B. Send background and references, Box 124E, B•T.

Immediate opening-announcer-permit holder . . . for CBS affiliated station. Good working conditions. Send complete details about yourself to Box 131E, B•T.

Announcer-copywriter or announcer-sales. Station located on east coast. Box 137E, B•T.

If you have proven yourself to be a personality with a definite rural flavor; if you can sell your own time; this may be your opportunity. High power rural station in small town, southeast. Potential 7500-10,000 depending on ability. Full details now. Tape later. Box 146E, B•T.

Experienced staff announcer needed at once for one of the midwest's top radio stations. Good starting salary and the best benefits offered anywhere. Must operate control board. Good opportunity for the right man. Prefer man from Kansas or adjacent states but will consider all applications. Send tape and details to Jerry Fahrenbruch, Chief Announcer, Radio Station KVGB, Great Bend, Kansas.

First class phone-announcer. South Carolina full-time KW. Good salary to right man. Rush references and tape or disc. WANS, Anderson, S. C.

Expanding company has opening for mature, all around staff man. News, DJ, ad-lib and board experience. Send tape, photo and references or appear in person. WBCK, Battle Creek, Michigan.

Combination announcer-first class engineer. $75 weekly. Send tape, resume, photo. WGTC, Greenville, N. C.

One announcer, a number one morning man, money object; send tape to back up your salary. Also a salesman with plenty of experience. Draw and commission, guaranteed accounts to make up draw; potential of $750.00 to $1000.00 per month for right man. Send all tapes and letters to Bob Harrison, Radio Station WLOH, Princeton, W. Va.

Sports announcer wanted for Florida's top water ski show, experienced in fast moving sports events with imagination for year-round job. Send personal data and tape (including if possible an imaginative P.A. presentation of water ski show) to: Sunshine Springs and Gardens, Sarasota, Florida.

Technical

Chief engineer for Pennsylvania station. Must have full knowledge of all equipment. Be an excellent maintenance man and good general worker. Good starting pay with regular increases. Write Box 910C, B•T.

Ohio daytimer needs at once, first class phone man with ability to do part time announcing, salary increase if announcing ability warrants full announcing schedule. Box 973C, B•T.

Chief engineer, California indie. Metropolitan market. Right man can buy interest. Send full background resume and photo. Box 163E, B•T.

RADIO

Help Wanted—(Cont'd)

Chief engineer - announcer — new beautiful equipped 1000 watt daytimer—top position, pa vacation, working conditions—progressive, sour and solvent station—we'll wait for good ma Send resume, tape, WBOF, Virginia Beach, Vi ginia.

Programming-Production, Others

Engineer, contact Edwin Kennedy, 920 Kin Wilmington, Delaware.

Copywriter—male or female—NBC station, soutl east. Good salary for experienced or we trained writer. Picture complete details, an samples first letter. Box 115E, B•T.

Leading Ohio indie wants continuity writer. Mir imum three years experience and departmer store background preferred. We don't want Gal Friday. This is a professional writing jo and your only concern will be to write harc selling copy. You'll replace a pro who's bee with us four years and is leaving for persona reasons. Salary open. Tell all first letter an enclose samples. Box 122E, B•T.

Kansas station in immediate need excellent cor tinuity writer for radio. Must be idea person fc much of copy is production type announcement Excellent working conditions, fine studio build ing, most congenial staff, better than averag salary. Box 130E, B•T.

Copywriter, Girl Friday with station experienc KBUD, Athens, Texas.

Traffic manager. Experienced woman. Perma nent, available November 1st. Photo, complet details and salary desired in first letter. Inquirie to Michael Dillon, Program Director, KOB, A buquerque, New Mexico.

KUDL, Kansas City, needs top-notch gal fo continuity and traffic. Gotta be mature an dependable. Mail full details including antici pated salary.

Situations Wanted

Managerial

Nation's best general manager—radio or tele vision. Experienced in national and local sale engineering, personnel, production and program ming. Well-known throughout the industry Available at one. Box 985C, B•T.

Experienced small-medium market manager c assistant capable of making losing propositio pay. Successes based on low-expense operation Excellent commercial contacts. Prefer southeast Available now. Best references. Box 148E, B•T

General manager. Nineteen years experience Reliable, efficient, progressive. Top reference Box 153E, B•T.

General manager am-tv, now employed, desire change. Have top-flight sales staff for any move Have one of the best personal sales records i the industry. Looking for large group or com bination am-tv operation that needs stimulatin sales and management. Can produce best result for any station, any area. Definitely intereste large group ownership. Best industry reference Box 160E, B•T.

Salesmen

From janitor to manager in ten radio years. No seeking traveling salesman job with affiliate radio services in Texas area. Box 941C, B•T.

Excellent background, sales, programming, man agerial timber, 30. Ambition, permanent, seekin greater opportunity Great Lakes area. Box 964C B•T.

Announcers

Will you please give Tyro job. Box 766C, B•T

Experienced, trained, hardworking announcer de sires permanent settlement Vermont, New Hamp shire. Box 983C, B•T.

Experienced sportscaster: Basketball play-by play specialty, strong on news, DJ. Veteran sober, reliable, desire staff position, talent bal games. Box 100E, B•T.

Solid announcer for solid station. Five years ex perience all phases including program director Box 101E, B•T.

DJ available to compete with NBC's "weekday and give you the audience. Box 108E, B•T.

RADIO

Situations Wanted—(Cont'd)

nnouncer, thoroughly trained, extremely ambi-ious, single, veteran. Recent graduate School of adio Technique. Locate within 200 miles radius . Y. C. Joe Martinz, Jr., Twining 8-6273, Box 10C, B•T.

our years independent radio, tv, from kw staffer o present radio PD via year director/announcer . Impressive performance all phases, including ales. Specialty audience participation. Informal d-lib DJ, authoritative but unstilted news. egular guy withal. Reached saturation point resent market. Ready to move up. Wife and aughter agree. Have tape, prefer interview. eply Box 112E, B•T.

nnouncer with three years experience desires taff position in northeast. Box 113E, B•T.

mployed announcer, desires position in pro-ressive medium market, eventually working into rogramming. Two and half years metropolitan nd rural station experience. Veteran. Box 118E, B•T.

Experienced announcer - DJ, reliable, married, resently employed, seeks position with advance-ent. Box 119E, B•T.

Midwest staff announcer available in November esires permanent position in East; will accept ther offers. Good voice, authoritative news. Box 128E, B•T.

Announcer 1 year's experience am-fm radio. Operate control board. Family man located in New York. Desire work within 2 hour travel rom city. Congenial, hard worker. Salary econdary if right area. Box 129E, B•T.

Versatile announcer. Presently employed. Desires permanent position with northeastern station. Box 136E, B•T.

Sports announcer, experienced, play-by-play all sports. Details write. Box 142E, B•T.

Attention—New Jersey-New York-Pennsylvania. Announcer-personality-DJ. First phone—5 years — married — vet. — family—$100 minimum. Box 143E, B•T.

Attention—arresting DJ. Now major market; expert satire soap operas, news. Former comedy writer, know music, ad-lib commercials. Business builder. Box 152E, B•T.

Top-notch announcer. Personality DJ with proven ability to build audience and strong mail pull. Excellent play-by-play all sports. Available immediately. Box 154E, B•T.

Mr. Station Manager. Here's announcer, 25, single, has and can handle announcing, news, write commercials—1st phone. Welcomes chance to handle time selling. Travel, tape, resume available. Box 156E, B•T.

Staff announcer, married. Recent broadcasting school graduate. Versed all phases. Will travel. Tape, resume. Box 155E, B•T.

Platter spinner, sportscaster, newsman, veteran, single, tape on request. Box 159E, B•T.

DJ and MC. 8 years experience, strong ad-lib commercials, audio and video . . . currently WEEK-AM-TV, Peoria, Illinois.

Staff announcer, news, commercial, DJ, vet, single, will travel, tape on request. Julius Konrad, Jr., 1307 125th Street, College Point 56, N. Y.

Experienced combo announcer, all phases, seeks station in growing market. Entertaining disc MC, heavy duty sports, news, special events. 3rd phone, good air salesman. Cris Rogers, % Drew, 701 Coney Island Avenue, Brooklyn, N. Y. Buckminister 2-4640.

Versatile graduate radio school. 2½ years Northwestern U. radio speech. Sales background. Your potential announcer asset. Adam Waran, 111 Marquette, Park Forest, Illinois. Skyline 5-6030.

Negro announcer—DJ—ideas . . . trained voice; married — sober — reliable — light experience. Available immediately—tape—resume. Consider all offers. Leonard Willoughby, 17 Herkimer Street, Brooklyn, N. Y.

Technical

1st phone, three years control-experience, desire radio or television operations, southwest or California. Presently employed, 25 years old, single. Box 117E, B•T.

Combo-man, 1st phone, experienced announcer-disc jockey. Pop speciality, good staffer. Negro, married, reliable, solid background. Resume, tape, references. Box 141E, B•T.

RADIO

Situations Wanted—(Cont'd)

Programming-Production, Others

Program director desires change. Three years experience in directing, announcing and producing. Box 133E, B•T.

Copywriter-announcer with 7 years solid experience. Can write, announce, produce television commercials-programs that sell. Tired of big city. Desire permanent, friendly medium sized tv operation. Veteran. 28. Happily married. Excellent references. Audition tape, sample scripts, photo, details on request. Box 135E, B•T.

Energetic program director, news and promotion man with strong and diversified experience ready now to seek move to more attractive town, small-medium market. His sales experience adds strength to his programming-promotion methods. Box 149E, B•T.

Assistant sports director in large midwest radio-tv market . . . desires opportunity as sports director in similar market . . . experience includes 9 years radio—2 years tv . . . play-by-play baseball, basketball, football, golf, etc., plus various studio shows. Sincere, ambitious, conscientious. Can supply tapes, pictures, background and highest worker and character references. Box 151E, B•T.

Continuity man, presently employed copy-time sales—wants permanent copy. Valuable experience—will locate—prefer east. Box 158E, B•T.

TELEVISION

Help Wanted

Managerial

Television station in the southwest needs new management. Exclusive field in non-metropolitan area offers an opportunity to a top-flight executive capable of directing both television and radio station. Please give background and earning history in first letter. Reply Box 987C, B•T.

Salesmen

Want permanent television salesman experienced in radio or television. Prefer steady family man capable of advancing to Assistant Sales Manager, and who would appreciate good working and living conditions in rapidly growing southwestern market. Send details, including snapshot and minimum salary. Box 907C, B•T.

Woman who likes money interested in job selling and/or woman's director of radio or tv station. Prefer southeast or southwest. Box 105E, B•T.

Announcers

Account expanding operations in southwestern station needs good staff announcer. Prefer steady married man. Submit full details, snapshot and tape. Box 905C, B•T.

Tv announcer: Good announcer with ability to handle farm news in rural market in midwest. Also for other announcing duties. Good starting salary. Send photo, references and resume to Box 107E, B•T.

Technical

Television maintenance and operating engineer for southwestern station. Want steady permanent man, preferably married. Reply including minimum salary desired. Box 903C, B•T.

Southwestern station needs television engineer with good educational background and capable of advancing to supervisory responsibility. Excellent living conditions for permanent married man. Box 904C, B•T.

Chief engineer for new medium powered tv station. Reply to include experience resume and salary desired. Write Technical Director, KNOX-TV, Grand Forks, North Dakota.

Tv transmitter operator. High power experienced desirable. Send complete information. Include recent photo, and wage expected. KFEL-TV, 550 Lincoln, Denver.

Maximum power Channel 2 station needs transmitter supervisor. Must have complete knowledge of maintenance and operation of General Electric transmitter equipment TT10A and TF3A. Address reply to Inter-American Publications, Inc., 41 East 42nd Street, New York 17, New York.

Programming-Production, Others

Tv traffic, copy girl, experience necessary, pleasant working conditions. Good salary. Vhf just on air. Write or phone KNTV, San Jose, California.

TELEVISION

Situations Wanted

Announcers

Tv-radio staff announcer. 8 years radio, 21 months tv. On camera commercials. Single, veteran. Prefer midwest. Box 110E, B•T.

Tv-radio announcer, fully experienced, sober, no drifter. Box 147E, B•T.

Technical

West Coast-Rocky Mountain—2½ years transmitter studio, maintenance. 7 years am chief, directional. Family man. Box 945C, B•T.

Tv engineer, 5 years network, film, family, travel, make offer. Box 103E, B•T.

Experienced chief engineer immediately available due to sale of station. Highest qualification and recommendations. 5 years radio and 7 years television experience with same company. Age 34, married. Desire to locate permanently with progressive vhf. Box 106E, B•T.

Video operator—studio maintenance technician. First class license. Single, draft exempt. Box 150E, B•T.

Programming-Production, Others

Producer-director, commercial tv since 1949, fully experienced in all phases of studio and remote production; college graduate, veteran; currently employed in large midwest vhf; will relocate for PD position in medium market, or as producer-director in large market; top references. Box 121E, B•T.

Tv director, program director—5 years in top 10 markets. Box 126E, B•T.

Program director—past performance proves I can set up new station right and direct remote or studio programs. Looking for a nice town to raise my family—6 years tv. Box 127E, B•T.

Young family man, seven years radio-television experience announcing, directing, producing. Earning $6,500 annually. Box 134E, B•T.

8% on YOUR MONEY

You can earn 8% on your money by lending me $100,000. I will repay $20,000 per year plus interest for five years. Notes will be secured by the stock of a VHF station now in the black. Purpose of loan: To refinance several existing obligations.

Box 138E, B•T

FOR SALE

Stations

North Carolina small market $39,000; Southwest metropolitan market $100,000; Alabama daytimer $36,750; Paul H. Chapman, 84 Peachtree, Atlanta.

Exclusive. This type station seldom listed. Daytimer, full kilowatt, located in market of more than 200,000 people, per owner. Year-round mild climate, southwestern vacationland. Accessible East Coast, West Coast, Gulf Coast. Not in California. Combo operation optional, highly efficient. Priced at $60,000 with attractive term to qualified experienced am executive. Ralph Erwin, Broker, Box 811, Tulsa.

Free list of good radio and tv station buys now ready. Jack L. Stoll & Associates, 4958 Melrose, Los Angeles 29, California.

Have many profitable southeast radio and tv stations for qualifying buyers. J. T. Snowden, Box 129, Augusta, Georgia.

Equipment

For sale: Radio broadcasting or microwave equipment. Complete radio broadcasting power house—converters—motor generators—compressors, transformers—electrical controls and switchboards. 13 towers, 150 ft. to 700 ft. high—some guyed, some self-supporting. Box 967C, B•T.

For sale. One RCA TG 10A field sync generator less than 100 hours use. Make reasonable offer. Contact Bill Hargan, KSBW-TV, Salinas, Calif.

Three used RCA 44BX velocity microphones with desk stands—good condition—WIEL, Elizabethtown, Kentucky.

1 RCA 76C consolette. 1 RCA TK-20 iconoscope film camera, less power supplies and master monitor. WHIO-TV, Dayton, Ohio.

Power amplifier and modulator chassis from Gates 250A transmitter. Also transformers, etc. All good condition. WKKO, Cocoa, Florida.

FOR SALE

Equipment

Western Electric RD100 10x6 switching console, new. Dual pre-set. Original price $23,000. Last one sold for $4500. Make offer. Must be sold immediately even at loss. O'Brien Electric, 6514 Santa Monica, Hollywood, California.

Commercial crystals and new or replacement broadcast crystals for Bliley, Western Electric, RCA holders, Conelrad frequencies crystal regrinding, etc., fastest service. Send for catalog. Also monitor and frequency measuring service. Eidson Electronic Company, Temple, Texas.

WANTED TO BUY

Stations

Minnesota, Wisconsin, Iowa, North Dakota, or South Dakota, am radio station by, financially, capable, experienced station owners. Terms or cash. All inquiries confidential. Box 111E, B•T.

Experienced broadcaster wants to purchase good radio station in substantial western market which I will operate myself. Station need not be profitable if potential exists. Write Box 161E, B•T giving preliminary details so I can plan to visit your station soon. I am not a broker.

Equipment

Wanted—5 to 10 kw fm transmitter with monitor line and raditator. Box 966C, B•T.

Wanted. Number 10 ground wire. How much do you have and what's your price. Box 139E, B•T.

Used control console. What do you have, in what condition, and what's your price. Box 140E, B•T.

An excellent late model used studio console. Write particulars. Box 730, St. Petersburg, Florida.

Fm transmitter, antenna, console. Give complete description, condition, lowest price to non-profit organization. Southern Tier Music Society, Box 853, Alfred, New York.

INSTRUCTION

FCC license training—correspondence or residence. Resident classes held in Hollywood a Washington. Beginners get FCC 1st class licer in 3 months. For details write Grantham Scho Dept. 1-N, 821 19th Street, N.W., Washington, D.

FCC first phone license. Start immediatel Guarantee coaching. Northwest Radio & Telev sion School, Dept. B, 1221 N.W., 21st Street, Por land 9, Oregon.

FCC first phone license preparation. Technic non-technical applicants. Evenings, Saturday Monty Koffer, 743 Hendrix Street, Brooklyn N. Y.

RADIO

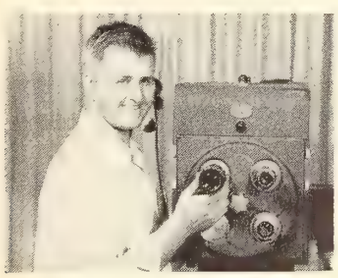
Help Wanted

Announcers

$6,000 to $15,000
Salary for
Announcers
with 2 to 5 years announcing and Disc Jockey experience.

All replies held confidential

Box 164E B•T.



RICHARD HAMPE



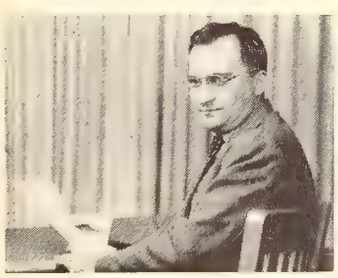
RUTH BASTONE



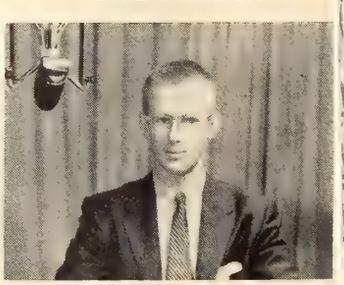
STEPHEN NUTT



JESSE MYRICK



STANLEY SESZOL



JAMES DeBOLD

STUDIO EXPERIENCED
MONTHS OF TV PRODUCTION WORK

These people have been extensively and thoroughly trained for months in our completely equipped Chicago Television Studios, under the close direction and supervision of professional instructors presently working in commercial Television—well trained in ALL phases of TV Production work. They will take direction and can easily adapt themselves to the way you want things done. For immediate and honest resumes let us know your personnel needs. Write, wire, or call collect John Birrel, Personnel Counselor . . .

NORTHWEST RADIO & TELEVISION SCHOOL
HOME OFFICE: 1221 N. W. 21st Avenue, Portland, Oregon • CA 3-7246

HOLLYWOOD, CALIFORNIA 1440 North Highland HO 4-7822
CHICAGO, ILLINOIS. . . . . 540 N. Michigan Avenue DE 7-3836
WASHINGTON, D. C. . . . . 1627 K Street N. W. RE 7-0343

RADIO

Help Wanted

Announcers

ANNOUNCERS WANTED

South Carolina's most progressive station needs personality Disc Jockeys at once. We need experienced men at once. Send tape, resume and references at once. No beginners please!!

Box 144E, B•T

WANTED

Good announcer, well educated, work into sales, permanent position, immediate opening. Send picture, audition, complete particulars air mail, KSPR, Box 930, Casper, Wyoming.

TELEVISION

Help Wanted

Programming-Production, Others

New vhf station in good market needs promotion and publicity director. Reasonable starting salary with good opportunity to advance. Send full details first letter.

Box 157E, B•T

TELEVISION FILM DIRECTOR

Leading metropolitan area independent station which programs all its own time seeking services of experienced top flight film director with good general knowledge of films, capable of responsibility for finding, negotiating and scheduling syndicated properties and features and supervision of film editing department. This is a challenging opportunity for an aggressive man to join our team. Salary open. Reply

Box 162E, B•T

TELEVISION

Managerial

Seeking **STATION** or **AGENCY** Position
in
Sales Promotion or
Station-Agency Liaison
experienced in TV operations & film sales
age 26, married, coll grad
east of the Mississippi please
Box 145E, B•T

TELEVISION

Situations Wanted

Programming-Production, Others

TV PRODUCER-DIRECTOR

Currently top Producer—Director with Metropolitan Network VHF Station. Age 30. College Grad. Experience in Theater, Public Relations, Merchandising & Advertising and Sales. Expert all phases of TV Production.

Box 132E, B•T

FOR SALE

Equipment

NEW EQUIPMENT

RECTIFIERS; Power Supply type RA-87, tapped at 90 to 220 volts, 50-60 cycles, good for small 115 volt DC applications up to 46 watts and for 115 volts AC up to 500 watts, input 115/230, size 7½" x 8⅜" x 7½". $75.00 ea.

SWITCHBOARD CORD, testing, green cotton braid, 6' lg, type 2W15B with 2 clips on one end and one each type 241A plug at other end. $3.00 ea.

Metropolitan Telephone Supply Corp.
254 Navy Street, Brooklyn 1, N. Y.

TOWERS
RADIO—TELEVISION
Antennas—Coaxial Cable
Tower Sales & Erecting Co.
6100 N. E. Columbia Blvd.
Portland 11, Oregon

WANTED TO BUY

Stations

SELL OR LEASE
Experienced operator to buy AM Station or lease with option to buy. Must be in market of 300,000 or more. Northeastern States only. All replies from principals answered promptly and held in confidence. This is not a broker's ad.
Box 932C, B•T

INSTRUCTION

FCC 1st PHONE LICENSES IN 5 TO 6 WEEKS
WILLIAM B. OGDEN—10th Year
1150 W. Olive Ave.
Burbank, Calif.
Reservations Necessary All Classes—
Over 1700 Successful Students

EMPLOYMENT SERVICE

PR* vs *PR

We'll match your PERSONNEL REQUIREMENTS, against the PROVEN RECORDS of qualified people.

A confidential service to Radio and TV Stations, and program producers, anywhere.

Palmer-DeMeyer (Agency)
50 E. 42nd Street, N.Y.C.
MU 2-7915
Paul Baron, Dir.: Radio-TV-Film-Adv.
Resumes welcome from qualified people.

FOR THE RECORD

(Continued from page 118)

to operate commercially on ch. 7 for period ending Oct. 10.

KRWS Post, Tex.—Granted license for am station.

KRAY Amarillo, Tex.—Granted license for am station and specify studio location.

WKDL Clarksdale, Miss.—Granted license for am station and specify studio location.

WJLB Detroit, Mich.—Granted authority to operate trans. by remote control.

KUNO Corpus Christi, Tex.—Granted cp to make changes in ant. system (increase height of tower).

WBAP-FM Fort Worth, Tex.—Granted cp for change in frequency (96.3 mc); ERP to 52 kw and changes in ant. system.

KSTP-TV St. Paul, Minn.—Granted cp to change type ant. and make minor equipment changes.

Following were granted extensions of completion dates as shown: **WQXR New York, N. Y.**, to 12-31-55, conditions; **WTAP (TV) Parkersburg, W. Va.**, to 4-1-56; **KREM-TV Spokane, Wash.**, to 4-28-56; **WLBT (TV) Jackson, Miss.**, to 4-26-56; **KAUS Austin, Minn.**, to 12-1-55, conditions; **KBNZ La Junta, Colo.**, to 1-1-56.

Actions of Sept. 27

WNAM Neenah, Wis.—Granted license covering decrease in height of center tower by removing uhf ant.

WLLY Richmond, Va.—Granted license for am station.

KLAD Klamath Falls, Ore.—Granted license for am station.

WKIC Hazard, Ky.—Granted license covering change of facilities.

KABC-FM Los Angeles, Calif.—Granted license for changes in licensed station.

WKTM-FM Mayfield, Ky.—Granted license for fm station subject to engineering conditions.

WGGH Marion, Ill.—Granted mod. of cp for change in ant.-trans. and studio location.

WHOT Campbell, Ohio—Granted mod. of cp to specify studio location and make changes in ant. system; condition.

Following were granted extensions of completion dates as shown: **WOOK-TV Washington, D. C.**, to 4-24-56; **KRBB (TV) El Dorado, Ark.**, to 4-24-56; **WDBO-TV Orlando, Fla.**, to 4-23-56; **KCMO-TV Kansas City, Mo.**, to 4-25-56; **KOAT-TV Albuquerque, N. M.**, to 4-26-56.

Actions of Sept. 26

KTLU Rusk, Tex.—Granted mod. of cp to change ant.-trans. location; change studio location and remote control point.

Following were granted extensions of completion dates as shown: **KFMB-TV San Diego, Calif.**, to 4-12-56; **WAAB-TV Worcester, Mass.**, to 1-16-56;; **WQED (TV) Pittsburgh, Pa.**, to 4-13-56.

October 4 Applications

ACCEPTED FOR FILING

Modification of Cp

KHCD Clifton, Ariz.—Seeks mod. of cp (as mod. which authorized new am station) for extension of completion date.

KPMC Bakersfield, Calif.—Seeks mod. of cp (as mod. which authorized increase power; install DA-1 and change trans. location) for extension of completion date.

WXEL (TV) Cleveland, Ohio—Seeks mod. of cp to extend completion date 12-30-55.

License to Cover Cp

KRIM (FM) Portageville, Mo.—Seeks license to cover cp (which authorized new fm station).

Renewal of License

WVMC Mount Carmel, Ill.; WESK Escanaba, Mich.; WSOO Sault Ste. Marie, Mich.; WJBC-FM Bloomington, Ill.; WIBA-FM Madison, Wis.; WKSU-FM Kent, Ohio.

October 5 Decision

BROADCAST ACTIONS

Commission *en banc*, by Comrs. McConnaughey (Chairman), Hyde, Bartley, Doerfer, Lee and Mack, took following action on Oct. 5:

WTVG (TV) Mansfield, Ohio.—Granted extension of time to Jan. 16, 1956, to complete construction of new tv station on ch. 36. Chairman McConnaughey dissented.

ACTIONS ON MOTIONS

By Comr. Webster

Broadcast Bureau—Granted petition for extension of time to Oct. 14 to file response to petition for reconsideration filed by WGNS Inc., Murfreesboro, Tenn., re order to show cause why license of am station **WGNS** should not be revoked. Action Oct. 4.

WNIA Cheektowaga, N. Y.—Granted petition for acceptance of late filing of its "Supplement to Opposition to Comments of the Chief, Broadcast Bureau" re **WNIA** application for mod. of permit to extend completion date. Action Oct. 4.

Dept. of Defense—Granted petition filed Sept. 28 to "Accept Late Filing of Brief in Support of Exceptions to Initial Decision and Remand For Further Testimony and Making Further Findings and Conclusions" re application of Streets Electronics Inc. **(KGEO-TV), Enid, Okla.**, for mod. of cp. Action Oct. 4.

Aircraft Owners and Pilots Assn.—Granted petition for acceptance of its late filing of ex-

ceptions to initial decision re **KGEO-TV Enid, Okla.**, for mod. of cp. Action Oct. 3.

KWBU Corpus Christi, Tex., and Broadcast Bureau—Granted petition of Broadcast Bureau for extension of time (to 10th day after release date of Commission's action on ABC's "Petition for Reconsideration") to file answer or comment on petition by **KWBU** for leave to intervene and enlarge issues in proceeding on applications of Albuquerque Bcstg. Co. **(KOB) Albuquerque, N. M.**; granted petition of **KWBU** for additional 7 days thereafter to file replies. Action Oct. 3.

By Chief Hearing Examiner James D. Cunningham

Ordered that reply findings and conclusions re application of Dispatch Inc., Erie, Pa., for license renewal of **WICU (TV)** will be filed on or before Oct. 10. Action Oct. 4.

Greenville Television Co., Greenville, S. C., and Wilton E. Hall, Anderson, S. C.—Granted motion filed Sept. 26 to correct in various respects transcript of hearing re application of The Spartan Radiocasting Co. **(WSPA-TV), Spartanburg, S. C.**, for mod. of cp. Action Oct. 4.

By Hearing Examiner Herbert Sharfman

E. Weaks McKinney-Smith, Paducah, Ky.—Granted motion to correct in various respects transcript of hearing re its am application. Action Oct. 4.

By Hearing Examiner Elizabeth C. Smith

Umatilla Bcstg. Enterprises, Pendleton, Ore.—Granted petition requesting prehearing conference be held on Oct. 14 re its am application and that of Othello Bcstg. Co., Othello, Wash. Action Oct. 4.

By Hearing Examiner Annie Neal Huntting

Louis Rosenberg, Tarentum, Pa.—Granted petition to quash notice of taking of depositions filed on Sept. 29, in am proceeding re its application. Action Sept. 30.

Jackson Bcstg. & Television Corp., Parma, Mich.—Dismissed as moot petition to take depositions filed on April 4, in ch. 10 proceeding, Parma-Onondaga, Mich. Action Sept. 30.

By Hearing Examiner Hugh B. Hutchison

Issued notice of hearing re application of Bill Mathis, Abilene, Tex., on Nov. 3. Action Sept. 30.

By Hearing Examiner Basil P. Cooper

WJVA Mishawaka, Ind.—Granted motion for continuance of prehearing conference scheduled for Sept. 30 and hearing scheduled for Oct. 12; prehearing conference and hearing re am applications continued to date to be designated later. Action Sept. 29.

October 5 Applications

ACCEPTED FOR FILING

Remote Control

KOZE Lewiston, Idaho; KLBM LaGrande, Ore.; WHER Memphis, Tenn.

Renewal of License Returned

WCPO-TV Cincinnati, Ohio.—Application for renewal of license returned to applicant by letter of Oct. 3 in view of station's operating with STA on new channel.

TYPICAL LIST OF CITIES WHERE SUPPLEMENTAL VHF ALLOCATION PLAN COULD BE USED

HERE is the list of 234 cities which could receive an extra vhf channel under the plan proposed by the John H. Mullaney, consulting engineer, and Welch, Mott & Morgan, Washington attorneys [B•T, Aug. 8]. The list, which can be adjusted among various cities, indicates separations between proposed vhf channels and existing stations, between proposed channels and other proposed co-channel drop-ins and estimated power maximums (see story, this issue).

ASSUME 500′ AAT FOR PROPOSED STATIONS:

STATE	Channel No.	Suggested Carrier Position	Mileage to Closest Dominant	Allowable Radiation (KW) Toward Closest Dominant	Mileage to Closest Proposed Station
ALABAMA					
Birmingham	2	—	144	3	185
Selma	3	0	136	1.3	200
Montgomery	5	0	151	53	158
Tuscaloosa	7	+	104	0.44	230
Andalusia	11	0	146	6.3	196
Decatur	11	0	117	3.25	231
ARKANSAS					
Hot Springs	3	+	135	13.5	315
Blytheville	6	—	107	0.58	158
"	9	0	136	44	270
Little Rock	6	—	107	0.58	150
Fort Smith	7	0	130	20	264
Pine Bluff	13	0	121	6	292
COLORADO					
Grand Junction	2	+	179	100	575
" "	4	0	180	100	331
CALIFORNIA					
Fresno	2	—	163	100	192
"	4	+	162	100	318
Fresno	5	0	155	71	230
"	9	0	147	170	363
Palm Springs	2	+	96	0.15	173
Santa Cruz	3	+	114	1.35	176
Porterville	3	0	128	6.4	138
Barstow	3	+	168	100	138
San Diego	4	—	118	2.15	318
El Centro	5	+	177	100	368
" "	9	+	181	316	366
Chico	5	—	149	46	230
San Jose	6	—	106	0.51	158
Visalia	6	0	102	0.315	158
San Bernardino	6	+	198	100	180
" "	12	0	230	316	131
Madera	7	0	142	93	Over 1000
Sacramento	8	—	108	0.85	251
Bakersfield	8	—	168	316	260
"	12	—	108	0.85	131
Eureka	9	—	192	316	363
Redding	10	+	157	316	Over 1000
Tulane	13	—	155	316	" 1000
CONNECTICUT					
Bridgeport	6	+	121	6.7	118
FLORIDA					
Sarasota	2	+	134	1.05	241
"	7	0	185	260	133
Tallahassee	2	0	140	2.7	241
"	13	+	169	100	392
West Palm Beach	3	+	175	32.5	148
" " "	8	0	152	15	183
Gainsville	3	—	129	0.62	235
Melbourne	4	—	170	31	335
Panama City	4	—	162	14.5	283
" "	5	0	160	13.5	158
	10	—	143	4.2	248
Tampa or St. Petersburg	5	+	128	0.40	240
	10	0	208	316	121
Miami	6	0	209	100	332
"	13	—	193	316	411
Jacksonville	6	+	123	0.315	245
"	9	+	127	13.5	211
Pensacola	6	—	175	32.5	196
"	8	+	137	48	194
"	12	—	124	0.29	212
Fort Pierce	7	+	119	0.135	133
Daytona Beach	8	+	120	0.16	138
	10	+	248	316	121
Fort Myers	9	—	134	1.25	258
Orlando	11	0	131	0.80	247
Lakeland	12	+	155	19	247
GEORGIA					
Macon	3	—	156	77	201
"	9	—	133	30	138
Atlanta	4	+	104	0.40	193
Brunswick	5	0	118	2.1	200
"	8	—	222	316	138
Columbus	6	+	132	9.7	178
"	8	+	126	12	194
Albany	7	0	143	4.15	187
Savannah	7	+	133	29	187
Moultrie	12	—	141	3.7	212
IDAHO					
Pocatello	4	0	153	62	331
ILLINOIS					
Harrisburg	3	0	145	53	341
Bloomington	6	—	110	2.1	230
Decatur	7	+	125	16.5	228
Peoria	10	—	108	1.4	222
"	13	+	109	1.6	229
Galesburg	11	0	157	316	157
Cairo	8	—	118	3.8	248
INDIANA					
Ft. Wayne	2	—	104	1	132
" "	5	+	140	37	277
Evansville	2	0	130	16	130
"	12	+	123	12.5	261
South Bend	4	+	124	9.1	271
" "	12	0	133	47	187
Kokomo	9	—	126	19	241
Muncie	10	0	123	12.5	158
Indianapolis	11	—	107	1.2	104
IOWA					
Des Moines	4	0	156	67	195
KANSAS					
Salina	9	—	165	316	208
Coffeyville	4	+	147	40	332
Topeka	6	0	132	9.7	354
Wichita	8	—	110	1.15	348
KENTUCKY					
Lexington	4	+	158	100	271
"	8	0	145	180	158
"	10	—	143	100	158
Louisville	6	—	119	5.4	183
LOUISIANA					
Monroe	2	+	153	62	181
Alexandria	4	0	129	0.61	418
Baton Rouge	7	+	128	0.52	286
" "	9	—	139	2.5	238
New Orleans	11	+	182	220	135
MAINE					
Portland	2	0	112	0.79	190
Augusta	3	+	150	77	124
MARYLAND					
Salisbury	6	0	115	1.15	210
DISTRICT OF COLUMBIA					
Washington	12	0	97	0.215	262
MASSACHUSETTS					
Springfield	13	0	120	8.2	237
New Bedford	6	—	152	86	118
North Adams	7	—	110	1.85	186

STATE	Channel No.	Suggested Carrier Position	Mileage to Closest Dominant	Allowable Radiation (KW) Toward Closest Dominant	Mileage to Closest Proposed Station
MICHIGAN					
Grand Rapids	2	0	125	16.5	132
" "	11	0	127	12	185
Bay City	3	+	119	5.4	352
Muskegon	7	—	114	3.4	158
Marquette	7	0	148	190	237
Traverse City	9	—	108	0.85	220
Cadillac	10	0	153	316	216
MINNESOTA					
Duluth	11	0	132	26	292
"	13	—	134	33	303
MISSISSIPPI					
Laurel	2	—	118	1.05	181
Yazoo	5	—	158	88	243
Vicksburg	6	—	128	6.4	188
Greenwood	8	—	133	29	226
Jackson	10	0	154	316	304
Natchez	11	0	171	105	135
Tupelo	12	0	168	316	261
MISSOURI					
St. Louis	2	—	86	0.107	131
Poplar Bluff	2	+	175	100	120
Kansas City	7	—	131	22.5	264
Joplin	9	0	140	73	208
NEBRASKA					
Scottsbluff	6	0	153	62	462
Omaha	13	0	142	93	338
NEVADA					
Reno	2	0	186	100	192
"	11	—	199	316	Over 1000
NEW HAMPSHIRE					
Manchester	3	—	105	1.15	124
NEW JERSEY					
Atlantic City	2	0	87	0.12	155
" "	5	0	97	0.42	140
Wildwood	4	+	115	77	138
Trenton	8	0	100	0.43	228
NEW YORK					
Albany	2	—	142	43.5	130
"	11	—	136	70	200
Oswego	2	+	126	11	147
Schenectady	4	—	150	77	130
Jamestown	5	0	114	3.2	180
Elmira	7	—	122	11	131
"	9	—	173	316	130
Olean	8	+	133	48	228
Poughkeepsie	10	—	138	87	308
NORTH CAROLINA					
Rocky Mount	2	0	112	1.05	113
Charlotte	6	0	134	12	238
Raleigh-Greensboro / High Point-Durham	8	+	122	6.8	166
Fayetteville	10	—	142	92	235
Elizabeth City	11	0	152	290	270
New Bern	12	+	170	316	167
NORTH DAKOTA					
Wahpeton	2	+	115	1.5	571
OHIO					
Zanesville	2	+	110	2.1	154
Toledo	6	0	92	0.235	155
Ashtabula	7	+	124	14.5	208
Columbus	8	—	120	0.82	155
"	13	0	119	0.70	327
Cleveland or Youngstown	10	0	131	36	218
Dayton	11	0	135	60	104
Sandusky	12	—	141	120	187
Youngstown	6	—	99	0.54	155
OKLAHOMA					
Guymon	5	+	205	100	600
Oklahoma City	11	0	97	0.14	450
OREGON					
Portland	4	—	147	39	543
Eugene	5	—	142	26	311
Klamath	6	—	235	100	310
"	8	+	211	316	251
PENNSYLVANIA					
Scranton	2	0	104	1.0	130
"	4	+	103	0.90	102
"	6	+	97	0.54	130
Altoona-Johnstown	3	+	131	17.5	122
Harrisburg	4	0	93	0.26	102
"	5	0	95	0.33	140
Erie	5	0	100	0.63	210
Reading	7	—	108	1.4	131
"	9	0	108	1.4	130
Sunbury	11	+	108	1.4	277
Williamsport	13	0	137	77	237
SOUTH CAROLINA					
Anderson	2	—	114	1.35	241
"	9	—	115	2.45	138
Charleston	4	0	202	100	103
Columbia	4	+	105	0.45	103
"	5	—	105	0.45	200
"	13	+	102	0.32	313
Georgetown	11	—	137	49	256
Florence	12	—	136	44	167
TENNESSEE					
Jackson	2	0	122	3.25	120
Chattanooga	6	+	100	0.25	178
Knoxville	7	0	115	2.4	281
Nashville	10	0	156	316	290
Columbia	13	—	108	0.84	292
TEXAS					
Corpus Christi	2	0	183	47	133
" "	7	0	181	210	352
Abilene	2	—	141	23	224
"	7	0	162	316	352
San Antonio	2	+	185	51	133
Beaumont	3	0	138	1.6	315
Houston	5	—	194	75	367
Texarkana	8	—	128	15.5	226
Galveston	9	+	148	8.1	238
Plainview	9	0	173	316	436
Tyler or Longview	10	0	120	5.1	304
San Angelo	10	—	198	316	311
Waco	12	—	168	316	528
UTAH					
Ogden	3	—	135	13	517
VIRGINIA					
Richmond	2	0	128	13.5	113
Lynchburg	4	—	105	1.15	232
Charlottesville	5	+	95	0.33	177
Norfolk	7	—	120	8.1	245
"	13	—	130	35	311
Staunton	8	—	108	1.4	166
Danville	9	—	122	6.8	210
Fredericksburg	10	+	105	0.88	235
WASHINGTON					
Yakima	2	0	165	100	494
Pasco	6	+	127	5.6	310
WEST VIRGINIA					
Beckley	2	0	133	20.5	154
"	11	—	119	7.0	105
Fairmont	3	0	99	.54	122
Huntington	6	0	103	0.89	183
"	9	—	122	11.0	210
Parkersburg	11	—	118	6.2	105
WISCONSIN					
LaCrosse	4	+	132	9.5	195
"	12	0	152	290	291
Madison	7	+	119	7	150
"	9	0	118	6.2	220
"	11	—	117	5.3	157
Milwaukee	8	—	120	8.1	330
Wausau	10	—	156	316	216
Sheboygan	13	+	125	10	229

UPCOMING

OCTOBER

Oct. 10: Ad Club of New York, Annual Advertising and Selling Course.

Oct. 13-14: RAB National Radio Advertising Clinic, Waldorf-Astoria Hotel, New York.

Oct. 14-16: National Adv. Agency Network, eastern meeting, Atlantic City, N. J.

Oct. 16-17: New Jersey Broadcasters Assn., Hotel Hofbrau, Wildwood.

Oct. 17-19: Radio-Electronics-Television Mfrs. Assn. Radio Fall Meeting, Hotel Syracuse, Syracuse, N. Y.

Oct. 17: RAB Clinic, Burlington, Vt.

Oct. 18: RAB Clinic, Albany-Troy-Schenectady, N. Y.

NARTB Regional Meetings

Region 2 (Dist. 3, 4, Pa., Del., Md., W. Va., D. C., Va., N. C., S. C.)	Oct. 12-14	Roanoke Hotel Roanoke, Va.
Region 8 (Dist. 15, 16, 17, Wash., Ore., Calif., Nev., Ariz., Hawaii, Alaska)	Oct. 24-26	St. Francis Hotel, San Francisco

BROADCASTING • TELECASTING

THE NEWSWEEKLY OF RADIO AND TELEVISION

1735 De Sales Street, N. W., Washington 6, D. C.

PLEASE START MY SUBSCRIPTION WITH THE NEXT ISSUE.

I've checked service desired.

- ☐ 52 weekly issues of BROADCASTING • TELECASTING $7.00
- ☐ 52 weekly issues and BROADCASTING Yearbook-Marketbook 9.00
- ☐ 52 weekly issues and TELECASTING Yearbook-Marketbook 9.00
- ☐ 52 weekly issues and both Yearbook-Marketbooks 11.00

☐ Enclosed ☐ Bill

name *title/position*

company name

address

city *zone* *state*

Please send to home address — —

Consultation Is Indicated

IN gravity and intricacy the uhf-vhf problem exceeds any other now before the FCC.

The problem is to perform major surgery on the television allocations structure, without damage to the healthy components, in time to save the ailing members, with the objective of creating an opportunity for infinitely more growth than the television system, under present arrangements, is capable of achieving.

In a sense it is an emergency operation which must be performed with haste but not at the expense of caution. To be successful, the operation will have to be conducted with consummate skill.

It is not at all certain that such skill is to be found within the Commission itself, however earnest and intelligent its members and staff may be. The best physician will consult specialists when confronted by a particularly difficult case. It seems to us that the uhf-vhf case requires specialists. Events of last week confirm that view.

On the one hand, the FCC, through its chairman, put in motion an attempt to obtain more vhf channels from the military and, on the other, fixed Oct. 17 as a date to consider all the deintermixture petitions now before it. To some extent those actions appear to contradict each other.

The effort to obtain vhf space from the military is the first to be undertaken officially by the FCC. Hence the official action suggests that the Commission regards vhf as more desirable than uhf.

The setting of a firm date for consideration of deintermixture cases, which seek to replace vhf with uhf, while the military is being importuned to relinquish channels to beef up the vhf system would not seem to constitute ideal timing. The uhf petitioners in the deintermixture cases cannot be expected to feel that their pleadings will be considered with special sympathy by a Commission that has already implied skepticism about the worth of uhf.

It is the timing that is bad about the setting of the Oct. 17 deintermixture cases, for it suggests a predisposition to rule generally against the u's. While it is not for us to comment upon any of the deintermixture cases, the necessity of making use of uhf space in some U. S. cities is obvious. It is conceivable that none of the cities involved in the Oct. 17 proceedings is the place for uhf service, but unless a tremendous windfall of new vhf space becomes available, it appears that the uhf region of the spectrum cannot be abandoned entirely if a truly competitive television service is to be made possible.

One cannot depend realistically upon a windfall of new vhf accommodations and certainly not upon the imminence of such a windfall. The military, not without reason, may be expected to be reluctant to give up anything it has. Whatever the outcome of the FCC's request, it will not be reached without considerable negotiation, and negotiation between government agencies takes time.

There are, of course, numerous other elements in the uhf-vhf problem and numerous ways for the FCC to repair its allocations plan. The final solution will undoubtedly entail a combination of factors—all interrelated and hence requiring engineering and economic skill if they are to be put together into a sensible pattern.

In our view the Commission would be making its own work more difficult if it failed to solicit the advice of specialists. Of necessity, these specialists must come from the industry itself.

The FCC has already invited some leaders of the industry to submit their views. It should invite others and should make certain they represent divergent interests. It should create, by invitation, a committee which constitutes a true cross-section of the business which the FCC is seeking to provide with facilities enabling competitive expansion.

It is unlikely that a committee composed of disparate views could come up unanimously with a ready-made re-allocations plan, but it could prepare a report of principles on which all its members agreed, and individual members could supplement the committee report with their individual recommendations. The total effort would give the FCC a valuable mass of information and opinion from which it could draw its own conclusions.

In general the industry is aware of the importance of the job before the Commission and of the need to get at it promptly. An industry committee could be counted on to get to work without delay.



Drawn for BROADCASTING • TELECASTING by Sid Hix

"I'll say this about trying to keep an educational station going . . . it's an education!"

Where The Money Goes

THE lengths to which the nation's television advertisers are going to entertain and inform the nation's television viewers are pointed up in B•T's annual compilation of network program production costs (see pages 35-36-37). And that $4.9 million weekly figure, whopping though it is, is not the whole story by any means. It does not include time costs, or daytime programs, or spot advertising or any of the thousands of programs put on daily at the local level.

Aside from showing dramatically the kind of money that advertisers are spending in their dependance upon television as a sales force, the program breakdown also reveals certain patterns in how this money is being spent. For instance, the "spectacular," a new noun in television a year ago, is now an established entry in the lexicon. For good or ill, the giveaway show is on the rise, and the $64,000 question now is how long it will last. The patterns of shared sponsorships, by whatever name they happen to be called, are becoming more fixed. But the main and most obvious point is that advertisers, to an extent not known before, are relying upon television to reach people—and it is the people as well as the advertisers who stand to gain.

Sure Way to the Cemetery

ALMOST identical lectures in elementary business practice were delivered week before last by two eminent industry spokesmen: NARTB President Harold Fellows, speaking to broadcasters at a regional meeting in New Orleans, and Advertising Research Foundation President Edgar Kobak, addressing the Advertising Agency Financial Management group in New York.

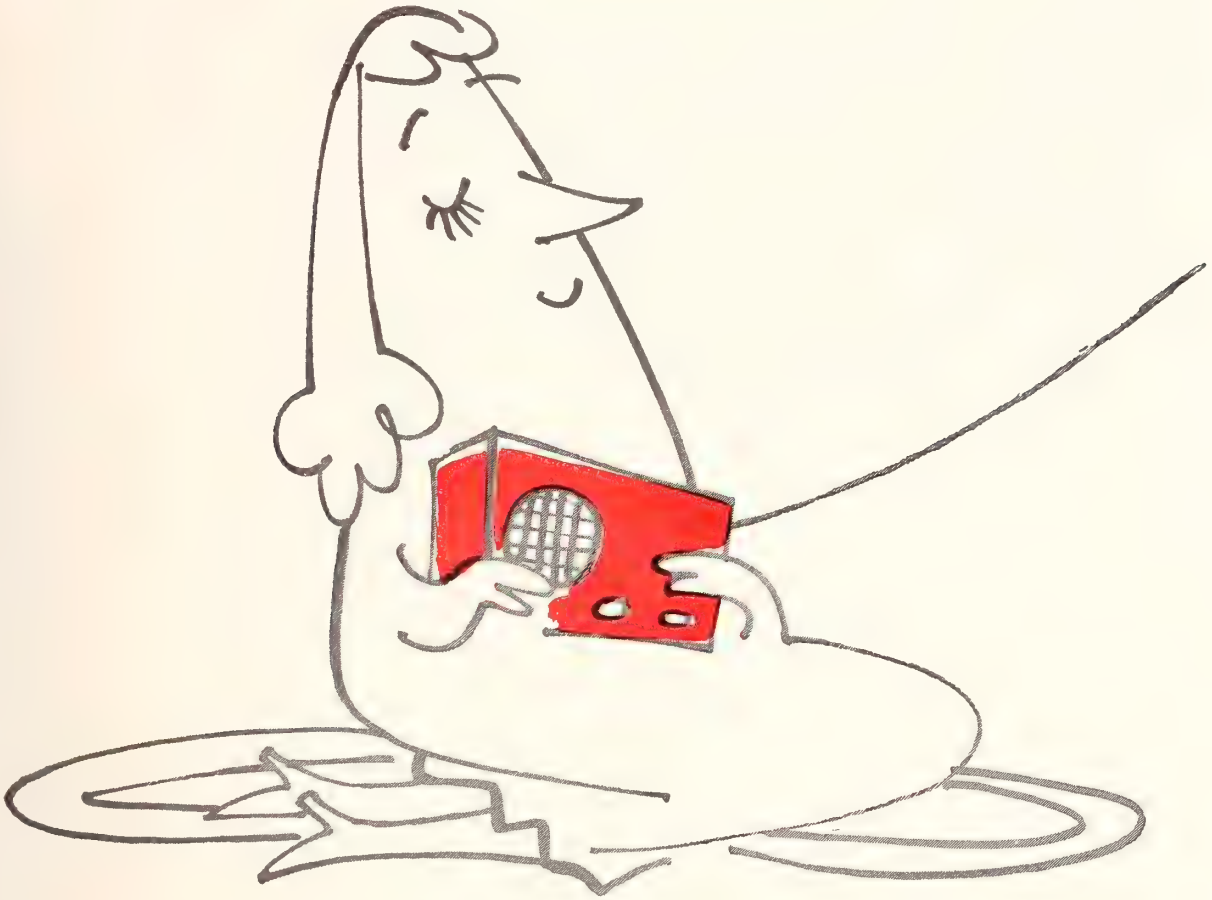
Both speakers used the same text: Rate cutting does not pay.

The coincidence was not happenstance. Both speeches were made bceause they were needed. Some radio broadcasters, as Mr. Fellows emphatically pointed out, have focused their eyes so fearfully on the threat of tv competition that they have failed to see their own increased opportunities to serve their audiences and their advertisers. Some advertisers and agencies, as Mr. Kobak forcefully declared, have not hesitated to apply their own chisels where they thought they could chip away rates.

Both groups, in short-sightedly reaching for a fast buck, have been sabotaging their professions as well as sacrificing their own futures. With radio sets still selling like hot cakes, broadcasters should be raising rates commensurate with increased circulation, Mr. Fellows said. And Mr. Kobak averred that below rate card dealing "breaks down confidence and respect in the media field."

There's nothing new in this. The history of American enterprise is studded with the tombstones of businesses which sold at below-cost prices rather than on the merits of their products. Broadcasters who yield to advertiser rate concession demands are helping history to repeat itself.

Another thinly disguised WJR success story



Dear WJR, I think you're just dandy

A lady wrote us last February just to say how much she liked us.

Comparing her letter to the results of a new Alfred Politz Research, Inc. survey of WJR listenership, produced some startling similarities.

"My dial is usually set for WJR. Your station provides the most complete and enjoyable set of programs."

(Using a radically new and exhaustive survey method, Politz found that 41.4% of all adult listeners in the large area measured do just that: set their dials at WJR and leave them there, although there are 196 other stations in that area.)

"I enjoy your drama, news and music." (Politz: 47% of all listeners tune to WJR for drama, 42% for news, and 24% for music.)

"I especially enjoy the live programs, such as 'New Sound in Music.' I wouldn't miss 'Guest House.' And, I have two of the liveliest youngsters serenaded by 'Pie-Plant Pete.' "

The latter two shows are mostly comedy. (Politz: 52% of all listeners specify WJR for comedy.)

Politz measured only a portion of WJR's primary coverage area of 16 million persons. This portion includes 92 counties in 4 states. The survey is based on 1,873 separate interviews with adults —a comprehensive and extremely reliable sample.

Here's what it proves: if you sell something in Detroit or the Great Lakes market, your smart advertising buy is *spot radio* on WJR. Initial cost is high. Returns are higher. Goods move faster, for less.

The Great Voice of the Great Lakes

WJR *Detroit*

50,000 Watts CBS Radio Network

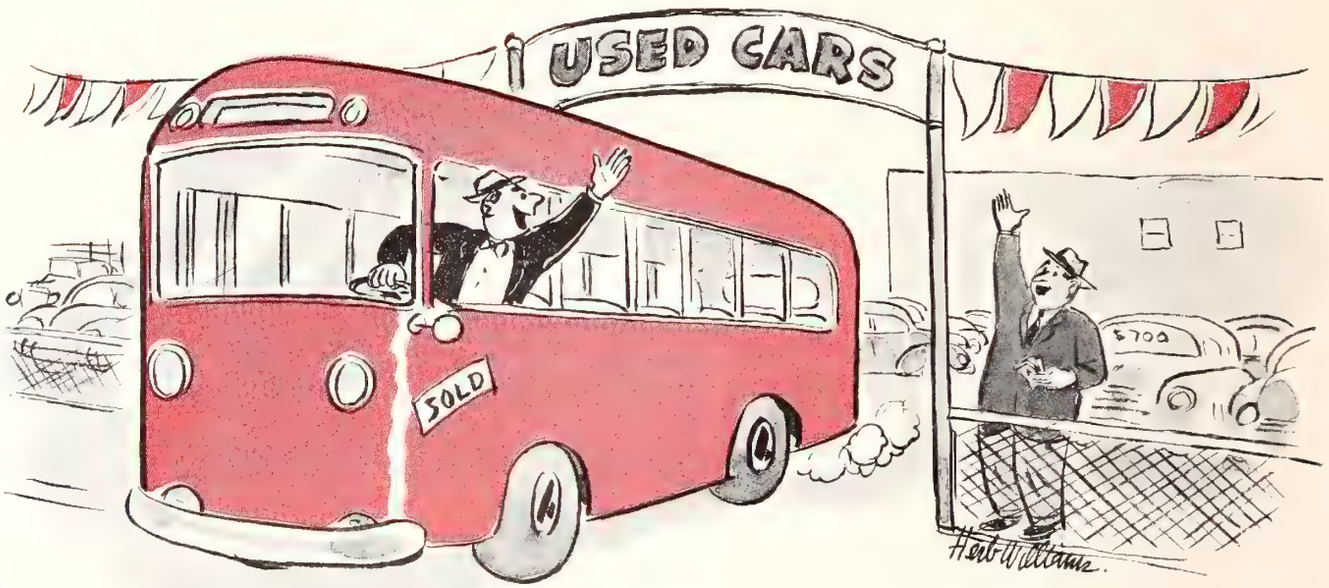


Here's WJR's primary coverage area.
Write us for your free copy of the Politz report
or ask your Henry I. Christal Co. man.

IN INLAND CALIFORNIA (AND WESTERN NEVADA)

Beeline RADIO

delivers more for the money



These *inland* radio stations, purchased as a unit, give you more listeners than any competitive combination of local stations . . . *and at the lowest cost per thousand!*

(SAMS and SR&D)

In this mountain-isolated market, the Beeline serves an area with over 2 million people and more retail sales than Colorado, Kansas or Kentucky! *(1955 Consumer Markets)*



McClatchy Broadcasting Company

SACRAMENTO, CALIFORNIA • Paul H. Raymer Co., National Representative

CTOBER 17, 1955

35c PER COPY

BROADCASTING TELECASTING

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Cann-Erickson Gets oca-Cola Account
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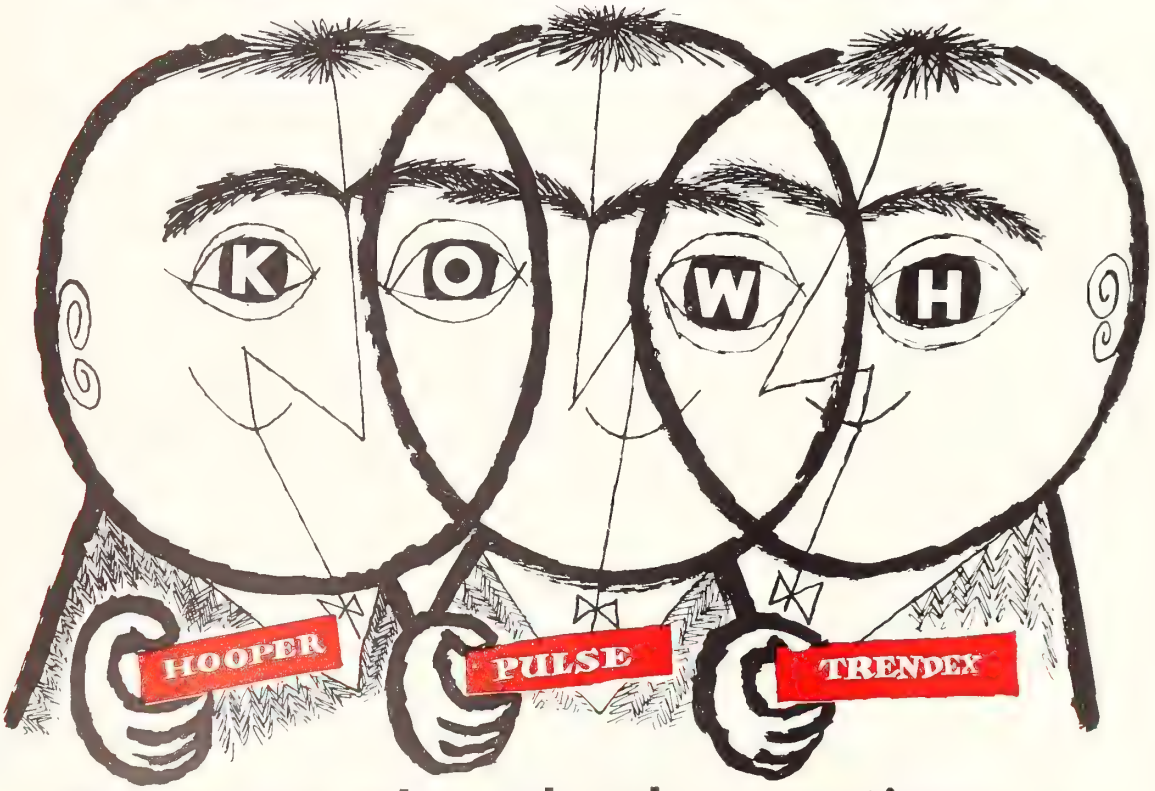
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egins on page 105

25TH year
THE NEWSWEEKLY OF RADIO AND TV

ALL 3 SEE
EYE-TO-EYE-TO-EYE



No matter who asks the questions . . .
KOWH is the answer in OMAHA

50.3%! That's the average share of audience Hooper (August-September) gives KOWH. Latest Pulse for Omaha-Council Bluffs gives KOWH top spot in every time period. Ditto Trendex. KOWH has placed first in audience year after year . . . gradually increasing its first-place dominance, until now KOWH is first in *every* time period of *every* survey in the Omaha market. Mid-Continent ideas, programming and excitement plus good coverage (660 KC) are working hard and getting results for national and local advertisers. No matter which rating habit you have—you can feel secure with KOWH because all 3 see eye-to-eye-to-eye. Chat with the H-R man, or KOWH General Manager Virgil Sharpe.

KOWH
OMAHA

MID-CONTINENT BROADCASTING COMPANY
President: Todd Storz

WHB, Kansas City
Represented by
John Blair & Co.

WTIX, New Orleans
Represented by
Adam J. Young, Jr.

KOWH, Omaha
Represented by
H-R Reps, Inc.



Commander C----, Radio-tv-man Extracurricular, Arrives Early This Year For the Husking Bee

Who is the distinguished man with the proliferating beaver? Good friends, it will pay you to watch for him in a few months. Neither rain, nor snow nor gabled thatch shall stay his arrival on the fin-de-l'annee scene.

But wait! Why is he making his distinguished appearance in October?

Dear people, the locale is Iowa, where the elixir of heady incomes (average gross income of an Iowa farmer: $12,000 a year), the vast prospects (Mr. Ave. Ia. Farmer owns his farm, which is about 178 acres big and worth about $35,000), and practically unconstitutional *schleppervescence**, make it Christmas all the time. Ah, connoisseurs, you guessed it! He's Commander S. Claus, come to shop at the WMT Stations, completely by-passing (the gay dog!) our national reps, the Katz Agency.

**Roughly translated: Stoop-shoulderedness derived from carrying moola to the emporium.*



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bird's-eye views of a $5½ billion prospect for you

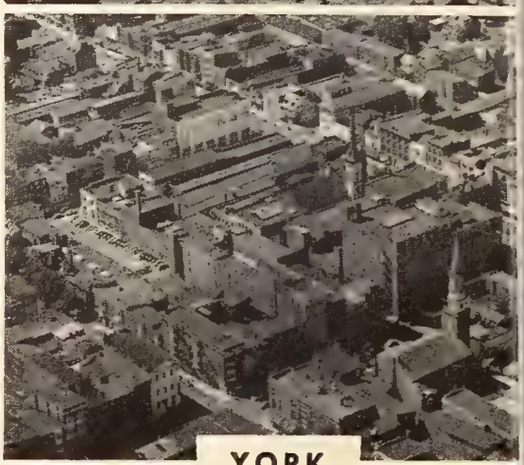






LANCASTER

These five important metropolitan areas *plus* countless industrially rich cities and towns make this vast WGAL-TV market area a multi-billionaire prospect for your advertising dollar. Use WGAL-TV to reach three and half million people with an effective buying income of $5½ billion. Share in the more than $3¼ billion they spend for retail goods annually.



YORK





LEBANON



Channel 8 Multi-City Market

Harrisburg	Reading
York	Lebanon
Hanover	Pottsville
Gettysburg	Hazleton
Chambersburg	Shamokin
Waynesboro	Mt. Carmel
Frederick	Bloomsburg
Westminster	Lewisburg
Carlisle	Lewistown
Sunbury	Lock Haven
Martinsburg	Hagerstown





WGAL-TV

Lancaster, Pa

NBC and CBS

STEINMAN STATION

Clair McCollough, Pres.

Representatives

MEEKER TV, Inc.

New York Chicago

Los Angeles San Francisco



READING



closed circuit®

BIG JOB OPEN • Though Radio Advertising Bureau's nominating committee met last week, quest for president is not ended. President Kevin B. Sweeney, who served notice months ago he wanted to be relieved when term expires end of this year, has now been offered five-year contract to continue but has not signed. It's understood, however, that Joseph E. Baudino, Westinghouse Broadcasting Co., has agreed to serve another year as RAB board chairman.

B•T

GROVE LABS' subsidiary, Clayton Labs, will produce and sell new product, Citroid cold remedy, containing new BIO-Flavanoid that is understood to be biggest thing to hit cold remedy market since introduction of anti-histamines. Dowd, Redfield & Johnstone, New York, agency named to handle the account, is preparing selected group of markets for television campaign which will get underway sometime early in November.

B•T

POLITICAL ACCOUNTS • Democratic National Committee is looking for advertising agency to handle 1956 presidential campaign with about dozen agencies under consideration. Norman, Craig & Kummel and Benton & Bowles have been looked at closely, but not to be ruled out, yet is Joseph Katz Co., nominally current agency for Democrats although inactive on account since 1954 elections. GOP National Committee indicates it is satisfied to keep BBDO, its agency in both 1952 and 1954.

B•T

WHY do consumers balk at buying color tv receivers? Aside from retail price and high costs of color servicing, Videotown interviewers (see story page 50), reportedly found many dealers who themselves discourage buyers because they cannot assure servicing, regardless of contract price.

B•T

BIG-SCREEN SHEENA • Another television program will become feature movie, Hollywood will learn today (Monday) with announcement that ABC Film Syndication's *Sheena, Queen of the Jungle* starts production in February as CinemaScope color film. Co-producers of tv series, Don W. Sharpe and Nassour Studios, will do theatre version.

B•T

MGM is revamping writing and production of MGM Parade *on ABC-TV to better integrate commercials for Pall Mall and General Foods. Sponsors also reportedly feel inside look at studio films is overdone and want more live action in $40,000 weekly package, not to mention better shake for sales messages.*

B•T

COMMERCIAL CLAMOR • American consumer industries operating in Europe are espousing commercial radio and television everywhere. They have found broadcast media most effective in promoting sales, even with primitive methods used and rigorous limitations imposed by various state-controlled, or state-connected operations.

B•T

TREND toward full-scale commercial radio and television in Europe (story page 118) is bringing more and more equipment manufacturers and program suppliers to continent to appraise market potential. Old line manufacturers have had offices in various European countries since World War II, but other smaller companies now are exploring field with prospect that branch offices will be opened or sales arrangements made with independent contractors.

B•T

JADED JOURNALISTS • Biggest radio-tv party season in history has Hollywood radio-tv editors and columnists red-eyed for lack of sleep. Party-going has become such fatiguing chore that guests are beginning to complain. One major agency plans next year to cut down parties, invent some other way to direct news people's attention to debuts of new shows.

B•T

CHARLES WILDS, former N. W. Ayer & Son supervising timebuyer, has decided to headquarter in Lausanne, Switzerland, after exploring continent for two months. He plans to enter advertising-merchandising consultancy, and is understood to have one substantial American account, expanding into Europe, already aligned.

B•T

CHIT-CHAT ONLY • When Comr. Doerfer urged uhf delegation to get down to cases Friday, following reading of statement on uhf position (see story page 80), Benito Gaguine, Washington attorney for several uhf broadcasters seeking deintermixture, jumped to feet, objected vigorously on grounds these cases were officially before FCC and no *ex parte* discussions were permitted. Acting Chairman Hyde ruled Mr. Gaguine correct. This left both sides without any significant subjects to talk about so after desultory discussion, meeting was adjourned. Time: About 60 minutes.

B•T

HOLLYWOOD film makers' top talent problem this season is not name actors but production crews. New surge of tv filming has caused employment problems equalling troubles electronic and aircraft industries have in finding enough engineers. Film producers are finding solution in signing crews to regular contracts as though they were stars.

B•T

STARTING A STAFF • First member of FCC network study staff was named but not announced last week. He's Ashbrook P. Bryant, from Hearing Division, Broadcast Bureau. Meanwhile Roscoe L. Barrow, U. of Cincinnati Law School dean, chief of staff on study [B•T, Sept. 26], is still seeking outside people to fill up working staff. Dean Barrow explains he has completely open mind, hopes to do "comprehensive" study so Commission has all facts in case it wants to do anything. Job being done under guidance of four-man FCC committee, headed by FCC Chairman McConnaughey.

B•T

RUMORED as definitely under FCC consideration, at executive Commission meetings, is plan to move budget and planning functions, headed by Robert Cox, under Office of Secretary. Such action would give latter office, directed by Mary Jane Morris, more authority than it ever enjoyed and would concentrate administrative load.

B•T

RADIO-TV SPLIT • Look for announcement from ABC separating its combined radio and tv station relations departments into distinct entities. Move is said to result from increased activities in television. Network also is planning to reactivate post of ABC-TV eastern sales manager, with Bill Gillogly of ABC-TV's Chicago sales staff slated to move into that position.

B•T

PROMOTION is in offing for Joseph O. Meyers, longtime NBC news staffer, currently serving as headquarters chief of NBC radio-tv news department. Mr. Meyers is set to be advanced to manager of NBC news under Bill McAndrew, director of NBC news.

B•T

RELIGIOUS QUESTION • Interest of National Council of Churches of Christ in America in license renewal of WTIX New Orleans [B•T, Sept. 12] may have implications beyond specific case. WTIX renewal was made over dissent of Comr. Doerfer who cited lack of religious, educational and discussion programs. National Council last week asked FCC to "clarify" action and how lack of such programs fit in with meaning of "public interest, convenience and necessity." Will stations' percentage of religious time be questioned by church bodies? That's worrisome question in some broadcasters' minds.



KTHS (LITTLE ROCK)

PAYS OFF IN CASH, TOO!

When you pick up the check for time on 50,000-watt KTHS, you're buying coverage of a *lot more* than Metropolitan Little Rock.

KTHS pays off—in *Cash* (Ark.), for example. This little Craighead County town isn't much of a market in itself. But combined with hundreds of other hamlets, towns and cities, it helps account for KTHS's *interference-free* daytime coverage of more than 3,370,000 people!

In Arkansas, use the BIG radio value—KTHS, Basic CBS in Little Rock.



The Station KTHS daytime primary (0.5MV/M) area has a population of 1,002,758 people, of whom over 100,000 do not receive primary daytime service from any other radio station . . . Our interference-free daytime coverage area has a population of 3,372,433.

KTHS 50,000 Watts CBS Radio

BROADCASTING FROM

LITTLE ROCK, ARKANSAS

Represented by The Branham Co.

Under Same Management as KWKH, Shreveport

Henry Clay, Executive Vice President
B. G. Robertson, General Manager

at deadline

HALF-DOZEN MBS EXECUTIVES LEAVING AS PART OF 25% PERSONNEL CUTBACK

MAJOR reorganization involving approximately 25% cutback in Mutual network personnel was authoritatively reported Friday, effective immediately.

Executives reported leaving included E. M. (Pete) Johnson, MBS vice president in charge of production, station relations and engineering, and widely known industry figure; Bert Hauser, vice president formerly in charge of co-op programs; Roy Danish, vice president currently heading co-op department; Ted Kirby, audience promotion manager; Thomas Duggan, station relations; Harold Algus, manager, press information department. Total number being let out reported at about 40.

Designed as "belt-tightening," move was attributed largely to desire to channel more money into programming.

Co-op department, it was reported, is being merged with two others, part going into station relations under Director Robert Carpenter and part into sports department under Vice President Jack Burnett. Engineering department, described as "not large anyway," was said to be cut "way down," with no head named with departure of Mr. Johnson. Press information department, directed for both Mutual and General Teleradio by Frank Zuzulo, also being reduced.

Robert Schmid, vice president in charge of advertising, public relations and research, said to be continuing in that post but it's understood he may also take on executive duties with allied RKO Radio Pictures. Herbert Rice, vice president formerly in charge of programs but more recently concerned primarily with owned-station affairs, was reportedly assigned to o&o duties almost exclusively.

CREATIVE BUYING, SELLING CONSIDERED AT RADIO ADVERTISING CLINIC FRIDAY

(Detailed presentation of earlier speeches begins on page 36.)

FIRST Radio National Advertising Clinic ended last Friday (see story page 32) with sessions devoted to creative buying and selling and to ways and means of increasing radio's share of national advertising dollar.

Reliance on jingles and other 'gimmick' types of radio commercials was scored Friday by M. Belmont Ver Standig, head of his own Washington (D. C.) agency. He urged use of "straight sell" copy, citing own policy of pre-testing and post-testing to find out what consumer wants.

Phil Davis of Phil Davis Musical Enterprises, New York, on opposite side of fence from Mr. Ver Standig on importance of "jingles," stressed "unlimited possibilities" of musical arrangements—not jingles alone—to create and maintain sales.

Robert Kirschbaum, radio-tv chief of Grey Adv., New York, also spoke up for singing commercials. He detailed development of Chock Full O'Nuts coffee campaign which raised that brand to third place in highly competitive New York market in nine months—despite fact its budget was "infinitesimal" compared to those of other brands.

Good jingle was described by Andrew J. Love Jr., president of Andy Love Productions, New York, as one that is "believable" and inspires confidence. He urged relative simplicity. John Swayze, supervisor of radio-tv commercial copy for Young & Rubicam, New York, deplored "sameness" in commercials, which he said are much different today from those of 10 years ago.

Roger C. Bumstead, media director, David J. Mahoney Inc., New York, stressed that creative timebuying requires selling effort by agency on need for it, emphasis on "common sense", better broadcast research, resistance of interference by "untrained personnel" in work of media department, and better pay and better training for personnel.

Successful radio campaign to increase newsstand circulation of *Life* magazine was outlined by Martin J. Murphy, associate media supervisor, Young & Rubicam. He said radio was chosen largely because of its flexibility.

R. C. Maddux, radio-tv director of C. L. Miller Co., New York, explained value of buying radio effectively on regional basis. Radio billings of C. L. Miller Co. doubled this year, he noted. Ernest Hartmann, radio-tv supervisor, Lennen & Newell, New York, attributed effective use of post-midnight radio by American Airlines to three factors: prestige account, prestige programming, prestige medium.

Robert H. McKennee, account executive of Campbell-Ewald, New York, described purchase and development, over three-year period, of General Motors Acceptance Corp.'s weekend spot radio program on WNEW New York. John Asch, research director, Eugene Stevens Co., New York, described success agency has had in obtaining direct mail orders for book on auto care by pitting its network radio broadcasts directly against highly-rated tv shows.

Two-day clinic wound up Friday afternoon with closed session in which RAB members heard President Kevin Sweeney in presentation which reportedly enumerated radio selling's "deadly sins" as including over-emphasis on ratings; working on too few prospects; making too few calls at advertiser level and failure to sell local decision makers (district managers, brokers, etc); use of too few salesmen and having single sales manager handling national and local accounts on radio and tv; too much intra-mural competition for radio business.

KDAL-TV, KPAR-TV Join CBS

AFFILIATION of KDAL-TV Duluth, Minn., and KPAR-TV Sweetwater-Abilene, Tex., with CBS-TV announced Friday by Herbert V. Akerberg, CBS-TV vice president in charge of station relations. KDAL-TV (ch. 3) joins as primary affiliate, replacing WDSM-TV there, effective Oct. 30. KPAR-TV (ch. 12) will be interconnected station, added to CBS-TV under network's Extended Market Plan, on Nov. 1.

• BUSINESS BRIEFLY

ARMOUR SHIFTS • John W. Shaw Adv., Chicago, resigns Armour & Co. accounts (refinery, margarine, dairy, poultry, soap and frosted meat divisions) effective Dec. 31 [CLOSED CIRCUIT, Oct. 10]. Accounts are expected to be shifted to one or more of three other agencies now handling other Armour products—Tatham-Laird, N. W. Ayer & Son and Foote, Cone & Belding.

CIRCULATION BUILDING • Curtis Publishing Co., Philadelphia, effective Nov. 1, is placing three-day radio spot announcement campaign in 75-80 top U. S. markets, using approximately 300 to 400 stations, to promote special issue of *Saturday Evening Post* (published Nov. 1) carrying article on and by Arthur Godfrey. Publisher also is buying five-day radio spot campaign in five regional Virginia markets, using approximately 20 stations and starting Oct. 18, to promote special article on State of Virginia in November issue of *Holiday*. Agency is BBDO, N. Y.

ANOTHER FOR NASH • Nash cars, through Geyer Inc., N. Y., will run another five-day spot announcement campaign Oct. 24-29 using same list of radio stations used in earlier campaign.

NEW PRODUCT PUSH • Vienna Sausage Mfg. Co., Chicago, is launching campaign to promote new vacuum-packed products. Radio and tv will be used. Agency: H. M. Gross Co., Chicago.

AGENCY NAMED • Drug Research Corp., N. Y., manufacturer of Sustamin 2-12, arthritic remedy, names Kastor, Farrell, Chesley & Clifford, N. Y., to handle its advertising, effective immediately.

STAFFS OF LIFE • Roman Meal Co. of Tacoma, Wash., names Roy S. Durstine Inc., N. Y., to handle advertising for its bakery division as well as continuing with its cereal.

DAIRY DOINGS • Kendall Mills (milk filter) through Humphrey, Alley & Richards, N. Y., is placing radio spot announcement campaign in 12 milk producing areas, mostly in middle west, effective Oct. 31 for nine weeks.

Two More Sponsors Buy CBS-TV Extended Markets

TWO national advertisers signed last week for complete list of 22 stations comprising CBS-TV's Extended Market Plan, network sales vice president William H. Hylan and EMP sales manager Terrence McGuirk announced Friday. They said Miles Labs added EMP stations to list for its *Bob Crosby Show* (Tues., 3:45-4 p.m. EDT) and *Garry Moore Show* (Tues., 10-10:15 a.m. EDT) while Anheuser-Busch ordered EMP outlets for its *Damon Runyon Theatre* (Sat., 10:30-11 p.m. EDT). Agency for Miles Labs is Geoffrey Wade Adv., Chicago; for Anheuser-Busch, D'Arcy Adv., St. Louis.

Signing of these two means EMP stations—group of small-market affiliates for which relatively low network rates have been established to attract advertisers and thereby bring these stations more into overall tv picture—will be carrying some or all of 46 programs for 40 advertisers, officials said.

it takes KPTV-Portland's Television Giant to cover the Oregon scene!



STORER NATIONAL
SALES HEADQUARTERS

TOM HARKER, V.P., National Sales Director, 118 E. 57th St., New York, ELdorado 5-7690
BOB WOOD, National Sales Manager, 118 E. 57th Street, New York, ELdorado 5-7690
LEW JOHNSON, Midwest TV Sales Manager, 230 N. Michigan Ave., Chicago, FRanklin 2-6498
GAYLE V.GRUBB, V.P., West Coast Sales Manager, 111 Sutter St., San Francisco, SUtter 1-3631

Represented Nationally by NBC Spot Sales

at deadline

Telecasters Fear Increases In AT&T Relay Charges

PROBLEMS of music license fees, AT&T microwave tariffs and poor physical quality of film were discussed Friday noon at NARTB Region II meeting by panel on business of television (see earlier story page 66). Donald W. Thornburgh, president and general manager, WCAU-TV Philadelphia, was moderator.

Campbell Arnoux, president and general manager, WTAR-TV Norfolk and chairman of TV Day sessions, warned that AT&T's forthcoming demands for new color transmission rates to replace experimental tariff now in effect may come Oct. 30 and may bring with them proposals to increase monochrome rates as well. If these anticipated increases for tv transmission are allowed to become effective, television broadcasters will inevitably have to pay more for network program service, Mr. Arnoux stated.

Harold Essex, executive vice president and general manager, WSJS-TV Winston-Salem, reported that much film comes to his station in deplorable physical quality," so bad in one case that the sponsor has refused to renew an otherwise acceptable series. Sloppy cutting of feature films by stations to insert local commercials is another problem calling for immediate attention, he said.

Comparing music license fees for radio and television, Lawrence H. (Bud) Rogers II, vice president and general manager, WSAZ-TV Huntington, W. Va., reported that his Huntington radio program cost is about $40,000 a year and the $4,800 paid for music licenses (12%) seems fair, as some 40% of all programming is musical. But in tv, he said, $44,000 paid by WSAZ-TV for music licenses and $16,000 paid by network for clearance at source adds up to nearly 25% of tv station's $265,000 actual program budget.

Advertising Has Key Role In Expanding U. S. Economy

SELLING and advertising must shoulder immediate job of selling $40 billion more goods and services to consumers in 1956 than last year if national economy is to continue expansion, Arno Johnson, vice president and research director, J. Walter Thompson Co., told American Assn. of Advertising Agencies Central Region in Chicago Friday. Advertising must be educational and "activating" force in bringing changes in consumer demand.

Workshop sessions Friday touched on tv creative work and production of commercials (see early story page 54).

Bayard Pope, vice president, BBDO, discussing client-agency relationships, noted that without advertising "we would have no radio or tv unless taxpayers paid five billion dollars a year in taxes." He said advertising forces media to give people programs they want "without government fiat."

Harold H. Webber, vice president, Foote, Cone & Belding, spoke on research, asserting: "Research has been developing rapidly as an important function of the advertising agency, but it will never measure up to its ultimate potential until the people who perform it become more skillful communicators."

'Matinee' Preview on NBC-TV Draws 2,500 to Closed Circuit

ESTIMATED 2,500 persons, made up of advertiser and agency executives and members of press in some 125 cities, watched Friday closed-circuit color presentation of NBC-TV's *Matinee* show (Mon.-Fri., 3-4 p.m. EST) which starts Oct. 31. Show originated from New York and Burbank, Calif., color studios, with pickups from Oklahoma City (P. A. Sugg, WKY-TV Oklahoma City, appeared on telecast) and Lansing, Mich. (Michigan State U.).

Each full hour can accommodate six commercials and two station breaks. Each 90-second commercial is being offered at $10,326 (includes time, production and cable-color costs) with bonus positions, or discounts, for advertisers placing orders before Oct. 31 for telecast within first 26 weeks. Also with bonus, "charter clients" are not charged for cable and color networking. Advertisers already booked: Procter & Gamble (Tide), through Benton & Bowles, one quarter of program, Mon.-Fri.; Motorola Inc., through Leo Burnett Co., 13 "positions" in pre-Christmas campaign; Aluminum Co. of America, through Fuller & Smith & Ross, two "positions" only, and B. T. Babbitt Co. (Bab-O cleanser), through Dancer-Fitzgerald-Sample, 13 "positions", one each week.

Herbert Mayer Proposes Philadelphia De-Intermixture

ADDING to de-intermixture potpourri came request Friday that FCC demix Philadelphia which has three tv stations presently operating, all vhf. Request was submitted to Commission by Herbert Mayer who three weeks ago was granted permit for uhf ch. 23 at Philadelphia [B•T, Oct. 3].

Mr. Mayer said de-intermixture would make tv service available on seven channels and also would allow for educational operation. He said operating vhf stations could write off conversion cost on income tax.

Last week Mr. Mayer was granted permit for second uhf, this one at Boston on ch. 38 (story page 84). He said privately Friday that he will probably submit de-intermixture plan for that city, too. Mr. Mayer in 1954 sold KPTV (TV) Portland, Ore., and WXEL (TV) Cleveland, along with Empire Coil Co. (electronic parts), to Storer Broadcasting Co. for $8.5 million. He has been out of tv since.

UPCOMING

Oct. 17: Vermont Assn. of Radio & Tv Broadcasters, Hotel Vermont, Burlington.

Oct. 17-19: A. A. A. A. Eastern Annual Conference, Hotel Roosevelt, New York.

Oct. 17-19: Radio-Electronics-Television Mfrs. Assn. Radio Fall Meeting, Hotel Syracuse, Syracuse, N. Y.

Oct. 18: RTES 1st meeting of the 1955-56 series of Timebuying and Selling Seminars, New York.

For other Upcomings see page 129

PEOPLE

THOMAS F. GREENHOW, radio-tv head of Famous Artists Corp., has been named supervisor of talent operations for NBC-TV in Hollywood effective Nov. 1.

JOSEPH O. WILSON, newly-named account executive on Spark Plug Div. of Electric Auto-Lite account, Grant Adv., Detroit, appointed vice president.

LEE KING, head of art department at Weiss & Geller Inc., Chicago, past 12 years and vice president of agency, appointed creative director.

HERBERT BERGER, general manager, Guy Lombardo Enterprises, to Dancer-Fitzgerald-Sample, N. Y., as head of business affairs for tv and radio department.

HEBER G. WOLSEY, head of radio-tv department of Gillham Advertising Agency, Salt Lake City, appointed vice president. He joined Gillham in 1951 from KSL Salt Lake City.

VALENTINE C. RITTER JR., timebuyer, Dancer-Fitzgerald-Sample, to N. W. Ayer & Son, N. Y., as timebuyer.

BRIG. GEN. DAVID SARNOFF, RCA and NBC board chairman, will receive doctorate of laws degree from Fordham U. Oct. 22. Following ceremony, Gen. Sarnoff will talk on "Freedom, Responsibility and the Law," second in Fordham's series of Golden Jubilee lectures.

Funeral services were to be held Saturday for **H. CODY SATTLEY,** 54, account executive with Leo Burnett Co., Chicago, who died in Highland Park Hospital Thursday. Mr. Sattley was with Burnett agency 14 years, and recently was executive on the Pure Oil account. Previously he was at McCann-Erickson Inc. His wife, Ann, and sons Kirk and Guy survive.

New Studies, Petitions Add To Uhf-Vhf Controversy

HARD on heels of FCC meeting with uhf broadcasters (see story page XX), two uhf stations filed petitions at Commission asking that action finalizing vhf grants in their cities be held up pendng resolution of deintermixture petitions. Stations were ch. 30 WOBS-TV Jacksonville, Fla., and ch. 39 WTVO (TV) Rockford, Ill. (Madison, Wis.).

Meanwhile, WTIC Hartford, Conn., favored in initial decision for that city's ch. 3, asked FCC Friday to prohibit WWLP (TV) Springfield, Mass., from influencing public support for that ch. 22 station's petition to deintermix Hartford area. WTIC asked also that FCC disregard any public sentiments from Springfield-Holyoke in favor of deintermixture.

Meanwhile, it was learned FCC received two additional studies on uhf-vhf problem. One, from Crosley Broadcasting Corp., indicated what might be done in congested Zone 1 area with three additional vhf channels taken from contiguous spectrum band. It is understood Crosley review shows how 30 additional stations can be added in Zone 1, without any change in mileage separations or power-antenna height ratios. The other report was economic study by Richard P. Doherty, economic and labor consultant.

Among uhf broadcasters who attended FCC meeting Friday morning were George B. Storer, Storer Broadcasting Co.; Philip Merryman, WICC-TV Bridgeport, Conn.; John H. Perry Jr., WJHP-TV Jacksonville, Fla.; Harold Thomas, WATR-TV Waterbury, Conn.; Charles N. DeRose, WHYN-TV Springfield, Mass.; Elmer Balaban, WTVO (TV) Rockford, Ill., and WICS (TV) Springfield, Ill.; Fred Weber, WFPG-TV Atlantic City, N. J.; John Johnson, WTOB-TV Winston-Salem, N. C.; Harry Tennenbaum, KTVI (TV) St. Louis, Mo.; Larry Israel, WENS (TV) Pittsburgh, Pa.

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Radio's One-Book

WHO are radio's top advertisers? What hour of the day can you reach most homes using radio? How many cars are there in Cattaraugus County, N. Y.? What are the FCC Rules governing political broadcasts? Who sells transmitters, tubes and towers? Who's the manager of station X, the rep of station Y? What agency handles General Foods? Who sells radio scripts, handles name talent, makes recordings?

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Four hundred and eighty seven (or more if we beat last year's figure) advertisers will get the benefit of advertising that lives for an entire year in a book that, like radio, looks like it's here to stay. This is our 22nd consecutive Radio Yearbook, and as Jim Luce of J. W. T. once said, "B•T's Yearbook could easily win the $64,000 question if it could only talk".

Let your ad talk for you 12 months a year, opposite your listing in the Yearbook. There's only so much space available so make your reservation now and be sure. Use the coupon on the opposite page.



Reference Library

Partial List of Contents

Complete state and city directories of am and fm radio stations, listing station executives, frequencies, network affiliations, national reps, power;

Market data includes county population, radio homes, retail sales, audience analyses, program trends, basic statistical information about national, spot and network radio, available in no other single source;

Directories of agencies and their radio accounts;

Directories of services related to radio;

Directories of state associations; of FCC Bar Members; of program production services; of equipment makers;

Complete FCC Rules and Regulations for Broadcast Services.



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- ☐ One-Sixth

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"What's this I hear about the Sacramento valley— A new TV station?"

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SACRAMENTO, CALIFORNIA

NBC Basic Affiliate

100,000 WATTS MAXIMUM POWER

NEW STATION! NEW VIEWERS! NEW NBC SHOWS!

KCRA-TV delivers one of the country's richest markets, with spendable income of more than two billion dollars!

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Be sure to review your present television programming and spot schedules. Then call Petry.

KCRA-TV Channel 3
SACRAMENTO, CALIFORNIA
100,000 Watts Maximum Power
BASIC NBC AFFILIATE
represented by Edward Petry & Co.

"THERE'S LOTS TO SEE ON CHANNEL 3"

THE BIG SURPRISE

THE IBM MACHINE took over its second starring role as NBC-TV unraveled *The Big Surprise*. And the show sorely needed unravelling as m.c. Jack Barry detailed a bonanza pattern sure to frustrate any viewer intent on pure relaxation.

A "home reporter" suggests a worthy contestant, who answers multi-phased questions working towards the $100,000 grand prize. If the contestant stumbles, a comparable personality from anywhere in the U. S. is selected by an IBM "electronic brain" and asked another question. A correct answer reinstates the contestant. The aide is accorded 10% of the amount ultimately won by the contestant.

The custom of simply reading questions from a slip of paper is long gone. CBS-TV's *$64,000 Question* procedure of an IBM machine plus sealed questions brought under armed guard from bank vaults is matched by *The Big Surprise* system of secret punch cards that are decoded on an electronic typewriter.

And so it goes: the 'buying' price for an audience seeking a vicarious thrill has gone up better than 50%.

It won't be long before some contestant overlooks the poor odds set up by the huge tax slice and goes for the 100 grand. Then what's the next step to sustain interest?

Production Costs: $20,000.

Sponsors: The Speidel Co. and the Purex Co., on an alternating week basis, through Sullivan, Stauffer, Colwell & Bayles (for Speidel) and Weiss & Geller (for Purex.) Sat., 7:30 to 8 p.m., EDT, starting Oct. 8, 1955.

Master of Ceremonies: Jack Barry.

Packaged by: Louis G. Cowan Inc.

Personal Supervision of: Harry Fleischman, president, and Steven R. Carlin, vice president of Louis G. Cowan Inc.

Producer-Director: David Lowe.

SHOW BIZ

A PANORAMIC 90 minutes of nostalgia flashed across the nation's tv screens Oct. 9. It was NBC's color spectacular of show biz, which subject is always sure for a couple of teary eyes in any audience. This one was based on the book of the same name by Abel Green and the late Joe Laurie Jr. It was episodic as all get out—a few of the skits were on and off before this viewer could blink an eye in reverie.

This memory lane conglomeration began with a 1905 medicine show, zipped through melodeons, nickelodeons, vaudeville, burlesque, speakeasies, girlie shows, early radio, USO entertainments and ended up with . . . right, "There's No Business Like Show Business."

But there were some joys for the viewer. Buster Keaton doing his stagehand skit, Bert Lahr his policeman's bit, Eartha Kitt in a speakeasy number, a Follies-Vanities sketch that was real rare (tipsy show girls parading down a stairway), and a hilarious burlesque of early radio giveaway programs by Paul Gilbert and Beatrice Kay.

Production costs: Approximately $125,000.

Sponsored by Sunbeam Corp. through Perrin-Paus Co., Chicago; U. S. Rubber Co., through Fletcher D. Richards Inc., New York, and Maybelline Co., through Gordon Best & Co., Chicago on NBC-TV Oct. 9, 7:30-9 p.m. EDT.

Cast: Groucho Marx, Art Linkletter, Beatrice Kay, Buster Keaton, Dennis Day, Bert Lahr, Eartha Kitt, Rosemary Clooney, Paul Gilbert, Melinda Marx.

Produced and staged by Ernest D. Glucksman. Director: Richard McDonough; musical director: Gordon Jenkins; choreographer: Charmoli; associate producer: Howard ... costume designer: Grady Hunt; set des... Bill Martin; writer: Ken Englund; ass... director: Roy Montgomery.

OMNIBUS

AWARD-WINNING *Omnibus* is back an... flying high. Its first show of the season, ... 9, highlighting the spirit and condition ... Europe's Renaissance period, was an ambi... undertaking done in a polished and not ... humorous way.

Charlton Heston, especially, deserves rec... tion for his performance as a Renaissance ... who led the viewer through the political ... chinations and back street assignations of ... rope's most creative period up to that ...

The complexity of the presentation was ... vious but it was handled with nary a h... Shifts were smoothly handled and not o... distracting.

Production costs: Estimated $65,000.

Sponsored by Scott Paper Co. and Alumi... Limited of Canada through J. Walter Th... son Co., Sun., 5-6:30 p.m. EDT, on CBS

Producer: Robert Saudek; assoc. producer: ... Feigay; m.c.: Alistair Cooke; film super... Boris D. Kaplan; feature editors: Mar... Ahern and William Suchmann; writer: ... drew K. Lewis.

Package by: Tv-Radio Workshop of the ... Foundation.

1976

AUTOMATION in the factory, push-bu... gadgets at home, a world free from hu... drudgery—that's the kind of thing picture... NBC-TV in *1976*, hour-long tour of life ... years from now telecast Oct. 9, 4:30-5:30 ... EDT. But it won't be a happy world unless ... make it so, the presentation concluded.

A typical 1955 family, with Dave Garro... as conductor, visits 1976—its trafficless cities ... miracle-filled homes; Sid Caesar and Nan... Fabray show that family quarrels then won't ... much different from those of today; Wally ... demonstrates a radio-controlled automobile ... a tv set and checkers game as standard eq... ment. It all seemed little improvement o... things today and NBC's use of comedians ... tell the story gave viewers a chance to guess h... much was serious and how much free-whe... spoofing.

Carl Sandburg, reading from "The Peo... Yes" provided a solemn epilogue to the runn... theme that, 1955 or 1976, gadgets or no gadg... life is pretty much what we make it.

Production costs: Approximately $78,000.

Sponsored by American Petroleum Insti... through Sullivan, Stauffer, Colwell & Ba... on Sunday, Oct. 9, 4:30-5:30 p.m. EDT, ... NBC-TV.

Cast: Sid Caesar, Nanette Fabray, Dave G... roway, Arlene Francis, Wally Cox, Eli W... lach, Georgiann Johnson, Fleet Adm. Ch... ter W. Nimitz and poet Carl Sandburg.

Producer: Ben Park; consultant: Victor Gru... assoc. producer: Don Cash; director: L... wood King; writer: George Lefferts; sce... designer: Jan Scott; fashion consultant: K... D'Alessio; music composer-director: Al Go... man.

CROSSROADS

REAL life drama—believable situations—pro... good fare in television. *Crossroads* undoubte... will win a following for its choice of story m... terial in this area. The use of a narrator a... "this is your life" approach gives the feeli... of a more intimate insight, unless its ov...

suggests imitation of another more widely-wn program.

he selection of stories from the experiences he clergy is bound to be the key factor for success of this series. Everyone knows that e dedicated men gain a knowledge of human irs few others share.

he only factor that could offend would be essive doctrinal preaching. This pitfall was ded in the first show, "The Shadow of God," n broad religious truths were judiciously rposed at appropriate moments. This pro-n, featuring Paul Kelly as Father Rigge of ighton U., Omaha, in his efforts to clear rmer student of a false charge of attempted der, was well portrayed but it failed to ke the best of the court scene. In drama, ls are considered stuff from which climaxes made. The climax failed for want of clear osition. Otherwise, the plot was sufficient sustain interest.

duction cost: Approximately $30,000.
nsored by Chevrolet Dealers through Camp-ell-Ewald Co. on ABC-TV, Tues. 8:30-p.m. EDT.
rs for "Shadow of God": Paul Kelly, John Archer, Strother Martin, Dayton Lummis, Robert Warwick, Raymond Greenleaf, Paul Birch, Charles Halton, Adam York, Arthur Marshall, Nolan Leary, Angela Sideli, Carol Mitchell.
oducer: Bernard L. Schubert; writer: Allan Sloane.

DR. SPOCK

. BENJAMIN SPOCK's new discussion ies on NBC-TV is billed as informal and un-earsed. You can believe it. So informal and rehearsed that you won't know any more er 30 minutes than you did before.

Dr. Spock, probably the best known of Ameri-pediatricians, is the author of *Baby and ild Care*. His printed word has bailed many a ent out of a trouble spot, and it's assumed televised advice could do the same. But not t's to be diluted by rambling and not too in-igent questions by a couple of sets of parents, in the Oct. 9 opener.

What would be wrong with letting the noted tor have the camera to himself for the 30 nutes? Or if we must get parents into the , why not a question and answer session with number of parents and *rehearsed* questions? this fellow's an expert, let's have the benefit *his* answers, not the fumblings of other con-ed parents.

oduction Cost: Approximately $6,500.
onsored by Beechnut Co. through Kenyon & Eckhardt, Sun., 3-3:30 p.m., on NBC-TV.
oducer: William White Parish; Director: Charles K. Dargan.

CRUSADER

E DON'T KNOW what the reaction to CBS-V's *Crusader* (Fri., 9-9:30 p.m. EDT) was in e New York headquarters of Radio Free urope and Radio Liberation, but we can agine that people there, and in Munich, ight have asked each other a lot of questions. Though MCA Ltd. claims that its film dramas, ld to CBS-TV, are "based on actual cases ken out of official files," it doesn't say *whose* es. We strongly suspect they were their own, r the premiere program, "Cross on the Hill," as no worse or better than any other 30-inute tv adventure story. It involved a Czech iest who refused to join the underground be-use his duty was to God, not to the State; o escapees from a notorious prison camp on e Czech-German border in need of aid; and n American journalist who finally convinced e priest that he could better serve humanity by guiding the two partisans to freedom.

Yet, if these stories are true as MCA says they are, why clutter them up with a hero who seems to be a cross between the Scarlet Pimpernel and Hopalong Cassidy? Isn't the mere fact that some 350,000 Europeans have slipped through the Iron Curtain in the last 15 months intriguing enough?

Production Cost: $32,500.
Sponsored by R. J. Reynolds Tobacco Co. (Camels) through William Esty Co., New York, CBS-TV, Fri. 9-9:30 p.m. EDT.
Cast: Brian Keith as Matt Anders (permanent).
Producer: Richard Lewis; director: Herschel Daugherty; writer: Jim Strangier.

ADVENTURES OF CHAMPION

ALTHOUGH CHAMPION, "the Wonder Horse," gets top billing in this new western juvenile series, the real hero of the opening episode, telecast Sept. 30, was the dog Rebel. And Barry Curtis, as Ricky North, the boy who has made friends with the king of the wild horses, Champion, and is the only one the horse will permit to ride him, lets Francis McDonald, as big-talking old Will Calhoun, steal that part of the limelight left by the animals for mere humans.

How the "saddle tramp" became a hero in spite of himself was a yarn guaranteed to hold the interest of even the most western-hardened viewer, and that is no mean tribute to the art of the writer—Robert Schaefer and Eric Freiwald—who gave the authors of succeeding episodes a tough mark to shoot at. Young Mr. Curtis and Jim Bannon were acceptable as the boy and his rancher uncle, but the horse and dog were the real stars and showed quite plainly that they were well aware of their position.

Stars: Champion and Rebel, assisted by Barry Curtis and Jim Bannon.
Producer: Louis Gray; director: George Archinbaud (on premiere), Ford Beebe; writers: various; Robert Schaefer and Eric Freiwald on premiere.
Broadcast sustaining on CBS-TV, Fri., 7:30-8 p.m. EDT.

BRAVE EAGLE

ALTHOUGH *Brave Eagle* is more properly catalogued as "adventure" rather than "educational," it's pretty sure to inculcate in its young viewers such segments of "the code of the Cheyennes" as: always answer a call for help; never forget a favor or an injury, and if you've given a promise, don't ever go back on it.

The CBS-TV serial of Indian life in the Old West also will give many youngsters what may be their first lesson in racial understanding, for in this program the Indians are the heroes, outwitting the stupid—and wicked white men. Keith Larsen is brave, true and noble as Chief Brave Eagle of the Cheyenne tribe. Keena Nomkeena is eager and earnest as the boy who is trying to grow up into a good Cheyenne warrior. Bert Wheeler, in the comic role of Old Smokey, is as amusing as the part permits, but it's a far cry, not to say war-whoop, from the act that won him fame in the two-a-day.

All in all, a better-than-average western and more mysterious than the ways of the wily red man is the reason the show has no sponsor.

Broadcast on CBS-TV, Wed., 7:30-8 p.m. EDT.
Executive producers: W. Arthur Rush and Mike North; producer: Jack Lacey; associate producer: Wallace Bosco; director Paul Landres.
Produced in Hollywood by Roy Rogers Productions Inc.
Stars: Keith Larsen, Bert Wheeler, Keena Nomkeena.



COMPLETE THAT PASS

lob that hot spot into pay-dirt the easy way by taking-to-the-air with KDUB-TV, channel 13, in fabulous Lubbock, Texas' touchdown territory. You put 105,133* loyal, high-income fans on your side with one economical play.

*September 15, 1955 set count.

NOW 316,000 watts!
MOST POWERFUL TV IN WEST TEXAS

CBS

KDUB-TV

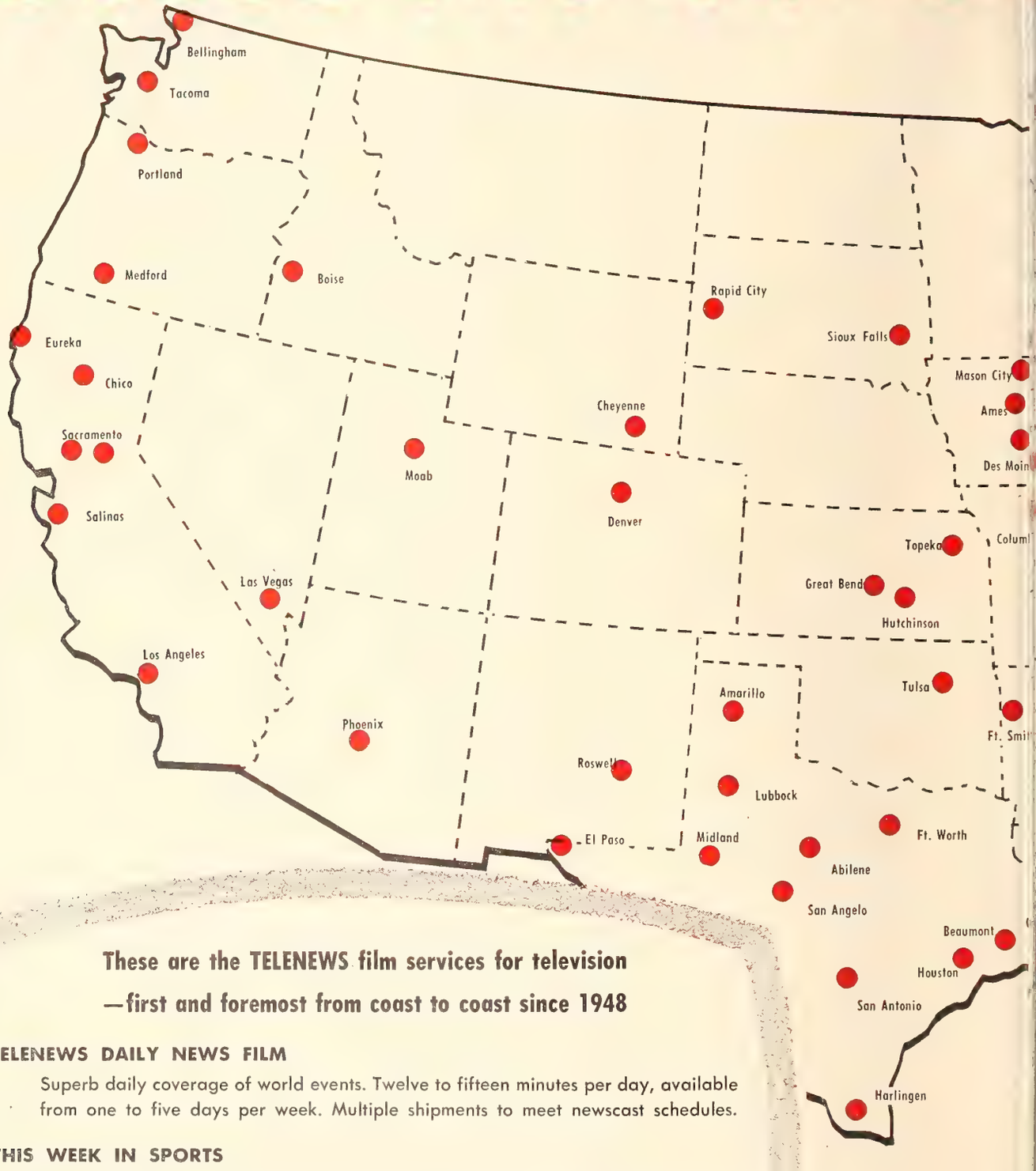
KDUB-AM WEST TEXAS' ONLY 24 HOUR RADIO

LUBBOCK, TEXAS

NATIONAL REPRESENTATIVES: AVERY-KNODEL, INC.

PRESIDENT AND GEN. MGR., W. D. "DUB" ROGERS

ACROSS THE NATION



These are the TELENEWS film services for television
—first and foremost from coast to coast since 1948

TELENEWS DAILY NEWS FILM

Superb daily coverage of world events. Twelve to fifteen minutes per day, available from one to five days per week. Multiple shipments to meet newscast schedules.

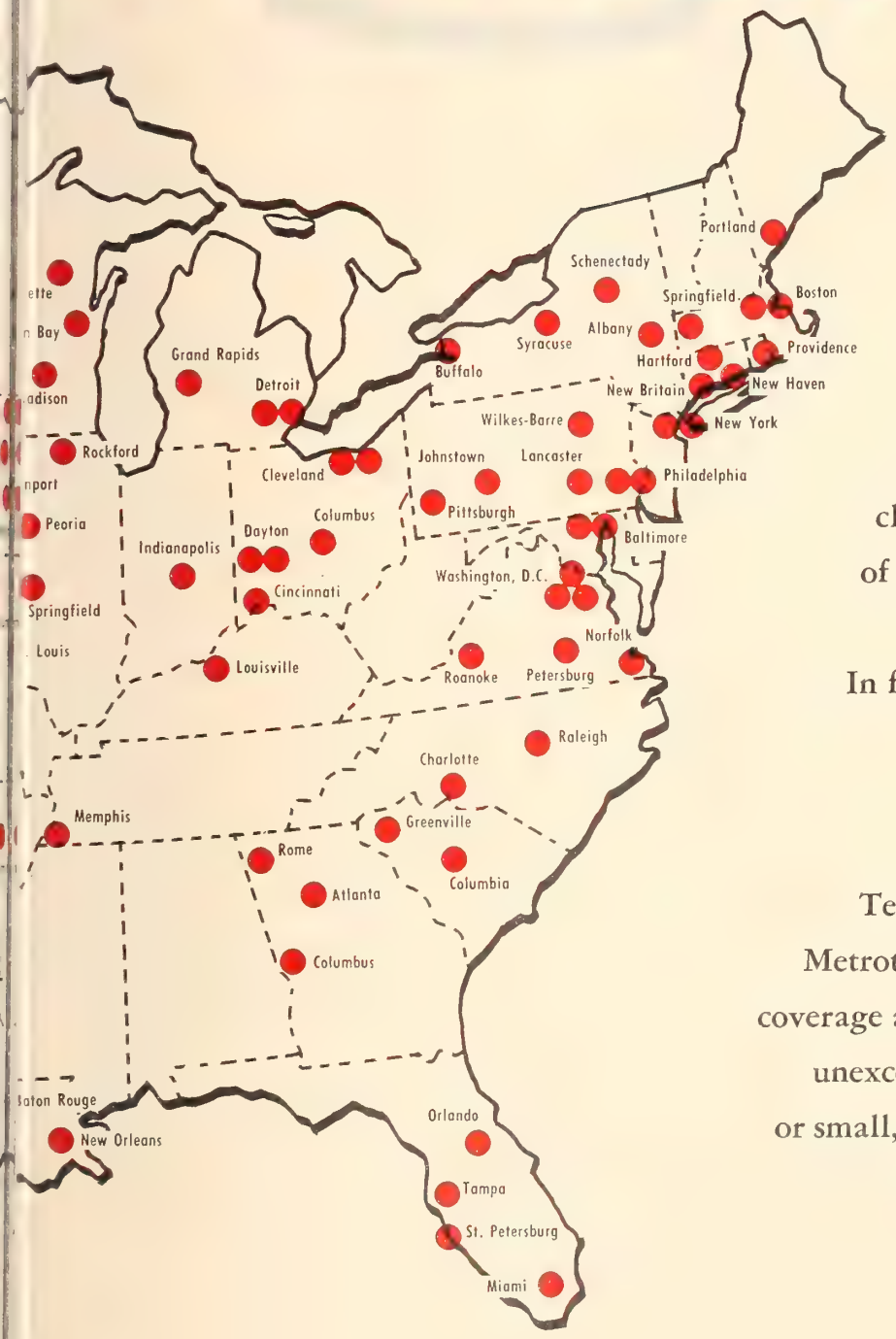
THIS WEEK IN SPORTS

An action-packed, 15-minute program of current sports with Harry Wismer as commentator. Completely voiced and scored. Shipped from New York Tuesdays for immediate release. Exclusive in each market.

TELENEWS WEEKLY NEWS REVIEW

A comprehensive, fast-paced, 15-minute digest of the week's top news events. Completely voiced and scored. Shipped from New York Fridays for immediate release. Exclusive in each market.

T'S TELENEWS



From coast to coast, most people look at TELENEWS—the undisputed leader in newsfilm services for television since 1948.

Each dot on this map represents a client station which uses one or more of the outstanding Telenews services in its local programming.

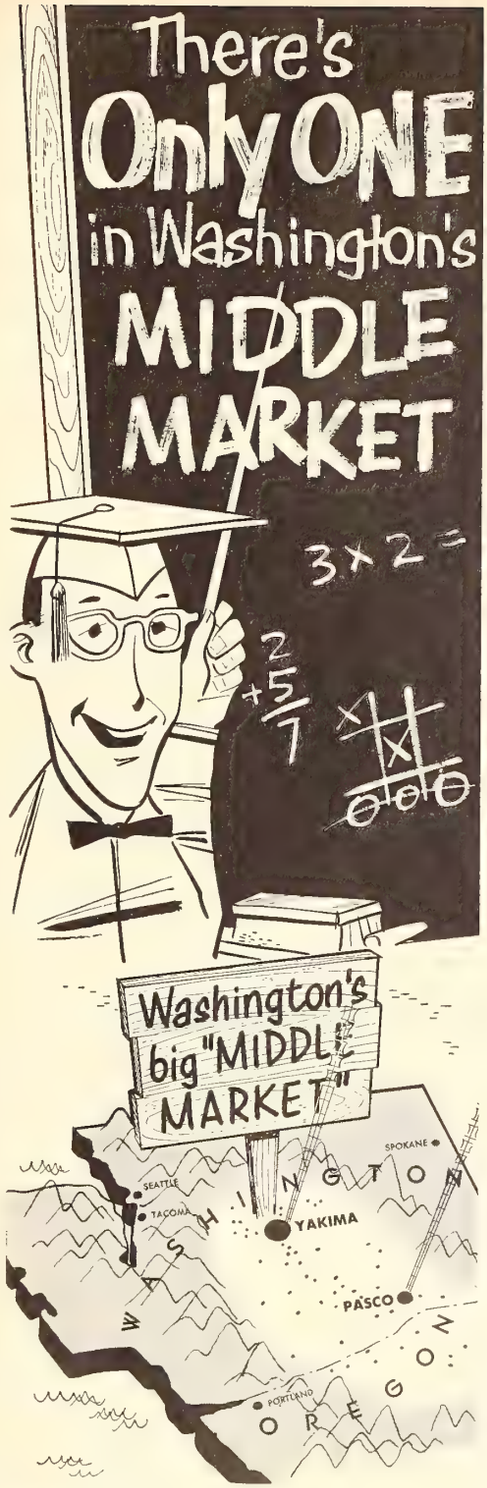
In fact, more individual U.S. television stations buy Telenews film than any other syndicated newsfilm. They know it is the best.

Telenews film is produced by Hearst Metrotone News, Inc., whose global news coverage and modern production facilities are unexcelled. Whether your station is large or small, you will find Telenews film services tailored to your program needs . . . and to your budget.

INTERNATIONAL NEWS SERVICE

(Exclusive distributors of Telenews newsfilm services)

Robert H. Reid, TV Sales Manager • 235 East 45th St., New York 17, N. Y.



Chalk this up as a unique major market buy! It's KIMA-TV with its satellite KEPR-TV in Washington State's wealthy, wandering, big and booming "Middle Market." Mountains hide it from "outside" TV signals . . . miles separate it from the influence of the state's two other population centers. KIMA-TV with KEPR-TV is a one station buy—a one station major market unmatched in the Pacific Northwest.

KIMA-TV

YAKIMA with its Satellite

PASCO

NATIONAL REPRESENTATIVES: WEED TELEVISION

PACIFIC NORTHWEST: MOORE AND LUND

OPEN MIKE

Radio Reaction

EDITOR:

Please send me 150 copies of the Sept. 19 issue containing the 144-page radio '55 report. We want all our distributors to read this excellent report on the health of radio today and its future, so they can see for themselves what BROADCASTING • TELECASTING is doing to hypo interests in radio broadcasting.

Jack Freitsch, Advertising Manager
Radio Division, Philco Corp.
Philadelphia

[EDITOR'S NOTE: A limited number of copies of the Sept. 19 issue is still available.]

EDITOR:

You will be interested to know that the recent story on radio in Los Angeles [B•T, Sept. 19] has received a great deal of fine comment in this area.

As you know, this is a tremendous radio market and the area certainly deserved such a complete story. I hope that the southern California radio and tv picture can continue to get such fine analysis in the future.

Howard L. Tullis
The Tullis Co. Inc. Advertising
Hollywood

EDITOR:

I have just finished reading your Sept. 19 issue of your magazine and have especially enjoyed the B•T Special Feature—the report on radio.

It is exceptional. Anyone in the radio industry should be indebted to you for such a complete and comprehensive report.

May we order 10 additional copies of your magazine for which we are enclosing $3.50?

Sid Boyling, General Manager
CHAB Moose Jaw, Sask.

EDITOR:

As a time salesman for KYOS, let me congratulate you on the splendid 144-page special report on radio in 1955. The ideas alone that could be gleaned from the pages of this one issue more than repay the cost of subscription for a year. . . .

Bob McVay
KYOS Merced, Calif.

Editorializing

EDITOR:

We particularly appreciated the B•T Interview with Daniel W. Kops of WAVZ New Haven [B•T, Sept. 19] . . . It was in 1949, shortly after the reversal of the famed Mayflower case, that KTTR's program, *One Man's Opinion,* came into being. KTTR was at that time owned by three equal partners [now by two]. At first, when one of the station owners decided that there was a need for an editorial, he would confer with the other two partners as to the advisability of 'sounding off' on the subject. . . . Each of the editorials would end with an invitation to the KTTR audience to respond with diverse views if they so desired—that time would be made available, without charge, for opposing viewpoints.

One of the most interesting controversies occurred when one of the owners was sincerely on one side of a local controversy, and another of the owners was sincerely on the opposing side. Both stations owners presented their respective views in a series of editorial programs, with ammunition provided by listeners whose views coincided with one of the sides . . .

Needless to say, we have had editorials of many types and kinds. However, we have been agreeably surprised that there have been practically no cranks asking for time. As] we have never been sued as a result of the c tent of one of these programs. Of course, s has been threatened a time or so, but we have each case been able to demonstrate the treme value of the freedom of speech. It is sincere belief that such a program more t repays any potential danger of lawsuits by mass of goodwill that is achieved by the stat through such an endeavor.

No effort has ever been made to sell the p gram. *One Man's Opinion* is heard only at 5: 5:45 p.m. and then only when a guest edi has applied for time or when a local issue sufficient interest has aroused the sounding tendency of the station manager. No one ever been refused time on *One Man's Opini*

Luther W. Martin, Gen. Mgr.
KTTR Rolla, Mo.

EDITOR:

KORE has been editorializing since 1950, a we have had good solid success. As mana of the station, I do these editorials myself. follow FCC rules which, of course, are sim the rules of fair play. Never have we had misunderstanding . . .

Even persons who have held views oppo to ours have complimented us on the serv we render the community when we take a d inite stand on isues or candidates.

Lee Bishop, Pres. & Gen. Mgr.
KORE Eugene, Ore.

EDITOR:

I have enjoyed your articles on editori izing by radio and television stations and was particularly interested in your editorial the Sept. 26 issue. It is true that there been little "noise" about the editors' policy radio and television stations and I wonder it might not be that many stations are editori izing and just not making too much of a f about it.

For some time, we have had an editor period schedule of Saturday evenings on WV radio. This editorial commentary is labeled editorial opinion and it gives us an opportun to influence public opinion to some extent. have had many favorable comments on views expressed in this editorial period, as w as some rather outspoken criticism . . .

We have not as yet begun an editorial p gram on WVET-TV, as this entails consid able additional preparation in order to make good television. However, we expect to be such a program early in October.

Ervin F. Lyke, Pres.
WVET-AM-TV Rochester, N. Y.

Farm Tv Census

EDITOR:

We are clipping the county-by-county figu on farm tv sets which are appearing in yo publication.

Following are the states which we have sembled so far: Oklahoma, Kansas, Wisconsi Minnesota, Montana, South Dakota, and N braska. I wonder if you would have someo check to be sure that we haven't missed any to date and if we have I would appreciate yo sending a tear page of such material as might not have.

From here on we'll watch each issue.

E. A. W. Schulenburg, V. P.
Ridgway Advertising Co., St. Louis, M

[EDITOR'S NOTE: B•T has also published cou ty-by-county farm tv set figures for Arkans Connecticut, Idaho, Iowa, Maine, Nevada, Ne Hampshire, New Jersey, New Mexico, North D kota, Rhode Island, Tennessee, Texas, Utah a Vermont, copies of which have been sent to M Schulenburg. Figures for other states will published as soon as they become available fro the U. S. Census Bureau.]

NOW—11 KW

...with RCA's TT-10AL

for VHF

With recent design advances, RCA engineers have increased the power output of the TT-10AL VHF transmitter. This popular transmitter now delivers a full 11 KW of peak visual power (low band)—measured at the output of the sideband filter. If you need this extra KW, it's yours now.

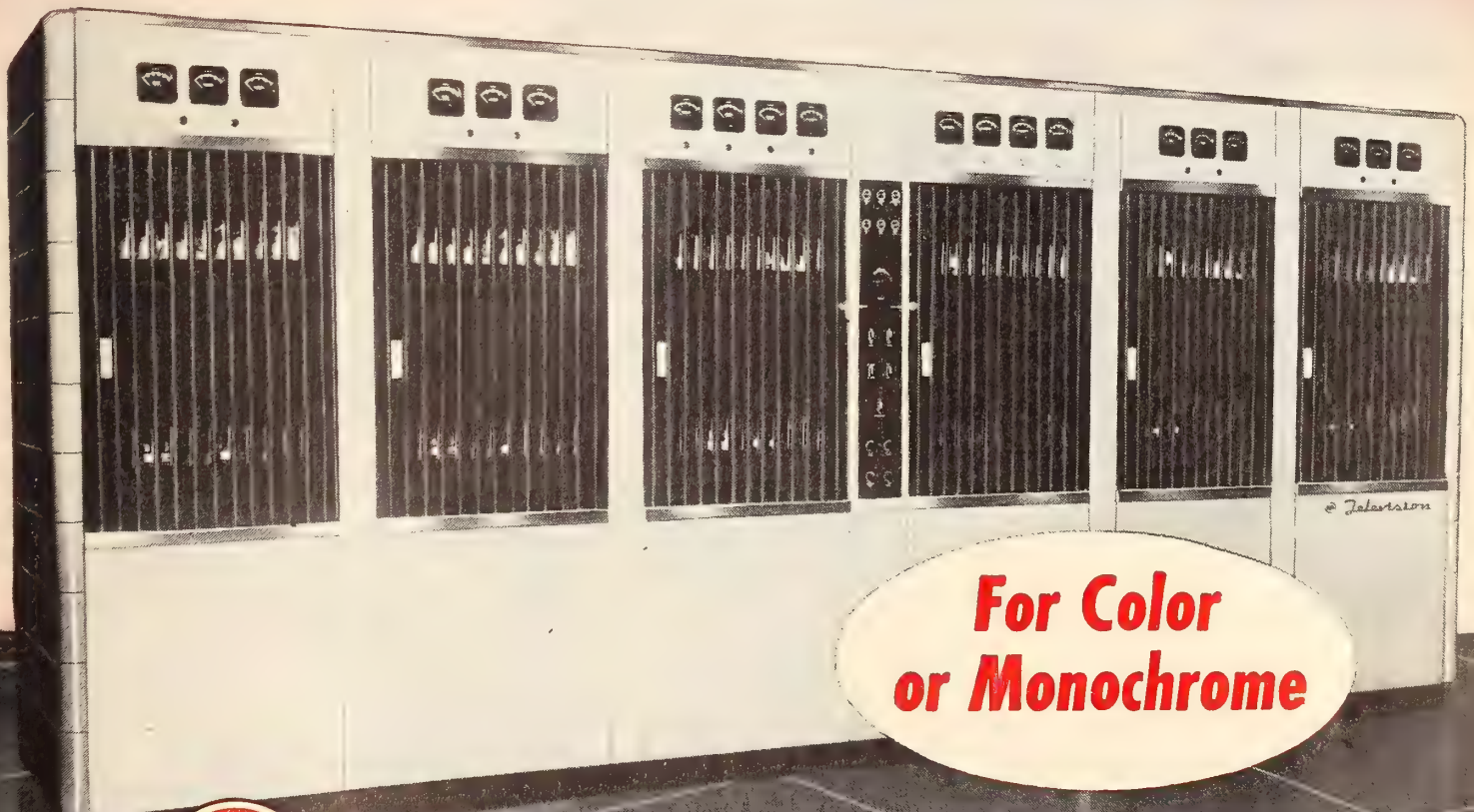
Costs no more than the original 10-KW design—and of course it can handle color.

With power increased to 11 KW, RCA's exclusive TT-10AL—in combination with an RCA 12-section antenna—is the most outstanding VHF system in the industry, delivering 100 KW ERP at the lowest operating cost of any VHF equipment package now available.

RCA 11 kilowatters are ready to ship. Order yours now for early delivery. For complete details, see your RCA Broadcast Sales Representative. In Canada, write RCA VICTOR Company Ltd., Montreal.

Ask your Broadcast Sales Representative for literature describing RCA's new 11-KW design for channels 2 to 6.

RCA Pioneered and Developed Compatible Color Television



For Color or Monochrome

RCA

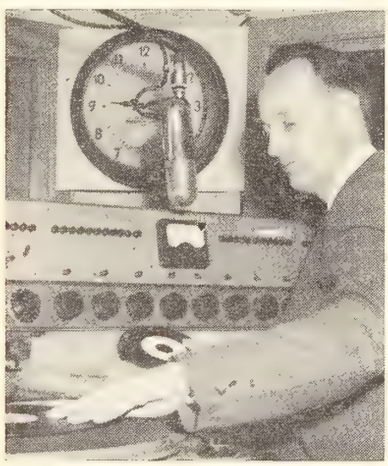
RADIO CORPORATION of AMERICA

ENGINEERING PRODUCTS DEPARTMENT CAMDEN, N.J.



Teenagers, housewives or homemakers (call 'em what you will) . . . they all love our Jimmy Vinson. Jimmy's Middle Georgia's top disc jockey, so naturally he's on WMAZ Radio.

One of his more popular shows comes on afternoons now, from 4 till 5:30, called "The Jimmy Vinson Show." His listeners love it. (He gets 33% of audience competing against 21 other radio stations, according to our latest area Pulse.) And so do his advertisers.



JIMMY VINSON

Some of the local ones include a drug store, a furniture store, a baker, a bank, a used car dealer, a television set distributor, and a supermarket. They're all long time advertisers on the "Jimmy Vinson Show," mainly because they're getting the results they want.

You'll get the results you expect too, when you use the "Jimmy Vinson Show" on WMAZ Radio. Ask Katz to tell you more.

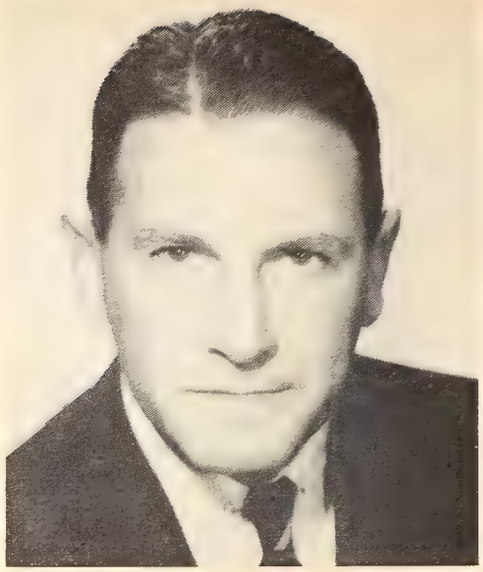
Katz

SOUTHEASTERN BROADCASTING COMPANY

MACON, GA.

our respects

to ALEXANDER WOLFRED DANNENBAUM



AGGRESSIVENESS and a willingness to gamble on new sales approaches have proved to be a winning combination for Alexander W. Dannenbaum, who started breaking sales records in radio and continued to break them when he made the transition to tv.

Mr. Dannenbaum, sales manager of WPTZ (TV) Philadelphia, joined the station in 1948; he's been setting sales records ever since.

A native Philadelphian (born July 11, 1911), young "Bink Dannenbaum attended local schools, graduated from Pennsylvania Military Preparatory School, attended Cornell U. at Ithaca, N. Y., and earned a civil engineering degree from Princeton U. (class of 1933).

After graduation from college Mr. Dannenbaum had a yen to get into the broadcasting field. The road looked easy enough (his father was president of WDAS, Philadelphia independent), but there was an unexpected dead end: Mr. Dannenbaum Sr. felt that one member of the family was enough for a small independent.

While the senior Dannenbaum was on vacation his partner opened the door for the eager youth, hiring him as a salesman on a straight commission basis. It was a fortunate turn of events for both—within a few months he was setting sales records.

Recalling his early days at his father's station, 44-year-old Mr. Dannenbaum says, "I somehow had a notion that there was a thing called national business, and that a local independent station should have its share." So to the astonishment of many inhabitants of New York's Agency Row, young Alexander Dannenbaum made the rounds. In those days small, local independent radio stations just weren't carrying national acounts. "They looked at me as if I were a man from Mars," he remembers.

In 1935 Mr. Dannenbaum signed up the first national account for WDAS (Lucky Strike cigarettes, through Lord & Thomas [now Foote, Cone & Belding]), and the first for any small local independent am outlet in the country. The elder Dannenbaum's vacation was proving to be the most profitable respite he ever took.

From that day forward, Alexander Dannenbaum's career has been studded with a steady succession of sales records, new sales schemes and ideas, such as newscasts every hour on the hour. WDAS in 1938 became the first radio station to broadcast hourly newscasts, 13 per day, seven days a week, and what is more, all sold.

World War II broke out about this time and Mr. Dannenbaum joined the U. S. Army. After four years service with the Signal Corps, during which he rose to major, he was discharged.

He returned to WDAS, this time as commercial manager, but shortly afterward he moved to WPEN Philadelphia, a larger am station, also as commercial manager.

When tv, then only an infant in the media picture, beckoned, indefatigable Bink Dannenbaum answered the call. He accepted the post of sales manager at WPTZ, one of the first tv stations in the U. S. Before him lay the task of developing an entire sales department, rates and sales policies, and establishing sales promotion and sales services. Under his adroit sales guidance things moved rapidly—and always forward—at WPTZ.

After establishing a daytime tv show, the first by any station, Mr. Dannenbaum set his sights on the dinner hour period. Up to now, the highest dinnertime rating WPTZ could obtain was a 6. A switch to western films, which were collecting good daytime ratings, proved to be the right recipe—dinnertime ratings zoomed to as high as 50. After that, the SRO sign was tacked up and a waiting list of sponsors lined up in front of Mr. Dannenbaum's office.

The next plan in Mr. Dannenbaum's relentless drive to enhance the stature of the newest media was centered on the early afternoon women's audience. The only daytime show then carried by WPTZ was *Television Kitchen,* which is still being programmed by the station. Today it ranks as the oldest continuously-sponsored daytime tv show.

It was decided that before the station would take a big step into daytime tv a two-hour strip across the board must be sold out. To fill that block, the station gambled on feature films —which even today are considered by many to be a risk. Mr. Dannenbaum introduced his "6 for 1" plan to spur sales for the new strip, called *Hollywood Playhouse.*

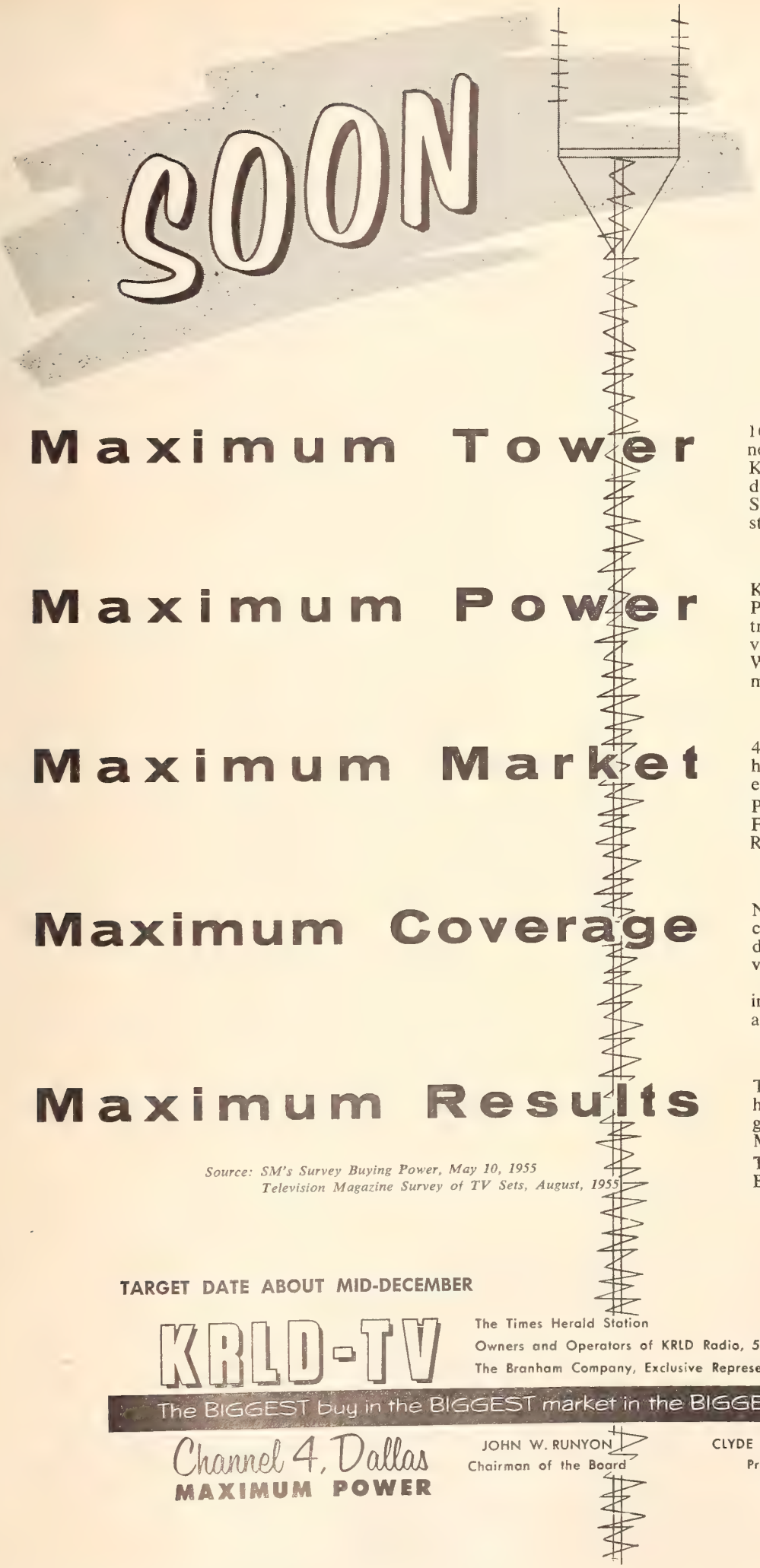
The plan consisted of selling one full-minute spot announcement plus six billboard identifications—one at opening and closing and one at each of the four breaks—throughout the show. The plan proved a boom for WPTZ and the series was sold out at premium rates. Although the "6 for 1" plan disappeared when WPTZ became firmly established, *Hollywood Playhouse* remains as a monument to its memory: it's still a regular WPTZ series and is still sold out.

Concentrating still more on morning television, WPTZ introduced a two-hour show with personality Ernie Kovacs. "No one ever heard of morning television when we hired Ernie Kovacs," Mr. Dannenbaum says.

Mr. Dannenbaum is the newly elected president of the Television & Radio Assn. of Philadelphia. He is a member of the Poor Richard Club, the Radio & Tv Executives Club of New York and the Pen & Pencil Club.

He lives in Rydal, a Philadelphia suburb, with his wife Genevieve and five-year-old son, Alexander W. Dannenbaum III.

Hobbies: flying, sports cars, tennis, golf and horses.



Maximum Tower

1685 feet above average terrain, the new giant tower which will support KRLD-TV's transmitting antenna dwarfs all others in the Lone Star State. Texas highest man-made structure.

Maximum Power

KRLD-TV operates on MAXIMUM POWER on low Channel 4, penetrating every nook and cranny of the vast and expanding Dallas, Fort Worth and North Texas Television market.

Maximum Market

42 North Texas and Southern Oklahoma counties make up KRLD-TV's effective coverage area.

Population	2,217,610
Families	669,910
Retail Sales	$2,527,962,000

Maximum Coverage

North Texas Sales of Television receiving sets continues to soar. Every day more and more new television viewers are added. Now there are

552,740

in KRLD-TV's effective coverage . . . and growing.

Maximum Results

These factors, plus the consistently higher rated CBS-KRLD-TV programs, inevitably ADD UP TO MORE SALES RESULTS.

That's Why KRLD-TV is Your Best Buy.

Source: SM's Survey Buying Power, May 10, 1955
Television Magazine Survey of TV Sets, August, 1955

TARGET DATE ABOUT MID-DECEMBER

KRLD-TV

The Times Herald Station
Owners and Operators of KRLD Radio, 50,000 Watts
The Branham Company, Exclusive Representative.

The BIGGEST buy in the BIGGEST market in the BIGGEST State

CBS

Channel 4, Dallas
MAXIMUM POWER

JOHN W. RUNYON
Chairman of the Board

CLYDE W. REMBERT
President



LOST IN THE SHUFFLE?

THE AVERAGE RADIO AND T.V. REP FIRM, BOGGED DOWN WITH AN ENDLESS LIST OF STATIONS CANNOT POSSIBLY DO JUSTICE TO ***YOUR*** STATION.

IF YOU FEEL YOU ARE BEING LOST IN THE SHUFFLE... ***NOT*** GETTING YOUR SHARE OF NATIONAL SALES... IT'S TIME YOU TALKED TO BURKE-STUART WHERE PERSONALIZED SELLING FOR A LIMITED LIST OF STATIONS IS PAYING OFF... ***BIG!***

BURKE-STUART COMPANY, *Inc.*
Radio and Television Station Representatives

NEW YORK · CHICAGO · DETROIT · LOS ANGELES · SAN FRANCISCO

Wide Coverage For Low cost

When you buy the powerful 50,000 watt independent radio station, WCFL, Chicago... you buy bonuses... for WCFL reaches 264 counties in 6 states.

WCFL, - the Voice of Labor
CHICAGO
BURKE-STUART CO., National Representative



GLEN BOHANNAN

on all accounts

DON'T ask this young man what he thinks about the sales effectiveness of radio and television. His burst of enthusiasm will shake you.

Glenn Bohannan, radio-tv media director for Erwin, Wasey & Co., Los Angeles, keeps busy all day making the two media prove again and again what he believes is good for the 20 or so national accounts whose radio-tv business he supervises. Radio and tv have proven themselves so well for Erwin, Wasey clients, Mr. Bohannan now has three timebuyers to help him handle the accounts.

In the five years he has been with the agency, the Los Angeles office has doubled its radio-tv billings several times over. More than half of total billings now placed by the office are in radio and tv.

Typical of the accounts whose radio-tv timebuying come under Mr. Bohannan's supervision are Carnation Co., Los Angeles (evaporated milk, Friskies dog food); Arizona Brewing Co., Phoenix, Ariz. (A-1 Pilsener beer); Albers Milling Co., Los Angeles (feeds and cereals); Consolidated Cigar Corp., New York (Dutch Masters); Texas Co., New York; L. Rose & Co., New York (bottled lime juice), and Lee Ltd., Beverly Hills, Calif. (Dri-Mist deodorant). He also buys local radio and television in various major markets for five Safeway stores' subsidiaries which market principal private Safeway brands.

Herbert Glenn Bohannan was born in Clovis, Calif., on Aug. 19, 1923, and he prefers to forget his first name. After the usual public school education, Mr. Bohannan took various writing courses at Fresno State College, Fresno, Calif.; Allegheny College, Meadville, Pa., and U. of California, Berkeley, Calif., before and after World War II, during which he was a bombadier and navigator with the Air Force in Italy and North Africa. He was discharged in 1945 as a first lieutenant.

Several years of small agency work in the Los Angeles area made up Mr. Bohannan's formal introduction to the advertising field in the late 1940s. "You know, in the small shop you quickly learn to do everything. It's a real education," he says.

In 1950 he joined Erwin, Wasey & Co. as "office boy" and within a year was transferred to the traffic department. In another year he became head of traffic and shortly thereafter was appointed the only timebuyer in the agency's Los Angeles office.

Mr. Bohannan is a Hollywood bachelor who loves water sports. He owns a house on "Sunset Strip" where he enjoys cooking supper for his friends in the industry.

Radio WOW Land

POPULATION'S growing bigger every year!

Big
4,200,000
LISTENERS

RETAIL SALES growing bigger every year!

Rich
$4,175,580,000
RETAIL SALES

SPENDABLE INCOME growing bigger every year!

Ready
$5,700,000,000
EFFECTIVE BUYING INCOME

ONLY RADIO WOW serves this Big . . . Rich . . . Ready market!

Get complete *new* market data from your John Blair man or write Bill Wiseman, sales manager, WOW, Omaha.

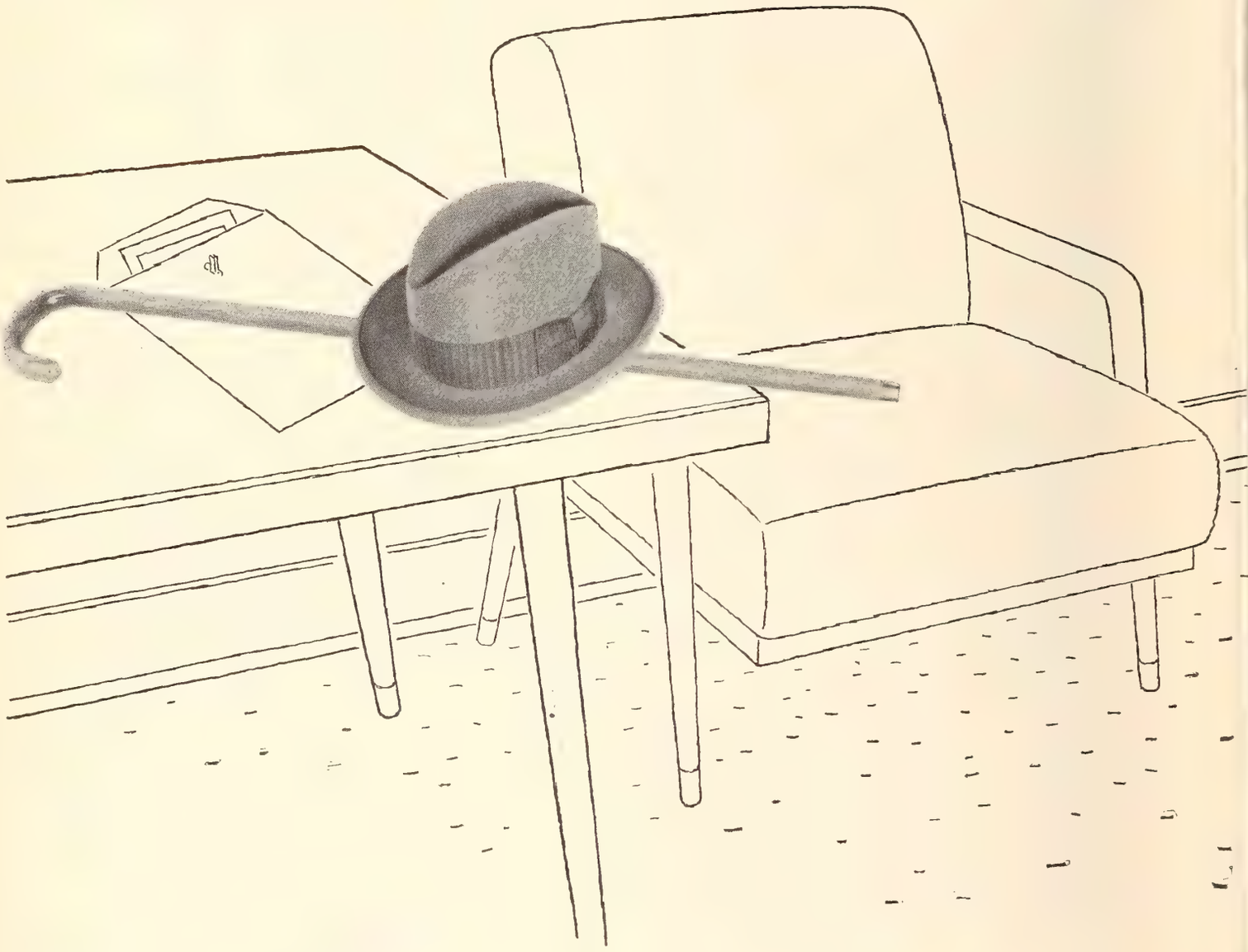
FRANK P. FOGARTY
Vice President and General Manager

MEREDITH STATIONS are affiliated with Better Homes and Gardens and Successful Farming magazines

KANSAS CITY		SYRACUSE		PHOENIX		OMAHA	
KCMO	KCMO	WHEN	WHEN	KPHO	KPHO	WOW	WOW
RADIO 810 kc. ABC	TV Channel 5 CBS	RADIO 620 kc. ABC	TV Channel 8 CBS	RADIO 910 kc. ABC	TV Channel 5	RADIO 590 kc. CBS	TV Channel 6 NBC

Represented by KATZ AGENCY INC. — JOHN BLAIR & CO. · BLAIR TV, INC.

...He Happens To Have a New



FREE & PETERS, INC.

Pioneer Station Representatives Since 1932

NEW YORK
250 Park Avenue
PLaza 1-2700

CHICAGO
230 N. Michigan Ave.
Franklin 2-6373

DETROIT
Penobscot Bldg.
Woodward 1-4255

ATLANTA
Glenn Bldg.
Murray 8-5667

FT. WORTH
406 W. Seventh St.
Fortune 3349

HOLLYWOOD
6331 Hollywood Blvd.
Hollywood 9-2151

SAN FRANCISCO
Russ Building
Sutter 1-3798

Picture Of The Children

BEFORE Television, children were assigned a special corner of their own in the American marketing scene . . . a place labeled "For Children Only".

The picture is very different today. To be sure, Television is selling candy, soft drinks and cereals as they've never been sold before, but minors are now a major factor in the purchase of almost everything that comes into the house.

Two lessons are to be learned from this phenomenon:

(1) The so-called "kid's show" is a terrific place to sell *anything* a youngster can eat or use.

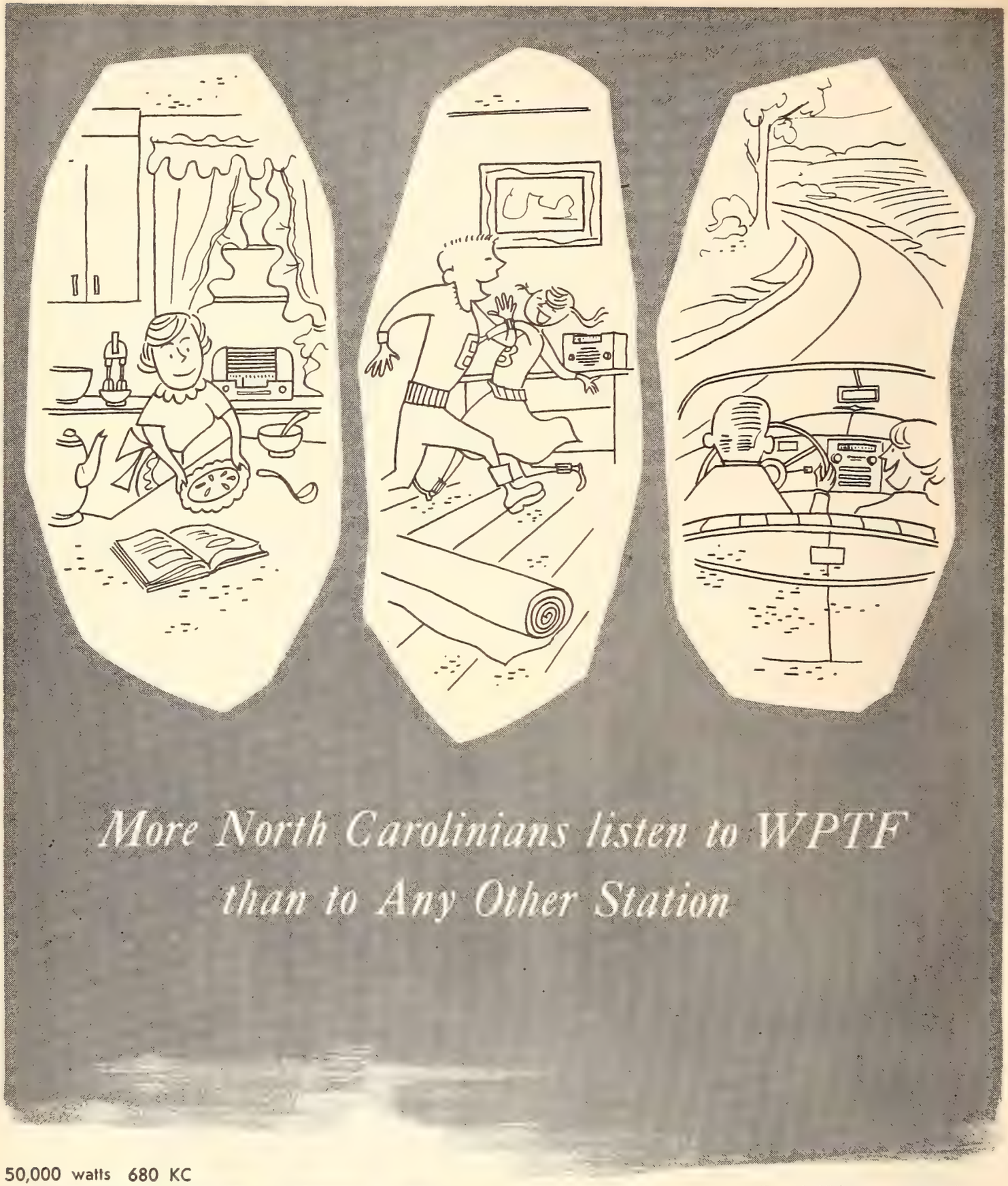
(2) The presence of small fry in the audience is an immeasurable blessing to *any* commercial television program.

Your Free & Peters Colonel has some specifics on the subject . . . and some of the finest "station produced" programs in the land to illustrate the point.



Representing VHF Television Stations:

		VHF CHANNEL	PRIMARY
EAST — SOUTHEAST			
WBZ-TV	Boston	4	NBC
WGR-TV	Buffalo	2	NBC
WWJ-TV	Detroit	4	NBC
WPIX	New York	11	IND
WPTZ	Philadelphia	3	NBC
KDKA-TV	Pittsburgh	2	NBC
WCSC-TV	Charleston, S. C.	5	CBS
WIS-TV	Columbia, S. C.	10	NBC
WDBJ-TV	Roanoke	7	CBS
WTVJ	Miami	4	CBS
MIDWEST — SOUTHWEST			
WHO-TV	Des Moines	13	NBC
WOC-TV	Davenport	6	NBC
WDSM-TV	Duluth-Superior	6	NBC
WDAY-TV	Fargo	6	NBC-ABC
WCCO-TV	Minneapolis-St. Paul	4	CBS
KMBC-TV	Kansas City	9	ABC
WBAP-TV	Fort Worth-Dallas	5	ABC-NBC
KFDM-TV	Beaumont	6	CBS
KENS-TV	San Antonio	5	CBS
WEST			
KBOI-TV	Boise	2	CBS
KBTV	Denver	9	ABC
KGMB-TV KMAU—KHBC-TV	Honolulu Hawaii	9	CBS
KRON-TV	San Francisco	4	NBC



More North Carolinians listen to WPTF than to Any Other Station

50,000 watts 680 KC

(Source): Nielsen coverage service.

WPTF

North Carolina's Number One Salesman in the South's Number One State

R. H. MASON, General Manager GUS YOUNGSTEADT, Sales Manager

NBC Affiliate for RALEIGH-DURHAM and Eastern North Carolina

FREE & PETERS National Representative

BROADCASTING TELECASTING

October 17, 1955 Vol. 49, No. 16

CBS SAYS U.S. TV LIMIT IS 600 HEALTHY STATIONS

No matter how the FCC tinkers with its television allocations, the number of stations which can exist in the U. S. will be determined by the ability of U. S. advertising to provide revenue for tv. By the most generous estimate, not more than 600 stations can operate successfully under present economic conditions.

That is the gist of an exhaustive economic analysis which CBS quietly has submitted to FCC commissioners, B•T learned last week. The analysis was prepared by Sidney S. Alexander, CBS Inc. economic advisor since 1952.

Now and in the immediate future, Mr. Alexander says, more than two-thirds of the some 1,800 channels allocated by the FCC are destined to remain unused or to be occupied by stations with dismal if not hopeless futures. In the long run station operating costs may decline and advertising revenues — particularly from local sources—may rise, enabling more stations to be supported.

But for the next few years at least, 600 stations—plus satellites perhaps—are the outside maximum. Mr. Alexander says that, properly distributed, those 600 could provide a nationwide multi-service tv system. "About 95% to 97% of the families of the country live in areas that can economically be served by television without satellites," he concludes, "and the use of satellites, probably economic, can push this figure fairly close to 100%."

Mr. Alexander's analysis was given to commissioners during a conference with CBS executives, headed by Frank Stanton, president, Oct. 6. At that time CBS formally presented two engineering plans to correct present inequities in tv allocations, one involving the use of uhf and the other the abandonment of uhf and the use of additional vhf space obtained from fm and government-military services [B•T, Oct. 10]. The economic study was presented independently of the engineering plans.

B•T has been able to obtain a complete copy of Mr. Alexander's memorandum. Here is the text:

Summary

THE attached study is an attempt to infer, from the present and projected future economics of television, how many television stations the country can support. It abstracts completely from spectrum limitations, and assumes that vhf channels are available for all the stations that could operate in the black if they had vhf channels.

The study ignores the uhf problem in order to help put that problem into perspective. For it indicates that, with present economic factors appraised so as to yield an upper limit of the number of economically supportable stations, only about 600 of the over 1,800 channels allocated by the FCC can be economically supported as program originating stations under the conditions likely to hold over the next few years. That means that the great bulk of the unsuccessful, or unapplied for, uhf channels could not be successfully operated as program originating stations now or in the near future, even if they were, by some miracle, transformed into vhf channels.

The analysis also implies that a much smaller, but substantial, number of vhf channels are not likely to be commercially operable under the present conditions.

In the long-run future, of course, the economics of the industry may, and indeed probably will, change, so that a larger number of stations can eventually be supported. The minimum cost of running a station may decline, and increased advertising revenues, particularly from local sources, will undoubtedly be forthcoming. Such was the history of radio broadcasting, and a similar development may be expected in television. The first results of these tendencies will be the extension of the range of profitable station opportunities into smaller and smaller markets. It may take somewhat longer, however, before a strain of television stations is developed that can thrive in the shade of neighboring large-city stations. It is this latter development which is necessary to transform most of the present uneconomic channels into supportable ones, since most of the uneconomic channels are in "overshadowed" markets, served by stations in nearby larger markets.

Even at the present stage of television station economics, however, there is the basis of a nationwide multi-service system of television broadcasting. About 95% to 97% of the families of the country live in areas that can economically be served by television without satellites, and the use of satellites, probably economic, can push this figure fairly close to 100%.

THE FOLLOWING analysis indicates that, even if there were no limitations imposed by the spectrum, the United States could economically

support only about 600 program originating television stations, plus a large number of satellite stations. Actually, the indicated number of originating stations is 588, arrived at by counting the number of television markets in the country greater than the minimum size necessary to support any specified number of stations up to four per market.[1]

Table 1 shows the number of markets in which specified numbers of stations can be supported, as well as the minimum revenues per station, the number of tv homes, the minimum total homes, and the minimum station rate for each class of market. How these minima were determined is indicated in detail below. The general procedure was to start from the most reasonable assumption as to the minimum revenues required to support a station in each class of market. Then the minimum number of tv homes that could be expected to support each of these levels of revenues was estimated. From the number of tv homes, the total number of homes was estimated on the assumption of 90% saturation. Similarly, the minimum hourly rate for each class of market was estimated on the basis of the minimum number of tv homes for that class of market.

This analysis must be tentative because a large number of the important assumptions have been roughly estimated. So few of the larger television markets have been assigned as many stations as they can economically support that the experience to date cannot furnish a clear indication of where the margin of profitability lies for any number of stations. I am reasonably confident, however, that although some of the assumptions I have used will eventually have to be changed, the net effect of the required changes on the estimated number of stations that the country can support is likely to be small. Only if the fundamental assumption is false, namely that there is not room for a station in a smaller community that is well covered by stations in nearby larger communities, could the figures be seriously in error. It is my impression that the evidence to date supports that fundamental assumption. If, sometime in the future, it should prove economic to operate stations in "overshadowed" markets, then the estimates in this paper will have to be revised sharply upward.

It is interesting to note that a study made on a completely different basis by Peter R. Levin [BROADCASTING • TELECASTING, April 27, 1953, pp. 102-107] indicates that a minimum of 517 stations can be supported. Levin used the retail sales in a station's city and home county as a measure of its ability to support a specified number of television stations.

Bases of the Estimates

Estimates Are High Rather Than Low

It was attempted to make these estimates conservative. In view of the fact that the results seem to show economic room for far fewer than the approximately 1,838 commercial stations for which channels have been allocated in the continental U. S., conservatism in this case implied a preference for those assumptions, within the probable range of the unknowns, which lead to a high rather than a low number of stations. In particular, the minimum revenues per station were assumed somewhat below levels suggested by experience to date, and the revenues per set were assumed at the upper end of the range of experience to date.

Minimum Revenues Per Station

The assumptions made in this study concerning the minimum revenues required to support a station in each type of market are highly impressionistic. Forthcoming data from the FCC will presumably provide a firmer basis for estimating the minimum revenues required. All the evidence I have seen, however, convinces me that these minimum revenues are probably set low rather than high, so that the figure of 588 economically supportable stations excluding satellites is probably an upper limit.

SINGLE-STATION MARKETS. FCC tabulations for the first three months of 1954[2] indicate that the lowest expenses for profitable stations averaged about $25,000 a month or $300,000 a year. On the other hand, one group of eight unprofitable uhf stations, in cities under 100,000 population, had average operating expenses of about $19,500 per month. It is likely that in order to earn profits these stations would have had to increase their volume of business, and thereby their expenses. The above facts suggest, in the absence of further evidence, that annual expenses of at least $200,000 are required, on the average, to support a station in a marginal single-station market. Lower revenues would, of course, support a satellite station.

TWO-STATION MARKETS. For a two-station market, a level of revenues per station of $300,000 a year seems conservative, since it is below the average revenues found profitable by any group of stations in the FCC survey covering the first three months of 1954.

The conservative nature of the $300,000 minimum revenues per station for two-station markets is shown by the fact that this would imply that Lincoln, Neb., could support two vhf stations while experience has shown that it could not do so, in that one of its two commercial vhf's has gone off the air. Even a single station may not have an easy time in a market of that size. As indicated in Table 3, *Analysis of Vhf Dropouts in Light of Theory*, vhf or cp dropouts in Butte and Billings, Mont.; Idaho Falls, Idaho; San Angelo, Tex., and Minot, N. D., also tend to confirm the criteria used to distinguish two-station markets from one-station markets.

THREE-STATION MARKETS. Similar considerations led to the assumption of minimum revenues of $400,000 for a three-station market. The one pre-freeze station in a three-station market that reported a loss in 1953 had revenues in excess of $500,000. (Inferred from Tables 7c and 7e of FCC *Final Tv Broadcast Financial Data—1953.*) At least one, and probably both of the two stations in a three-station market that reported losses in 1952 had broadcast revenues over $500,000. A $400,000 minimum revenue for profitable operation in a three-station market would seem conservative.

FOUR-STATION MARKETS. Of the pre-freeze tv stations in 1953, the two smallest, presumably in single-station markets, had average total expenses of about $500,000 each. It is hard to believe that a station could be competitive in a four-station market with total expenses smaller than all but two of the pre-freeze stations, in 1953.

One station which has been pointed out as a success story of an independent station surviving in a four-station market is KTVW (TV) Tacoma, Wash. That station has recently been reported as in the black with revenues exceeding $50,000 per month [BROADCASTING-TELECASTING, June 20, 1955, p. 5]. This lends support to the assumption that something around $500,000 is the minimum revenue for profitable operation in a four-station market. The Seattle-Tacoma market has almost four times as many homes as are assumed in this analysis to be necessary to support four stations.

Minimum Tv Homes

There are two ways in which one can pass from the minimum revenues per station to the minimum number of tv homes required. The first is to obtain a figure for the estimated revenues per tv family in a market of a specified type, and divide it into the total revenues required. The quotient is the minimum number of tv homes that will support the specified number of stations at the assumed minimum revenues. The second method is to assume that a station can earn revenues which equal a certain multiple of its rate, the particular multiple depending on the type of market. Dividing this multiple into the minimum revenues per station would then give the minimum rate for a station of this class, which would then be used to determine the minimum number of tv homes.

Table 2 shows the total revenues per tv family in various tv markets in 1953 and for the country as a whole, 1951-1954. Revenues per tv family do not fluctuate materially from year to year. A revenue per tv family in the neighborhood of $11 to $12 would seem to be fairly characteristic of the country as a whole. An upper limit of $16 revenue per tv family certainly seems to be conservative for markets with three or more stations. This upper limit was therefore used in the determination of the minimum number of tv homes for such markets. This upper limit in revenue per tv home will then yield a lower limit of the minimum number of tv homes required.

In a four-station market, if each station is to earn a minimum of $500,000 the minimum aggregate revenues of all four stations would be $2 million. At a maximum revenue per tv family of $16 this would mean a minimum

(Text continues on page 30)

TV ECONOMIST

SIDNEY S. ALEXANDER, author of this study and economic advisor to CBS Inc. since June 1952, is a Ph.D. from Harvard, where he taught economics in 1939-40. He also studied at Kings College, Cambridge, England, under the famed economist, John Maynard Keynes.



DR. ALEXANDER

During World War II he was with the Office of Strategic Services in charge of research on the economies and capabilities of enemy countries. Afterward he returned to Harvard as assistant professor of economics. In 1949 he joined the International Monetary Fund and later directed commodity studies of the presidential Materials Policy Commission headed by William S. Paley, CBS chairman. He joined CBS when the commission finished its work.

[1] An extra allowance of 20 stations was made for the number of stations that could be supported in excess of four per market. In the years so far reported by the FCC, up to 1953, there is no evidence of any market, even New York or Los Angeles, being able to support four stations in the black. The allowance of 20 stations in excess of four per market would therefore appear to be generous, based on the assumption that the top markets can eventually support 5 or 6 stations each.

[2] *Testimony of Chairman Rosel H. Hyde Before a Subcommittee of the Senate Committee on Interstate and Foreign Commerce on the Status and Development of the UHF Channels in the United States*, May 19, 1954, Statistical Appendix, Table 6.

TABLE 1

How Many Television Stations Can the United States Support Economically?

(Provisional*)

	Four Station Markets	Three Station Markets	Two Station Markets	One Station Markets	Total
Minimum Revenues per Station	$500,000	$400,000	$300,000	$200,000[1]	
Minimum Tv Homes per M'kt.	125,000	75,000	45,000	20,000[1]	
Minimum Total Homes per M'kt.	139,000	83,000	50,000	22,000	
Minimum Hourly Rate (A)	$440	$290	$190	$100	
Number of Markets	78	30	57	52	217[2]
Number of Stations	332[3]	90	114	52	588

*Subject to revision on the basis of forthcoming data.

[1] Eventually lower budgeted (possibly satellite) stations may be economical in smaller markets, possibly down to 12,000 total homes. There were 9 markets with channels applied for in mid-1953 with more than 12,000 but less than 22,000 homes within 50 miles but not within 50 miles of a larger station. Only 20 of these have more than 12,000 homes within 75 miles but not within 75 miles of a larger station. In addition there may be, as a rough guess, as many as 60 markets in prospectively unserved areas which would have 12,000 families within range of a vhf station.

[2] This should not be confused with communities. One market may be served from several communities.

[3] Including 20 stations allowed for stations in excess of four per market.

TABLE 2

Tv Station Revenues Related to Tv Families, 1951-1954

Tv Markets	No. of Tv Stations[1]	Total Revenues[2] (millions)	Tv Families July 1[3] (000's)	Revenues Per Family ($)
All Markets 1951-1954				
All—1954	410[4]	371.8[5]	31,340	11.86
All—1953	260	271.3	24,645	11.01
All—1952	108	192.8	17,983	10.72
All—1951	108	145.5	13,094	11.11
Markets With Three or More Stations, 1953[4]				
New York	7	33.8	3,906	8.66
Los Angeles	7	20.7	1,694	12.24
Chicago	4	20.4	1,726	11.85
Philadelphia	3	12.3	1,365	9.00
Detroit	3	11.0	929	11.89
San Francisco	3	7.8	766	10.24
Cleveland	3	7.8	847	9.26
Boston	2	7.8	974	7.99
Minneapolis	3	5.7	346	16.54
Baltimore	3	5.7	432	13.16
Cincinnati	3	5.4	365	14.87
Pittsburgh	3	5.1	766	6.70
St. Louis	3	4.4	515	8.54
Milwaukee	3	4.0	353	11.41
Columbus, Ohio	3	3.8	264	14.37
Kansas City	3	3.3	309	10.65
Atlanta	3	3.2	296	10.79
Dayton	2	3.2	234	13.46
Louisville	2	3.0	206	14.41
Washington	4	5.7	493	11.52
Oklahoma City	1	2.2	130	16.73
Denver	3	2.0	135	15.07
Norfolk-Portsmouth	2	1.7	182	9.10
Phoenix	2	1.3	58	22.53
Albuquerque	3	0.5	13	36.64
Columbia, S. C.	3	0.2	—[6]	—[6]
Total 26 Mkts.	81	182.2	17,304	10.53
195 Mkts.[7]	179	89.2	7,341	12.15
221 Mkts.	260	271.3	24,645	11.01

SOURCE: Stations and Revenues, FCC; Families, CBS Television Research.

[1] Excludes stations with less than $25,000 time sales.

[2] Time sales less commissions plus talent and program material sales. Stations with less than $25,000 time sales included, but insignificant.

[3] Unduplicated.

[4] Counting stations with less than $25,000 time sales.

[5] Estimated by CBS-Ec/A on basis of preliminary data.

[6] Insignificant number of tv families, July 1, 1953.

[7] One and two station markets.

TABLE 3

Analysis of Vhf Dropouts in Light of Theory

Market, Channel Dropped, Date	Prospective Vhf Stations[1] After Dropout	Prospective Vhf Stations[1] July 2, 1955	Number of Vhf Stations Market— Can Support in Theory[2]	Number of Vhf Stations Market— Couldn't Support In Fact[3]
CPs Dropped After Going on Air				
Boise-Nampa, Idaho (Ch. 6, 8-53)	3	2	2	4[4]
Colorado Springs—Pueblo (Ch. 3, 4-54)	3	3	2	4
Lincoln, Neb. (Ch. 10, 3-54)[5]	1	1	2	2
Butte, Mont. (Ch. 4, 3-54)	1	1	1	2
CPs Dropped Before Going on Air				
Lubbock, Tex. (Ch. 5, 12-54)	2	2	2-3	3
El Paso, Tex.[6] (Ch. 13, 12-53)[7]	2	3	2	3[7]
Boise-Nampa, Idaho (Ch. 9-6, 10-54)[8]	2	2	2	3
St. Cloud, Minn. (Ch. 7, 12-53)	0	0	2	1
Amarillo, Tex. (Ch. 7, 1-55)	2	2	1-2	3
Midland-Odessa, Tex. (Ch. 2, 5-53)[7]	1	2	1-2	2[7]
Tucson, Ariz. (Ch. 9, 9-53)[7]	2	3	1-2	3[7]
Idaho Falls, Idaho (Ch. 8, 10-54)	1	1	1	2
Billings, Mont. (Ch. 8, 2-54)	1	1	1	2
Minot, N. D. (Ch. 10, 9-53)	1	1	1	2
San Angelo, Tex. (Ch. 3, 3-53)	1	1	1	2
Great Falls, Mont. (Ch. 3, 1-54)	1	1	0-1	2
Bismarck, N. D. (Ch. 12, 9-53)[9]	1	1	0-1	2[9]
Rapid City, S. D. (Ch. 7, 9-54)	1	1	0-1	2
Santa Fe, N. M. (Ch. 2, 11-53)	0	0	0-1	1
Pocatello, Idaho (Ch. 10, 10-54)	0	0	0	1
Provo, Utah (Ch. 11, 2-55)	0	0	0	1
Casper, Wyo. (Ch. 2, 7-54)	0	0	0	1
Hot Springs, Ark. (Ch. 9, 12-54)	0	0	0	1
Clovis, N. M. (Ch. 2, 3-54)	0	0	0	1
Lufkin, Tex. (Ch. 9, 6-54)[9]	0	0	0	1[9]

SOURCE—Stations on air and dropouts: *Tv factbook No. 20* and Addenda A-Y. Theoretical number of channels: CBS-Ec/A based on criteria shown in table, *How Many Television Stations Can the United States Support Economically?*

[1] Includes cps plus channels applied for; satellites excluded. There are no prospective uhf stations in markets in which vhf channels were dropped.

[2] Lower of hyphenated numbers based on 50-mile coverage, higher on 75-mile.

[3] At dropout date. Subsequent applications, where indicated, suggest new applicants' hope that some dropped channels may be economic, sometimes as satellite.

[4] See below for subsequent indication that Boise-Nampa couldn't support 3 stations.

[5] KOLN-TV shifted from ch. 12 to ch. 10 with ch. 12 going to non-commercial station.

[6] Juarez, Mexico, ch. 5, not taken into account.

[7] Dropped channel later applied for.

[8] Ch. 9 dropped 3-54 to pick up ch. 6 cp, which was, in turn, dropped 10-54.

[9] Dropped channel later applied for as satellite.

TABLE 4

Distribution of U. S. Families According to Number of Stations Serving Their Markets[1]

(Assuming All Economically Supportable Stations To Be Operating)

Number of Stations In Market	Number of Markets[2]	Number of Stations	Percent of U. S. Families Served Empirical Basis[3]	Theoretical Basis 75 Miles[4]	Theoretical Basis Total[5]
4 or more	78	332[6]	79.2%	78.5%	79.2%
3 or more	108	422	86.4%	85.7%	86.6%
2 or more	165	536		91.6%	93.4%
1 or more					
No Satellites	217	588		94.6%	97.2%
40 Satellites	257	628		95.6%	99.2%
70 Satellites	287	658		95.7%	99.7%

[1] Families served by stations in more than one market are counted in the largest market that serves them. Stations serving them from other markets are, accordingly, not counted.

[2] A market may contain more than one community as classified by the FCC in channel allocation.

[3] Service areas as defined in CBS pamphlet, *CBS Television's Criteria in Affiliation Actions*, Dec. 21, 1954, p. 8. Full power assumed.

[4] Total families within 75 miles.

[5] Total families of preceding column plus families beyond 75 miles but not closer to any other potential market, larger or smaller.

[6] Including 20 stations allowed for stations in excess of four per market.

Note on Definition of Market and Service in Table 4

In Table 4, two different bases of market measurement were used, the empirical and the theoretical respectively. The empirical method depends principally on engineering contours (100uv/m for low band, 316uv/m for high band, vhf stations). It yields service areas for leading markets substantially smaller than the service areas indicated by audience and set ownership surveys to date. But this reduction is appropriate because stations have appeared since those surveys, or are scheduled to appear, closer to the fringe portions of the leading markets. These new stations can, accordingly, be expected to cut into the fringes of the leading markets.

The basis of market measurement labelled theoretical in Table 4 consists of circles drawn on the market centers. A theoretical basis using a 75 mile circle, when applied to the 108 leading markets, seems to understate the empirical basis,—which, in turn, was more conservative than audience or ownership surveys. An upper limit can be obtained in the form of the theoretical basis labelled "*Total*". This adds to the families within 75 miles of a station point any families beyond 75 miles closer to this station

(This note continued on page 30)

TABLE 5

Comparison of Number of Vhf Stations Actually on Air, Oct. 1, 1954 With Number Theoretically Supportable

Number of Stations Market Can Support In Theory	According To Theory Markets	According To Theory Stations	Markets With Vhf Stations Actually on Air, Oct. 1, 1955 With No More Stations Than Supportable Markets	With No More Stations Than Supportable Stations	With More Stations Than Supportable Markets	With More Stations Than Supportable Stations	Total Excess Stations
four or more	78	332	69	143	2	14	2-4
three	30	90	25	37	0	0	0
two	57	114	18	22	1	3	1
one	52	52	16	16	4	9	5
none					10	10	10
totals	217	588	128	218	17	36	18-20

(Note continued from Table 4, page 29)
point than to any other station point, in a larger or smaller market. For the first 108 markets, this basis yields only slightly higher figures than the 75 mile theoretical basis, because the station points in almost all these large markets are less than 150 miles away, on all sides, from station points in other large markets.

Only for the small markets are there significant differences in the figures yielded by the two bases. For these small markets, even a 75 mile basis is possibly too large. If it is assumed that a 50 mile radius of coverage is all that could be expected of these smaller markets, the figures given in Table 4 would be moderately reduced. In fact, however, an empirical study of the coverage of the actual and prospective stations in the United States, whose coverage would be congruent with that of the 257 markets labelled "1 or more, 40 satellites" in Table 4 indicates that 97.3% of U.S. families live in the potential service areas of stations in these markets, 96.5% already being served. It seems, therefore, that the best estimate of coverage including the smaller markets is close to the average of the last two columns of Table 4.

number of tv homes of 125,000. On the assumption of 90% saturation, this would imply a minimum number of total homes of 139,000 to support four stations in a market.

Similar reasoning indicates 83,000 as the minimum total homes figure for a three-station market.

Revenues of $16 per tv family would probably be exorbitant for a two-station market. For a more reasonable upper limit of revenues for a two-station market we may start with the fact that in 1953 the median ratio of net time sales revenues to hourly nighttime station rate for two-station markets was 1,620. This ratio of net time sales to rate suggests that a ratio of total revenues to rate of 1,600 can be regarded as an upper limit for small two-station markets in the future since the two-station markets actually operating in 1953 were considerably larger and more prosperous than the minimum two-station market of the future. If now we assume that in a marginal two-station market where the minimum revenues per station are $300,000, these revenues are about 1,600 times the hourly rate, the minimum nighttime hourly rate for each station would be about $190. This corresponds to about 45,000 television homes or about 50,000 total homes in the market.

Similar logic applied to single-station markets would imply an upper limit of the ratio of revenues to rate for single-station markets of about 2,000. For communities under 250,000 population, the median ratio of net time sales to rate for such single-station markets in 1953 was 1,840. Assuming that the minimum level of expenses on which a station in a one-station market could operate without loss is $200,000 a year, that would set about $100 as the minimum nighttime hourly rate in a single-station market. This corresponds to 20,000 tv homes or a total of 22,000 homes in the market, assuming 90% saturation. The same number of tv homes would be arrived at if we assumed that tv station revenues of about $10 per tv home are characteristic of single-station markets.

Smaller markets can presumably be served by satellites whose annual operating costs may range from $25,000 to $50,000 with higher figures as filmed programs are added to purely satellite operation.[3]

Number of Markets.

Once the criterion for the minimum total number of homes in a market for any specified number of stations has been determined, as in the previous section, the determination of the number of markets that would fall into that class depends only on a listing of the markets in the country according to the unduplicated homes in their service areas. If this list is arranged in descending order of the number of families in the service area of the station points we find that 78 television markets contain 139,000 homes or more and therefore qualify for four-station markets. An additional 30 markets have more than 83,000 homes, but less than 139,000 and so qualify for three-station markets. Another 57 markets have more than 50,000 but less than 83,000 and thus qualify for two-station markets. Finally, 52 more markets have more than 22,000 homes but less than 50,000 and so qualify for single-station markets. It must be noted that these television markets are defined by roughly estimated contours, sometimes over 60 miles in radius, so that one television market may include several markets in the ordinary sense used in marketing literature. Similarly, one television market may include several communities treated separately by the FCC from the point of view of channel allocation.

The number of markets which could support three or more stations was derived from a list whose ranks were based on engineering contours.[4] In compiling the list of smaller markets, those deemed capable of supporting only one or two stations, it was assumed that the service area of a station is 50 miles. In fact vhf stations in leading markets have service areas that go considerably beyond 50 miles. If account were taken of this fact, the number of two and one station markets would be significantly reduced as the enlarged boundaries of the larger markets would eat into the territories of the smaller ones. These smaller markets were assumed to cover all homes in a 50 mile radius not within 50 miles of a station in a larger market. As a result, from one-quarter to one-third of the homes credited to the one and two station markets are within the outer reaches of the three and four station markets. This fact works in the same direction as the other assumptions made in this study, yielding a high rather than a low figure for the number of stations that can be supported.

The Effect of Network Inequality.

The above analysis implicitly assumes that there is no significant effect of inequality in network competitive strength on the number of stations that the country can support. Actually if, as at present, the networks should be unequal in their competitive strength, somewhat fewer stations could be supported, for it has been assumed that in the marginal markets the stations divide the available revenues equally. Should they, largely because of the inequality of the competitive strength of the respective networks, come to divide the revenue unequally, then the minimum size of market that could support any specified number of stations would have to be raised. As a result, there might no longer be room for four networks to function efficiently. There might accordingly be a substantial reduction in the number of four-station markets. The reduction in the number of three-station markets could be expected to be much less significant. An upper limit of the reduction resulting from network inequality can probably be put at about 78. The reduction would almost certainly be smaller, so that if we take account of network inequality the country could support something in the neighborhood of 513 to 550 originating stations, plus satellites.

Coverage of Economically Supportable Stations.

Table 4 shows the estimated percentage distribution of U. S. families according to the number of stations serving their market, on the assumption that only those stations estimated to be economically supportable are in fact operating.

Over 86% of the families in the United States live in markets estimated able to support three or more stations. About 95% to almost 100% live in markets that can support at least one service. The range between 95% and 100% depends in part on alternative assumptions as to coverage,[5] and in part on the extent to which satellites become economically supportable. It is successively assumed, in Table 4, for illustrative purposes, that there are to be no satellites, 40 satellites, and 70 satellites. It may be observed from the table that the first 40 satellites would bring television to a small increment of families, one or two percent of the U. S. total, but that small increment would constitute from one-fifth to two-thirds of the families unserved by the first 580 stations. Additional satellites would not bring in any substantial number of additional families, but, like stations in the "overshadowed" communities, they might substitute nearby for distant services.

Comparison of Theory With FCC Third Survey

The FCC "Third Survey of Post-Freeze Television Stations" [Public Notice 23055, Aug. 19, 1955] appeared after the above estimates were formulated. It may serve as a useful check upon the theory underlying the estimates to compare the number of vhf stations "in excess" under that theory with the number of vhf stations that were unprofitable in 1954. The number of stations in excess within any market is equal to the number of vhf stations actually in the market minus the number that the market can support according to the theory underlying the estimates.

The results of this comparison are shown in Table 5. From that table it may be seen that there were at the date selected, Oct. 1, 1954, some 18 to 20 vhf stations in excess of the number that their markets could support in theory. Most of the larger markets, of course, have fewer vhf stations than they can support in theory, and therefore no stations in excess. Except for 2 - 4 stations in excess in New York and Los Angeles, almost all the excess stations are in those markets theoretically rated as capable of supporting one station or none.

The Third Survey indicates that there were 41 post-freeze vhf television stations with continuing losses through October 1954. If we add to these stations an allowance for about 13 pre-freeze vhf television stations that probably sustained losses in 1954, we get a total of 54 vhf television stations as the estimated number which sustained losses in 1954. According to Table 5, only 18 - 20 vhf stations are indicated to be in excess. Consequently, if most of the stations which lost money in 1954 and were continuing to lose through October 1954, are stations which are uneconomically situated, then our criteria have been unnecessarily severe. As a result, it can be inferred that possibly fewer than the 588 stations estimated to be economically supportable in the United States can actually be supported.

Even if a substantial allowance is made for the possibility that the situation of many vhf stations losing money in 1954 will improve, the general conclusion must remain valid that the theory which indicates that only 18 to 20 of the existing vhf stations are in excess is more likely to yield a high than a low estimate of the number of stations that can be supported.

Some Alternative Estimates.

It may be interesting to see how the estimate of the number of stations the country can sup-

[3] Based on license applications of 8 actual and proposed satellites as reported in *TV Factbook 20* and Addenda.

[4] For the definition of the boundaries of service areas used for the 108 largest markets see pamphlet, *CBS Television's Criteria in Affiliation Actions*, Dec. 21, 1954.

[5] See *Note on Definition of Market and Service in Table 4*, immediately following Table 4.

port would be altered if different assumptions were made as to the coverage patterns of stations and the corresponding size of markets.

It has been assumed that markets beyond the first 108 may be credited with the number of families within 50 miles of the market center but not within 50 miles of stations in larger markets. If, instead, it is assumed that these stations should be considered to cover all families within 75 miles not within 75 miles of stations higher on the list, the estimated number of economically supportable stations is reduced from 588 to 523.

If, on the other hand, even the first 108 markets are assumed, contrary to the present fact, to cover only those families within 50 miles of the stations, and this is assumed to be true also of stations in all the smaller markets, the country could be estimated to support 596 stations. In this case, however, the stations would cover about 88% of the U. S. population instead of the 95% theoretical service indicated in Table 4 for 588 stations.

Pushing this line of thought even further, suppose that station power should be so limited, or so much interference permitted, that each station could only be expected to have a 25 mile radius of coverage. Then, instead of increasing the number of stations the country can support, we find that this reduction decreases the number to 483. These 483 stations would cover only 65% of the families in the United States.

Thus, we see that the maximum number of stations that can be supported in the country is something of the order of 600, based on the assumption that station coverage is in the general range of a 50 mile to 75 mile radius. Larger or smaller radii of coverage would lead to fewer economically supportable stations. Larger radii permit fewer stations to cover a given area, and shorter radii reduce the number of market centers that can support a station. That is, many market centers which can support a station with a 50 mile radius of coverage can no longer support one with a 25 mile radius of coverage. It may, accordingly, be concluded that the number of 600 stations stands as an upper limit of the number of stations the country can support economically irrespective of changes in the power or the frequencies allowed to stations. If the power is to be reduced, or uhf to be generally adopted, while more stations would be needed to cover the country, fewer could be supported economically.

In order to get a clear upper limit of the number of stations the country can support, we may define coverage estimated on a "most favorable" basis as the higher of two alternative measures of coverage. The first is the number of families within 50 miles of the station and not within 50 miles of any station higher on the list, and the second is the number of families within 75 miles of the station and not within 75 miles of a station higher on the list. This definition then gives each station the best possible chance to get a high coverage figure. Based on this concept, using the minimum number of families for any given number of stations indicated in Table 1, it may be estimated that the country can support 628 program originating stations.

While these various alternative estimates have been somewhat fanciful in concept, they serve to illustrate the stability of the central estimate of about 600 stations as the number the country can support. That number can, apparently, be substantially increased only if a new situation should develop in which small communities can support stations even though they lie in the coverage area of stations in larger markets.

COCA-COLA'S $18 MILLION GOES TO McCANN-ERICKSON

- **Largest client switch in history takes place March 31**
- **Intensified campaign seen as D'Arcy dropped after 49 years**
- **M-E expected to have $194 million in billings by end of '56**

IN THE LARGEST change of client billing in advertising history, Coca-Cola Co., New York, effective March 31, transfers its estimated $18 million advertising budget to McCann-Erickson, breaking a 49-year-old association with the D'Arcy Agency.

The official reason for the move was the desire of Coca-Cola to further integrate international and domestic advertising. McCann-Erickson has been the agency in South America for the Coca-Cola Export Corp. for over 10 years. Disclosure of the termination of the association between D'Arcy and Coca-Cola was made in a joint statement Friday by William E. Robinson, President of the Coca-Cola Co. and Robert M. Ganger, chairman of the Board of The D'Arcy Agency.

The relationship between D'Arcy and Coca-Cola spanned almost a half century that marked the rise of a little known soft drink to the most widely known and purchased beverage in the world, the joint announcement stated.

"Naturally we regret the termination of this long association," Mr. Ganger said. "We are understandably proud, however, of our contributions to the amazing growth of Coca-Cola, which will reach an all time high this year."

Mr. Ganger said the acquisition of new business and the growth of present accounts during the last two years will more than offset the departure of the Coca-Cola account. He indicated that the D'Arcy current client roster is more diversified and better balanced than at any time in the agency's history.

Another reason for the move, reportedly, was the increased stride in sales that competitive soft drink firms such as Pepsi-Cola are making.

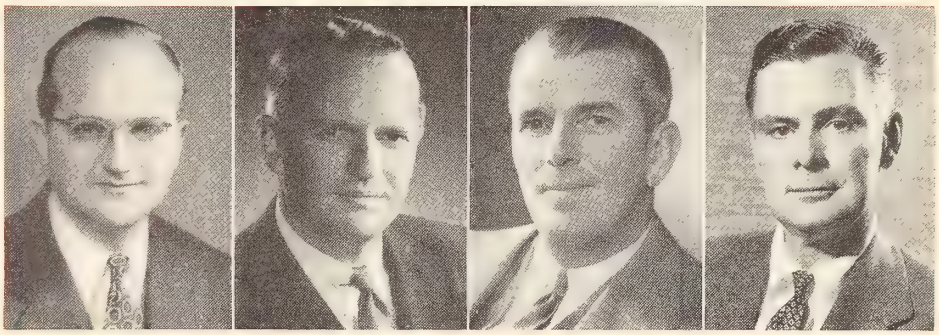
The newest acquisition of Coca-Cola marks McCann-Erickson as the fastest growing agency during the past three years among the top four agencies (J. Walter Thompson, Young & Rubicam & BBDO). The agency which billed approximately $133 million at the end of 1954 will bill nearly $176 million by the end of 1955, and is expected, with the addition of the Coca-Cola budget, to bill $194 million by the end of next year.

In a succession of appointments within the past year alone McCann-Erickson gained the following accounts: Bulova Watch Co., with an estimated billing of $6½ million; Westinghouse (consumer products) approximately $10 million, added to the Westinghouse Electric Corp. which the agency had been servicing; Mennen Co., $3 million budget; Vickers-Armstrong Ltd., a billing of $750,000; Lehn & Fink (including the Dorothy Gray Division) with an estimated $3½ million; The Nestle Co.'s cookies and instant coffee (added to the portion of Nestle's already handled by M-E) with a reported $2½ million; Humble Oil & Refining, Houston, estimated at $2 million; Swift & Co., approximately $7 million, an estimated $8 million in accounts including Esso Standard Oil Co., acquired when McCann-Erickson took over the Marschalk & Pratt Agency.

The agency's television and radio department, which billed approximately $46 million at the end of 1954 [B•T, Dec. 20, 1954] will bill $63 million by the end of 1955 ($40 million in network and the remainder in spots). By the end of 1956, the television and radio department expects to bill an estimated $80 million, almost doubling the billing of 1954, with 90% of that budget designated for television and the rest to radio.. An approximately equal amount will be spent in network and spot.

The speedy growth of the agency within the past few years is attributed to Marion Harper Jr., president of M-E, and his team of experts which includes Emerson Foot, executive vice president in charge of new business; Robert Healy, executive vice president in charge of operations, and Terrence Clyne, vice president in charge of radio and television and a member of M-E's plans board. Also an integral part of the "team" are H. K. McCann, chairman of the board; Harrison Atwood, vice chairman of the board and head of the finance committee; Wilbert G. Stilson, vice president and treasurer; C. A. Posey, senior vice president John H. Tinker, senior vice president and creative head, H. Q. Haus, senior vice president on the west coast and Donald B. Armstrong vice president

THE McCANN-ERICKSON BACKFIELD



HARPER FOOTE HEALY CLYNE

THESE FOUR are running the plays which will put McCann-Erickson $61 million ahead of its 1954 billings by the end of next year. The Coca-Cola acquisition makes M-E the fastest growing of top four agencies during last three years.

and research director among many others.

The 39-year-old Mr. Harper became president of McCann-Erickson in December 1948, nine years after he joined the agency as an office boy-trainee. After promoton from his duties as office boy, he entered the agency's research department, where he successively held the posts of manager of copy research, director of research and vice president in charge of research and merchandising.

Mr. Harper in 1946 was elected a director of the company and in May 1947, became assistant to the president and a member of the executive committee supervising the agency's planning.

In 1950, Mr. Harper was awarded The Young Men's Board of Trade Inc. distinguished service award in recognition of his achievements as the outstanding young business and civic leader in New York City.

The 49-year-old Emerson Foote joined the agency in 1951 as a vice president and director and was elected executive vice president in 1952. Previously Mr. Foote had been one of the founders and president of Foote, Cone & Belding when the company purchased the assets of Lord & Thomas. Before that Mr. Foote was executive vice president of Lord & Thomas. In 1953 he was awarded the Clement Cleveland Medal for cancer work.

Robert E. Healy, 51, joined the agency in 1952 as a vice president and treasurer. He was appointed in successive years to the executive committee, general manager of the New York office, chairman of the operations committee and last July was elected executive vice president. Before he joined the agency, he was vice president in charge of advertising for Colgate-Palmolive Co. and before that, assistant to the vice president in charge of sales promotion for Johns-Manville Corp.

The 48-year-old Mr. Clyne joined McCann-Erickson last Jan. 1 as a vice president and account supervisor, later becoming vice president in charge of the radio and television department and member of the plans board.

Prior to M-E, Mr. Clyne was vice president in charge of radio and tv and a director of the company as well as account supervisor of the Bulova Watch account for Biow (Biow-Beirn-Toigo). Bulova preceded Mr. Clyne by several months in its move to McCann-Erickson. Mr. Clyne was with the Biow Co. from 1946 to 1954. Prior to 1946 he was with Free & Peters, Halsey Stewart, and Merrill Lynch, Pierce, Fenner & Beane.

McCann-Erickson Inc., the present company, came into existence in 1930 as the result of a merger of the H. K. McCann Co., founded in 1912, and the A. W. Erickson Co., founded in 1901.

The number of offices that McCann-Erickson now has totals 32 around the world with 11 in the United States. The company developed the offices by following the flag of Standard Oil, one of its earliest clients. For example, in 1927 at the request of Standard Oil Co. of New Jersey, Mr. McCann went to Europe and opened up offices in Paris, London and Frankfurt.

At the time of the merger in 1930, it was estimated that the billing for McCann-Erickson was about $20 million. Today, the agency which Mr. McCann and Mr. Erickson (who died in 1936) formed and built, employs nearly 2,500 persons in the U. S. and 3,600 world wide.

The Coca-Cola network sponsorship includes Eddie Fisher in *Coke Time* twice weekly on NBC-TV and two quarter-hour segments of *Mickey Mouse Club* on ABC-TV.

RADIO GLOWS IN TRIBUTE AT RAB ADVERTISING CLINIC

First annual two-day event hears what the medium can do from the advertising men who have tried it and found it true. Nearly 500 attend New York sessions. Another first: awards for creative copy.

THE SALES POWER of radio, often belittled and much maligned, got nothing but accolades from men who know it best—men who have used it and prospered—as the Radio Advertising Bureau opened its first National Radio Advertising Clinic in New York last week.

The "unglamorous" medium's demonstrated ability to sell products as big as trucking service and airline flights, as small as wrist watches and swabs for babies' ears, as different as kitchen mixes and poultry remedies, was hailed in one case history after another.

The two-day nationwide clinic, first of its kind and scope, drew a registration of an estimated 450 to 500 people who make the medium run, including some 200 advertiser and agency executives as well as station and network time salesmen and other management officials.

A baker's dozen advertiser and agency executives told Thursday's opening-day meetings how they rely—with success—on radio to solve specific problems, how they benefit from its flexibility and reach and persuasiveness, how they've used radio and grown. Eleven others, chiefly from the agency side, were slated to appear Friday and discuss creative selling—how to make commercials more effective—and creative buying (see AT DEADLINE, page 7).

What were described as the first awards ever given for creative radio copy were presented at Friday's luncheon (see story page 35), and at luncheon on the first day New York Gov. Averell Harriman paid tribute to the accomplishments of advertising and took a look at the nation's economic outlook (story page 36).

Radio's come-down from its "fat cat" role of pre-television days was not disputed. But there was no down-grading of its ability to sell goods and services as speaker after speaker stood up to give his own case history of success.

"If you have a tough product to sell, my advice is, use radio," Milner Products Co. President Howard S. Cohoon said bluntly in a speech telling how Pine-Sol cleanser expanded from Mississippi to national and international distribution (condensed text of Mr. Cohoon's speech, page 44).

Radio's "plusses," and its advantages over other media, were pointed up by Paul G. Gumbinner of Lawrence C. Gumbinner Adv. (text, page 41).

What radio did to solve Frontier Airlines' peculiar media problem was detailed by Arthur K. Magee, account executive of Rippey, Henderson, Kostka & Co., Denver (page 42).

And how it boomed the fortunes of Aero-Mayflower Transit Co. was told by Frank P. McGrath, account executive of Caldwell, Larkin & Sidner-Van Riper, Indianapolis (page 36).

Seven rules on how to make maximum use of a small advertising budget were given the RAB clinic by William E. Wright of Wright, Campbell & Suitt Inc., Chicago (page 42).

In another highlight of the Thursday workshop, the aural medium's help in promoting a product whose chief identification is visual—the famous bearded "Man from Schweppes"—was told by "The Man" himself, Commander Edward Whitehead, and Frank Johnson, account executive at Ogilvy, Benson & Mather, New York, agency for Schweppes.

Commander Whitehead, president of Schweppes (U. S. A.) Ltd., traced the advertising history of the company from its early British days when it claimed its waters would cure "everything from palsy to paralysis," through a "stuffy" period when the advertising was "unique, in that it did not mention the name of the company or the product," down through the current campaigns in the U. S.

Mr. Johnson filled in details of the current campaign, the franchise under which Pepsi-Cola bottles the product in this country and the implementation of the campaign theme that "the man from Schweppes is here" to see that the Schweppes waters bottled here are of the same quality and "Schweppervescence" as the British original.

"Today," Mr. Johnson said, "Schweppes has been successfully introduced in more than 100 markets. The use of print and radio spots has proved highly successful. The printed advertising had high visual impact. Radio brought it to life—made Commander Whitehead even more effective."

A penetration study made in New York the third year after Schweppes' introduction, he continued, showed that "the Schweppes advertising has penetrated to a far greater degree than its nearest competitor's campaign. The



The man from Schweppes tells about radio's effervescence.

You can reach

415,835

TV families in
the rich market of

RICHMOND

Petersburg and
Central Virginia on the basic

NBC-TV

station

WXEX-TV

Channel 8

Ask your Forjoe man for full details

Tom Tinsley, President

Irvin G. Abeloff, Vice-President

KSLA - FULL POWER - NOV. 15

LOWEST COST PER THOUSAND

. . . because present low rates are in effect for established clients through June 1956!

CBS-ABC NETWORK SHOWS

Sure-fire attractions to draw this huge new audience to KSLA's top-notch local programming.

22 MONTHS ON THE AIR

Shreveport's only experienced television staff, with 22 months of telecasting to its credit.

BUSINESS IS GOOD in the rich ARK-LA-TEX MARKET...

More people with a higher spendable income! Over $203 million in grocery sales, $27 million in drug sales, $236 million in automotive sales. 77,390 farms with a gross income of $171,155,000.

CHANNEL 12 SHREVEPORT
COVERING THE RICH ARK-LA-TEX AREA



Louisiana's TALLEST TOWER — 1,442 Feet Above Sea Level

. . . and now, great new 48-COUNTY—3-STATE COVERAGE!

KSLA'S 316 KW Market Picture

Population	1,178,450
Households	311,235
Shreveport Mkt. Circ.	150,830*
Spendable Income	$1,275,069,000
Income per household	3,411
Retail Sales	$ 876,193,000

Source: SRDS 1955 Consumer Markets *TELEVISION MAGAZINE

PAUL H. RAYMER COMPANY, INC. National Representatives
New York • Atlanta • Detroit • San Francisco • Hollywood • Dallas • Chicago

FIRST IN SHREVEPORT, LOUISIANA

KSLA CHANNEL 12

Affiliated with CBS and ABC

CBS TELEVISION NETWORK

ABC

playback of ideas was sharp and remarkably high for both print and radio. Curiously, the identification through both mediums is so strong that it is difficult to say that one has been more effective than the other. The combination has produced truly outstanding results."

Donald Stewart, advertising manager of the Texas Co., expressed the view that radio came out of its bout with television "stronger than it went in." He cited a number of markets in which Texas Co. used radio to overcome strong competitive problems, and pointed out that the firm is "practically a pioneer" in radio, using both network and spot—including 22 five-minute weekend programs on ABC, the Metropolitan Opera broadcasts, also on ABC (now in their 16th year under Texas Co. sponsorship), and regional football coverage.

The big sales success racked up by a west coast beer, Brew 102, through substantial use of singing commercials—as contrasted with the poor showing of a competitor who used the same media but gave only a "minor" role to radio—was cited by Walton Purdom, executive vice president of Brisacher, Wheeler & Staff, San Francisco. He also told how the use of jingles helped build Pictsweet Foods, Mt. Vernon, Calif., into one of the leading companies in its field, and how Bayview Federal Savings & Loan, San Francisco, conducted a 10-day local radio saturation campaign and wound up with 425% more deposits—$1.2 million more —last July than the one before.

But his main emphasis was on the Contadina tomato paste campaign, it's development and execution. A campaign last spring "majored" in radio and "minored" in newspapers—and at the end, he said, Contadina was practically out of product. The fall campaign, launched Sept. 19, also puts heavy emphasis on spots, he asserted.

Edward L. Jones, manager of consumer advertising for Hamilton Watch Co., Lancaster, Pa., told how Hamilton evolved its preference for early-morning radio programming, not only because listening is high in those hours but also because the programming reflects listeners' interest in time itself. Although a three-market test led to the conclusion that a year-around local campaign for Hamilton watches would not be economical, he said, seasonal programming has been shown profitable.

He also pointed out that Hamilton furnishes 1,800 stations with material, including transcriptions, which they can use in selling local jewelers, and also that "we have enjoyed outstanding success" with a 39-week quarter-hour program, the *Lady Hamilton Show,* which the company furnishes free to any jeweler who wants to use it.

Farm radio, according to Vice President John Dow of Bozwell & Jacobs, Omaha, is currently at its highest peak in history, with desirable time on desirable stations hard to find. He reviewed radio usage by the Gland-O-Lac Co., Omaha, maker of poultry remedies and related products, in a speech telling his audience that "radio is going to be a bigger and bigger factor in farm advertising."

Before Gland-O-Lac switched from seasonal to year-round use of radio five years ago, Mr. Dow said, the company considered radio its secondary medium. Results from year-round usage, he said, have convinced it that radio should be dominant. He cited the growth of one new product, backed largely by radio promotion, which has become the company's largest selling single product since it went on the market in June.

C. H. Bobertz, vice president of Clark & Bobertz Inc., Detroit agency, credited radio with a significant role in expanding business volume of the Citizen's Mutual Automobile Insurance Co. from $3.4 million in 1947 to $14 million last year. By utilizing a consistent spot announcement campaign on a group of radio stations in the Detroit area and western Michigan, Mr. Bobertz said, the company achieved its prime objective of gaining "friendly recognition" for its independent agencies.

The extensive radio advertising campaign prepared for Jax beer by Fitzgerald Adv., New Orleans, was described by William H. Thomas, director of the radio-tv department of the agency. He noted that the agency for several years has used a schedule of spot announcements and participations on stations in the company's seven-state distribution area, with copy slanted particularly toward men but still embodying a universal appeal.

Mr. Thomas reported that Jax beer is advertised almost exclusively on sports, news and weather programs, but pointed out that the "women's angle" is not overlooked, because the housewife is likely to be the person who purchases the beer for the family. Along with the advertising campaign, he added, Jax beer maintains a heavy merchandising and promotional effort directed to the public, calling on cooperation from distributors and dealers and the local radio stations.



WHAT AGENCY WIVES DO WHEN HUBBY IS AWAY

AGENCYMEN learned last week that while they have been at the office, Radio Advertising Bureau has been checking on the habits of their wives. RAB wasn't studying the morals of suburbia. It wanted to find out—and did—whether the helpmates of television-minded agency executives still listen to radio.

They do.

On the theory that what their wives feel and do about radio will interest agency vice presidents more than "the listening habits of 9,800 housewives in Schenectady," RAB hired Advertest Research to "track these ladies down in Westchester and Fairfield counties, talk to them of many things, and find out the truth about agency vice presidents' wives and Radio."

Last week, at the National Radio Advertising Clinic, RAB distributed neat little copyrighted brochures called "The Truth About the Wives of Agency Vice Presidents," which summarized the admittedly "gimmicky" project and its findings. Highlights:

"Vice presidents' homes have lots of radios: 80% had three or more working order sets; 24% had six or more. Of course, all had at least one set. Average—4.2 sets per home.

"Lots of car radios, too: 92% had a car radio. Nearly half of this group had two or more car radios.

"Their radios are mostly in the bedroom: over 9 out of 10 homes have radios in bedrooms, 65% have kitchen radios and 41% have radios in the living room.

"Any listening going on? 86% [of agency wives] listened during the past seven days; 75% listened during the past 24 hours; 69% listen seven days a week.

"Most listening is in the kitchen. While there are many more bedroom radios, Mrs. V.P. is more likely to listen in the kitchen than elsewhere—6 out of 10 who listened in the home listened there yesterday.

"News is Mrs. Vice President's favorite radio fare: 85% of those who listened during the last 24 hours tuned in news, 47% recorded popular music, 36% classical music, 34% variety shows.

"There's lots more truth to tell from the Advertest Research report including what these ladies read, how much they look (at tv) and so on.

"But the foregoing gives you the flavor of this gimmicky little survey we wouldn't dare call a 'study'."

By research standards, the survey sample was not exactly tremendous. But it covered the people who run the people who help run some big-name agencies, such as N. W. Ayer, Ted Bates, BBDO, Benton & Bowles, Biow-Beirn-Toigo, Cunningham & Walsh, Dancer-Fitzgerald-Sample, Roy S. Durstine, Kenyon & Eckhardt, Lennen & Newell, McCann-Erickson, J. Walter Thompson and Young & Rubicam, to name those mentioned by RAB.

"Because the sample is tiny," the brochure continues, "we're embarrassed to mention one set of facts that turned up. But not so embarrassed that we'll skip it:

"Radio and tv have 100% coverage of these homes (as have newspapers and magazines).

"But while 75% of the ladies listened to radio in the past 24 hours, only 56% looked at television. Of all time spent with broadcast media by wives of agency vice presidents, two-thirds was spent with radio.

"We won't call this 'significant.'

"We'll just call these facts straws in the wind that fly in the face of some male convictions and that once again prove how little most men know about their wives."

The clinic was set up under the direction of RAB President Kevin B. Sweeney and national promotion director J. Norman Nelson. RAB Board Chairman Joseph E. Baudino, vice president of Westinghouse Broadcasting Co., opened the conclave Thursday. The opening sessions were presided over by Kenyon Brown, KWFT Wichita Falls, Tex., chairman of the RAB executive committee, and Ward D. Ingrim, KHJ Los Angeles, a member of the RAB executive committee. Friday's open sessions were led by John S. Hayes, WTOP Washington, chairman of the finance committee.

Creative Radio Copy Awards Given Eight

AWARDS for advertisers and their agencies whose radio commercials were judged the most effective and creative during the year were presented for the first time by Radio Advertising Bureau at a luncheon Friday at the Waldorf-Astoria Hotel in New York during RAB's National Radio Advertising Clinic.

The awards, described by RAB as the first given for creative radio copy, were gold-plated

records mounted on polished mahogany standards. Eight advertisers and their agencies were cited. The winners had been selected by a "jury" or judges' panel made up of 200 advertising executives, radio station managers and trade paper publishers.

The Winners

The winners (advertiser, its agency, the radio campaign) were:

Metropolitan Life Insurance Co. (Young & Rubicam), for the continuing campaign, "Good Hints for Good Health."

National Carbon Co. (William Esty Co.), for Eveready flashlights campaign.

Coca-Cola Co. (D'Arcy Adv. Co.), for a continuing campaign.

Esso Standard Oil Co. (Marschalk & Pratt Div. of McCann-Erickson), for a continuing campaign.

Ford Motor Co.'s Ford Div. (J. Walter Thompsoin Co.), for a continuing campaign.

The Nestle Co. (Bryan Houston Inc.), for Nescafe campaign.

American Tobacco Co. (Sullivan, Stauffer, Colwell & Bayles), for American Cigarette & Cigar Div. (Pall Malls) campaign.

Piel Bros. (Young & Rubicam), for a continuing campaign.

HARRIMAN LAUDS ADVERTISING FIELD

TRIBUTE was paid to the advertising field by Gov. Averell Harriman of New York last week for its contributions toward stimulating increased production of goods and services and improving standards of living.

He told an audience attending the luncheon session of the National Radio Advertising Clinic in New York last Thursday that advertising has been "kicked around quite a bit lately," but he attributed this criticism as stemming from "its contributions to politics, not economics." His talk dwelt on general economic developments and their implications for businessmen as well as the public.

Gov. Harriman told the Radio Executives that extensive as has been the growth of the U. S. economy in the post-war years, the future holds promise of even more widespread expansion. He referred to a report prepared last year by the joint committee on the economic report which projected gross national business in 1965 of some $535 billion, which Gov. Harriman said is $150 billion (about 40%) above this year's estimated output.

Future Expansion

Gov. Harriman injected a sobering note when he pointed out that this goal of $565 is "more than a wonderful opportunity, it is a stark necessity if we are to maintain economic health." He reminded his audience that in 1965 the U. S. will have a much larger labor force than today, as it is expanding at the rate of about 750,000 a year.

Mr. Harriman took occasion to expound his views against the trend toward monopoly in industry. He said he interpreted the free enterprise system as meaning particularly the retention of competition and the existence of opportunity for the initiative of individuals.

"You can take it as a fact," he asserted, "that if business gets too concentrated in a few hands in any particular industry, the threat of government control of that industry will inevitably arise.

"Small businesses are not economic delinquents, either. They need to be consciously protected."



NEW YORK Gov. Averell Harriman accepts a radio receiver from RAB Board Chairman Joseph A. Baudino after the governor's speech before the Radio Advertising Clinic Thursday.

He made a plea for "greater attention to the public sector of our economy," including schools, hospitals, highways, public housing, public services generally. He called these services "the un-advertised segment of the economy," and added:

"You have done your job so well in stimulating public demand for the products of our farms and factories that I often think you have led the public to put too high a value on those products which are advertised and sold commercially as against those services which are bought through taxes.

"I give you credit, however, for the free services which you donate and the free time provided by radio networks and stations for promoting worthy public enterprises."

Gov. Harriman declared that the only way that the nation can meet its various economic objectives is through a substantial expansion of the nation's business. He said that if the nation can achieve the projection he had mentioned earlier of a gain of $150-$180 billion in annual national production, the U. S. "can dramatically raise the levels of our public services with just a fraction of this increment."

Joseph E. Baudino, vice president of the Westinghouse Broadcasting Stations and board chairman of RAB, presented Gov. Harriman with a portable radio.

HOW MAYFLOWER WON WITH RADIO

IN THE NINE YEARS following World War II, Aero Mayflower Transit Co. was one of the many moving and transfer concerns that found itself in a prosperous era of moving and decentralization. But the firm, with its agency, Caldwell, Larkin & Sidner-Van Riper, made ready for the day of hard competition's return. It did two years ago and here Frank P. McGrath tells how and why Mayflower went forward:

THE MAJOR portion of the budget went into network radio. Radio was chosen for several very practical reasons.

First of all, additional consumer advertising was considered a necessity. Because of its exclusive franchise, the company was eager to put on a campaign that would reach right down into each of its 550 markets, and give the local agent an opportunity to tie-in with local promotion.

The Mayflower agents, through their association, were already advertising in consumer magazines. Mayflower was operating on a rather limited budget. An adequate local newspaper campaign, even on a cooperative basis, was out of reach financially. Television, as it stood at that time, could have covered only 305 of Mayflower's 550 markets, with local stations in less than 175 markets. Even an adequate campaign in that many markets on television would have been entirely impractical financially.

Radio, on the other hand, offered local stations in 515 of the 550 markets, with prime coverage possible in all but 10 cities. A spot radio campaign at first seemed a natural, but careful checking showed that operating on a limited budget, the cost of an adequate schedule of spots in the necessary number of markets was again far beyond reach.

Network radio seemed to offer the best compromise. The actual purchase made gave local coverage to more than 225 agents, prime coverage to some 490. At the same time, the network buy provided a package that agents could tie into locally by cooperating with one another in the purchase of spot announcements adjacent to the network broadcasts. Over 40% of the Mayflower agents bought such adjacencies.

So much for the reasons why radio was chosen as the major consumer medium. Why did Mayflower buy a dozen five-minute news segments a week? Why not a weekly fifteen-minute strip by a well-known commentator, or a half hour, once a week prestige type program?

First of all, as I have already pointed out the moving industry itself is quite young. The names of even the big movers are not too well known to the general public. It was therefore highly desirable to put the Mayflower name associated with quality moving service, into the maximum number of homes each week for the dollars we had to spend. The five-minute news segment has a much smaller audience than a well known commentator or a top-flight comedian, but, the cost per thousand unduplicated homes reached by a dozen five-minute news segments bought at contiguous rates, was actually considerably less than the cost per thousand of any of the other availabilities we could find.

At the same time, the heavy schedule of five-minute news segments gave us another advantage. During the year 1954 less than 300,000 out of 46 million families in the nation moved across state lines via the service of the three leading carriers in the moving business. It was more desirable to keep the Mayflower name in front of the public as often as possible, rather than to depend upon the memory of the listener from week to week.

What it comes down to is the retention value of an impression made through, let's say, a half hour of a well-known and highly rated comedy show or commentator, as against the constant repetition of name and quality of service through the medium of straight news as delivered by competent newscasters several times a week.

In addition to these factors, there were several other reasons why we chose the multiple news schedule. I think that we will all acknowledge that radio is changing. The movement is away from the big dramatic, comedy and mystery programs to more music, news and sports, and now to short, special features that lend themselves to handling better by radio than any other medium. Time segments are being

EVERYBODY WHO HAS SOMETHING TO SELL WILL WANT A STAKE IN **CBS RADIO'S SEGMENTED PROGRAM PLAN**...THE MOST DYNAMIC, FAR-REACHING, PROFITABLE SELLING FORCE EVER OFFERED TO NATIONAL ADVERTISERS. **ELEVEN**

BIG–REALLY BIGTIME–SHOWS ARE LINED UP ON A BASIS THAT COMBINES LARGEST AUDIENCES AT LOWEST COST, GREATEST MERCHANDISING VALUES, MIX 'EM OR MATCH 'EM FLEXIBILITY. FOR THE FIRST TIME, THIS PLAN MAKES POSSIBLE TESTED

SHOWS AND TOP STARS IN FIVE-MINUTE SEGMENTS TO BE COMBINED BY YOU TO FIT YOUR NEEDS.



1. *Bing Crosby Show*
2. *Kathy Godfrey Show*
3. *Juke Box Jury (Peter Potter)*
4. *Bergen-McCarthy Show*
5. *Amos 'n' Andy Music Hall*
6. *The Mitch Miller Show*
7. *Tennessee Ernie Show*
8. *Galen Drake Show*
9. *On A Sunday Afternoon (Del Sharbutt)*
10. *Jack Carson Show*
11. *Young Ideas (Fred Robbins)*

Turn to next page for examples . . .



...If you want big-name, low-cost advertising the year round, here's one possibility. A five-minute segment weekly on the GALEN DRAKE SHOW, KATHY GODFREY SHOW and EDGAR BERGEN-CHARLIE McCARTHY SHOW:

GROSS WEEKLY LISTENERS* **15,040,000**
WEEKLY COST** **$4,710**

...For an impressive and merchandisable star line-up, with daytime, nighttime, Sunday through Saturday spread: BING CROSBY, AMOS 'N' ANDY, PETER POTTER's all-star JUKE BOX JURY, BERGEN-McCARTHY and GALEN DRAKE.

GROSS WEEKLY LISTENERS* **22,393,000**
WEEKLY COST** **$8,400**

...And for concentrated, saturation selling, here's a powerhouse plan. Twenty-five segments a week for two weeks on BERGEN-McCARTHY, ON A SUNDAY AFTERNOON, THE MITCH MILLER SHOW, GALEN DRAKE, KATHY GODFREY, JUKE BOX JURY, TENNESSEE ERNIE, BING CROSBY, JACK CARSON and AMOS 'N' ANDY!

GROSS WEEKLY LISTENERS* **92,268,000**
WEEKLY COST **$48,000**

**Est. from NRI full net AA, Jan.-Apr. 1955; Auto-Plus to SIU, Feb.-Apr.; Audience composition, Feb. **For 52 weeks.*

THREE OF A BIG RANGE OF SALES-POWERED, LOW-COST COMBINATIONS

Those are just three examples. Whether your budget is large or small...whatever your sales problem, there's a combination of stars and shows tagged to sell for you in the Segmented Program Plan...on

THE CBS RADIO NETWORK

broken up into smaller units to get the prices down. Audiences are smaller per segment, but big audiences are still available if enough segments can be purchased. The multiple news schedule, bought at contiguous rates, took advantage of all these trends.

In other words, in the purchase of the network radio schedule, with a limited budget, Mayflower accomplished three different things.



MR. McGRATH

1) They reached a large consumer audience of unduplicated homes at extremely low costs per thousand.

2) They reached those homes when they needed to without depending upon memory of the listener.

3) They solved the problem of local tie-ins.

This purchase was admittedly a compromise of many elements. It had its weak points and its strong points, but it was geared to the dollars available, and, as I will outline for you in a moment, it did do a job in combination with the rest of Mayflower's campaign.

The whole campaign ran from Oct. 1, 1954, to April 1, 1955. Then it was stopped. It was stopped because, as I told you before, moving is a highly seasonal business, one in which you can commit sales suicide very easily. A mover can oftentimes use twice the number of vans during the summer that he has on the road during the winter. If he oversells his capacity and has to turn business away, it can hurt the company for years to come. A winter campaign helps to balance the flow of business. While new units are being added to the fleet during the winter, it helps to keep them busy, and at the same time, it establishes a backlog of business for the next summer when a greater volume of business is normally available.

Whenever possible, Mayflower likes to merchandise its sales efforts at the local level.

In the case of the radio schedule, Mayflower placed placards about the programs on all its vans, and also made the placards available for use on agents' local vans. More than 40,000 commercial account prospects received several pieces of direct mail from Mayflower about the program. Agents were supplied with newspaper mats, counter cards and window posters, and a weekly bulletin program kept them informed on the progress of the campaign.

What were the results of this effort?

Frankly, in the first three months of the campaign—there were no results, absolutely none. As you can well imagine, there were some mightily worried people, but we were still confident that the combination of factors *had* to produce. After a slow start, it did.

Shortly after the turn of the year the sales curve began to move up. In the first quarter of 1955 the gains were small but steady, and ever increasing. Then, oddly enough, with the close of the campaign itself, the curve went up sharply. From that time on the company's service facilites were heavily taxed to keep up with the flow of business. In some months, sales went up as much as 35% over the same month of 1954. In the first six months of this year, Mayflower led the entire industry in dollar volume gains.

Naturally, this looked good to all concerned but it could possibly have been the result of outside factors and not necessarily the sales promotion campaign. The results were checked in several ways. First of all, Mayflower as a regular part of of its service, sends out a customer questionnaire after every move. It asks the specific medium or media influencing the selection. Again, reports by agents and agents salesmen were used to check results.

Independent surveys were made of private shippers who had used the service, and of commercial account prospects. At the same time, we know from the audience rating services that the radio schedule was delivering as expected. But the sales curve, of course, was the ultimate test.

What caused the good results? Was it the radio? Was it the direct mail, the magazine advertising, the sales contest or the sales meetings? I honestly do not think that we could say that it was any one of these *alone*. It was a combination . . . and a spirit of determination on the part of the company and its agents to go after and get a substantial increase in sales.

There is a natural tendency to look to that medium which accounts for the largest share of the budget, but who can say what one phase of the campaign would have produced without the others? In any case the *combination* worked. Thanks to its success and the other necessary factors in any business decision, Mayflower is back again this year with an even bigger campaign based upon the same combination of factors. Instead of 12 five-minute newscasts a week, this year Mayflower bought 15. They are buying more ads in more magazines. More new sales tools are being added. Direct mail lists have been revised and enlarged . . . and there's another big sales contest for the agents.

In regard to this year's radio schedule, I might explain that the 15 programs each week should give us an even lower cost per thousand homes reached. Last year the programs ran at 7:55, 8:55 and 9:55 p.m. EST, primarily designed to catch a balanced audience of male and female listeners.

This year's schedule is 11:30 a.m., 7:55 and 8:55 p.m. The morning strip will permit us to talk directly to the women. It provides a larger audience than a third strip would have at 9:55 p.m. and it reduces competition from tv.

In closing may I say that in our opinion, radio, bought in this manner, geared to the needs of the specific client, can do an outstanding job. If the local stations will cooperate with the networks on this type of programming, it will enable many relatively small advertisers to go national. It will bring new business to the radio industry that will benefit both the networks and the local stations, as it did in this case. It's up to the local station, however, to keep the ball rolling by cooperating with the networks and working with the clients or their local representatives at the local level. In this manner radio can meet the challenge of television and carve its own niche in the ever growing advertising world, a niche that can be filled by radio alone.

IT'S FAST, IT'S FLEXIBLE, IT EDUCATES

PAUL G. GUMBINNER, secretary and radio director of Lawrence C. Gumbinner Adv., New York, was to tell the RAB clinic about the success of the Q-Tips campaign. He did, and at the same time threw in mention of other radio successes which have led old clients of the medium to increase their budgets and new clients to join for the first time.

AMONG RADIO'S PLUSSES are three that stand out—its speed of action . . . its flexibility . . . and its ability to educate. Of course, radio has certain drawbacks, too. One of these drawbacks is that today the medium does not generate the excitement it once did. That isn't too hard to overcome with the advertiser, in view of its low cost—and low cost per delivered message. But it does affect the reception of the news of a radio campaign by a sales organization, and with retail outlets.

We have had several instances where we presented a radio campaign to a client's sales group who listened to the news with not quite stony silence—but with something less than cheers. We were bluntly asked why we didn't, instead, go into television. Our answers were as you'd expect—that radio gave us more for our dollars—greater frequency, much more coverage—and was by all figuring the most efficient buy.

By carefully planning the presentation of radio to a sales group—and by intensively merchandising the campaign to the retailers—you can get a whale of a lot out of it, and get wholehearted support.

Many of the stations have greater awareness of this need to sell radio today, and they do far more to merchandise the business that's placed with them. We have had splendid cooperation from certain stations. They sent out excellent, not merely perfunctory, letters, cards or mail-pieces to wholesalers and retailers. Some of them made personal calls on the stores, and arranged for special window or counter displays. All of this helps to whip up enthusiasm at trade and selling levels.

I believe it's one type of assistance that all stations should look into more thoroughly . . . it can go far to overcome tv's so-called magic.

Now to get back to the plusses.

Last year we put an imported wine, Cherry Kijafa, on the air for the first time. It had a small bird as part of its trademark. For the purpose of getting attention, our spots started out with a shrill bird whistle. After a very few weeks on the air, several of the Browne Vintners Co. salesmen told us that when they made calls on buyers, they would be greeted with a whistle.

And a local client, whose bread bears his name, was plagued at his golf club by being addressed by his name plus his radio catch-phrase —and this within two weeks after that phrase was used on daytime radio.



MR. GUMBINNER

A campaign on a New York station got attention so quickly that after its first six weeks, the schedule was increased from 13 to 20 weeks—and then doubled again. And a network daytime operation had an almost parallel reaction, and was similarly extended from its planned three-months' drive to almost a full year. So much for speed of action.

Radio's flexibility is a wondrous thing to work with, too. It's the most fluid of media—and makes possible infinite combinations of markets, times and copy.

It can go much beyond the usual concept of daytime for women, and early mornings or evenings for men. One of our products, Q-Tips, sells to young mothers, and has good secondary uses to other members of the family for other purposes. By tying together copy and times of day, we are able to pinpoint our appeals to mothers, to business women and to men—each

when they're tuned in, and each with appropriate copy that costs us nothing but the writing to try out. We even tried some spots on all-night shows—with commercials for parents who are up to give their infants a 2 a.m. feeding. I can't really say that one worked.

The Chap Stick company makes a product that was formerly sold mainly in cold weather. New uses, and a new approach, are extending it to year-round sale. Last year, we started radio in a few markets in late September, adding others in October and November. Then, as we progressed into our peak winter season, we stepped up the numbers of spots we were using—but only as cold weather hit each market. And we finally tapered off again in reverse progression—cutting down or cancelling out as local inventories and weather dictated.

By actual count, the radio operation called for eleven different schedules in a few weeks period. The agency had a lot of work—but Chap Stick had a lot of profitable movement.

For a local food client, Sacramento tomato juice, we make deals with supermarkets and chains . . . their name on our programming, in exchange for feature display or pricing. Frequently, those names go on the air just hours after the deal is worked out.

And when it comes to educating, we feel that radio has certain great advantages over the printed word. To illustrate this point, I would like you to hear one of the transcriptions used for Q-Tips.

The spot selects mothers by its lullaby-type musical opening. The copy stresses Q-Tips' dominance in the baby field—the fact that it outsells all other cotton swabs combined. We emphasize the color of the package—"The box for you is blue; the swab for you is Q-Tips." That's not only an important competitive difference—but helps form a mental picture for self-service shoppers.

And finally we finish up with a secondary appeal—to apply cosmetics with Q-Tips. This is done with a new voice—a woman's voice, and the change of pace is designed to perk up and revive any lagging attention.

Contrast that with the same elements in magazines. For selectivity, we illustrate our space with a baby picture—after all, babies are great attracters and photogenic, and the product is best known for babies. We are able to show the blue package—one great advantage that radio does not permit. But by the time the copy tells the baby story, we've just about exhausted the readers' patience—and the idea of using Q-Tips for make-up can't be much more than a footnote.

This year, using both network and spot radio, we saw how nicely each supplements the other. NBC gave us nook-and-cranny coverage of the country geographically—and support for all our sales organization—as well as effective advertising to masses of listeners.

The markets for local radio were chosen carefully, and for the usual reasons to supply intensive attention where it's needed . . . to broaden distribution . . . to achieve greater consumer and trade recognition of the product's national leadership. The numbers of spots used in the different markets varied; some were far heavier than others; but in all the local markets, we had the minimum of a weekly strip in combination with the network.

For Q-Tips, as for our other accounts, we have found that radio, as an advertising medium, gives us audiences at low cost—with the plusses of speed of action, flexibility, and education towards sales or new ideas.

And this brief comment sums up our feelings about radio: There's plenty of life in the old gal.

HOW RADIO SOLVED FRONTIER'S PROBLEM

FRONTIER AIRLINES had a problem. Its routes served the more sparsely populated areas of the country, areas where air travel had not gained the popularity it enjoys in more heavily populated sections. It had a lot of convincing to do, and turned to radio to do a lot of it. Arthur K. Magee, account executive of Rippey, Henderson, Kostka & Co., Denver, described radio's role for RAB.

LET'S LOOK at some of the results we believe radio has been responsible for. As of the present time, Frontier Airlines is carrying over half the air freight carried by all 13 local service airlines put together. Frontier is now the largest local service airline in the United States. Our routes cover states which account for 25% of the entire area of the nation. Our business, both in passengers and in freight, has increased steadily, each year breaking the record of the year before.



MR. MAGEE

Last summer, convinced the experiment was a success, Congress granted Frontier a permanent certificate of operation. During the past year, Frontier carried over 176,000 passengers. Remember, our planes serve an area with only 342 people per route mile. So, 176,000 people is a considerable chunk of humanity for any airline to carry in such a sparsely populated area. Another sign of Frontier's success has been the depth of penetration. We have been carrying 126 passengers per thousand population on an annual basis. The nearest to our record is another local service airline which has been carrying 110 passengers per thousand population—as compared to a lot of them which carry only nine or 10 people per thousand population in the course of a year.

Finally, I think the best example I can give you of Frontier's success with radio is to tell an experience which gave me graphic proof that radio is here to stay.

Shortly after I arrived on the scene a couple of years ago, Frontier conducted an air fair at the airport in Durango, Colo. The local newspaper and the local radio station beat the publicity drum loud and long for a good many days ahead of time. Tickets for Frontier's sightseeing flights were on sale 10 days ahead of time, all properly publicized and advertised. All of the local service clubs, the mayor and the rest of the city dignitaries were behind the event 100%. In spite of this, when I arrived on the special airplane at 10 o'clock that Sunday morning, there were only about 25 people at the field, mostly relatives of the Frontier people, and exactly 12 tickets had been sold.

The local radio station was on hand to do a special remote broadcast, interviewing all of us "big shots" who had arrived from Denver, and in lots of other ways trying to make the thing sound important. The fact remained that only 12 tickets had been sold and there was only a scattering of people at the airport. I didn't wait around the airport to see what happened since I had to attend a few cocktail parties and things like that around town, but I did get back to the airport about 4 that afternoon.

First of all, I discovered that I couldn't get within three blocks of the airport. Next, I discovered that the radio station had been on the air practically all day long, giving a blow-by-blow description of the events going on out at the airport, and urging the people to come out. Here are the results of this radio station's efforts—and we're convinced that nobody else did it but them. The total attendance at this airport event that day was over 12,000 people. The population of Durango is 10,000. Frontier Airlines, with its one DC-3 airplane, carried a total of 450 first-riders on sightseeing flights. Anybody who has any doubts about the pulling power of radio would certainly have had them dispelled on that Sunday. Since then, I have seen that same thing happen over and over again at airport after airport.

As far as Frontier Airlines and as far as our agency is concerned, our radio efforts will stop only when Frontier or the agency, or both, go out of business.

Rx: SEVEN RULES FOR BUYING RADIO

SEVEN RULES for more effective use of small national advertising budgets in radio were offered the RAB last Thursday by William E. Wright of Wright, Campbell & Suitt Inc., Chicago. They are:

RULE ONE: Buy approximately 200 in-home rating points per week for six weeks. That's an average of two impressions per radio home per week. We are not so concerned with reaching a high percentage of radio homes as we are in reaching them often.

RULE TWO: Use *one minute live participation* announcements. Under many conditions this would not apply. With this particular problem we wanted to take advantage of the following that each personality or program had built up.

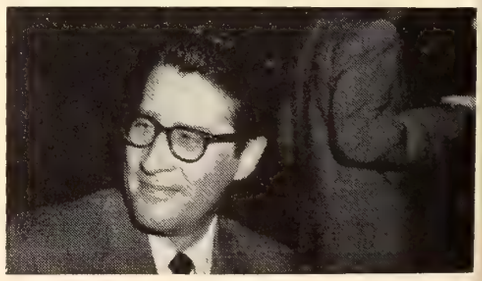
RULE THREE: Favor the strongest selling local personalities.

RULE FOUR: Buy no *more* than 30 announcements per week on any one station—no *less* than five. This is for practical purposes. Thirty spots a week, on a Monday through Friday basis is six spots a day. We feel that this gives us good daily coverage of one station's audience. More spots on one station would be of marginal value despite a low cost per rating point.

RULE FIVE: Buy stations and time that deliver the most rating points per *dollar*—not the most rating points per *spot*.

RULE SIX: In considering station *coverage*, discount the coverage beyond the metropolitan market area as defined by the United States census. We are convinced that modern radio is a *local* medium and, with a few exceptions, must be bought that way.

RULE SEVEN: Buy no more than two stations in one market (there were three markets in which we made an exception to gain an unusually strong personality on a third station).



MR. WRIGHT



WORKING PARTNERS



FRANK HEADLEY, President
DWIGHT REED, Vice President
FRANK PELLEGRIN, Vice President
CARLIN FRENCH, Vice President
PAUL WEEKS, Vice President

RADIO **H-R** TELEVISION

We have always proceeded on the basis that "the time we sell is valuable . . . and so is the time of those who buy from us."

Thus from the day that H-R was founded, by a group of mature Working Partners, we have been proud of the fact that we "Always Send a Man to do a Man's Job!" A man who knows his business, his stations, his markets . . . and the value of the time of those who buy from us!

380 Madison Ave.
New York 17, N. Y.
OXford 7-3120

35 E. Wacker Drive
Chicago 1, Illinois
RAndolph 6-6431

6253 Hollywood Boulevard
Hollywood 28, Calif.
Hollywood 2-6453

155 Montgomery Street
San Francisco, Calif.
YUkon 2-5701

415 Rio Grande Bldg.
Dallas, Texas
Randolph 5149

101 Marietta Street Building
Atlanta, Georgia
Cypress 7797

520 Lovett Boulevard
Room No. 1D
Houston, Texas
Justin 1601

BIRMINGHAM TO BUFFALO

HOW RADIO HELPED BOOST PINE-SOL TO NATIONAL PROMINENC

HOW Milner Products Co. of Jackson, Miss., took Pine-Sol cleanser some seven years ago—then a product with an annual volume of $77,000 and distributed only in a few southern communities—and built it, with large reliance on radio, into "the established national leader" in its field was related to the RAB National Radio Advertising Clinic last Thursday by Milner President Howard S. Cohoon.

For the first nine months of 1955, Mr. Cohoon said, 60% of the advertising budget went into radio. Over the past half-dozen years radio's share has averaged 46.5%. Results? Last year's sales were up 60% over 1953's; for the first nine months, this year's are up almost 35% over last. Sold as he is on radio, however, Mr. Cohoon wonders if radio men themselves are selling their product as hard as they should in all quarters. Condensation of Mr. Cohoon's speech, which also outlines the build-up Milner is giving its Perma starch, appears below:

THE FIRST JOB tackled by our agency [Gordon Best Co., Chicago] and us was to determine the many different uses to which Pine-Sol might be put. Instead of coming up with six or ten or a dozen uses, we actually uncovered more than 40. These uses ranged all the way from cleaning kitchen floors and bathroom walls to disinfecting sick rooms or children's playpens. What's more, we found that Pine-Sol, added to wash water, was a wonderful thing for preventing yellow-gray dinge in nylon garments, and making all garments whiter or brighter.

Armed with this data we were ready to start planning and preparing our advertising. Birmingham, Ala., was selected as our first test city. And right here I know you gentlemen would like me to say that we loaded our guns with radio and captured our objective in a blaze of kilocycle glory. But it was not quite that simple. Radio, however, did play a key part in helping us achieve our objective. Actually we used both radio and newspapers, obtaining the fullest possible merchandising support from each type of media. Results were checked very closely. And when we were satisfied we had developed a pattern, we commenced to move market by market. At first we confined ourselves to the South and Southwest, where the merits of pine oil were better known than they were up North. From Birmingham we went to cities like Atlanta, Memphis, New Orleans, Dallas, Houston and so on.

In every city we found that radio, plus some newspaper advertising represented the primary advertising mediums for us. Not only was this combination effective for getting our story across to the consumer, but we found it highly merchandisable to the wholesale and retail trade. This latter factor was extremely important to us, because you can appreciate that our toughest and most vital problem was to get the big chains and super markets to stock our product. These big outlets are never pushovers, as all of you well know. And they certainly were not pushovers for us. But Pine-Sol's advertising gave us a convincing story to tell. This merchandising value, plus the consumer demand which our advertsing helped to develop, succeeded—sometimes soon, sometimes later—in getting our product stocked by leading chains and supers in every city we entered.

One thing we learned early about radio broadcasting has guided us ever since. At least for *our* product, we found that "personalized" selling over the air, by an accepted, well-known personality, accomplished the best results. This has led us to select what we call radio sales personalities insofar as possible when choosing our programs. And we find that it works.

After the first year, when we had pretty well covered the South and Southwest, we decided to break out in the North. We realized that this would be the severest test of all. Here we were, with a "type" of product virtually unknown up North, and a brand name totally unfamiliar.

We studied our maps and marketing statistics and decided to make our first Yankee descent upon Chicago. We followed the advertising pattern we had adopted earlier, looking for an outstanding radio personality to sell our Pine-Sol to Chicago housewives. We found what we were seeking in Paul Gibson and his *Housewives Protective League* over WBBM.

Gaining distribution in Chicago was no cinch. It was not too difficult to crack a share of the independent food stores. But the chains came much more slowly. They didn't know Pine-Sol —they didn't *want* Pine-Sol. They said "when there's a demand, we'll stock it." And I more than half suspect they never thought there would be a demand.

But we fooled them—that demand *did* come. And Paul Gibson, our Pine-Sol radio salesman, played an important part in bringing



MR. COHOON

about this result. One by one the chains and supers fell—National, A & P, Kroger, Jewel, Hi-Lo, and so on. Today Pine-Sol enjoys strong shelf display in all Chicago super markets. It's as staple as a bar of Ivory soap—an item of known and proven turnover.

I'm not going to bore you by taking you on a Cook's tour of the United States to relate our progress city by city or area by area. But we did move on—Detroit, Cleveland, Buffalo, and so on and on until our distribution finally encompassed even the Pacific Coast areas.

As we moved along, we appointed food brokers to represent us locally in each area. We have 125 brokers today, servicing all parts of the country, including Canada. Everywhere the same general advertising pattern was adhered to, with radio playing a prominent part.

All this wasn't accomplished overnight. Not by any means. We aimed to build solidly. And to do that took time. You must remember that ours was not a Proctor & Gamble situation, with a ready-built sales force in every section of the country and an inexhaustible bankroll to play with. We had to crawl, then creep, then walk before we could ever hope to run. By the end of our third year we had reached a very good semblance of complete national di tribution.

At this point, we felt we were ready to co sider types of advertising affording nation rather than just local coverage. Because our local experience with radio, we decided t make network radio our number one mediun

Having made this decision, we were imm diately confronted with the question: Wh "kind" of radio? What sort of program? A what time, on what day, where, and how?

We had been noticing a young man in radi and on television—a young comedian wh looked to us like a comer. We liked him—nc only as an entertainer, but because we believe we sensed in him the kind of radio salesma who could effectively "sell" our product to th housewives of America.

This man was Robert Q. Lewis. Bob wa working closely with CBS. So we went to CBS

We didn't find CBS at all reluctant. Befor we knew it we were confronted with a tap recorded audition of the *Robert Q. Lewis Sho* —Robert Q., the Chordettes, background musi and all the trimmings.

We listened—and we liked what we heard Most of all we liked the way Bob Lewis talke up the good points of Pine-Sol. Bob was ou boy and we knew it. So the next logical dis cussion was about time availabilities. Afte looking over all the offerings, we settled o Saturday morning—a time when we felt w could get a good audience for a once-a-weel show—and a time when we would reach man housewives before their Saturday shoppin began. When we had settled that, we wen through the formalities of signing a contract And there we were, set to go—with an 86-sta tion network radio show under our belts an high hopes for the further progress of Pine-Sol

Frankly, we didn't expect too much from ou 15-minute once-a-week radio program. W looked upon it primarily as a holding operation We considered it the cheapest and most effec tive means of holding our position and support ing our brokers all over the country.

But we had a most pleasant surprise in store It wasn't long until we saw that radio was doing a lot more for us than just a holding job. Letters from housewives started coming. These letters were written from all over the country— literally by the bushel—letters saying "I heard about Pine-Sol on your *Robert Q. Lewis Show*. My store doesn't have it. Please tell me where I can get it." Every one of these letters was followed up through our brokers and salesmen. The names of non-stocking stores were obtained —and, armed with these letters from the retailers' own customers, we found little trouble in persuading retailers to come into the Pine-Sol fold.

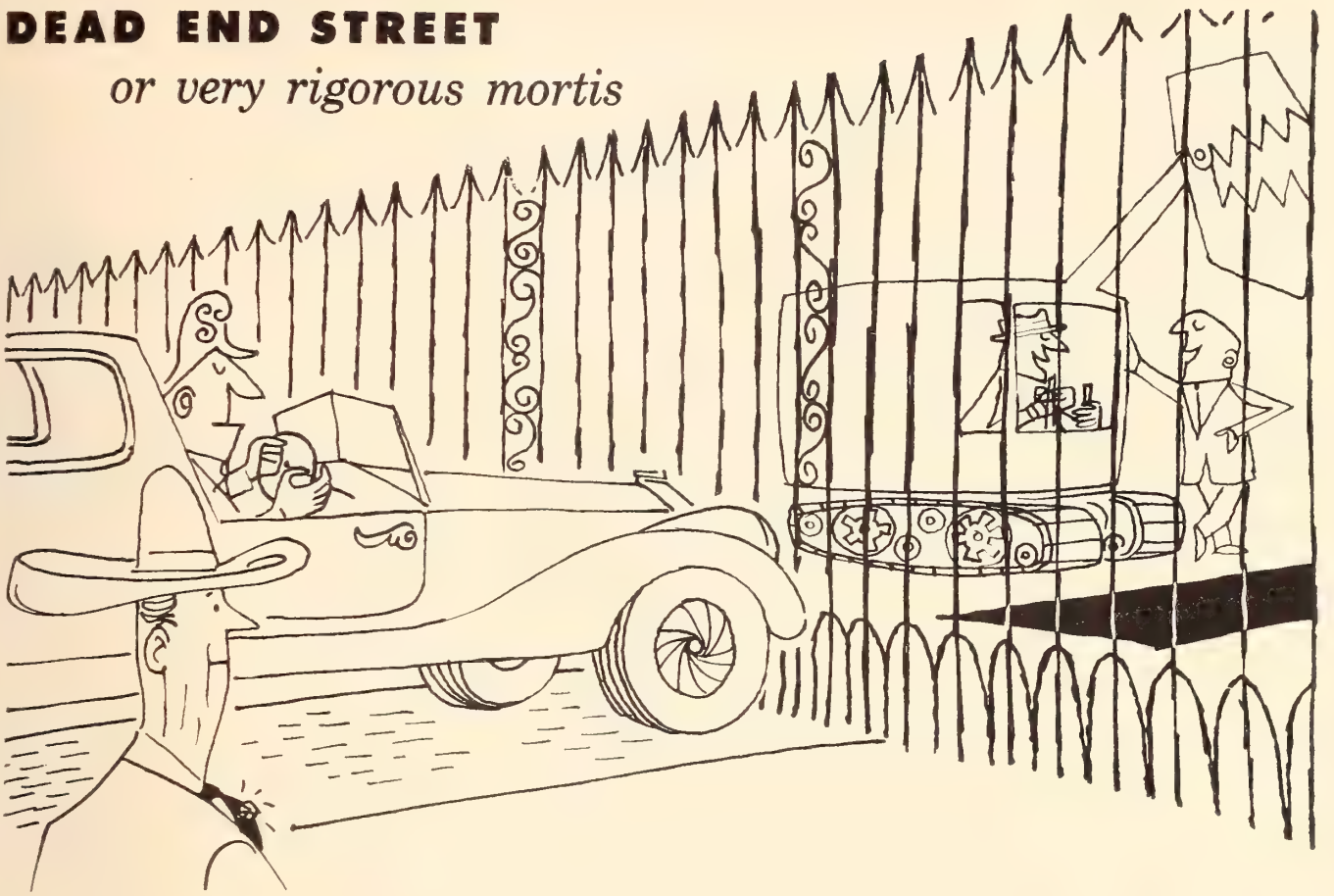
By the end of the first year's network broadcasting, our Pine-Sol sales had increased a healthy 25% in network cities. And, ladies and gentlemen, to use the vernacular—that ain't hay.

We can thank network radio for that gratifying result. Yes, and equally important from our point of view, a great share of the credit must go to the personal salesmanship of Robert Q. Lewis.

From the moment we first signed, we commenced to merchandise Lewis with all the power at our command. We merchandised Bob

DEAD END STREET

or very rigorous mortis



A tourist driving along a Texas Panhandle road passed a cemetery with an excavation and stopped to chat with the steam shovel operator who had just completed it. "That big hole over there with the ramp—what's it for? Some mass burial after a local catastrophe?"

"Nope," the operator replied, "it's for one guy. Funeral is due any minute."

Intrigued, the traveler waited. The hearse, a glistening Rolls Royce limousine, followed by a long line of cars, appeared shortly. Inside the Rolls was a commanding figure in snow white ten-gallon hat, silk shirt, gabardine suit and hand-tooled high-heeled boots. Close inspection revealed a long, unlighted cigar in the man's mouth. The chauffeur drove the Rolls down the ramp, walked out of the grave and signalled for the steam shovel operator to start filling.

"Man," commented the tourist, "those Texans sure know how to live!"

* * *

Amen. Amarillo is also first in the nation in retail sales per household.



KGNC - AM & TV

Amarillo

NBC AFFILIATE

AM: 10,000 watts, 710 kc. TV: Channel 4. Represented nationally by the Katz Agency

Why is nighttime Radio like

Too much emphasis in one place! Too much of nighttime radio is still designed for the living room . . . for family listening. But radio has left the living room! People are listening to radio a *new way* . . . radio has become the *other room* medium, the *personal* medium. To the man in his den, the wife in her kitchen, the kid in his bedroom, the driver in his car, radio is an intimate thing—a close, personal friend. That's why ABC Radio has developed a *new concept* of sound broadcasting . . .

NEW SOUNDS FOR YOU

Listen! NEW SOUNDS FOR YOU is a new specially-tailored concept for today's listener, and today's pattern of radio listening. Here, for the first time, is nighttime programming of short, regularly scheduled features of enormous personal interest to the individual.

Listen! NEW SOUNDS FOR YOU—two and one-half hours of new programs every Monday through Friday (7:30-10:00 PM, NYT)—starts October 26th. In concept and approach, it is absolutely brand new in major network radio. Each half-hour is a 25-minute program comprised of *5-minute and 10-minute* segments, plus a five-minute newscast. In this exciting new pattern, each thematic program (Events of the Day . . . The World Around You . . . Your Better Tomorrow . . . Sound Mirror . . . Offbeat) is lively, informative, personalized listening on a continuing basis!

Listen! NEW SOUNDS FOR YOU is an enormous opportunity for advertisers: the opportunity to sponsor complete, regularly scheduled 5- and 10-minute segments of NEW SOUND at a cost that is remarkably low. It is nighttime radio's most efficient, most modern, most exciting buy! Let us give you all the facts and figures. Phone ABC Radio today!



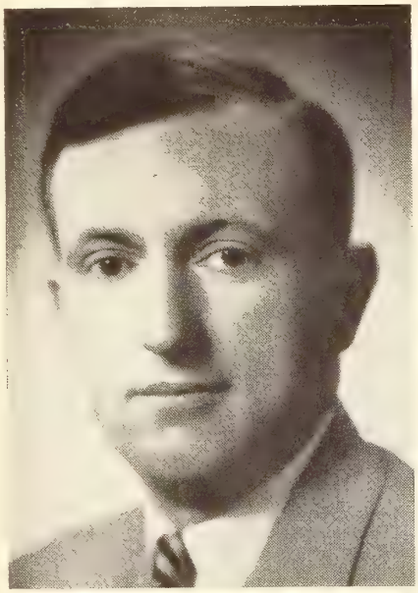
. . . . the new

Grandma's Bustle?



sound of ABC Radio

HE LINED IT UP



RAB PRESIDENT Kevin Sweeney was responsible for setting up that organization's first annual National Radio Advertising Clinic. He was assisted in arranging the program by national promotion director J. Norman Nelson.

to the trade, and we sold him to the public. Well known and well liked, a personality of this kind adds a lot of extra fuel to the merchandising fire. From time to time, we have even gone so far as to adjust our package labels so that Lewis' picture appears right on the bottle. We use his picture on all our display pieces, and in our literature—and in magazine and newspaper ads. We have had Bob appear in person at sales meetings. In every conceivable way, we endeavor to cash in on his popularity. That is part of what we are paying for. We intend to make the most of it.

Has Pine-Sol advertising paid off? It has. Today Pine-Sol is sold in all parts of the United States. Moreover, its reputation has spread far beyond the continental United States. Pine-Sol is now sold in 16 foreign countries. Here at home, it has become a staple item of assured profitable turnover in all the leading chains and most independents. As would be expected, imitators have sprung up in some localities. But Pine-Sol is today the established national leader by so great a margin that there is not even a close runner-up. Radio helped put Pine-Sol where it is today. And we intend that radio shall keep it there.

As with so many companies that build a business on a single product, we eventually reached the point where the addition of another product appeared desirable to support our expanding sales organization. Consequently we commenced looking around to see if we couldn't find a worthy stablemate for Pine-Sol. About a year ago, we ran onto an opportunity that seemed to us to be just what we were looking for. The product was called Perma starch—a very special kind of starch that penetrates the fabric. One starching will last 10 to 15 washings, and housewives like that feature.

By coincidence, Perma starch had been on the market about the same length of time as Pine-Sol. It had national distribution and loyal consumer acceptance. After extended negotiations, we took over the Perma starch business about the first of this year. We began at once to apply the merchandising and advertising formulas used so successfully for Pine-Sol. This, of course, included the use of radio advertising. By purchasing an extra segment on the *Robert Q. Lewis Show,* we were able to put our master salesman to work immediately for our new product.

We are very happy about results this year on Perma starch. During the first nine months of 1955, Perma starch sales exceeded those of last year by just 107%! I won't give radio all the credit for that achievement, but it has played its part without any question.

Our plans for next year call for an expanded use of radio for both Pine-Sol and Perma starch. Network-wise, in addition to the *Robert Q. Lewis Show,* our products will be advertised on *Breakfast Club, Amos 'n Andy,* and the *Bing Crosby Show.* In addition to radio, we shall use magazines, newspapers and some spot tv. But radio, as in the past, will be our major medium, the backbone of our effort.

Don't let anyone fool you about radio. Radio today is a vital, vigorous, live selling force that delivers its punch at a blow-by-blow cost far lower than anything else on the market. Don't sell radio short.

I know that you people in radio have problems. And one problem you have is being brought home to me forcefully, and all too often, by my brokers and customers.

As sold as I am personally on radio advertising, I no longer find that same acceptance from my brokers and salesmen and customers. I'm sorry that I have to say this, but it's true. They don't respond to radio like they formerly did. The glamor girls, the sirens, have caught their eye. And it isn't just television. Look at the terrific job of merchandising done on the trade by magazines like *Life* and others. The trade is being lured away from radio—unjustly, I am sure, but that doesn't alter the facts of life.

Ladies and gentlemen, are you doing anything *you* can to sell and re-sell the value of your medium to food brokers, and wholesalers, and retailers and others who carry the products *you* hope to advertise? Remember, their opinions, their desires pack a lot of weight at the time media lists are being made up. It helps your cause immeasurably when they favor your medium.

I hope you will forgive me for this observation. But the subject is an important one to me. I am sold on radio—but it would help me a lot if my brokers and customers understood its value as I feel that I do. The responsibility is yours. No one else can do it. But as I view it, it is one of radio's most important problems.

Let me repeat. Today as ever, radio is a lusty, vigorous influence on the consumer. But it must have that same vigor when applied to the trade if it is to enjoy the full fruits of success to which it most assuredly is entitled.

And when I say "entitled," I use the word advisedly. I hear many products advertised on radio today that have a quick and ready-built appeal to the housewife—such as foods, cosmetics and so on. "Glamor products," I call them. And I am sure radio must be doing a good job for these products or they wouldn't be on the air.

Pine-Sol, on the other hand, is anything but a glamor product. It's a tough product on which to make that first sale. Actually, we don't expect one message to move a lot of our merchandise. We feel that we must depend upon repetition. We find radio the cheapest, the most economical means we know of to achieve repetition.

Hence we can say definitely and positively, from our own experience, that radio can and *does* sell tough products. If you have a tough product to sell, my advice is, use radio!

Barnes, Sarnoff Set Eastern AAAA Talks

HOWARD G. BARNES, vice president in charge of network programs, CBS Radio, will share the platform with Robert Sarnoff, executive vice president, NBC, in a discussion on "Network Radio Programming in a Tv Age" at the eastern annual conference of the American Assn. of Advertising Agencies, being held today (Monday) through Wednesday at the Hotel Roosevelt in New York [B•T, Oct. 10].

The radio-tv programming meeting will be held Wednesday morning. Also scheduled, but unreported last week, is a talk by Horace Schwerin, president of Schwerin Research Corp., New York, before the copy and art group meeting Tuesday afternoon. Mr. Schwerin will explore how a tv commercial's sales effectiveness can be increased by improving its "mood." He will illustrate his talk with kinescope examples. Another principal speaker at that session will be Leo Burnett, board chairman, Leo Burnett Co., Chicago, whose topic is "Finally—There Has to Be an Ad." Harold L. McClinton, president of Calkins & Holden Inc., New York, will preside over the copy and art session.

Other meetings scheduled cover media, account management and servicing, research, business and industrial advertising and marketing.

Bailey Joins McCann-Erickson

ARTHUR A. BAILEY, former president of Ward Wheelock Co., Philadelphia, has been named executive vice president, Marschalk & Pratt Div., McCann - Erickson, effective Nov. 1, it was announced last week by Samuel L. Meulendyke, president of the division.



MR. BAILEY

Mr. Bailey left the Ward Wheellock agency in 1954 to join Harry B. Cohen Adv. as a vice president and member of the agency's account management group.

Forrest to Hicks & Greist

DR. C. DORSEY FORREST, professor, marketing and advertising, Indiana U., has been named director of marketing and research, Hicks & Greist, New York, it was announced last week by Harold Greist, president of the agency. Dr. Forrest had been associated with BBDO, Benton & Bowles, and Needham, Louis & Brorby agencies, taught advertising and marketing at the U. of Southern California, Texas Christian U., Ohio State U., U. of Washington and Northwestern U.

Forest Joins Esty Co.

JOSEPH FOREST, vice president and creative director, Transfilm Inc., New York, has joined William Esty Co., New York, as executive producer in tv commercial dept., it was announced last week by James J. Houlahan, president. Mr. Forest has been assigned to Colgate-Palmolive Co., General Mills, and R. J. Reynolds Tobacco Co. accounts. At Transfilm, Mr. Forest was said to be responsible for the first commercials to win a "Sylvania Award." He also wrote and produced the 1955 Golden Reel Award Film, "The Story of Light."



It's a Series of Hour-Long Coast-to-Coast Telecasts of the One and Only Grand Ole Opry!

WSM's Grand Ole Opry stars rolled 'em in the aisles from coast-to-coast for 30 years on radio. Now Purina sponsors a series of Opry Spectaculars—one every fourth week starting October 15th—bringing the Grand Ole Opry cast of 125 entertainers to 130 markets coast-to-coast via the ABC-TV network. It's further recognition of the potent selling power of the Grand Ole Opry.

WSM-TV

CHANNEL 4 - NASHVILLE, TENN.
NBC-TV AFFILIATE
Clearly Nashville's #1 TV Station
Irving Waugh, Commercial Manager
Edward Petry & Co., Inc., National Advertising Representatives

VIDEOTOWN'S TV APPETITE GROWS APACE WITH MEDIUM

In its eighth annual report on a town picked in 1948 as a test city, Cunningham & Walsh finds that even more viewers are being attracted to the medium. Furthermore, tv families are increasing total number of hours before the set. Radio listening in these homes continues to remain high.

TELEVISION viewers—and there are more of them—are devoting more of their leisure time to watching programs which they select with greater care.

The appetite of the American family for tv has increased even as the medium continues to attract new fans, according to the 1955 Videotown report released last week by Cunningham & Walsh.

What about other habits of the average American family?

The pattern of adjusting the work-and-play schedules to fit tv viewing—a pattern which for the first time was being set among families last year—has continued. The housewife gets her chores done during the day, grouping morning and afternoon work so as to accommodate favorite tv fare in those periods and leaving her free to spend evenings with tv.

Repeating the trend of last year, the family is reading more and attending more movies. Radio listening in the tv homes is about the same.

This is the eighth Videotown report by Cunningham & Walsh, New York advertising agency, which since 1948 has been conducting the study of trends in tv sales and set usage and the impact of television on family life in Videotown. The town actually is New Brunswick, N. J., which has a little more than 30,000 population and is located 30 miles from New York, within good service range of the city's seven tv stations.

More Videotowners (17% or nearly double the number last year) have seen color, and two-thirds of this number prefer it to black-and-white.

But economic considerations keep a tight purse string on potential purchases. Videotowners, reports Cunningham & Walsh, are not anxious to pay high prices for color.

They will pay, on an average, $336 for a color set with an 18- to 21-inch screen (a price which is well below the cost of color sets currently being marketed). Thus, although interested in color, viewers are content to wait patiently until receivers enter popular price brackets. While viewers are not willing to buy color sets now, some 25% of those expecting to buy tv sets in the future thought they would purchase those which can receive color.

Because the World Series this year was telecast in its entirety in color, C & W made a special survey of Videotown's dealers just after the series ended. Eleven major dealers who were interviewed reported five color sets sold—two to bars and three to private individuals.

Dealers report they do not expect to sell many color receivers next year (1956), because of price and because customers do not feel that the "handful of color shows on the air warrants the extra cost."

Gerald Tasker, vice president and director of research at C & W, says that in the days before television the housewife spread out her work leisurely over the whole day. That schedule now is out. When tv came around, Mr. Tasker explains, she began to organize her work in mornings or around dinner time to free her evenings for viewing and other activities. In 1955, he says, the housewife has continued this pattern of budgeting time except that she is watching her favorite morning and afternoon programs between concentrated work periods.

The Videotown wife now watches an average of more than 3½ hours per day, about 10 minutes longer than last year. Of all the wives, 92% view their sets sometime during the day or evening. In the morning, viewing has fallen off a little (to 17% from 22% in 1954). Mr. Tasker believes this drop probably can be attributed to telecasts last year of Army-McCarthy hearings. Afternoon viewing by women is still going up, however, and now is at 27%, nearly triple the 10% in 1951 and more than 1952 (18%), 1953 (19%) or 1954 (25%).

All day viewing averages of both wives and families have increased substantially (92% for wives, or 20% more than in 1951, 87% for all people, or 17% more than in 1952).

Radio listening in tv homes finds the average of wives tuned in to be stable (52% this year and last) but the average of family listening is up (from 30% in 1954 to 33% this year). Slight drops in radio listening in the daytime are evidenced by wives but the average for the family in the daytime is at the same level as in 1954, except for morning listening which is up.

In about 10% of the tv homes, radio and tv sets were turned on at the same time at sometime during the day. Total hours of wives' tv viewing, all day, are 3.76 this year as compared to 3.41 in 1954 and 3.07 in 1953. For the family (all people), the all day tv hours viewed are 3.11 this year compared to 2.77 in 1954 and 2.68 in 1953. Total hours of wives' radio listening, all day, is 1.19 compared to 1.25 in 1954 and 1.29 in 1953. For the family (all people), the total listening hours is 0.57 this year (same as last year and 0.56 in 1953).

Viewing of both old tv owners and newer set owners follows generally similar patterns, with husbands and wives doing most of the viewing during the weekday evenings when the family is gathered around the set. Average for husbands per weekday evening, when they watch, is slightly higher than for wives, but a little lower in total hours of evening viewing. Contrary to popular belief, children under 10 spend the least amount of time watching, some 11 hours a week, Monday-Friday, although their teen-age brothers and sisters watch from 12 to 13 hours.

A trend toward greater selectivity continues unabated with each member of the family watching longer during the week but not spending as many hours viewing on any one evening as in the past. Nineteen out of 20 sets are turned on for 4¼ hours each evening. Dad and Mom watch more than 14 to 15 hours, respectively, Monday-Friday (evenings).

The Videotown study continued to ask opinions as well as gather viewing habits. This year, families were asked if there were conflicts among members in the choice of programs. About 30% said there was dissension. The data gathered indicated that Dad still rules, particularly when major sports events are being televised. In over half the cases of opposing favorites in programs, Dad got his way; Mother's wishes were victorious in more than a quarter of the cases while the children had their way the rest of the time.

Magazine reading increased 50% over last year while the number of weekday night movie attendances jumped 60% over 1954.

Videotown residents with tv sets are likely to have more than one radio in the house, and one set usually is in the kitchen. Of the 76% of tv owners who also own cars, some 85% of the cars are radio-equipped.

The purchase of tv sets has been going down steadily in Videotown as saturation approaches (87% as of last May), although last year marked a surprise reversal of the trend when 1,793 sets were sold. A substantial number (25%) bought last year because of reduced prices and special offers. Many set buyers had not expected to purchase a receiver but then found themselves in a position to do so. Still others (a small percentage) had been waiting for color but gave up because of price. Some, for example, found it cheaper to buy a new set than to repair the old.

The latter reasoning also accounts to some extent for the second-set market not coming up to expectations, Mr. Lasker notes. The number of two-set homes in April 1954 was 5% and in June 1955 the figure was 7%. Most of the new two-set owners, it is found, keep their old set around until the tube wears out, thus the net number of two-set owners has remained small. Favorite room for the second set is the bedroom (44%) or the recreation room (33%). One-set owners do not, as a rule, consider a second set because they either feel they do not need another or because "the house is too small."

In past years, sales to new owners accounted for more than half of total tv set sales. But in

OFF AGAIN



FOR THE PAST eight years Cunningham & Walsh interview teams like this one have been detraining at the New Brunswick, N. J., station to study the impact of television. They have watched tv habits mature with the medium. They have seen novelty viewing turn into reliable patterns. This year they saw that:

- Work-and-play fit tv viewing.
- Reading and movie-going are up.
- People are cool toward color at present prices.
- Radio listening remains high.

A SINGLE MARKET STATION IN A SEVEN STATION AREA



The expected is a reality . . . . "Pulse" proves that in the rich 25 county "Southeast Alabama" market, WSFA TV is winning . . . WINNING BIG . . .

SHARE OF AUDIENCE

	Total WSFA TV	Total six TV stations
7 AM—12 Noon	77	23
12 Noon—6 PM	68	32
6 PM—11 PM	64	36

A success story built on know-how . . . Let your Katz Man give you the details.



THE OLD ORDER CHANGETH . . . Giving way to the new . . . thru the miracle of television . . . WSFA TV . . . Powerful . . . 316,000 watts . . . NBC affiliate . . . programmed by men of experience to such perfection-that most people-view WSFA TV-during all periods . . . morning . . . noon . . . and night . . .

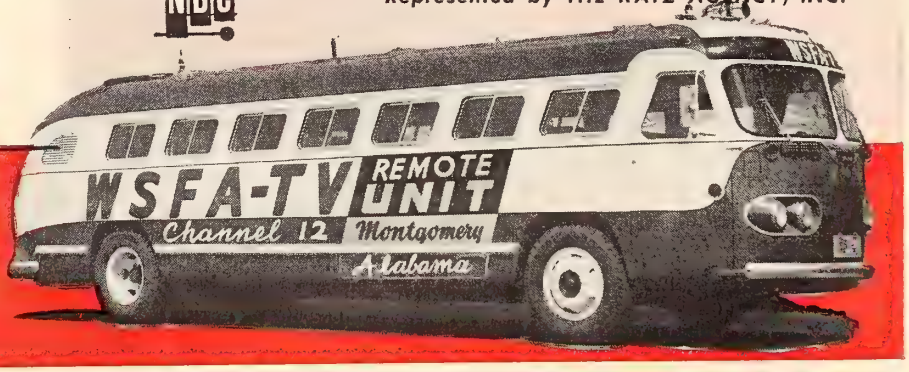
Your message will be seen more . . . mean more.

Dominant in all phases . . . More dominant in local news coverage . . . Fully equipped for remote pick-up or film.

Producing continuous up-to-date AREA news coverage makes WSFA TV a home town station wherever viewed.

NBC

Represented by THE KATZ AGENCY, INC.



Owned and operated by
THE OKLAHOMA PUBLISHING CO.
The Daily Oklahoman, Oklahoma City Times,
The Farmer-Stockman,
WKY, WKY-TV, WSFA, & WSFA-TV

VIEWING AND LISTENING HABITS IN VIDEOTOWN

This table illustrates how people in Videotown through the years have watched television and listened to radio. These statistics pertain to television homes. Figures show percent of people watching or listening to their home sets at some time during the period indicated.

	WATCH TV					LISTEN TO RADIO				
	1951	1952	1953	1954	1955	1951	1952	1953	1954	1955
Wives										
Morning	2%	10%	12%	22%	17%	25%	33%	42%	45%	43%
Afternoon	10	18	19	25	27	15	19	16	17	13
Evening	71	73	78	79	89	7	13	12	15	14
All Day	72	76	80	83	92	34	42	50	52	52
All People—Average										
Morning	1	5	8	14	11	10	15	12	23	25
Afternoon	7	15	14	16	20	6	9	8	8	8
Evening	68	70	73	74	85	5	8	9	10	10
All Day	70	72	76	77	87	16	22	28	30	33

the first few months of 1955, the trend was reversed for the first time with only one-quarter of the sales to new owners. C & W predicted that in the future sales will have to come from replacement of small screens, from worn-out sets and from newlyweds.

Of those who are interested in buying a new receiver, 32% (compared to 50% last year) would do so because of a desire for a larger screen but 40% (compared to only 14% last year) wish a new set because of the receiver's poor performance (indicating a rise in the replacement factor). Some 16% would like a new receiver as a second set. Although last year some 9% said they wanted a new set in order to get color, nobody this year gave this as a reason. (In fact, C & W reports a continuing decline in color interest as an incentive to buy a new receiver—17% in 1953, only 9% in 1954 and 0% this year.)



MR. TASKER

The 21-inch tv set by far dominates all other screen sizes in tv set sales. In the first six months of 1954, 69.2% of the sales in Videotown were of that size, and 60.4% for the second half of last year. Second largest group is the 17-18-inch size (10.3%, first half of last year; 22.9% for second half of the year).

To return to the "average tv family" in Videotown, these comparisons are made: the average size of two-set families is 5.42; of families who replaced their tv set, 3.98; of all tv families, 3.53; of new tv families, 3.03; of non-tv families, 2.11. These figures compare to an average Videotown family of 3.35, or only .18 less than the average tv family in Videotown.

Nielsen Plans 2d Study Of Radio-Tv Coverage

SECOND nationwide Nielsen Coverage Service study on radio and tv ownership and station coverage will be undertaken early next year by the A. C. Nielsen Co., it was announced last week by Arthur C. Nielsen, president. He described it as "the industry's first new survey of this type in four years."

The decision to proceed with NCS No. 2, Mr. Nielsen said, stemmed from the results of a comprehensive industry-wide survey of broadcasters, advertisers and advertising agencies completed recently by the Nielsen organization. More than 800 replies to this survey, Mr. Nielsen said, "indicated broad support of new radio and tv coverage measurements, county by county, and urged that they be undertaken as soon as possible." He reported that 72% of the replies from radio stations and 86% of the tv station replies "indicated intense interest in such measurements, while agencies and advertisers were equally vocal in their expressions of need for new studies."

The Nielsen organization began measuring network and program audiences in 1936. The first Nielsen study of individual station coverage —referred to as NCS No. 1—was made in 1952, covering both radio and tv stations and networks. During the fall of 1953, the firm conducted an interim television ownership and coverage study for CBS-TV. Mr. Nielsen observed that no figures on radio or tv station coverage have been available for general subscription since the 1952 survey results were published.

Mr. Nielsen noted that the decision regarding the timing of NCS No. 2 had been withheld until now, pending clarification of plans of the NARTB Tv Circulation Committee. He explained that he had hoped that the results of the committee's study might have been available for reference in planning NCS No. 2.

"It is now apparent," Mr. Nielsen continued, "that this is not feasible in view of the committee's recent announcement that their tests are not yet completed and that their recommendations will not be forthcoming this year or next."

Mr. Nielsen also pointed out that this NARTB project is confined to tv, and added that there is "substantial" industry demand for early remeasurement of both radio and tv station coverage.

$200,000 Weekly Campaign Planned for Tv by Antell

CHARLES ANTELL Inc., Baltimore and New York, through Product Services Inc., plans to spend $200,000 weekly for time alone in a pre-distribution, saturation tv campaign of Super Lanolin Liquid.

The television campaign includes sponsorship of *Ted Mack Show*, NBC-TV, 3:15-3:30 p.m., five times weekly, effective Oct. 7, with an expenditure of approximately $50,000 weekly. This is in addition to the company's sponsorship of *Search for Beauty* on NBC-TV daily, 10:30-11 a.m., costing $50,000 weekly. The cosmetic firm also is negotiating for two nighttime half hours on ABC-TV plus an hour and a half spread on *Ozark Jubilee*.

Boyle Heads Trendex Survey; Neu Is Successor at Starch

DR. D. MORGAN NEU, technical director for tv research, Daniel Starch & Staff, has been named director of the Starch television program, succeeding Jack Boyle, who has resigned to head the newly formed Qualitative Research Inc.



DR. NEU

Qualitative Research is a separately operated subsidiary of Trendex Inc., New York, which will handle reports on selected tv commercials or programs, using primarily the immediate recall technique. Mr. Boyle, who was a vice president with Starch, has been elected president of Qualitative.

Dr. Neu, who joined Starch in 1950, has been instrumental in developing the present Starch programs on tv commercials. Starch immediate recall studies of tv commercials are the outgrowth of more than five years of experimentation by the organization into means of "economically measuring the effectiveness of television commercials" Starch will continue to make available to clients data—norms, analyses and kinescope recordings—of hundreds of commercials studied to date.

Qualitative's offices are at 535 Fifth Ave., New York; Tel.: Murray Hill 7-5060.

Pure Maple Syrup Group Not Yet Set on Agency

100 PERCENT Pure Maple Syrup Institute, St. Johnsbury, Vt., recently established association of leading packers and producers of maple syrup, has retained Bosh Stack Assoc., New York public relations firm. New complete PR campaign will make use of filmed tv shorts on the maple syrup industry, clarifying the differences between pure and blended maple syrups.

Though the institute plans to make full use of spot radio, no plans have as yet been drawn up since no agency has been picked for the organization. Currently, "eight to 10 agencies are handling the radio and television business of the various producers throughout the U. S. and Canada," according to Bosh Stack, account executive and president of his own firm.

Thomas, Siddall Elected To Procter & Gamble Board

EDWIN J. THOMAS, president of the Goodyear Tire & Rubber Co., Akron, Ohio, and Kelly Y. Siddall, vice president of Procter & Gamble, were elected to the board of directors of Procter & Gamble, Cincinnati, by the shareholders at their annual meeting last week.

In his annual report to P & G stockholders, R. R. Deupree, chairman of the board, predicted that the company's business "will continue good during the next year." Continued emphasis on research projects and the organization of P & G's business into separate, well-defined lines of activity were cited as two major efforts by P & G to meet the competition in its industry.

WHO

Recommends Revision of Federal Transportation Policy?

WHAT

Are Some of the Major Revisions Recommended?

WHY

Legislation to Carry Out These Recommendations Deserves Your Support.



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"WHY NOT LET COMPETITION WORK?"

NAME.....

ADDRESS.....

CITY..... STATE.....

KAROL SEES NEW RADIO 'DIMENSIONS' IN TALK TO CENTRAL AAAA REGION

Two-day annual meeting of Central AAAA Region in Chicago features workshop sessions on several topics. The most popular topic: '$64,000 Question' and how it's working.

RADIO has "found itself" and soon there will be additional "new dimensions of use and usefulness to broadcasting," John Karol, vice president in charge of CBS Radio network sales, told the AAAA Central Region last week.

Mr. Karol spoke at a media session of a two-day council annual meeting at Chicago's Conrad Hilton Hotel. The workshop sessions were held concurrently on such topics as media, copy and art work, account management, research, merchandising-marketing, tv creativity and production of commercials. Vincent Bliss, president, Earle Ludgin & Co., presided as AAAA Central Region chairman.

On the lips of most AAAA speakers was CBS-TV's *$64,000 Question*, with added comment on panel-audience shows by William Todman, Goodson-Todman Productions.

Mr. Karol told AAAA delegates that advertisers can reach a weekly audience of about 22 million people for $8,400. He added:

"I don't know what $64,000 would get you, but one-third of that amount will bring your advertising to some 50 million people."

Whether advertisers are inclined toward full program ownership or sponsorship or emphasis on frequency, he asserted, "network radio is now in a position to fulfill the individual requirement of any acceptable product."

There have been three factors in the "patterns of listening," Mr. Karol declared: television, the omnipresence and omniprescience of radio in every room and radio's sheer size—132 million sets.

The "truly long life personal radio" will be developed as the result of the transistor, even in console models, Mr. Karol felt. He stated: radio no longer will be tied down by its "umbilical power cord or handicapped by short-lived battery packs.... The time is not distant when radio will be the constant companion of virtually everyone."

Other points made by the CBS radio executive:

- For most advertisers a carefully coordinated combination of media is usually the "most satisfactory."
- Automotive manufacturers need not eliminate the color shots of their newest models in printed media but, equally they should tell people "about the superiority of [their] make through radio."
- Radio and tv are becoming "an increasingly valuable combination of media." Advertisers are abandoning alternate day-after-day sponsorship patterns and other slottings in television and a goodly number of them who used tv to introduce new model products are, through their agencies, "studying or using radio schedules for these products."

Appearing with Mr. Karol on the Thursday media panel, under chairmanship of George A. Bolas, media director, Tatham-Laird Inc., Chicago, were Mr. Todman of Goodson-Todman; Taft B. Schreiber, vice president, Music Corp. of America; Arthur H. (Red) Motley, president, Parade Publications Inc., and Edward von Tress, vice president, Curtis Pub. Co.

AAAA's Central Region held a closed management session Thursday morning, with discussion centered on the government's anti-trust complaint against AAAA and media associations on the traditional 15% commission and other factors. No formal action was taken, however, and no statement was forthcoming from Mr. Bliss as of late Thursday.

Frederic R. Gamble, AAAA president, was moderator over a panel including Henry G. Little, president, Campbell-Ewald Co., Detroit and AAAA board chairman; Robert D. Holbrook, president, Compton Adv. Inc., New York, AAAA vice chairman; J. D. Danforth, vice president, BBDO, New York, and George Link Jr., New York, AAAA general counsel.

In other sessions, on general topics, speakers were Edward J. Lauesen, Fuller & Smith & Ross; Maurice H. Needham, president, Needham, Louis & Brorby Inc., with panel Chairman Joseph H. Epstein, Fitzgerald Adv. agency, AAAA director, and panelists Walter Buchen, The Buchen Co., and Emerson Foote, Rippey, Henderson, Kostka & Co., AAAA director.

Always New Ideas

Mr. Todman (*What's My Line, I've Got a Secret*, other panel shows) stressed that advertising brains and creativity will always develop a better program—"the right program for the right product at the right time," even where network and station time periods are sold out. He discussed secondary merchandising and noted that unexpected programs in unexpected time slots frequently do a selling job.

A concurrent session on copy and art featured Arthur Tatham, president, Tatham-Laird



COLORADO, MASSACHUSETTS, OREGON, WASHINGTON

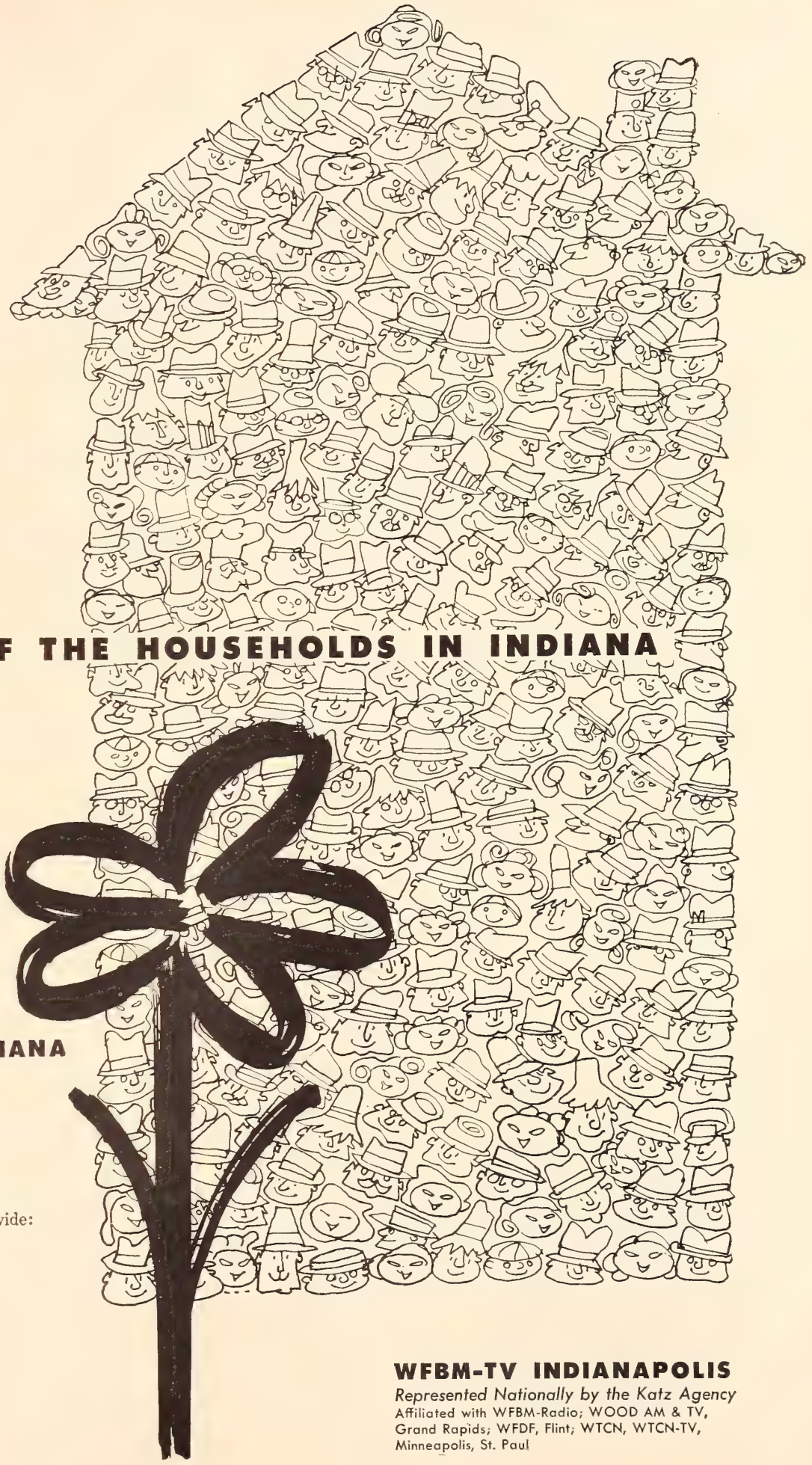
These preliminary state and county figures from the U. S. Census of Agriculture show the number of farms with television sets in October-November, 1954, when the census was made. Figures are projected from a survey covering 20% of all farms. B•T will present farm tv figures for each state as they are tabulated by the Census Bureau. Readers can clip and save these reports to accumulate a complete, county-by-county, state-by-state file.

	Total Farms	With Tv	% Tv Farms
COLORADO			
Adams	1,286	843	65.6
Alamosa	398	19	4.8
Arapahoe	674	390	57.9
Archuleta	225	1	0.4
Baca	934	41	4.4
Bent	575	66	11.5
Boulder	990	625	63.1
Chaffee	199	34	17.1
Cheyenne	434	16	3.7
Clear Creek	14	6	42.9
Conejos	732	53	7.2
Costilla	380	12	3.2
Crowley	442	155	35.1
Custer	171	33	19.3
Delta	1,416	94	6.6
Denver	107	66	61.7
Dolores	203	---	---
Douglas	350	152	43.4
Eagle	179	3	1.7
Elbert	733	300	40.9
El Paso	897	328	36.6
Fremont	883	245	27.7
Garfield	677	7	1.0
Gilpin	17	7	41.2
Grand	191	20	10.5
Gunnison	221	---	---
Hinsdale	40	---	---
Huerfano	353	34	9.6
Jackson	112	18	16.1
Jefferson	1,171	752	64.2
Kiowa	443	57	12.9
Kit Carson	1,085	16	1.5
Lake	17	2	11.8
La Plata	833	24	2.9
Larimer	1,521	913	60.0
Las Animas	818	49	6.0
Lincoln	656	160	24.4
Logan	1,327	206	15.5
Mesa	2,443	414	16.9
Mineral	20	---	---
Moffat	329	1	0.3
Montezuma	941	20	2.1
Montrose	1,316	90	6.8
Morgan	1,370	745	54.4
Otero	955	293	30.7
Ouray	118	1	0.8
Pack	159	12	7.5
Philips	560	35	6.3
Pitkin	82	---	---
Prowers	904	21	2.3
Pueblo	1,037	564	54.4
Rio Blanco	228	---	---
Rio Grande	534	---	---
Routt	531	13	2.4
Saguache	302	9	3.0
San Juan	0	---	---
San Miguel	112	10	8.9
Sedgewick	417	16	3.8
Summit	36	1	2.8
Teller	95	11	11.6
Washington	1,162	262	22.5
Weld	4,087	2,773	67.8
Yuma	1,307	63	4.8
TOTAL	40,749	11,101	27.2

	Total Farms	With Tv	% Tv Farms
MASSACHUSETTS			
Barnstable	512	246	48.0
Berkshire	1,088	752	69.1
Bristol	1,610	1,287	79.9
Dukes	72	30	41.7
Essex	1,197	921	76.9
Franklin	1,541	729	47.3
Hampden	1,412	904	64.0
Hampshire	1,610	872	54.2
Middlesex	2,245	1,762	78.5
Nantucket	11	---	---
Norfolk	915	666	72.8
Plymouth	1,846	1,364	73.9
Suffolk	35	15	42.9
Worcester	3,267	2,420	74.1
TOTAL	17,361	11,968	68.9
OREGON			
Baker	998	101	10.1
Benton	1,153	370	32.1
Clackamas	5,607	2,487	44.4
Clatsop	697	172	24.7
Columbia	1,773	719	40.6
Coos	1,408	15	1.1
Crook	393	17	4.3
Curry	390	41	10.5
Deschutes	1,067	44	4.1
Douglas	2,155	235	10.9
Gilliam	212	27	12.7
Grant	403	2	0.5
Harney	322	10	3.1
Hood River	1,002	275	27.4
Jackson	2,647	1,228	46.4
Jefferson	590	69	11.7
Josephine	1,443	481	33.3
Klamath	1,297	75	5.8
Lake	426	8	1.9
Lane	4,042	1,229	30.4
Lincoln	677	71	10.5
Linn	3,196	935	29.3
Malheur	2,446	891	36.4
Marion	4,543	1,934	42.6
Morrow	463	24	5.2
Multnomah	1,680	886	52.7
Polk	1,605	532	33.1
Sherman	265	82	30.9
Tillamook	857	215	25.1
Umatilla	1,885	143	7.6
Union	987	51	5.2
Wallowa	686	33	4.8
Wasco	805	110	13.7
Washington	3,676	1,558	42.4
Wheeler	173	---	---
Yamhill	2,473	863	34.9
TOTAL	54,442	15,933	29.3
WASHINGTON			
Adams	639	369	57.7
Asotin	465	63	13.5
Benton	1,483	293	19.8
Chelan	1,875	184	9.8
Clallam	1,068	531	49.7
Clark	4,100	2,094	51.1
Columbia	356	112	31.5
Cowlitz	1,362	585	43.0
Douglas	990	228	23.0
Ferry	403	84	20.8
Franklin	413	57	13.8
Garfield	300	107	35.7
Grant	1,090	213	19.5
Grays Harbor	1,324	524	39.6
Island	657	430	65.4
Jefferson	356	226	63.5
King	5,181	3,427	66.1
Kitsap	1,550	1,091	70.4
Kittitas	1,131	96	8.5
Klickitat	796	180	22.6
Lewis	2,793	887	31.8
Lincoln	1,051	676	64.3
Mason	526	306	58.2
Okanogan	1,770	89	5.0
Pacific	665	138	20.8
Pen Oreille	461	224	48.6
Pierce	3,611	2,338	64.7
San Juan	295	177	60.0
Skagit	2,352	1,048	44.6
Skamania	240	75	31.3
Snohomish	4,345	2,512	57.8
Spokane	3,594	2,287	63.6
Stevens	1,918	507	26.4
Thurston	1,766	936	53.0
Wahkiakum	376	137	36.4
Walla Walla	1,001	152	13.8
Whatcom	4,036	1,555	38.5
Whitman	1,961	1,157	59.0
Yakima	6,775	3,077	45.4
TOTAL	65,175	29,172	44.8

OTHER STATES REPORTED IN B•T

Arkansas	Oct. 10, 1955
Connecticut	Oct. 10, 1955
Idaho	July 25, 1955
Iowa	Oct. 3, 1955
Kansas	Aug. 29, 1955
Maine	Oct. 10, 1955
Minnesota	Aug. 15, 1955
Montana	Aug. 15, 1955
Nebraska	Sept. 12, 1955
Nevada	June 13, 1955
New Hampshire	July 25, 1955
New Jersey	Oct. 3, 1955
New Mexico	Oct. 10, 1955
North Dakota	Aug. 1, 1955
Oklahoma	Sept. 5, 1955
Rhode Island	Oct. 3, 1955
South Dakota	Aug. 15, 1955
Tennessee	Oct. 3, 1955
Texas	Oct. 10, 1955
Utah	Aug. 1, 1955
Vermont	July 25, 1955
Wisconsin	Aug. 29, 1955



OVER HALF THE HOUSEHOLDS IN INDIANA

are
in the
area
served by
WFBM-TV

NO OTHER INDIANA TV STATION DELIVERS SO MUCH

Households state-wide:
1,305,400
Households WFBM-TV-wide:
695,840

WFBM-TV INDIANAPOLIS
Represented Nationally by the Katz Agency
Affiliated with WFBM-Radio; WOOD AM & TV, Grand Rapids; WFDF, Flint; WTCN, WTCN-TV, Minneapolis, St. Paul

Inc.; Leo Burnett, board chairman, Leo Burnett Co., and others under chairmanship of James Cominos, Needham, Louis & Brorby Inc.

Mr. Tatham reported on AAAA's Improvement of Advertising Content Committee. Its policy, he said, is now away from "antagonism" toward "constructive criticism," whether it be on tv commercials or in printed media. The committee has thought in terms of a code for violations of "deception, distortion and bad taste," but, Mr. Tatham pointed out, most violators are outside AAAA ranks.

Friday talks were devoted to advertising in the American economy, by Arno Johnson, vice president and research director, J. Walter Thompson Co.; Mr. Little, Campbell-Ewald; and Pierre Marlin Au, research director of the *Chicago Tribune,* which levied heavy assaults on tv advertising claims. Among other speakers: Bayard Pope, vice president, BBDO; Fairfax Cone, Foote, & Belding; William H. Herzog, S. C. Johnson & Son (Johnson's wax); H. Webber, vice president, FC&B; Norman Owen, distribution vice president, Zenith Radio Corp.; J. K. Laird, Tatham-Laird; Earle Ludgin, board chairman, Earle Ludgin & Co.; George Heinemann, NBC Central Div. program manager; Lincoln Schuerle, J. Walter Thompson Co.

Realignment of Personnel Announced by Geoffrey Adv.

KEY APPOINTMENTS were announced last Monday by A. G. (Jeff) Wade II for Goeffrey Adv., Chicago, as part of a realignment of agency assignments, with primary emphasis on new responsibilities for network and spot television.

The appointments, according to Mr. Wade, head of the agency, are designed to "further insure" better advertising for all clients. The principals involved are:

Lawrence W. Davidson, from creative director to product service director; Booth Luck, from television director to director of spot television and the television film department; Jack Farnell, from radio programs director to director of television network programs, and Peter C. Lund, former writer-producer, to radio programs director.

In their new capacities Mr. Davidson (with Goeffrey since 1936) will supervise handling of all agency advertising brands and coordinate work of brand supervisors with the agency's executive committee. Mr. Luck (with Goeffrey since 1942) will supervise production and use of all tv films for Wade clients. Mr. Farnell joined Wade in 1949 after leaving Schwerin Research Corp. and Mr. Lund has been associated with *Uncle Ezra, Quiz Kids* and other programs.

Booraem to LaRoche

HENDRIK BOORAEM Jr., vice president, McCann-Erickson, has joined C. J. LaRoche & Co., New York, as vice president in charge of radio-tv and member of the agency's plans board. Mr. Booraem will take over his new duties at McCann-Erickson on Nov. 1, it was announced last week.



MR. BOORAEM

Mr. Booraem has been with the McCann-Erickson agency for six years. He also has served as national program manager of Mutual Broadcasting System.

Nine Buy CBS Radio's Segmented Selling Plan

NINE ADVERTISERS have purchased a total of 21 five-minute segments in programs available under CBS Radio's segmented selling plan. The sales, which were made during the few weeks the new plan has been in effect, reflect new advertiser interest in network radio as "sparked" by CBS Radio's plan, according to John Karol, vice president in charge of network sales.

The sales were made to Philip Morris; Brown & Williamson Tobacco; Anahist; CBS-Columbia; Hallmark Cards; Buick (division of General Motors); General Foods Corp.; Father John's Medicine Co., and The Dromedary Co. (division of National Biscuit Co.).

In reporting these sales, Mr. Karol listed for agencies, clients and prospects the programs the network now sells on the segmented basis. They include the *Bing Crosby Show, Tennessee Ernie, Jack Carson, Amos 'n' Andy, Edgar Bergen Show, Galen Drake, Young Ideas, On a Sunday Afternoon, Peter Potter's Juke Box Jury, Kathy Godfrey's Show* and the *Mitch Miller Show.*

The weekday programs are evening strips while the others are weekend shows slotted in either daytime or evening periods. Costs are at uniform time and talent costs ranging from $1,440 to $2,100 for each five-minute segment on the full network, Mr. Karol explained.

LATEST RATINGS

NIELSEN

Top Radio Programs
Two Weeks Ending September 10, 1955

Rank	Program	Homes (000)
Evening, Once-a-Week (Average for all programs)		(647)
1.	Dragnet (NBC)	1,619
2.	People Are Funny (NBC)	1,572
3.	Best of Groucho (NBC)	1,526
4.	People Are Funny (NBC)	1,434
5.	Godfrey's Scouts (CBS Columbia) (CBS)	1,295
6.	Two for the Money (CBS)	1,202
7.	Gene Autry Show (CBS)	1,110
8.	Our Miss Brooks (Amer. Home) (CBS)	1,064
9.	True Detective Mysteries (MBS)	1,017
10.	News from NBC (Brown & Williamson Tob. Wed.) (NBC)	925
Evening, Multi-Weekly (Average for all programs)		(647)
1.	Lowell Thomas (CBS)	1,110
2.	News of the World (NBC)	1,064
3.	Amos 'n' Andy (CBS)	1,064
Weekday (Average for all programs)		(1,249)
1.	Our Gal, Sunday (Procter & Gamble) (CBS)	2,220
2.	Guiding Light (CBS)	2,173
3.	Helen Trent (General Foods-Toni) (CBS)	2,127
4.	Arthur Godfrey (Campana) (CBS)	2,127
5.	Arthur Godfrey (Kellogg) (CBS)	2,127
6.	Road of Life (CBS)	2,127
7.	Young Dr. Malone (Sleep-Eze & Toni) (CBS)	2,081
8.	Ma Perkins (CBS)	2,081
9.	Perry Mason (Procter & Gamble) (CBS)	1,988
10.	This Is Nora Drake (Bristol-Myers) (CBS)	1,988
Day, Sunday (Average for all Programs)		(462)
1.	Adventures of Rin Tin Tin (MBS)	1,017
2.	Woolworth Hour (CBS)	879
3.	Galen Drake (8:55) (CBS)	647
Day, Saturday (Average for all Programs)		(601)
1.	Gunsmoke (CBS)	1,757
2.	Robert Q. Lewis (Milner) (CBS)	1,202
3.	Allan Jackson-News (12:00) (CBS)	1,110

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VIDEODEX

Top 10 Spot Programs**
Aug. 27-Sept. 2, 1955

	Name of Program	% Tv Homes	Homes (000's)
1.	I Led Three Lives (Ziv)	17.7	5,666
2.	Liberace (Guild)	17.2	4,412
3.	Man Behind the Badge (MCA-TV)	16.2	2,274
4.	Eddie Cantor (Ziv)	15.9	4,247
5.	Mayor of the Town (MCA-TV)	15.8	2,550
6.	Badge 714 (NBC-Film)	15.6	3,843
7.	Death Valley Days (McC-Erick.)	15.4	1,700
8.	Mr. District Attorney (Ziv)	15.2	4,665
9.	Soldiers of Fortune (MCA-TV)	15.1	4,560
10.	Science Fiction Theatre (Ziv)	15.0	4,186

Copyright, Videodex, Inc.

** Appearing in a minimum of 20 markets.

COLORCASTING

Advance Schedule Of Network Color Shows

CBS-TV

Oct. 18 (9:30-10 p.m. EDT) *Red Skelton Show,* S. C. Johnson & Son through Needham, Louis & Brorby and Pet Milk Co. through Gardner Adv. on alternate weeks (also Oct. 25).

Oct. 20 (8:30-9:30 p.m. EDT) *Climax,* Chrysler Corp. through McCann-Erickson.

Oct. 22 (7-7:30 p.m.) *Gene Autry Show,* William Wrigley Jr. Co. through Ruthrauff & Ryan (also Oct. 29).

Oct. 22 (9:30-11 p.m. EDT) *Ford Star Jubilee,* "Together With Music," Ford Motor Co. through J. Walter Thompson Co.

NBC-TV

Oct. 17-21 (5:30-6 p.m. EDT) *Howdy Doody,* participating sponsors (also Oct. 24-28).

Oct. 17 (8-9:30 p.m. EDT) *Producers Showcase,* "Cyrano de Bergerac," Ford Motor Co. through Kenyon & Eckhardt and RCA through Kenyon & Eckhardt, Grey and Al Paul Lefton.

Oct. 18 (8-9 p.m. EDT) *Milton Berle Show,* Sunbeam Corp. through Perrin-Paus Co., and RCA and Whirlpool Corp. through Kenyon & Eckhardt.

Oct. 20 (11 a.m.-noon EDT) *Home,* insert from East Lansing, Mich. Participating sponsors.

Oct. 23 (4-5:30 p.m. EDT) *Hallmark Hall of Fame* "Alice in Wonderland," Hallmark cards through Foote, Cone & Belding.

Oct. 25 (7-8:55 a.m. EDT) *Today,* insert from Greenfield Village, Dearborn, Mich. Participating sponsors.

Oct. 25 (11 a.m.-noon EDT) *Home,* insert from Greenfield Village. Participating sponsors.

Oct. 28 (7-8:55 a.m. EDT) *Today,* insert from Ann Arbor, Mich. Participating sponsors.

Oct. 28 (11 a.m.-noon EDT) *Home,* insert from Ann Arbor. Participating sponsors.

Oct. 29 (2:15-5 p.m. EDT) NCAA Football, Iowa vs. Michigan. Participating Sponsors.

[Note: This schedule will be corrected to press time of each issue of B•T]

Allstate Takes Service Tilt

ALLSTATE Insurance Co. (auto & fire, comprehensive liability insurance) will sponsor on MBS the Army-Navy football game to be played Nov. 26 in Municipal Stadium, Philadelphia. Christiansen Adv., Chicago, is the agency.

WJAR-TV 10

PROVIDENCE OFFERS ADVERTISERS

The Powerful Double AA Food Merchandising Program

YOUR PRODUCT GETS–

✓Window Banners ✓Newspaper Ads
✓Point-of-Purchase Displays ✓Posters

Your product really gets **HOME** in the Southern New England Market! Every aid to sell your product...and **177** Food Stores are cooperating with WJAR-TV in this AA merchandising plan.

GET ALL THE DETAILS FROM ANY WEED TELEVISION OFFICE

Dominant 10





PROVIDENCE ◡ RHODE ISLAND ◡ Represented by WEED ◡ TELEVISION



SOME STRAIGHT TALK ABOUT SELLING RADIO

AS PUT TO NARTB BY BBDO'S FRANK SILVERNAIL

REMINDING that spot radio's dollar volume has not gained proportionately with the overall increase in advertising during the past five years, Frank Silvernail points out some of the fault is with the stations themselves. In an address to the NARTB regional meeting last week in Roanoke, Va. (see story, page 66), BBDO's manager of station relations makes these points:

THE NET billing for radio national spot has had a very very slight dollar volume increase for the past five years, but its percentage of total advertising has slipped woefully. Why hasn't it grown with the increase in sets, the increase in stations and, above all, with the increase in total advertising expenditures?

I don't think a growth from $119 million to $121 million over a five year period is truly great. Especially when local business has been climbing from $203 million to over $250 million in the same period. Certainly you can't blame it onto diversion of funds to the radio networks, in spite of all the current protest by stations and reps against the networks "poaching into spot business" with their participation programs such as the "Multi-Message Plan" or *Monitor* or the brand new "Segmentation" plan.

From 1950 through 1954 national network billing has skidded steadily from 124 million to 76 million. And it has not been until just now that the networks have started to scrap their old programming ideas, their static sales formulas, and are now experimenting with new program techniques and new sales plans, and really sloughing off the traditional framework that made radio seem old hat and stale compared with the excitement and news value of television.

It could be that radio stations, instead of being mad at the networks, ought to be grateful to them for bringing radio back in *any* form to the advertiser's attention. Maybe they could profitably study the networks' brand-new thinking and create some new and imaginative ideas of their own, better even than the news-and-music concept that I am afraid seems to be the most sparkling inspiration of too many radio stations. Speaking of news 'n' music and its lightning spread, one station operator remarked recently that he can't wait for all the competitive stations in his city to convert to it, so that he can be different.

I don't really believe that television is as much to blame for the fall-away in total radio billing as some stations tell me they think it is. It certainly has had no such disastrous effect on magazines or newspapers. As a matter of sober fact, I have been told by a great many radio station managers whose opinions I respect, that their highly profitable increase in local business is directly due to television, because so many local advertisers plunged into it on account of its new excitement and novelty, found the costs far too rich for their blood, and back-tracked as fast as possible into radio with bigger budgets for radio broadcasting than ever.

You may not like this, but some of us wonder whether diversion of funds from radio to tv is not partly the fault of the radio stations themselves.

It might just be that a lot of radio operators sat too complacently on their past records, as a holdover from the transom-sales of the war or the tv-freeze days, and neglected to revamp their operations to keep at least some of the very real glamor, excitement, and above all the friendship-building qualities of radio, against the inroads of this tv upstart.

Above all, you can't blame the advertising agencies for any switch of spot funds from radio to tv. Market by market, our responsibility to our clients is to buy the most effective possible advertising medium to do a sales job for our clients. It may not be the cheapest, it may not be the most spectacular, it may not even be the biggest, but it must be what to the best of our knowledge is best suited to the particular requirement of our client in that market.

By and large we do our utmost to do the best job we can for our clients and that is one reason why we are glad to work with you, as friends, so that you can help us to do that job more efficiently and more understandingly to our mutual profit.

So I'm going to venture to tell you three of the things that have contributed to keeping national advertisers from using more radio.

The first one is a lamentable tendency to sell "by the numbers", by which I mean making ratings the only selling point, whether we are being offered a program or an announcement package. Ratings matter, of course, because they give an approximate idea as to whether there is a ready-made audience. But to depend on statistics alone certainly shows a lack of creative imagination, or awareness of what the advertiser really can best use.

You've got to learn to rouse enthusiasm for the medium in place of mechanistic tabulations. Remember, radio now is a 35-year-old housewife, who has been around the entire lifetime of a lot of agency people and advertisers, and it is in competition with the Marilyn Monroe glamor of television.

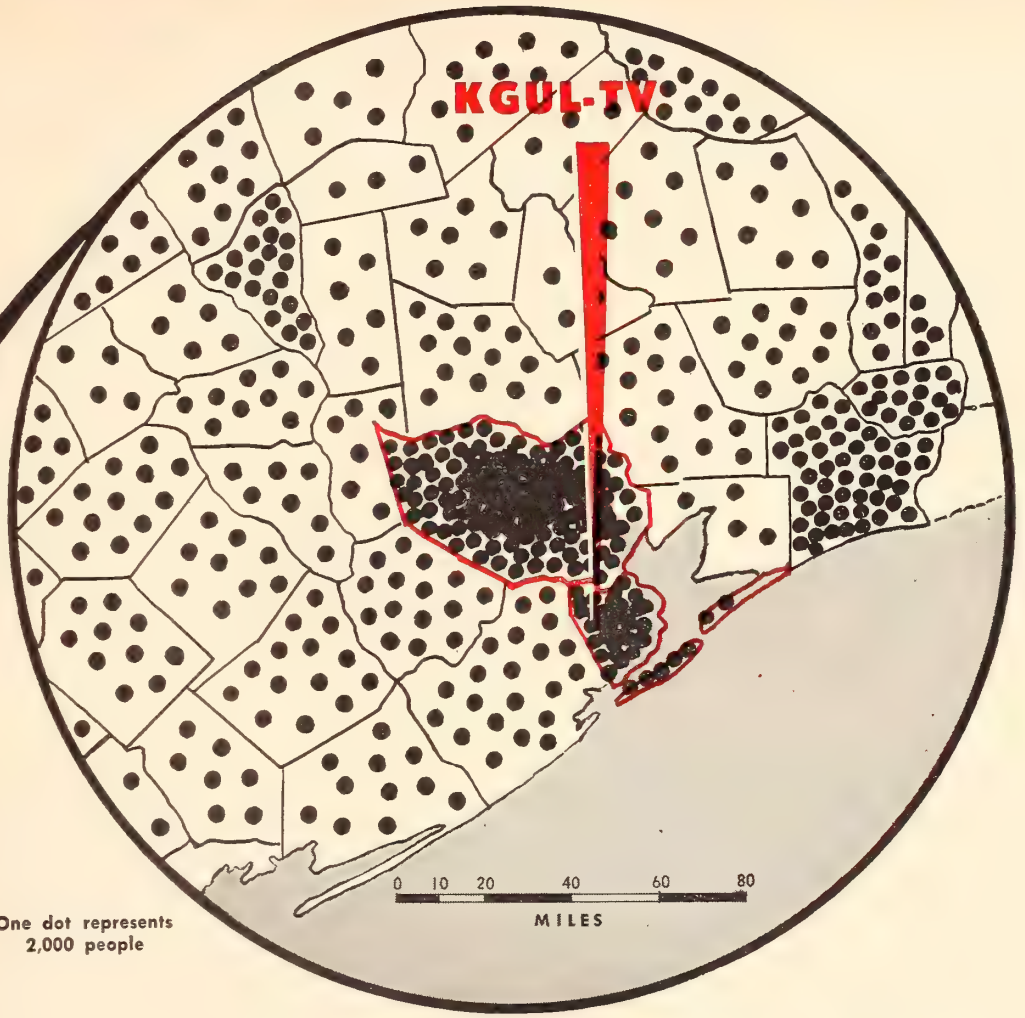
Many radio stations do develop talent that is uniquely their own, they build shows with human interest and they work out ideas for adapting the copy approach of the product to what they have to offer the advertiser, and then they see to it that the advertiser and agency know about it and appreciate it. They are recapturing the old lure of radio, and selling it.

The second lack—and this is so obvious that I'm almost embarrassed to mention it—is failure in only too many cases to use every means to make the local distributors and dealers really enthusiastic, to make them believe that radio should still be a part of any complete campaign and to insist on it. What good does it do for us to recommend the use of radio in a specific market where we know it would be an asset if the district managers report that their big dealers are more or less luke-warm about it?

The third failure is ever more important—the failure to rouse the enthusiasm of the client himself, to give *him* the plus, the dramatic, or the really practical reasons why you can do a job for him over and above the essential, but dull, drab and uninspiring facts about circulation and audience.

Data alone may satisfy him that your radio station is probably as adequate as a half-dozen other ways of investing his budget for the market, but they will never make his eyes light up, or make him pound the table because of the super-extra advantage of how you would merchandise his campaign to his dealers, or the incredible hold that your home economics expert, your farm speciaist, your local news analyst, or your friendly old counsellor have on the hearts of your listeners, and what their personal endorsement can mean.

There's just one thought I want to leave with you. Recently my Vermont sister-in-law made what to me was a startling remark. Out of a clear sky she said: "Sometimes I feel sorry for you people with television, because there are so many good things on radio that you miss."



Area Coverage Means More Viewers Per Dollar

The Texas Gulf Coast **Television Market** is nearly twice the size of the Galveston-Houston Metropolitan market alone.

	Galveston-Houston	Gulf Coast TV Market*
Families	333,000	544,800
Income	$2,075,371,000	$3,076,812,000
Sales	$1,347,228,000	$2,091,153,000

KGUL-TV—the CBS Basic Affiliate for the Gulf Coast Area—**completely** covers the fastest growing major market in the country.

More audience every day means your advertising dollar buys more . . . every day on KGUL-TV.

*Measured by Research Department of Television Magazine

YOU GET MORE ON

Represented Nationally by

CBS Television Spot Sales

kgul TV

Gulf Television Company Galveston, Texas

POLARAD COLOR TV

AN INTEGRATED LINE OF EQUIPMENT FOR STUDIO AND LABORATORY

Fully integrated units that combine ease of operation with maximum stability. No additional accessories or power units required for operation.

Especially designed for:

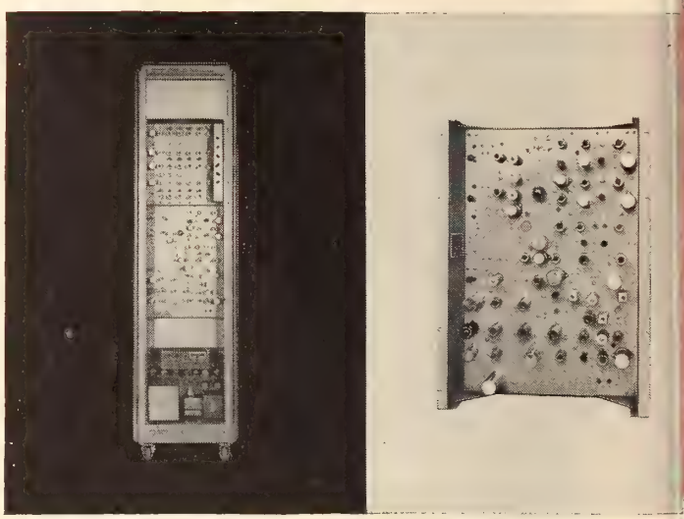
- Testing receivers, transmitters, and terminal equipment.
- Laboratory test standards for development of color TV equipment.
- Checking components used for color TV.
- Alignment and adjustment of colorplexers or encoders.
- Testing convergence of tri-color kinescopes.

COLOR BAR GENERATOR — MODEL PT-203

A complete instrument with a color bar pulse forming unit, a complete colorplexer unit and regulated B+ and filament supplies. Provides NTSC color TV test signals, for receivers, transmitters, networks and components. Internal switching provides 19 different test patterns in the form of a composite NTSC video signal. Special self-balancing colorplexer provides exceptional stability over long periods of operation without readjustment, with "I" and "Q" outputs. (See colorplexer details.)

AUTO-SELF-BALANCED COLORPLEXER MODEL PT-205

Incorporated in the Model PT-203 Color Bar Generator, available as a separate chassis for rack mounting. Designed for high stability and negligible drift, this unit replaces old encoder units of early design. This instrument multiplexes three simultaneous color video signals (R, G, B) and properly encodes them into color information and then combines them with sync pulses and color sync signals to form a standard NTSC color TV signal. Pulse or video signals to drive colorplexer may be obtained from special (R, G, B) pulse generators, color camera or color slide scanner. Subcarrier balance is stable and dynamically independent of signal level changes over long periods of operation. Driving signals are Subcarrier, Blanking, Sync and Vertical pulses. Full bandwidth "I" and "Q" modulation is used in the chrominance channel of the colorplexer. "I" and "Q" or "B-Y" and "R-Y" video test signals are available for receiver and monitor matrix alignment. Both positive and negative polarity signals are available at high and low impedance.



COLOR BAR GENERATOR— MODEL PT-203

Output Signals: NTSC Composite Video 2 Outputs 0—1.4 v. pk-pk
Output Signal Information:
Color Bars—6 Bars of Color (R, G, B, C, Y, M) plus Blk/Wht
Gamma Bars—10 step grey scale Black to White
Dots—White dots on a black field
External Video—Positive or negative (Provision for mixing ext. video with above).
System Bandwidth: Luminance Channel 6 mc
Chrominance: "I" and "Q" Channel per NTSC standard
Subcarrier balance stability: Drift not greater than 6 mv (1.4 v. pk-pk signal), 8 hour operation.
Residual Subcarrier Unbalance: 1% Signal Level
Power Requirements: AC 105-125 volts 7 amps., 60 cps.

COLORPLEXER-MODEL PT-205

Output Signals: NTSC Composite Video 2 Outputs 0—1.4 v. pk-pk
Available Test Signals: I, Q, Y, R-Y, B-Y, (Neg. and Pos.) Video
Input Signals: Subcarrier 20-30 v. pk-pk, 3.579545 mc
Sync. 3.0 v. pk-pk, negative
Vertical Drive 3.0 v. pk-pk negative, R, G, B; 1 v. pk-pk
System Bandwidth: Luminance Channel 6 mc
Chrominance: "I" and "Q" Channel per NTSC standard
Subcarrier Balance Stability: Drift not greater than 6 mv (1.4 v. signal), 8 hour operation
Power Requirements: AC 6.3 v. @ 12 amps., DC 280 v. @ 470 ma

POLARAD PROVEN RELIABILITY

ELECTRONICS CORPORATION

REPRESENTATIVES • Albuquerque • Atlanta • Baltimore • Boston • Buffalo • Chicago • Dayton • Englewood • Fort Worth • Los Angeles • New

SYNCHRONIZING GENERATOR — MODEL PT-201
Compact unit provides RTMA standard driving, blanking and synchronizing pulses, as well as a composite video signal comprising vertical and horizontal dots for receiver tests (positive and negative). Used to drive color bar generators, or any other NTSC color TV generating equipment. Utmost stability assured through use of delay lines and by driving all pulses from leading edge of a crystal controlled oscillator. Unit may also be locked to synchronize with 60 cps line. External drive input jack permits operation with Color Subcarrier Generator. Complete with power supply.

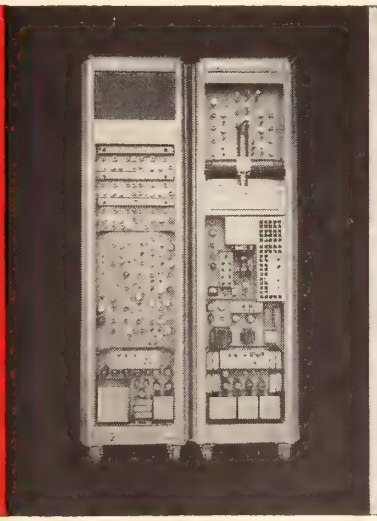
COLOR SLIDE SCANNER — MODEL PT-210
A complete equipment integrated into only two racks which provides a high resolution NTSC composite color video signal obtained from standard 2 x 2 (35mm) transparencies. Designed for maximum stability and high signal to noise ratio. The optical head is complete with lenses employing IN-LINE dichroic mirrors and Fresnel condensing lenses. The R, G, B signals obtained from three channel photo amplifiers are gamma corrected to give proper rendition to high lights and shading. Utilizes a highly stabilized colorplexer. (See complete description of Model PT-205 Colorplexer above.)

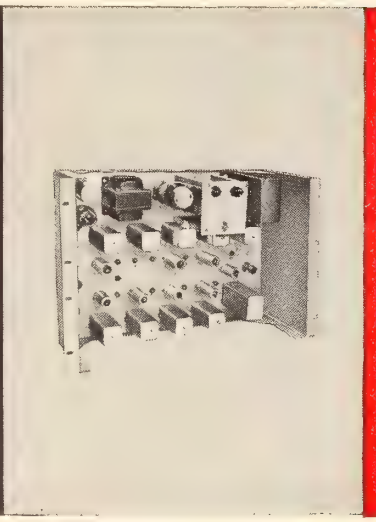
The scanning kinescope has fine resolution and is combined with the deflection and high voltage unit. The remaining chassis components contain regulated low voltage power units, a regulated filament power unit and a regulated photo multiplier power supply.

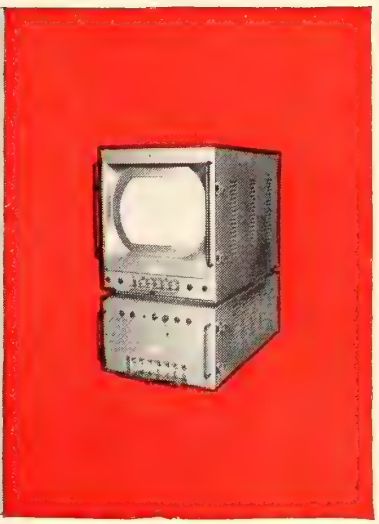
COLOR SUBCARRIER GENERATOR AND FREQUENCY DIVIDER UNIT — MODEL PT-202. This rugged unit complete with regulated B+ and filament power provides standard NTSC subcarrier frequency with dual outputs and includes a frequency divider to provide a sync generator driving signal (31.5 KC) to convert standard B/W sync generators for color TV use. High stability achieved by temperature controlled crystal oscillator. All adjustments accessible at front of unit. Adapts any sync generator to NTSC color operation.

COLOR TV VIDEO MONITOR — MODEL M-200
Two portable units supplied with brackets for standard rack mounting. High definition color picture with exceptionally good color rendition is displayed on a 15 inch tri-color kinescope. Excellent for checking the quality of NTSC color video signals in the studio, on transmission lines or in the receiver factory. Special test jacks and switches are provided for analyzing R, G, B signals, matrixing and phase of color signals. Exceptionally good synchronizing capabilities over a wide range of signals. Special convergence circuits are employed to give maximum utilization of color kinescope. Model M200 has good color stability and is relatively insensitive to line voltage changes. Excellent dynamic circuit linearity assures good color stability over a wide range in signal level.









SYNCHRONIZING GENERATOR—MODEL PT-201

Output Signals: Sync. (Neg. and Pos.) 4 v. pk-pk across 75 ohms
Blanking (Neg. and Pos.) 4 v. pk-pk across 75 ohms
Horiz. Drive (Neg. and Pos.) 4 v. pk-pk across 75 ohms
Vert. Drive (Neg. and Pos.) 4 v. pk-pk across 75 ohms
Composite Video Output (Neg. and Pos) 1.4 v. pk-pk across 75 ohms
Internal Dot Pattern or External Video—1.4 v. pk-pk across 75 ohms
Input Power: 105-125 v. 4.5 amps., 60 cps.

COLOR SLIDE SCANNER—MODEL PT-210

Output Signals: NTSC Composite Video 2 Outputs 0—1.4 v. pk-pk
Optical Head: Lens—F. 2.0 50 mm, Xenon lens in tractica mount
IN-LINE dichroic mirrors
Color Slide 2 x 2 color Transparencies
Gamma Amplifier:
Three Channels (R, G, B)
Input Signal—1.4 v. pk-pk across 75 ohms
Output Signal—1.4 v. pk-pk across 75 ohms
Colorplexer: (See Model PT-205 above)
Deflection and High Voltage Unit: Kinescope type 5AUP24;
Operating Voltage: 27 KV regulated
Linearity: 2% across raster Horizontal and Vertical
Photomultiplier Power Supply: Electrically regulated. Filament Supply—AC line Regulated
Input Signals: Hor. Drive—3 v. pk-pk Ver. Drive—3 v. pk-pk. Blanking Drive—3 v. pk-pk Sync. 3 v. pk-pk
Power Requirement: AC 105-125 v., 16 amp., 60 cps.

COLOR SUBCARRIER GENERATOR AND FREQUENCY DIVIDER UNIT—MODEL PT-202

Subcarrier Frequency Dual Output: 3.579545 mc/sec. ± 0.0003% with maximum rate of frequency change not exceeding 1/10 cps./sec.
Subcarrier Output Voltage: 25 to 40 volts
Frequency Divider Output: 31,468 cps.
Divider Output Voltage: 0 to 100 volts
Ambient Temperature: 40° F. to 110° F.
Power Requirements: AC 105-125, 2A, 60 cps.

COLOR VIDEO MONITOR—MODEL M-200

Input Video Signal: 0.5 to 2.0 volts, pk-pk
Signal Polarity: Pos., Neg., Bal.
Input Impedance: 66 mmf across 2.2 megohms or 75 ohms
Resolution: 250-300 lines min. (Full utilization of NTSC Color Signal Bandwidth)
Linearity: (Hor. and Vert.) 2% across raster
Tricolor Kinescope: 15"
Focus: Electro Static
Net Weight: 175 lbs.
Power Requirements: 105-125 v., 4 amps., 50/60 cps.

AVAILABLE ON EQUIPMENT LEASE PLAN

FIELD MAINTENANCE SERVICE AVAILABLE THROUGHOUT THE COUNTRY

43-20 34th STREET, LONG ISLAND CITY 1, N. Y.

Philadelphia • San Francisco • Syracuse • Washington, D. C. • Westbury • Winston-Salem • Canada, Arnprior, Toronto—Export: Rocke International Corporation

SPOT NEW BUSINESS

Tri State Buick Dealers Assoc., consisting of 150 dealers in New York, New Jersey and Connecticut, have renewed radio saturation campaign for October on WOR, WABC, WINS, WMCA and WMGM, all New York. William, Warren, Jackson & Delaney, N. Y., is agency.

Bristol-Myers Co., N. Y., is sponsoring one-quarter of the NBC-TV National Collegiate Athletic Assn. national and eastern regional football schedule over WRCA-TV New York, now underway and ending Dec. 3. Several weeks ago NBC-TV made the one-quarter segment available for local sale by stations. Bristol-Myers sponsorship is for Vitalis, through Doherty, Clifford, Steers & Shenfield, N. Y., and Bufferin, through Young & Rubicam, N. Y.

Dominion Dairies Ltd., Montreal, is sponsoring quarter-hour filmed *Patti Page Show* for 26 weeks on five Canadian tv stations, as first venture into tv. Agency is Cockfield Brown & Co. Ltd., Montreal.

Blumenthal Brothers Chocolate Co., Philadelphia, has started a saturation campaign of ID's to run until Easter in four Eastern cities, with the possibility of expansion into other markets. From 10 to 80 spots per week are being used on WNAC-TV Boston, WMAR-TV Baltimore, WPTZ (TV) Philadelphia and WPIX (TV), WABC-TV and WRCA-TV, all New York. Agency is Feigenbaum & Wermen, Philadelphia.

NETWORK RENEWALS

Studebaker-Packard Corp., Detroit, and its dealers renew *Tv Reader's Digest* (ABC-TV, Mon., 8-8:30 p.m. EDT) for 26 weeks through July 1956. Agency is Ruthrauff & Ryan, N. Y.

AGENCY APPOINTMENTS

General Electric Co., N. Y., appointed BBDO, N. Y., to handle new residential load-building project promotion called "live better electrically."

Bristol-Myers Co., N. Y., has named Doherty, Clifford, Steers & Shenfield, N. Y., to handle advertising for Mum Mist. Television spots will be used, but no definite plans made yet.

Gardner Adv. Co., St. Louis, appointed for Comet Pre-Fluffed Rice, effective Dec. 1. New product of Comet Rice Co., Houston, Tex., will be introduced into selected Texas markets and ultimately will be distributed nationally.

Northam Warren Corp., Stamford, Conn., named Dowd, Redfield & Johnstone, to handle advertising for Odorono deodorants effective Jan. 1.

Whitehall Pharmacal Co., N. Y., names Biow-Beirn-Toigo, N. Y., to handle two more products, Hopper Home Facial and new toiletry item which has not yet been named. Agency plans to use *Wanted* on CBS-TV (Thurs., 10:30-11 p.m. EDT) to promote the Hopper Home Facial starting late this month. Media plans for new item have not been determined.

Block Drug Co., names Emil Mogul Co., N. Y., to handle advertising for Sentrol (headache capsule). Sentrol will be marketed by Hudson Products Co., Block subsidiary. Media plans as yet undetermined.

A&A PEOPLE

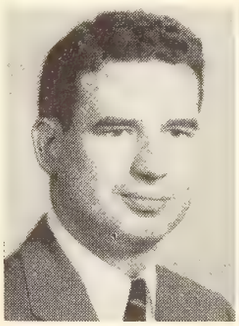
Clarance Hatch Jr., senior vice president, Kudner Agency, N. Y., elected member of board of directors and executive committee.

Robert P. Kleinmann, formerly Strauchen & McKim, Cincinnati, radio-tv director, joins Foote, Cone & Belding's Hollywood Office as a production supervisor under Gene Fox on agency western account.

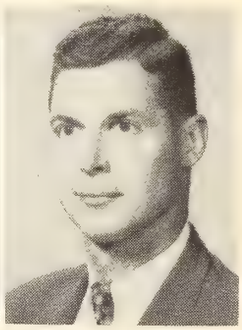
Joan Stark, chief radio-tv timebuyer, William Weintraub Co., N. Y., to Grey Adv., N. Y., as timebuyer [CLOSED CIRCUIT, Oct. 10]. Miss Stark formerly was head of media buying at Harris & Whitebrook, N. Y.

Jordan T. Hargrove, Kelly Nason Inc., rejoined Kudner Agency, N. Y., as an account executive.

Townsend Griffin and **Edward Hobler,** account supervisors, Benton & Bowles, N. Y., appointed vice presidents. Mr. Griffin has been with the agency six years and Mr. Hobler, for 15 years. **Ken McAllister,** for past two years with Sullivan, Stauffer, Colwell & Bayles, N. Y., rejoins Benton & Bowles, as a vice president and account supervisor.



MR. GRIFFIN



MR. HOBLER

Alice Weishampel and **Richard Grossman** to professional marketing division, Benton & Bowles, N. Y., as copy writers.

George W. Heiland, vice president and director of production and service, Foote, Cone & Belding, Chicago, resigned effective Oct. 15.

George B. Anderson, creator of network tv-radio programs and advertising agency consultant, has been appointed creative head of the radio and television department of Ruthrauff & Ryan Inc., Chicago. **Ed Simmons** was named production manager.



MR. ANDERSON

Mr. Anderson succeeds **Norman Heyne,** vice president of radio-tv production, who resigned to join a new agency, Wesley, Heyne & Cuca [B•T, Aug. 29.]

Alexander E. Hoedt, Fuller & Smith & Ross, **William H. Brown Jr.,** Cities Services Oil Co., and **Charles Hiller,** Standard Brands, to Ruthrauff & Ryan, N. Y., creative staff. Messrs. Hoedt and Brown joined agency as copywriters, Mr. Hiller as an assistant account executive.

Frances L. Rickey named director of media for Rutledge & Lilienfeld Inc., Chicago.

Herbert M. Johnson, director at Sarra Inc., N. Y. and Chicago, tv production firm, to MacFarland, Aveyard & Co., Chicago, as creative director of television.

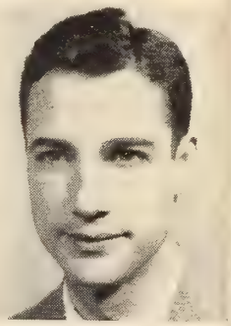
Richard G. Rothlin, Free & Peters Inc., Chicago, radio-tv station representative firm, to account executive group of Needham, Louis & Brorby Inc., same city, on Household Finance Corp. account.

Winston Norman, manager, Gene K. Walker Co., San Francisco, to Roy S. Durstine Inc., San Francisco, as creative account executive.

Tad Shell, free-lance artist, to Walter J. Klein Co., Charlotte, N. C., as creative supervisor.

Jay Kacin, assistant director, radio-television, Gardner Adv., St. Louis, to McCann-Erickson, N. Y., as television film production director in radio-tv creative department.

Peter S. Cardozo, Fuller & Smith & Ross, N. Y., radio-tv creative supervisor, elected vice president. He has been with F&S&R since 1950. **W. P. Wood,** Young & Rubicam radio-tv department, to F&S&R as program supervisor for *Alcoa Hour*. **R. A. Elwell Jr.,** senior writer at WNEW New York, to F&S&R as writer. **Robert K. Christenberry Jr.** to F&S&R copy-contact staff from N. Y. office of Koehl, Landis & Landan.



MR. CARDOZO

Dorothy Furman appointed publicity director, Walter McCreery Inc., Beverly Hills, Calif. She has served with Bracken Radio & Tv Productions, WGN Chicago and Jos. W. Hicks Public Relations.

Roy Newquist, Knox Reeves, Minneapolis, appointed copy chief, Miller, Mackay, Hoeck & Hartung, Seattle agency.

Charles Fahler, formerly with Swift & Co., and **Robert Joselyn,** formerly with Armour & Co., to Simoniz Co. as brand advertising managers.

Thomas F. Brennan, formerly with Kudner Agency, to Maxon Inc., N. Y., as copy chief.

Edwin W. Berg to Campbell-Mitchun Inc., as assistant research director.

John B. Draper, Hunter Mfg. Corp., Emily, Pa. (aluminum windows), to contact department, Gray & Rogers, Philadelphia.

Phillip Newill, copy writer, Ted Bates Inc., from 1946 to 1951, and with J. Walter Thompson Co. before joining Bates, rejoins latter agency's copywriting staff.

Charles F. Mathieu to The McCarthy Co., Chicago, as account service man and copywriter.

Edward G. Wilson, vice president and general counsel of J. Walter Thompson Co., N. Y., for second year named chairman of the advertising division of the United Hospital Fund's 76th annual fund-raising appeal. Mr. Wilson will direct 16-member volunteer committee trying to meet advertising division's $40,000 quota out of the total 1955 goal of $3,500,000.

Henrietta Kieser, vice president, Bozell & Jacobs Inc., Omaha, elected president, Heart of America Chapter of American Women in Radio & Television, representing six states.

Walter Weir, vice president, Donahue & Coe, N. Y., writing musical version of *The Hucksters,* novel satirizing advertising.

. . . as advertised in LIFE

the sensational

NOE MAC

independent stations

KLIF, Dallas — number one in both Hooper and Pulse

KELP, El Paso — highest rated station in radio history

WNOE, New Orleans — tops all independents in August Hooper

WRIT, Milwaukee — in 6 months nearly first in Milwaukee Hooper

KNOE , Monroe, La. — first by far in Hooperatings

and

KNOE-TV, Monroe, La. — Channel 8

KOKE-TV, El Paso — Channel 13

NOE MAC
STATIONS
NEWS MUSIC

KLIF, Dallas
WNOE, New Orleans
WRIT, Milwaukee
KNOE, Monroe, La.
KELP, El Paso
KNOE-TV, Monroe, La.
KOKE-TV, El Paso

Represented by H-R

O'NEIL: RKO LIKELY TO RELEASE FILM BACKLOG TO TV AROUND FIRST OF YEAR

Setting up distribution plans and reducing films to 16mm in sufficient numbers are the only factors delaying release, according to General Teleradio's president.

RKO Radio Pictures Inc., under new General Teleradio Inc. management, is working actively to release its feature film backlog for television, Thomas F. O'Neil, General Teleradio president, said in Hollywood last Thursday. He said it is most likely the release of films will be underway around the first of the year.

Asked to explain what Daniel T. O'Shea, new RKO president, meant when he said earlier in the week that there would be no immediate decision on television release, Mr. O'Neil told B•T. "He meant there wouldn't be any this week." Mr. O'Shea had been on the west coast for his first visit to the major studio property since it was acquired this summer by General Teleradio for $25 million from Howard Hughes [B•T, July 25 *et seq.*]. Mr. O'Neil is to return to New York this week after stops in San Francisco and Chicago.

Before leaving Hollywood, Mr. O'Shea announced that RKO will move its advertising department from the studio lot to New York effective today (Monday). This involves the transfer of Perry W. Lieber, national advertising director, who said other personnel changes are not contemplated at the present time. Mr. Lieber has been at RKO in advertising and publicity for more than 25 years. Mervin Houser, Mr. Lieber's assistant, remains in Hollywood to supervise operations there.

Mr. O'Neil said it was felt desirable to transfer Mr. Lieber to the East where he can function more closely in conjunction with the RKO sales offices.

Grainger Leaves

Meanwhile, James R. Grainger, president of RKO under Howard Hughes ownership but who has been continuing under contract until Jan. 31 as consultant, announced last week that he has terminated his association with the studio. A veteran movie executive, he had been with Mr. Hughes three years.

The big problem at the present time on release of features to tv, Mr. O'Neil explained, is the overall planning of how it will be done, what films will be issued and the order in which they will be made available. There is a great amount of details to map out, Mr. O'Neil indicated.

Another time consuming factor, he said, is the big job of having the film processing laboratories make 16mm reductions from the 35mm masters and next make sufficient 16mm release prints to take care of tv distribution.

Questioned about how RKO will handle the additional payments claimed by actors, musicians or others in connection with re-issue of the features, Mr. O'Neil said "that won't be too difficult to work out." He expected no trouble in making an agreement with American Federation of Musicians' James C. Petrillo on re-issue material. Several weeks ago Mr. Petrillo let it be known that AFM wanted its share of any new money to be acquired through release of old features to television.

Extent of RKO's movie business is indicated in the studio's $44 million gross in 1954 under Mr. Grainger's presidency. This was based on the release of only 17 new features for theatre showing plus some shorts and a few re-issues. The studio has been relatively inactive on the production side. Most of the films released have been coming from outside independent producers. During Mr. Grainger's three years there, RKO made only five major films. It's backlog of old material, though, is considerable.

Talent Assoc. Organizes Independent Movie Firm

REVERSING the trend of motion picture companies extending their operations to include television is the recent formation by Talent Associates Ltd., tv program packagers, of Jonathan Productions, an independent movie subsidiary. An agreement, signed last week between members of the new firm and legal representatives of Metro-Goldwyn-Mayer, calls for the Hollywood studio to finance and distribute an unspecified number of Jonathan productions.

The first scheduled production under the new agreement, to be filmed in New York, is tv playwright Robert Alan Aurthur's "A Man Is Ten Feet Tall." Mr. Aurthur, up to this season co-producer of *The Goodyear-Philco Tv Playhouse* (a Talent Associates package), left the program last month when Philco dropped sponsorship and Alcoa took over that company's segment. Mr. Aurthur also will be associated with Jonathan Productions in an executive capacity, as will Talent Associates President and founder Alfred Levy, and Executive Vice President David Susskind. Later this season Mr. Susskind will produce his first Broadway play, "A Very Special Baby," written by Mr. Aurthur.

CBS-TV Sets Up New Films Production Operations Unit

FORMATION of a new films production operations department that will "consolidate all operations in connection with the production of motion picture films for CBS-TV" was announced Thursday by Henry Grossman, director of operations, CBS-TV.

Managing the new department will be M. Clay Adams. Clement Stigdon has been named assistant manager.

Other changes announced for the network's film operations include the appointment of Gordon Shadwick as manager of CBS-TV film services operations department, replacing Grant Theis, recently named director of operations at CBS-TV, Hollywood. Lee Hon will assist Mr. Shadwick.

United Gas Buys 'Cristo'

SALE of Television Programs of America's *Count of Monte Cristo* series to the United Gas Co., Shreveport, La., for use in nine southwestern markets is being announced today (Monday) by Michael M. Sillerman, TPA executive vice president. The transaction was negotiated through Bozell & Jacobs, Shreveport, agency for United Gas. The markets to be used are Beaumont, Houston, San Antonio, Tyler, and Lufkin, all Tex., and Shreveport, Lake Charles, and Monroe, La., and Jackson, Miss. The series will be launched on varying dates, starting Nov. 6.



WILLIAM C. DEMPSEY (l), program director of KPIX (TV) San Francisco, completes arrangements for the purchase of Associated Artists' "Movieland" group of 56 first run features with Robert Kronenberg, Associated western representative. The Westinghouse station also used the original Associated package of 55 features.

TPA-Screen Gems Merger Still in Talking Stage

TELEVISION Programs of America last week acknowledged that negotiations have been in progress on a merger with Screen Gems Inc., but said no agreement has been reached [CLOSED CIRCUIT, Sept. 26].

In a memorandum circulated to the TPA staff by Milton Gordon, president, and Michael Sillerman, executive vice president, it was pointed out that despite reports which had circulated, there still is no agreement between TPA and Screen Gems. The memorandum, intended to "clarify the facts" about the negotiations, stated that if a contract is signed, the transaction will not be completed before the first of the year because of "certain contingent problems."

"We can't tell you with assurance at this time," the memorandum continued, "whether the deal will be consumated or whether it won't, but one thing we can assure you is that if a deal is made, it will be for the best interests of this company and all the people involved."

George Blake Firm Names Two

AS PART of an expansion program, George Blake Enterprises, New York tv film producers, last week announced the appointment of Donald Drucker as film editor and George Goodman as film expediter. Mr. Goodman succeeds Jack Lieberman, who has been promoted to the newly created post of studio manager.

The company also reported that Richard Donner, staff director, is leaving for Rome to supervise the overseas shooting of color footage for a Young & Rubicam account. Accompanying Mr. Donner on the trip will be John Freese, manager of radio and television commercial production for Y & R, and Art Cody, one of its art directors.

George Blake, 38, Dies

FUNERAL SERVICES for George Blake, 38, founder and president of George Blake Enterprises, New York, tv film commercial producers, were held on Oct. 9 in New York. Mr. Blake died of a heart ailment on Oct. 7.

Mr. Blake founded his company in 1951 and previously had been a director of the *Candid Camera* series and other short subjects for Columbia Pictures Corp.

Screen Cartoonists Hold Third Annual Film Show

THIRD ANNUAL Film Festival, sponsored by the Screen Cartoonists Guild, was held Oct. 15 in Hollywood and featured continuous running of the "best of the year" in animated films for the television, industrial, advertising and educational fields. The event was designed as a showcase for the work of the members of the guild, which represents about 300 members who work at the 25 Hollywood studios.

Because of the great growth of the television industry, the festival featured the best animated tv spots that have been produced during the past year. Invitations went to all advertising agencies and other sponsors of animated films. The Commercial Film Producers Assn. cooperated with the guild by furnishing films and designed display boards for the event.

Ziv Promotion Aimed At Sponsors' Employes

DETAILS of a promotional campaign to acquaint employes of sponsors of Ziv television shows with complete programming information were announced last week by M. J. Rifkin, Ziv Television vice president in charge of sales.

This move was undertaken, Mr. Rifkin said, after surveys made by the Ziv Television research department had shown that between 50% and 70% of the average large company employes did not know the name of the film show, the time slot, or the outlet or channel being utilized by the company. He said that Ziv has created a special "Enthuse Kit" for use in company employe relations programs, which will be available for each film show sale.

The kit currently is being tested out with *Science Fiction Theatre*. It also consists of a four-part, Ziv-prepared plan, which clients can follow in publicizing *Highway Patrol*.

Film Clinics Started

CONSOLIDATED Film Industries, Hollywood processor of television films, has inaugurated a public relations program to acquaint advertising agency personnel with the basic technique of film processing in three-hour clinics being conducted by Sid Solow, CFI vice president and general manager, who has lectured in cinema arts for eight years at the U. of Southern California. Agencies represented at the clinics to date include N. W. Ayer, Benton & Bowles, Biow-Beirn-Toigo, BBDO, Leo Burnett Co., Foote, Cone & Belding, J. Walter Thompson Co. and Young & Rubicam. CFI is a subsidiary of Republic Pictures Corp.

FILM SALES

ABC Film Syndication Inc. made its first British sale recently with contract for 26 of *The Playhouse* films signed by Associated Rediffusion Ltd., London. Option for remaining 26 half-hours of series was granted Associated, which is official program contractor for British commercial tv Monday-Friday programs.

Barry-Grafman & Assoc., film distributor, reports sale of 104 quarter-hour *Christie Comedies* to WNBQ (TV) Chicago. As midwest representative for another distributor, Synda Pix, firm also announces sale of *Art Linkletter and the Kids* to WTTV (TV) Bloomington, Ind., and of *Mr. and Mrs. North* to KAKE-TV Wichita, Kan., and WEHT (TV) Henderson, Ky.

Laufman Film Productions Inc., Chicago, has sold series of 15-minute tv films about care and health of babies to J. Walter Thompson Co. for Libby's Baby Foods. Titled *It's Baby Time* and featuring Dr. W. W. Bauer, American Medical Assn.'s bureau of health education director and nurse Jane Warren, series starts next week in 25 markets.

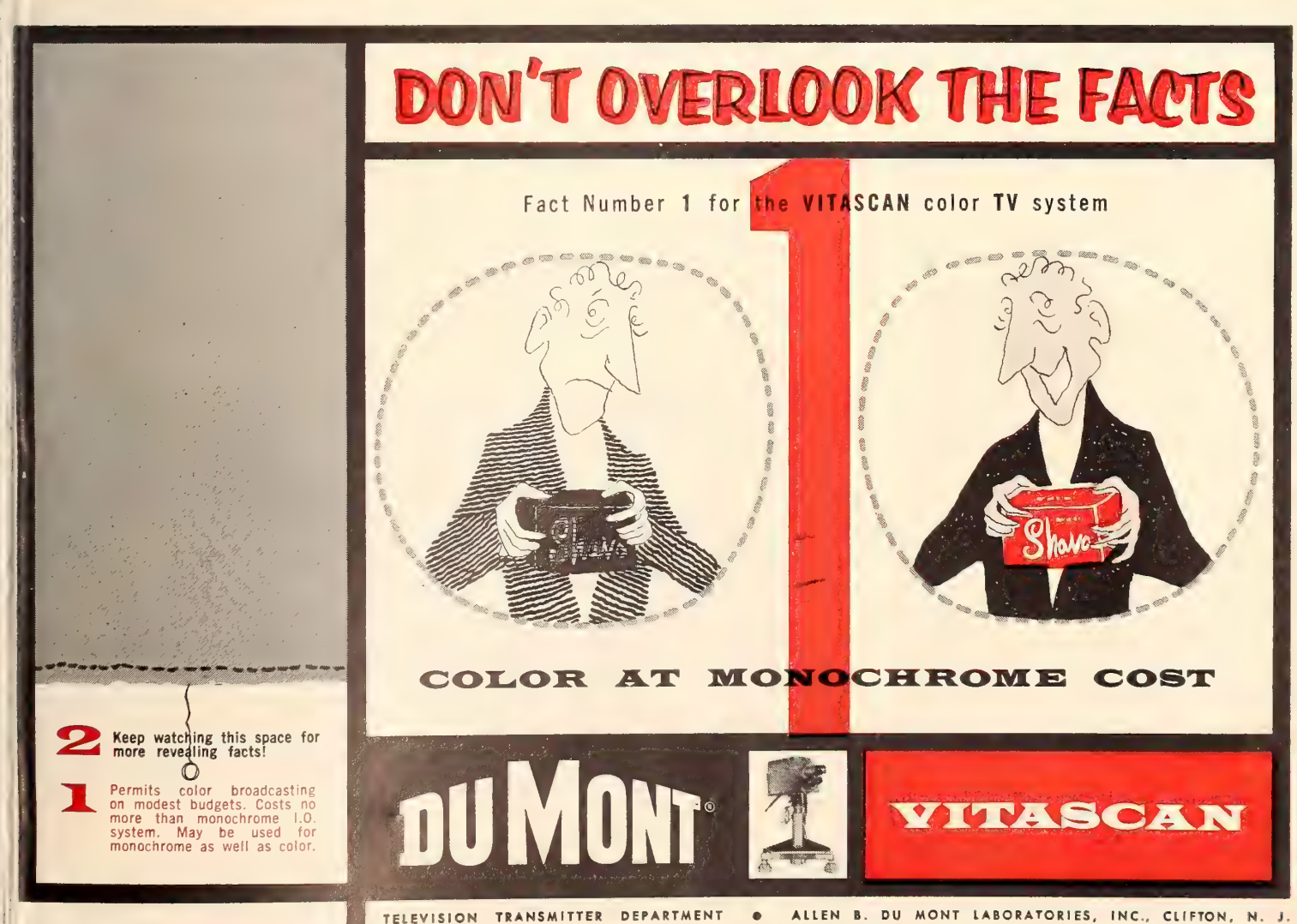
Tonight in Britain, a 22-minute filmed salute to British showbusiness first shown at Queen Elizabeth's Royal Film Festival in London, and starring headliners Claire Bloom, Jeannie Carson, Eileen Joyce and Bud Flanagan and the Crazy Gang, has been made available to U. S. tv stations at no cost. Film, 16mm black-and-white, can be ordered through public relations dept. of British Travel Assn., 336 Madison Ave., New York 17.

FILM DISTRIBUTION

Interstate Television Corp., N. Y., last week reported acquisition of distribution rights for *I Married Joan* tv film series. Package, owned by Business Management Corp., consists of 98 half-hour shows, previously carried on NBC-TV.

Atlantic Television Corp., N. Y., has acquired "Thirty-Nine Steps," Alfred Hitchcock suspense feature, for tv distribution. Atlantic's feature package now is said to number 14.

Association Films Inc., N. Y., distributors of industry-sponsored animated films reported last week that four public service cartoons had racked up 1,200 free tv showings. They are: "How to Catch a Cold," produced by Walt



Disney studios for Kleenex tissues; "Second Sight Sam," an Eastman color cartoon drawn for the Health Information Foundation by UPA-N. Y.; "The Spray's the Thing," a John Sutherland production for DuPont; and "Losing to Win," produced for Metropolitan Life Insurance Co. by Jerry Fairbanks Productions.

Films are available in either black-and-white or color and can be ordered for station use from AF's four regional exchanges: Ridgefield, N. J. (Broad at Elm); La Grange, Ill., (561 Hillgrove Ave.); Dallas (1108 Jackson St.), and San Francisco (351 Turk St.).

Broadcasting & Film Commission of National Council of Churches of Christ in U.S.A., 220 5th Ave., New York 1, has announced new religious tv series, *Man to Man,* available to stations for transportation and insurance charges. Series, which cannot be sponsored, is in four units of 13 successive 15-minute programs.

RCA Recorded Program Services, N. Y., is making available to tv stations a new series of 39 five-minute films, titled *The Sam Snead Show,* starring golfer Sam Snead. The series, which is being offered in both black-and-white and color, stresses tips to help either the beginner or the experienced golfer.

U. S. Information Agency is making available to stations a half-hour film, *Operation Truth,* showing what the government is doing to combat Communist propaganda and to make our own foreign policy better known and better understood throughout the world. Film, running 28 minutes and 13 seconds, may be obtained by writing Mrs. Ann Hagen, officer for radio and tv, U. S. Information Agency, HEW Bldg., Room 2518, 4th & Independence Ave., SW., Washington 25, D. C.

Cinema-Vue Corp. has acquired 27 western features for tv distribution from Vitapix Corp. Films, made during 1948-50, star Johnny Mack Brown and Whip Wilson.

Reela Films, Miami, Fla., is distributing "Where the Sun Reigns," promotional film for the Dade County Development Board and its advertising agency, August Dorr. Featuring glamor cities of Florida's "Gold Coast," film is available for tv, group and school showings.

FILM PRODUCTION

Cathedral Films has completed four new half-hour productions in the *Living Christ* series. Films, dealing with stages in life of Jesus, are for church and possible television distribution.

Anthony Z. Landi, executive vice president, Parsonnet & Wheeler Inc., tv film and commercial producers, in Munich setting up further production plans on forthcoming tv series, *Brother Mark,* starring Richard Kiley. P & W reports first two 30-minute films completed with production of balance of first 39 films underway.

FILM PEOPLE

John Zane, program director for Pan American Broadcasting Co. and previously in similar capacity with WMMW Meriden, Conn., appointed production supervisor of motion pictures, Transfilm Inc., N. Y., producers of tv and industrial films.

Sidney Kramer, associated with RKO Radio Pictures for the past 26 years as short subjects sales manager and RKO-Pathe general sales manager, named foreign sales manager of RKO Radio Pictures, effective Oct. 24, succeeding **Edwin J. Smith,** resigned to join Allied Artists.

Phil Larschan, film editor, Transfilm Inc., N. Y., father of a boy, Oct. 5.

FILM REVIEW PLANS, PA. PILOT STUDY REPORT GIVEN NARTB ROANOKE SESSIONS

Combined meeting for Districts 3 and 4 attract over 250. Pilot study is to set course for national survey, if NARTB should undertake one.

A PROGRAM of film reviewing is being inaugurated by the NARTB Television Code Review Board, G. Richard Shafto, president of WIS-TV Columbia, S. C., and chairman of the board, announced Friday morning to the tv broadcasters present at the final (tv) day of a three-day regional meeting of NARTB Districts 3 and 4 held Wednesday-Friday at the Roanoke Hotel in Roanoke, Va. Total attendance exceeded 250 members and associate members at the three-day meeting. Districts 3 and 4 include Delaware, District of Columbia, Maryland, North and South Carolina, Pennsylvania, Virginia, West Virginia.

The Code Board will not preview films nor review all films on the air, but will review films regarding which complaints are received from stations or members of the viewing public and also films which the board's monitoring of tv stations shows to be objectionable in whole or in part. When film sequences not compatible with the Code are found, all tv stations subscribing to the Code will be notified of them and it will then be the responsibility of each station operator to decide for himself what action to take.

Both Mr. Shafto and Edward Bronson, NARTB director of Code affairs, stressed that negotiations with film producers, either for the purchase of films for tv use or to complain about films already acquired, is strictly a matter for individual broadcasters to handle and is without the province of the Code Board, whose function is an advisory one to its subscribers. Time of day and kind of audience are often pertinent factors, it was pointed out, as a film sequence which might be objectional at 5 p.m. for a predominently juvenile audience might be quite all right for showing in the late evening hours.

Cites Case

The problem arises almost exclusively with films originally made for showing in theatres and now being sold to tv, the speakers said, noting that when a film series is made specially for television use the maker is preparing it for sponsorship and is careful to exclude anything to which an advertiser is likely to object. Mr Shafto recalled a case of a bakery sponsoring a series of Tom Mix films and tying the telecast in with the Boy Scouts of his community. Along came one film in which Tom Mix entered a barroom and took a drink. The series was cancelled immediately.

Stockton Helffrich, manager of continuity acceptance for NBC, in contrast told of the filming of *Steve Donavan,* a western series made for tv, in which the hero holds his conversations in railroad stations, post offices, general stores and elsewhere instead of always in a saloon as most movie westerns do. Steve, a marshal, seldom kills the bad men; instead he shoots just to wound them enough so he can take them to jail to await trial.

Mr. Helffrich showed film clips to illustrate the types of material that should be deleted—or better, omitted in the making—to comply with the Tv Code. There was the unfunny suicide sequence in a comedy film, a kidnapping reference, a child maltreating a cat and an extramarital two-timing scene, among others.

Package Films

Part of the trouble with theatre films now made available to television, Mr. Shafto said, is in the sale of a package of films, when a sales man will throw in additional films of low quality to bulk up the package. Broadcasters must buy with care, considering quality as well as quantity, he declared.

The Code Board chairman also urged tv broadcasters to monitor their own stations and police their own programming. That is essential to full Code compliance, he said.

Ward Quaal, vice president, Crosley Broadcasting Corp., and chairman of the NARTB committee to study viewer attitudes, spoke at the Friday luncheon, and made the first general report of a pilot personal interview survey made last December in Allentown, Bethlehem and Easton, all in Pennsylvania, an area of high tv saturation, with 84% of the families set-owners. Using a prelisted probability sample, Mr. Quaal said interviewers visited the specific addresses



AMONG those present at NARTB's Roanoke sessions were (l to r): James H. Moore, executive vice president of WSLS Roanoke; M. W. Armistead III, president of WDBJ-AM-TV Roanoke; Richard H. Mason, president of WPTF Raleigh; Harold Essex, general manager-vice president of WSJS Winston-Salem; Charles Crutchfield, general manager of WBT Charlotte, and Ward Quaal, vice president of WLWT (TV) Cincinnati.

The *Magic Tree* is not for sale...



The *Magic Tree* is a program which re-creates the fairy stories loved through the ages.

In presenting it, WDSU-TV renders real service to a large New Orleans audience

(Latest Pulse Rating: 25)





The New Orleans TV audience has shown by its warm response that WDSU-TV's unsponsored programs not only fulfill a station's public responsibility, but satisfy a public need. That is why the *Magic Tree* is not for sale.



lected and interviewed one adult household ember.

The questions, he said, fell into five general eas:

"To determine the number of hours the re-ondent watches tv on week days and week-ds and his (or her) attitudes toward tv in mparison with other media; attempt to aluate the meaning of tv to set-owning fam-es; determine what specific programs and pes of programs the respondent likes or dis-kes; ask parents about their attitudes and inions of the tv programs their children atch; seek respondents' opinions and reactions advertising on tv."

The next step, he said, will come at the end f the regional meeting series, when committee nd staff members will evaluate the pilot study determine what the course should be for a ational survey, if one should be undertaken. Our committee feels that such a national study would do more than any other effort, the Code xcepted, to prove again our sincerity as televi-ion broadcasters in doing our level best to serve he public good and to gain respect of govern-ment and people everywhere as the greatest ource of information and entertainment the world has ever known."

Formal dedication of the new $1 million radio-television center of WSLS-AM-TV Roanoke took place Wednesday, timed to coincide with the NARTB Regional Conference, for which James H. Moore, executive vice president of the Shenandoah Life Stations and NARTB director of District 4, was "host director." Mr. Moore chaired the sessions on Wednesday—Radio Day—and Thursday—Association Day. Campbell Arnoux, president and general manager, WTAR-AM-TV Norfolk, Va., and vice chairman of the NARTB Tv Board, chaired the Tv Day sessions on Friday.

Farm Radio Does More

"Farm radio reaches more farm family homes more frequently, more effectively, at a time when they are in a more receptive mood, and at a lower cost than any other medium," Phil Alampi, farm and garden director of WRCA-AM-TV New York, told the Roanoke meeting Wednesday morning. Reporting that 99% of farm homes have one or more radios and that there are more farm autos and therefore more farm auto radios (67% compared to 63% of urban car owners), he said that farmers and their families spend about 25% more time listening to weekday, weekend and evening programs than do their city cousins.

Farm radio reaches the farmer several times a day, every day, and it sells him "with authenticity," Mr. Alampi said, because a recommendation made by a station farm director is backed by actual farm experience and puts "a stamp of approval on the commercials which is difficult to beat."

Wednesday luncheon speaker Frank Silvernail, BBDO station relations manager, stated that "radio can come right back up into its former place among national media" if it is possible to suppress those who "view with alarm any change in radio as we used to know it." (See story, page 58.)

FCC Chairman George C. McConnaughey, at the Thursday luncheon, praised the American system of free enterprise broadcasting in contrast to the state-controlled systems of Europe he inspected this summer. He said that the FCC must decide the problems confronting broadcasters "in a manner that will not adversely affect the progress which has been made to date in giving the people of this country a fine broadcasting system." (See story, page 80.)

Ingenuity and inventiveness are the basic elements in good promotion—and money helps, too, it was agreed by the four broadcasters who made up a panel on audience promotion at the NARTB Roanoke meeting. C. Leslie Golliday, co-owner and general manager, WEPM Martinsburg, W. Va., stressed as the prime essential the integration of "your station, your staff and yourself" into the community and its various activities. "Publicize your call letters," he told the broadcasters at the Wednesday afternoon session. "Don't be known only as 'the local radio station.'"

He also reported on a gimmick that integrated the community with the station—a telephone giveaway show with a fairly difficult question that was repeated until answered. The women of Martinsburg would go to great lengths to discover the answer and the one who did would call ten friends who would each call ten friends to pass it along.

Special short-term contests have been good promotion media for WFIL Philadelphia, Station Manager George A. Koehler said, citing a slogan contest for the city's Cerebal Palsy drive and a traffic safety campaign. He also urged lots of on-air promotion of programs, particularly use of morning time to attract listeners for later in the day and evening.

Local public service programming, local news and staff participation in all local civic activities constitute the best station promotion, according to Emerson J. Pryor, vice president and general manager, WDVA Danville, Va. The Danville Chamber of Commerce takes over operation of WDVA one day a year; WDVA has them photographed at microphones; the pictures are in the office of practically every businessman in town, he said. Between Thanksgiving and Christmas WDVA conducts a charity drive for underprivileged children; each week it stages a teen-age dance at the Moose Club and broadcasts its disc jockey show an hour or two from there, he cited as other examples.

The most important thing in audience promotion is programming, Allen Wanamaker, general manager, WBIG Greensboro, N. C., declared, "as what we're trying to promote is audience for our programs." He told how WBIG's woman's home service program conductor used the station's station wagon to call on women at home, surveying their kitchen and pantry shelves and noting the products they used, meantime talking about radio and WBIG and concluding her visit by giving the housewife samples of food products advertised on WBIG.

Fellows Misses Meeting

The conference banquet, Thursday night, was a speakerless affair in the absence of NARTB President Harold Fellows, ill in Boston.

The problems and policies of NARTB were reviewed in the text of Mr. Fellows speech, which was distributed in printed form to delegates in his absence from the meeting.

NARTB periodically goes through a cycle when smaller broadcasters say "the big boys are running the show," he said. Then there is the lament of bigger broadcasters, "Why should I spend my money to teach the newcomers my business?" These cycles no longer frighten him, he said, observing that they teach this lesson, "Everything is for everybody; and if the total industry and the total public welfare are not benefited, the cause is lost anyway." He listed the association's toll tv stand as an example, since it follows this line, "We don't want any kind of change in free-enterprise television which will lessen to any degree its free characteristics."

After reviewing the association's financial problems, he said;

"We are a business association because we perform certain services, resulting from our mutual interests, which are intended to assist the industry in growing stronger as an economic entity. An association cannot prosper upon hypocrisy, any more than can an individual. All of us know with what vigor the NARTB and its staff and its membership have endeavored to obtain widespread observance and support of the Radio Standards of Practice and the Television Code. Subscribing to these standards is mere hypocrisy if it pretends nothing but an effort on the part of a broadcaster to cover his shortcomings in other areas of station activity—such as business ethics, running the gamut from haphazard selling practices to the acceptance of questionable advertisers and advertising copy.

"The purpose of standards is to establish a platform for better performance, not to camouflage bad performance. This same concept must apply to the association which represents you as broadcasters."

Ollie Treyz, president of Television Bureau of Advertising, Friday reported that TvB in its first nine months took in $270,000 at a rate of $30,000 a month. But, he said, as of Oct. 15 it was operating on a basis of $532,000 a year from 168 members. In return, TvB has played a role in the sale of $6,488,000 worth of tv business, according to Mr. Treyz. This includes 11 accounts, six new to television and the other five have expanded tv usage.

Resolution Adopted

A resolution urging the NARTB Board to consider ways to resolve the confusion caused by a multiplicity of program rating services with often contradictory reports was adopted by the members of Districts 3 and 4. The group also asked NARTB to work for legislation keeping all times in this country in the same relation as under standard time. A third resolution expressed support for the regional type of meetings and thanked the district directors for the success of this one.

Other resolutions thanked FCC Chairman McConnaughey and other speakers and the NARTB staff for helping make the meeting a success, expressed regret at the illnesses of President Eisenhower and NARTB President Fellows and wished them both a speedy recovery.

Not presented to the membership was a resolution drafted by Ben Strouse, vice president and general manager of WWDC Washington, commending the national networks on their ingenuity in developing new methods and techniques for the use of the great mass medium, radio, and urging each broadcaster "to insist that the rate which the network establishes for his station for spot participation be not less than the rate that his national representative charges for similar use of his facilities." After lengthy consideration this move was rejected by the resolutions committee.

Maintaining an active legislative committee is essential, and retaining counsel at the state capitol helpful, to any state association in watching for legislation affecting broadcasters' interests, according to state association executives speaking Thursday afternoon at a session chaired by George H. Clinton, executive vice president and general manager of WPAR Parkersburg, W. Va.

Legislative and other activities of state associations were reviewed by representatives of the state groups including: Maryland-D. C.—Ben Strouse, WWDC Washington; North Carolina—William S. Page, WELS Kinston; Pennsylvania—Cecil Woodland, WEJL Scranton; South Carolina—Charles A. Batson, WIS-TV Columbia; Virginia—John L. Cole Jr., WHLF South Boston; West Virginia—Paul J. Miller, WWVA Wheeling.



NARTB Sets Region 8 Agenda Fifth of Eight Fall Meetings

AGENDA for NARTB's Region 8 Conference which runs Monday-Wednesday, Oct. 24-26, at San Francisco's St. Francis Hotel, was announced last week by NARTB President Harold E. Fellows.

Fifth in a series of eight NARTB fall meetings, the Region 8 sessions will include delegates from Dists. 15 (Calif., Guam, Hawaii Nev.), 16 (Ariz., Calif., Nev.) and 17 (Alaska Ore., Wash.). Monday is Radio Day, Tuesday Association Day and Wednesday Tv Day.

Guest speakers on Monday will include Ma Hansen, WOW Omaha, and Raymond R. Morgan, Raymond R. Morgan Adv., Los Angeles On Tuesday, Judge Justin Miller, former NARTB board chairman, and FCC Comr. Edward M. Webster. On Wednesday, Dorothy Brown, ABC Western Div.; Philip G. Lasky KPIX (TV) San Francisco; Oliver Treyz, president, and Pete Cash, station relations director, both Tv Bureau of Advertising; Robert D. Swezey, WDSU-TV New Orleans and Clete Roberts, KNXT (TV) Los Angeles.

Hal Fellows Recuperating After Pneumonia Attack

HAROLD E. FELLOWS, NARTB president, is recuperating in Peter Bent Brigham Hospital, Boston, from virus pneumonia. He was unable to attend the NARTB regional meeting at Roanoke, Va., last week (see story page 66).

Mr. Fellows became ill in Boston over the weekend. He had gone to his home city for a weekend rest after a heavy travel schedule and series of speeches and meetings. Recently he had suffered from a heavy cold. When he became ill Monday he was taken to the hospital.

While no definite word was available about his chances of attending regional meetings late this month and in early November, it was pointed out that the recuperative period from pneumonia is frequently long. Last week's regional meeting completed the first half of the NARTB schedule. Meetings resume Oct. 24 in San Francisco.

Higgins Renamed Chairman Of NARTB Sports Committee

GEORGE J. HIGGINS, KMBC-AM-TV Kansas City, has been reappointed chairman of the NARTB Sports Committee by President Harold E. Fellows. Known widely in the sports and broadcasting spheres as "Coach," Mr. Higgins has a long background as athlete, coach and game official.

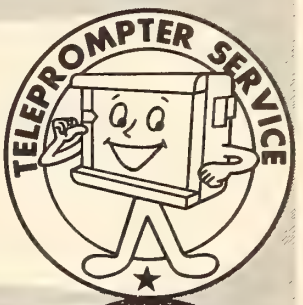
Radio members of the committee include Fred Knorr, WKMH Dearborn, Mich.; Robert O. Reynolds, KMPC Hollywood; Alois A. Schmidt, WFCB Dunkirk, N. Y.; Don Searle, Farm & Home Radio Co., Grand Island, Neb.; A. E. Spokes, WJOY Burlington, Vt.; Gene Trace, WBBW Youngstown, Ohio.

Television members are: Kenneth L. Carter, WAAM (TV) Baltimore; Albert D. Johnson, KENS-TV San Antonio; Lawrence H. Rogers II, WSAZ-TV Huntington, W. Va.; Robert R. Tincher, KVTV (TV) Sioux City, Iowa.

Representatives of networks are Tom Velotta, ABC; Elmer Lower, CBS; John Burnett, MBS, and Tom Gallery, NBC.

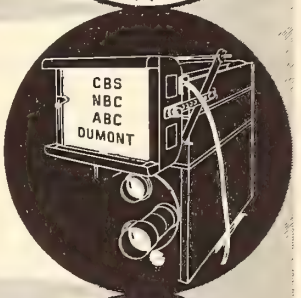
In the Spotlight!

500,000 hours' performance...



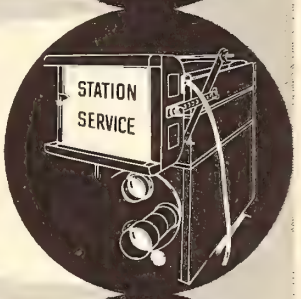
Behind this 500,000 hours' performance is the depth of pioneering and experience and service that distinguishes TelePrompTer* operations throughout the industry.

TelePrompTer adds impact



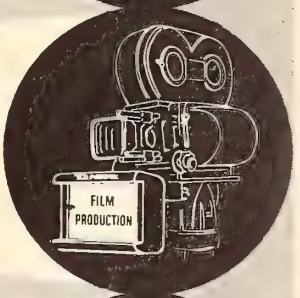
TelePrompTer network service on:
8 of the top 10 shows (Nielsen)
Over 100 shows weekly
18,000 variety, dramatic and news shows in 3 years

TelePrompTer insures quality production



TelePrompTer service available at:
TV stations from coast-to-coast
Every size . . . Grand Junction, Colo. to New York City
Stations covering 78% of all U.S. TV homes

TelePrompTer saves money



TelePrompTer service in film studios:
Over 100 film shooting days this month
40% cut from shooting time on one TV series alone

TelePrompTer...the speaker's best friend



TelePrompTer meeting services:
Leading companies now use TelePrompTer's complete staging service consisting of lighting, audio systems, special effects, portable modular stages . . . and TeleMation . . . an amazing system of automation.

Whenever you want impact insurance in a performance... call on the experienced and expert service of... **TELEPROMPTER CORPORATION**

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JUdson 2-3800

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Bill Marsh, Staging Service
Warren Abrams, Stations Division

CHICAGO
Ted Boisumeau, Manager
177 North State Street
FRanklin 2-8826

LOS ANGELES
George Kane, Manager
6151 Santa Monica Boulevard
HOllywood 9-6239

WASHINGTON, D. C.
Ray Tyrrell, Manager
1346 Connecticut Avenue
COlumbus 5-3161

TORONTO
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• • •

TelePrompTer service now available in all principal cities throughout the United States, Canada and many foreign countries.

EXCLUSIVE!!

OUR OWN *(exclusive)*

FOREIGN CORRESPONDENT!

K-NUZ News Director, Bill Crawford, reporting direct from

- London
- Paris
- Frankfurt
- Berlin
- Madrid
- Rome
- Athens
- Istanbul
- Amsterdam
- Europe
- And the Middle East



Exclusively reported for Houston, by Houston's favorite Newscaster, **exclusively** on Houston's favorite station.

This world report is another first for K-NUZ, the station Houston looks to for "firsts". First in News, Music, and on the spot reports from "Big Mike" our roving station on wheels, and first in personalities with Paul Berlin, Texas' No. 1 Radio personality. This **exclusive** program is sponsored by David's Hardware Stores of Houston.

K-NUZ
"Houston's 24 hour Music & News Station"

Nat'l. Rep.: Forjoe & Company

In Houston: Dave Morris — JAckson 3-2581

Story Behind '$64,000' Told to Radio-Tv Execs

THE REAL story behind the success of the *$64,000 Question,* according to its creator, lies in the "enormous power of television to affect the future course (or life) of a certain person" and in moving merchandise.

The speaker, Louis G. Cowan, executive producer, CBS-TV, who maintains his interest in Louis G. Cowan Inc., producer of the question show which is simulcast on CBS-TV and CBS Radio, Tuesdays, 10-10:30 p.m. EDT, was featured at a special Radio & Television Executives Society luncheon last Thursday at the Roosevelt Hotel, New York.

Mr. Cowan noted that the program has had phenomenal success not only in selling its sponsor's products (Revlon Product Corp., through Norman, Craig & Kummel) but also in moving competitor brands off the shelves.

He said the meaning of the program lies in an understanding of television which he described as the "greatest mass communications medium in the world." Mr. Cowan said that an average of 300 million "people hours" per day are spent with tv. Acknowledging the movies' claim of 80 million people attending U. S. motion picture houses in a given week, Mr. Cowan asserted that the *$64,000 Question* claims to be seen by 60 million people every Tuesday night.

Mr. Cowan said the factor of tv's tremendous magnetism outweighed all others—such as reality, types of people, size of the prize, identification with contestant, the time, the night and the network—in making the program such an outstanding success in the number of viewers, in selling the sponsor's products and in winning a "generous" share of news wire, feature and photo service attention.

Tv Information Committee Lineup Announced by NARTB

MEMBERS of NARTB's Tv Information Committee for fiscal 1955-56 were announced last week by President Harold E. Fellows, with Jack Harris, KPRC-TV Houston, as chairman.

Other members: Charles Crutchfield, WBTV (TV) Charlotte; Gordon Gray, WOR-TV New York; Payson Hall, Meredith Publishing Co. stations; C. Howard Lane, KOIN-TV Portland, Ore.; D. Lennox Murdoch, KSL-TV Salt Lake City; D. L. Provost, WBAL-TV Baltimore; George B. Storer Jr., Storer Broadcasting Co.; Chris J. Witting, Westinghouse Broadcasting Co.; Eugene Accas, ABC; Sydney Eiges, NBC, and Charles J. Oppenheim, CBS.

Missouri Broadcasters Elect KXOK's Thomas President

C. L. (CHET) THOMAS, vice president-general manager, KXOK St. Louis, Mo., was elected president of the Missouri Broadcasters Assn. at the annual meeting a fortnight ago in Jefferson City.

Mr. Thomas succeeds Sam Burk of KIRK Kirksville.

Others elected were Earl Dougherty, KXEO Mexico, vice president and Bruce Barrington, WEW St. Louis, secretary-treasurer. Catherine Roer, of Jefferson City was named executive secretary of the association, a newly created post.

Speakers at the meeting, which was attended by about 50 people, included Howard Bell, assistant to NARTB President Harold Fellows; J. R. Livesay of WLBH Mattoon, Ill., and Ben Sanders, KICD Spencer, Idaho.



THIS MAN REPRESENTS A TOTAL OF OVER 1,000,000 HOURS OF TV EXPERIENCE!

Experience makes a world of difference when it comes to quality TV production. On the air since 1948, WBEN-TV is — by far — Buffalo's oldest TV outlet, with television know-how that has been seven long years in the making.

Nearly every man on the WBEN-TV staff has been with this pioneer station since its early beginning. These skilled veterans work in two fully equipped studios that permit staging with unhurried care.

The fact is, WBEN-TV means Q-U-A-L-I-T-Y. And in a field where quality is crucial, here's good news. *There's no need to settle for anything less when quality production by* WBEN-TV *costs no more.*

in Buffalo-TV dollars count for more on channel 4

7 of 10

WBEN-TV has seven of the 10 top rated multi-weekly shows in Buffalo. WBEN-TV also has the majority of the top 15 weekly shows, according to TELEPULSE.

CBS NETWORK

WBEN-TV

BUFFALO, N. Y.

WBEN-TV Representatives —
HARRINGTON, RIGHTER and PARSONS, Inc., NEW YORK, CHICAGO, SAN FRANCISCO

THE DOMINANT TV STATION IN A 2 BILLION DOLLAR MARKET IS WTRF-TV, WHEELING, WEST VA.

By every accepted standard of audience measurement, WTRF-TV is the dominant station in the 2 billion dollar Wheeling-Steubenville market. This important and fast growing market, called the Ruhr Valley of America, consists of 416,210 families, 1,409,300 people, owning 307,400 television sets, with a combined spendable income of $1,973,985,000, an average of $4,742 per household.

WTRF-TV, operating on channel 7 with 316,000 watts, penetrates the Wheeling-Steubenville market with amazing results. Intelligent programming combined with alert, aggressive promotion means your budget buys more sales impact than offered by any competing media. Take a long, concentrated look at the important Wheeling-Steubenville market, bearing in mind that WTRF-TV is the dominant TV station—the *BIG selling* medium.

ATTENTION FOOD ADVERTISERS:
Have you heard about our sensational Merchandising Plan?

Bob Ferguson, VP & Gen. Mgr.
Represented by Hollingbery
NBC Primary—ABC Supplementary



WHEELING, WEST VIRGINIA
Equipped for network color

Illinois Broadcasters Meet, Elect Bonansinga President

REGISTRATION passed 70 at the Illinois Broadcasters Assn. meeting last Monday in Springfield. Joe Bonansinga, WGEM-AM-TV Quincy, was elected president, succeeding Harold Dewing, WCVS Springfield.

Other new officers are George Biggar, WLBK De Kalb, vice president; Charles Cook, WJPF Herrin, secretary-treasurer, and directors, Harold Safford, WLS Chicago, and Adlai Ferguson, WPRS Paris.

A morning talk was made by Ben Sanders, KICD Spencer, Iowa, on "Main Street Radio," and Charles Tower, employer-employe relations manager, NARTB, spoke in the afternoon on "Some Recent Labor Relations Developments."

Resolutions asked for NARTB action to effect uniform time throughout the country within the various time zones; that the NARTB and the industry participate in providing a yardstick for measuring the broadcast audience that will have the confidence of stations, agencies and advertisers; that the system of regional meetings be continued with a two-day maximum for each.



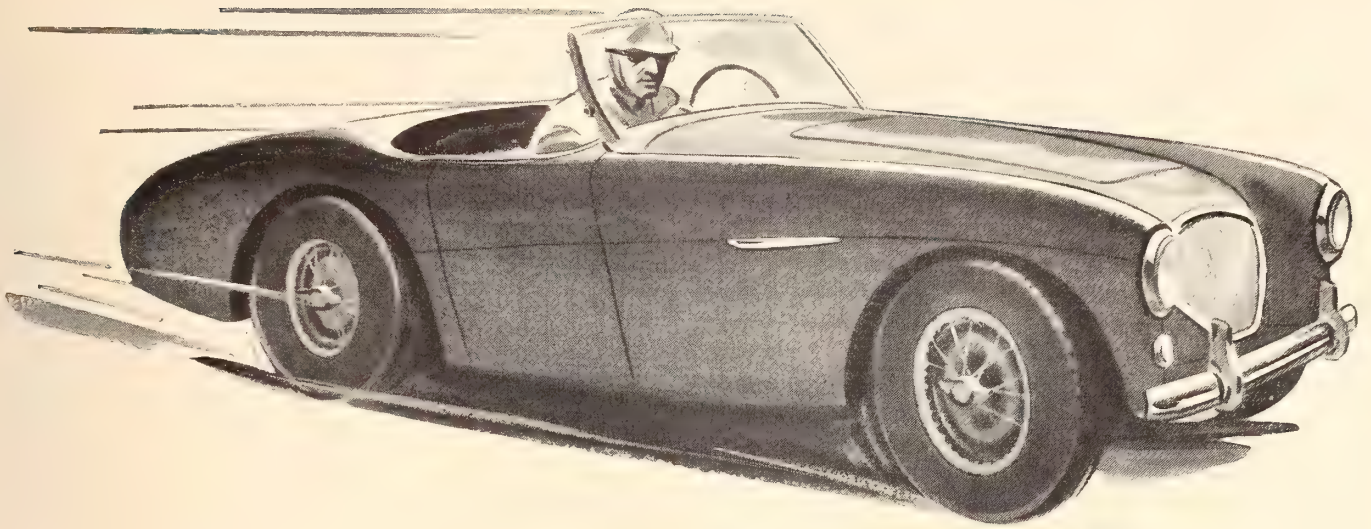
ILLINOIS Broadcasters Assn.'s new president, Joe Bonansinga (seated, r), meets with Harold Dewing, WCVS Springfield, outgoing president, and other officers (l to r): George Biggar, WLBK De Kalb, vice president; Bill Holm, WLPO LaSalle, NARTB Dist. 9 director, and Charles Cook, WJPF Herrin, secretary-treasurer.

Alabama Broadcasters Meet

ALABAMA Broadcasters Assn.'s eighth annual fall conference was held Oct. 6-8 on the campus of the U. of Alabama, University, with George B. Storer, Storer Broadcasting Co., as keynote speaker Oct. 7. Ray Cormier, Ray Cormier Adv., Los Angeles, and Jerome Feniger, Cunningham & Walsh, New York, were guest speakers Oct. 7, and William G. Rambeau, William G. Rambeau Co., New York, on Oct. 8.

Vermont Broadcasters to Meet

VERMONT Assn. of Radio & Tv Broadcasters holds its fall meeting today (Monday) at the Hotel Vermont, Burlington, in conjunction with a Radio Advertising Bureau sales clinic. New officers will be elected and business conducted at the meeting beginning at 6 p.m.



YOU MIGHT DRIVE 3175 MILES IN 24 HRS.—*

BUT . . . YOU NEED WKZO-TV TO SPEED UP SALES IN WESTERN MICHIGAN!

AMERICAN RESEARCH BUREAU FEBRUARY, 1955, REPORT GRAND RAPIDS-KALAMAZOO		
	Number of Quarter Hours With Higher Rating	
MONDAY THRU FRIDAY	WKZO-TV	Station B
7 a.m.—5 p.m.	144	56
5 p.m.—11 p.m.	83	37
Saturday & Sunday 10 a.m.—11 p.m.	80	24

NOTE: Survey based on sampling in the following proportions—Grand Rapids (45%), Kalamazoo (19%), Battle Creek (19%), Muskegon (17%).

WKZO-TV, Channel 3, is the Official Basic CBS Television Outlet for Western Michigan. With over half a million television homes in 29 counties, this is one of America's "top-20" TV markets!

American Research Bureau figures, left, prove WKZO-TV's tremendous popularity—not only in Kalamazoo and Grand Rapids, but in Battle Creek and Muskegon as well.

Let Avery-Knodel fill you in!

100,000 WATTS • CHANNEL 3 • 1000' TOWER

AM-TV-FM

The Fetzer Stations

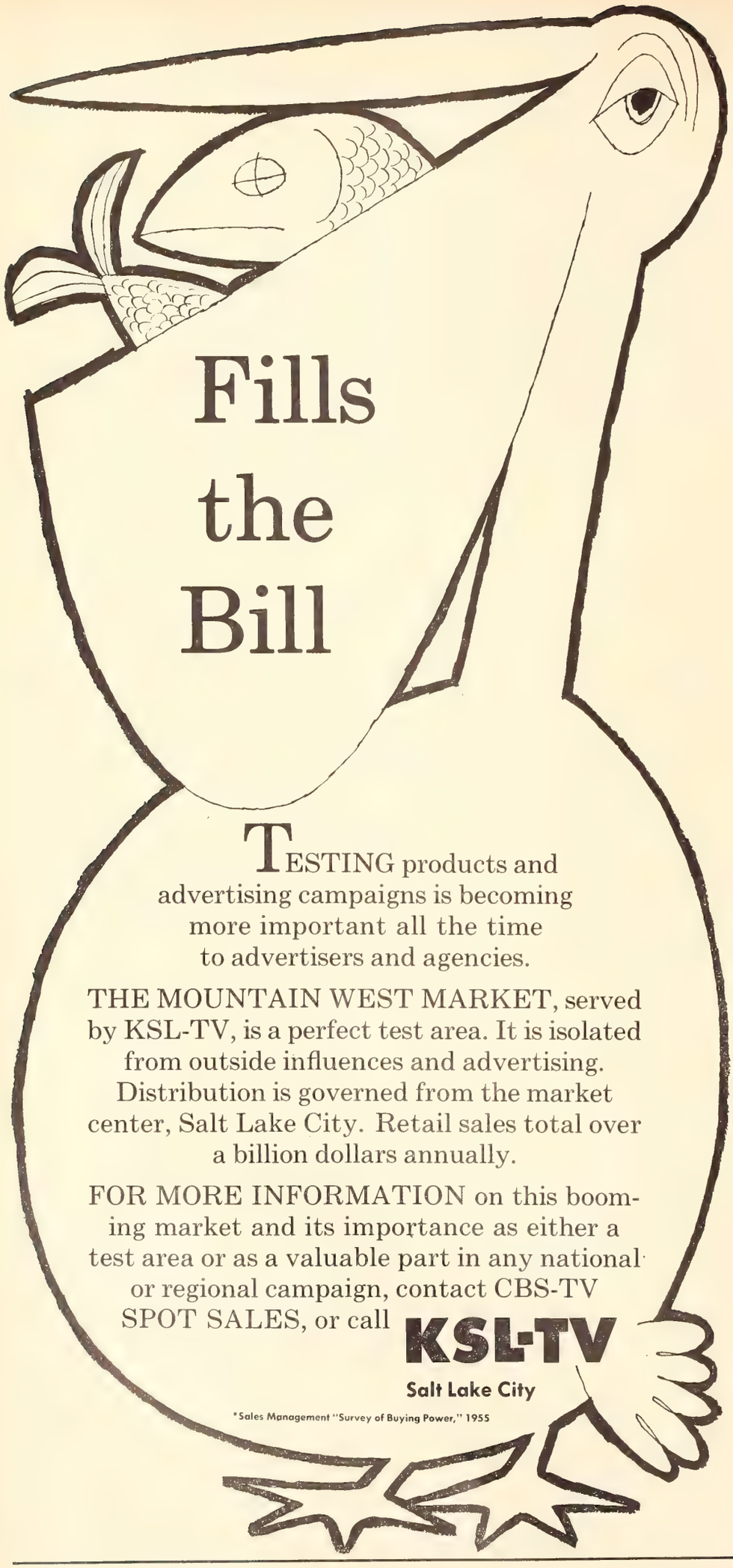
WKZO-TV — GRAND RAPIDS-KALAMAZOO
WKZO RADIO — KALAMAZOO-BATTLE CREEK
WJEF RADIO — GRAND RAPIDS
WJEF-FM — GRAND RAPIDS-KALAMAZOO
KOLN-TV — LINCOLN, NEBRASKA
Associated with
WMBD RADIO — PEORIA, ILLINOIS

WKZO-TV

Kalamazoo-Grand Rapids

Avery-Knodel, Inc., Exclusive National Representatives

** Donald Healey and a five-man team set this world's record in an Austin-Healey 100-S, in August, 1954.*



Bartley Urges Kentuckians To Seek Relief From Libel

URGING Kentucky broadcasters to seek relief from their legislature, FCC Comr. Robert T. Bartley recounted the dilemma of broadcasters who are forbidden by the Federal government to censor a political speech, but who are liable to damages for defamation by state law.

Speaking to the Kentucky Broadcasters Assn. in Lexington, Ky., Friday, Comr. Bartley said that Kentucky was one of the 14 states which still does not have slander protection for its broadcasters. Thirty-four states already have passed such laws, he said .

States without libel protection laws for broadcasters, in addition to Kentucky, are: Alabama, Delaware, Illinois, Indiana, Maryland, Massachusetts, New Jersey, New Hampshire, Oklahoma, Rhode Island, Vermont, Washington and Wisconsin.

Sec. 315 of the Communications Act requires that if a broadcaster permits a candidate for public office to use its facilities, it must extend equal opportunity to all other such candidates. It also forbids censorship of candidates' speeches. In some instances stations have been sued for libel and defamation after a candidate has made charges over the air—even though station officials may have pointed out the libelous nature of the allegations.

Tv Film Directors Form Western Division

FORMATION of a western division of National Assn. of Television Film Directors under the chairmanship of Richard Norman, film buyer at KPTV (TV) Portland, Ore., was announced last week following conclusion of the group's first West Coast conference in Hollywood [B•T, Oct. 10]. Les Chipman, KOMO-TV Seattle, was elected secretary, and Richard Woollen, film buyer, KTTV (TV) Hollywood, was named public relations director.

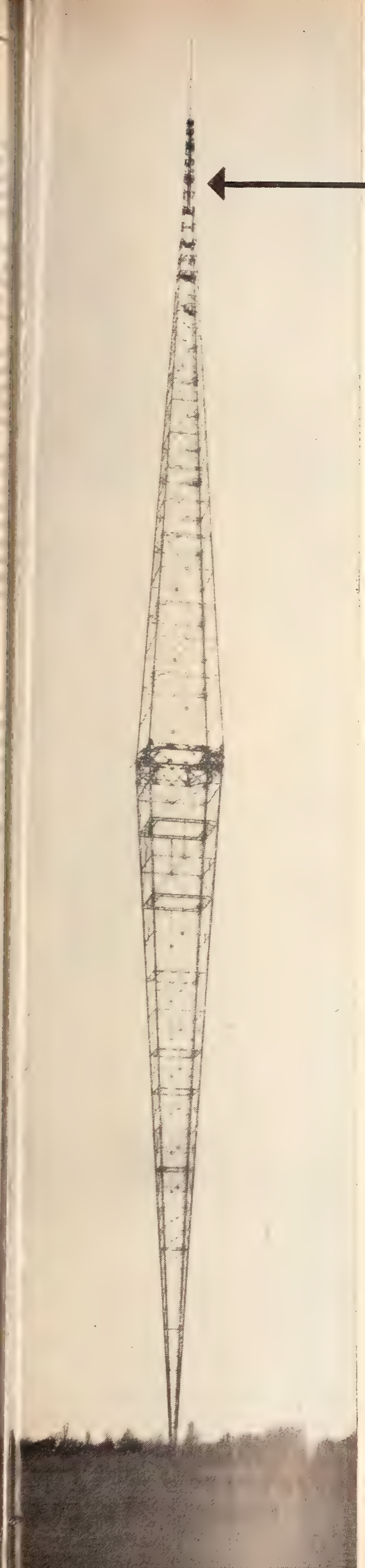
NATFD voted to hold its first national convention in Chicago next May just before the NARTB convention. Named to head the convention plans committee was Buck Long, operations manager and film buyer, KFJZ-TV Fort Worth, Tex. Other chairmen appointed were Bill Hollenbeck, KFSD-TV San Diego, Calif., color film research committee; Dick Thiriot, KSL-TV Salt Lake City, operational procedures standardization committee; Jim Bentley KCEN-TV Temple, Tex., newsletter; Mr. Woollen, film procurement, and Mr. Chipman, membership.

RTES Sets Oct. 18 Seminars

FIRST MEETING of the 1955-56 series of timebuying and selling seminars of the Radio & Television Executives Society, New York, will be held Tuesday. The series will break into a group of eight luncheons devoted to topics of general interest to buyers and sellers and a second series of eight meetings that will cover specialized aspects. The seminar committee is headed by Co-Chairmen Frank Pellegrin of H-R Representatives, and Mary McKenna, WNEW New York.

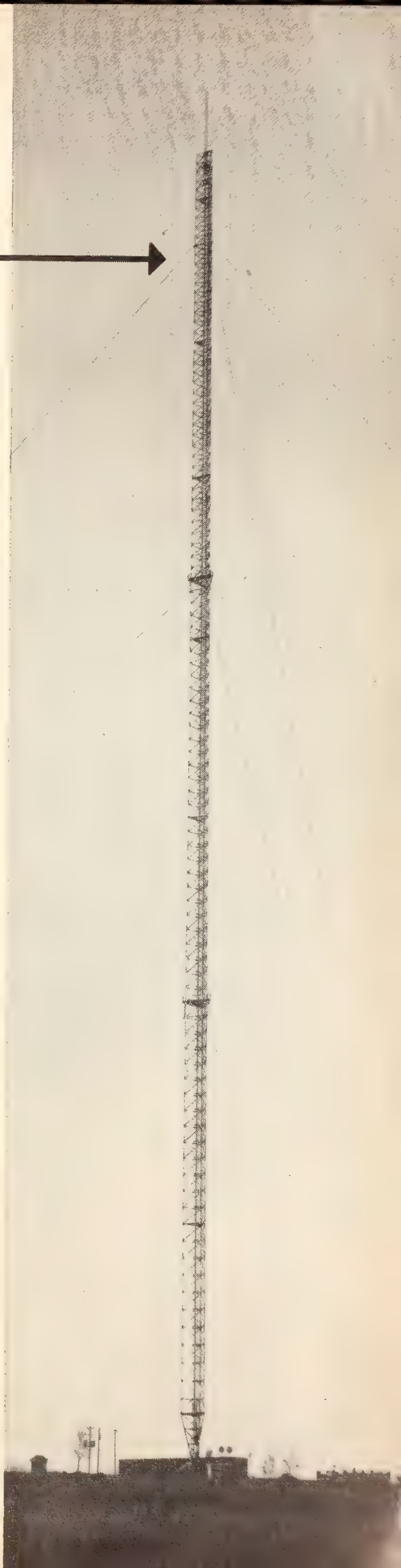
Carmine Featured Speaker

JAMES H. CARMINE, president of Philco Corp., will make the feature luncheon address at the 1955 Washington (D. C.) Seminar on Marketing at the Willard Hotel Oct. 25. The meeting is sponsored jointly by the Advertising Club of Washington and Washington Chapter of the American Marketing Assn.



20 years ago...

and today



They're both BLAW-KNOX Towers over 1000 feet high

The *first* broadcasting tower over 1000 feet high was a Blaw-Knox Tower, shown on the left.

And today we continue to design guyed towers over 1000 feet high . . . such as the modern TV tower that accommodates an elevator, shown on the right.

These two examples well illustrate how Blaw-Knox has set the pace in tower design for many years. And why we are prepared to cooperate with you in designing a tower to meet *your* specific requirements.

For more complete information on the many modern types of Blaw-Knox Antenna Towers, write or phone for your copy of Bulletin No. 2417. Or send us your inquiry for prompt service, specifying height of tower and type of antenna.

BLAW-KNOX COMPANY
BLAW-KNOX EQUIPMENT DIVISION
PITTSBURGH 38, PENNSYLVANIA

ANTENNA TOWERS

BLAW-KNOX

Guyed and self-supporting—for AM • FM
TV • radar • microwave • communications

UHF OPERATORS ASK FOR FCC HEARING

Commission requested not to take action on uhf-vhf question that would render the problem moot and solutions impossible.

IT was the uhf broadcasters turn at the FCC bat last week, as the Commission awaited a response to its request to the Office of Defense Mobilization for more frequencies in the vhf band for tv [B•T, Oct. 10].

The uhf operators urged the FCC to hold "open and public proceedings" on the vexatious uhf-vhf problem. They also asked that the Commission not take any "inconsistent" action "which would render the problem moot and make consideration of any effective nationwide solutions of the uhf problem impractical or impossible to attain."

This latter was taken to refer to the Commission-scheduled consideration today (Monday) of the deintermixture petitions. As of late last week the Commission had not changed its mind about taking this up today.

Earlier last week, FCC Chairman George C. McConnaughey met with Dr. Allen B. DuMont. No particulars of Dr. DuMont's recommendations were revealed. On Thursday night, Mr. McConnaughey posed some questions on the uhf-vhf subject to the NARTB regional meeting in Roanoke, Va.

On the horizon was an undisclosed plan prepared by Dr. W. R. G. Baker, GE Electronics Division vice president, to be presented to a manufacturers' frequency allocations committee scheduled to meet Oct. 19 at the English Room of the Plaza Hotel, New York. The proposal will be presented to the Commission if it is accepted by committee members, Dr. Baker, committee chairman, said last week.

The uhf group gathered 30 strong in Washington Thursday afternoon. They met with Acting Chairman Rosel H. Hyde and Comrs. Edward M. Webster, Robert E. Lee, John C. Doerfer and Richard A. Mack Friday morning. The meeting lasted about an hour, resulted in a decision to have the uhf group submit a formal petition asking that the FCC hold open hearings and that it do nothing to "prejudge" the deintermixture issues.

The uhf spokesman was Harold Thoms, WISE-TV Asheville, N. C. Benedict P. Cottone was counsel to the group.

The uhf committee urged the FCC not to take any action which would "without further proceedings" make "future deintermixture or other remedies difficult or impossible."

"It is our view," the uhf statement read, ". . . that [the Commission] hold open and public proceedings, with opportunity to be heard given to all interested persons who have recommendations to make . . . It is only in this way that problems that are most critical to the survival of many television stations throughout the country can be fairly resolved."

Thoms Initiates Meeting

The meeting of uhf broadcasters was initiated by Harold Thoms, WISE-TV Asheville, N. C., chairman of the Uhf Industry Coordinating Committee. In an Oct. 10 telegram to each commissioner, Mr. Thoms asked that the uhf group be given an opportunity to be heard, "affording us at least the same opportunity given to the two largest networks."

It was understood that Friday's meeting with the Commission was in the nature of an overall uhf broadcasters' committee and not specifically limited to members of Uhf Industry Coordinating Committee.

In Mr. McConnaughey's speech to the NARTB members in Roanoke last week the FCC chairman termed the current uhf-vhf problem as "challenging". Some of the questions he raised were:

What should we do about deintermixture? Do the present 12 vhf channels and the possibility of obtaining more vhf channels offer enough spectrum space to meet the demand now and for a reasonable time in the future? Do the 70 uhf channels in the present state of the art offer a satisfactory solution to the problem? Will a combined use of these channels work better? When we compare the possibility of obtaining more vhf space with the possibility of developing uhf to a comparable service, what answer do we get?"

He also related some of the actions that the Commission has taken to help uhf. He mentioned booster rule-making, quasi-satellite operation authorization, 5 megawatt proposal, privately owned intercity relays rule-making.

In referring to the FCC's action in seeking additional vhf channels from the military, the FCC chairman said that the Commission "adopted what might be called a priority of procedure, the first step being to consult with the government, at a high level conference, the possibility of obtaining more vhf television channels."

He also referred to the Commission's meetings with ABC, CBS, Gen. Sarnoff, Dr. DuMont, and others.

From Early Morning . . . to Late Night





MOST PEOPLE LISTEN TO WAKR

Here's How the Audience is Divided •

WAKR	STATION "A"	STATION "B"	STATION "C"	STATION "D"
44.6%	17.9%	22.2%	8.2%	4.4%

MORNING — AFTERNOON and NIGHT
• 6 A. M. to 10:30 P. M.

WAKR is 1st.



A DECIDED FIRST IN LISTENERS

The current TRENDEX* audience measurement report again confirms WAKR's dominant position in Akron Radio.

WAKR-TV
Now in its 3rd YEAR

• TRENDEX — Akron Audience Survey June, 1955

WAKR-RADIO • WAKR-TV
RADIO — TELEVISION CENTER — 853 Copley Road — Akron 20, Ohio

Dr. W. E. Bradley

Or how the amazing purple motor oil turned purple

"You've heard it said that competition among companies brings you better products ahead of time?

"Then sit in with me out at Union Oil's research center for a spell and see it happen.

"Take the case of the amazing purple motor oil. Some years back we foresaw that car engines coming up would put more than simple lubrication demands on oil.

"So we developed a method of improving oil stocks. It gave us an oil base that was better than anything nature had ever produced.

"To this we added special ingredients: one to keep the engine cleaner, one to neutralize acids from the combustion chamber and to reduce metal wear, another to control sludge formation. And one of these additives turned the oil purple!



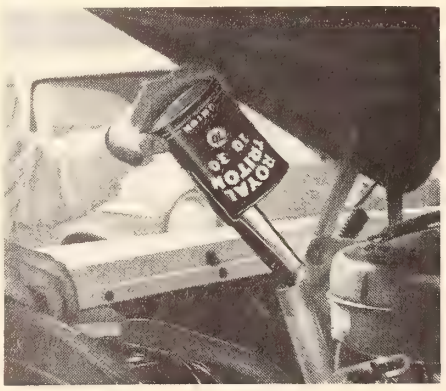
DR. BRADLEY, MANAGER OF RESEARCH; WITH UNION OIL 24 YEARS.



"Our new product was so amazingly good it permitted manufacturers to step up horsepowers of their engines. Fact is, this was the original type of heavy duty motor oil used all through World War II.

"We continued perfecting our purple oil, and when peace came we named it Royal Triton and put it on the market. To demonstrate its superiority we filled the crankcases of four different makes of cars with it, then drove them 30,000 miles without changing oil—only adding make-up.

"When we tore the engines down we found the wear was within the usual factory tolerances for new parts. And every part clean as a whistle.



"If you use Royal Triton in your car today you probably take this kind of performance for granted. But don't forget—it was competition that put the pressure on us to bring it to you long before you asked for it!"

* * * *

Royal Triton has been a success from the start.

Today—in new all-weather 5-20 and 10-30 grades designed specifically for modern high-compression engines—it embodies the latest advances in lubricating oil technology.

Yet Dr. Bradley and his research teams are even now trying to find new ways to increase its margin of superiority.

This is a typical example of how you benefit when free men freely compete for your business.

Union Oil Company OF CALIFORNIA

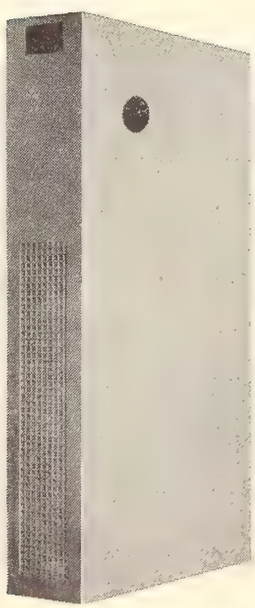
YOUR COMMENTS ARE INVITED. *Write: The President, Union Oil Company, Union Oil Bldg., Los Angeles 17, Calif.*

HERE ARE THE *facts* ABOUT FOR TELEVISION

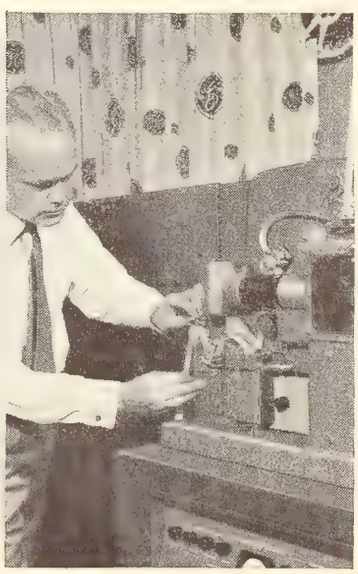
WHAT IT IS. The General Electric Film Center is a *complete* equipment package for your station projection room. It operates on the Scanner principle and consists of a 16 mm Continuous Motion Scanner; a 2x2 Dual Slide Scanner; and a Scanner Pickup. The entire equipment package is *newly designed*, specifically for color or monochrome operation—or both.

THE G-E SCANNER SYSTEM. G.E.'s Film Center, using the Scanner principle, features better picture quality, a simpler operating method, and, lower cost for operation and maintenance. No other type system offered today can match these high G.E. requirements. The G-E Scanner system gives your station the benefits of photo-electric pickup tubes which are simple, mass-produced, inexpensive—with a *record* of dependable performance. Sweep circuits or sync signals are not needed. Color registration, smear, or shading problems *do not exist.*

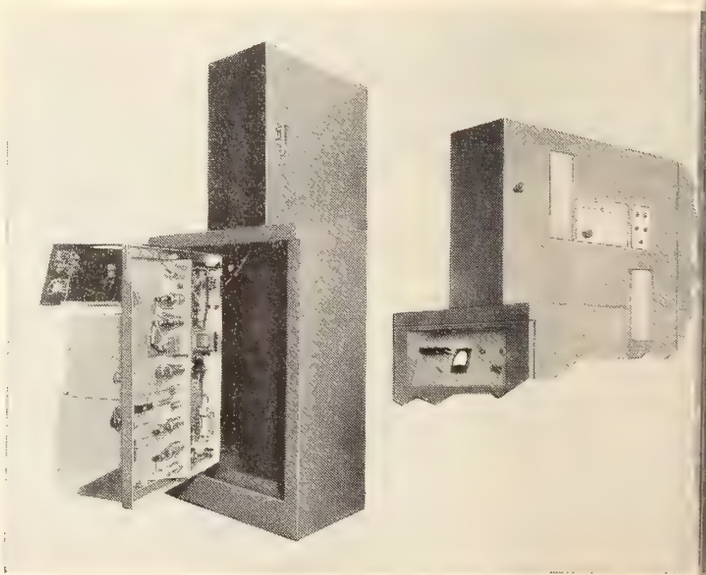
WHAT IT DOES FOR YOUR STATION. Your station can replace old equipment with a modern, G-E-designed package which will pay its way on monochrome service *now*—be on stand-by for color when you want it. With the G-E Film Center you can install basic units, block-build additional equipment as your needs and expansion plans dictate. Quality film and slide operations are assured, control monitoring is reduced. The overall operation is simplified and less costly than others. You owe it to the station to see this G-E system.



G-E Scanner Pickup—serves the same function as the film camera now used with B&W projectors. Dichroic mirrors break the light from the projectors into primary colors—photo-electric pickup cells convert it to electric signals.



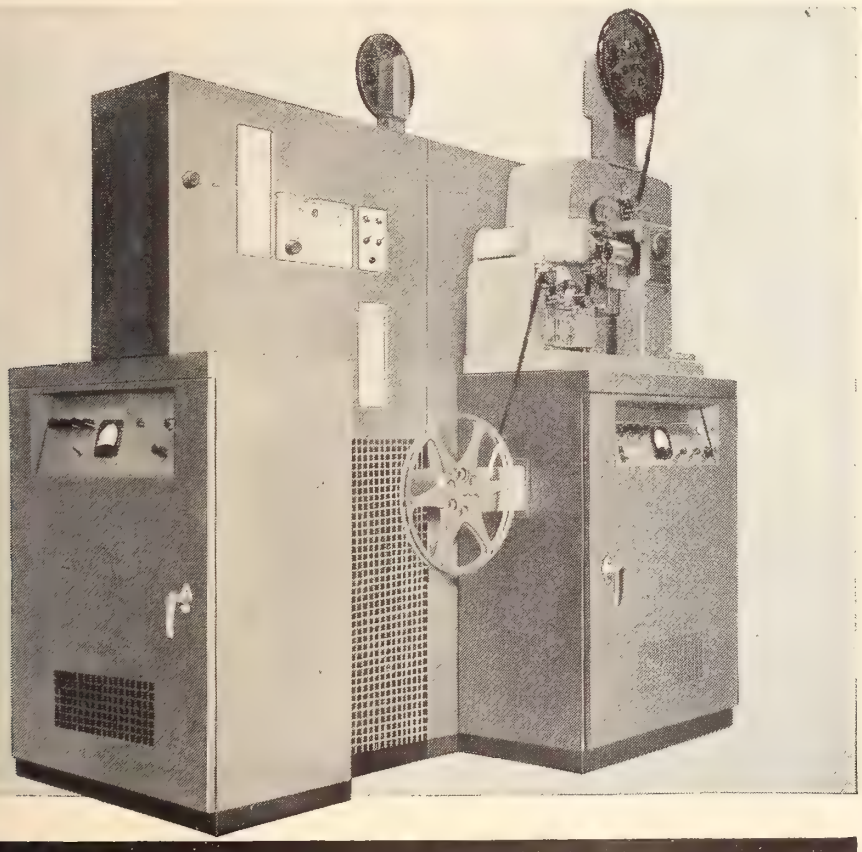
Film threading of the Eastman Continuous Motion 16 mm Projector is fast and easy. Light compensating mirrors, behind window, are out of the focal plane—eliminating dust problem—and rotate at 770 rpm.

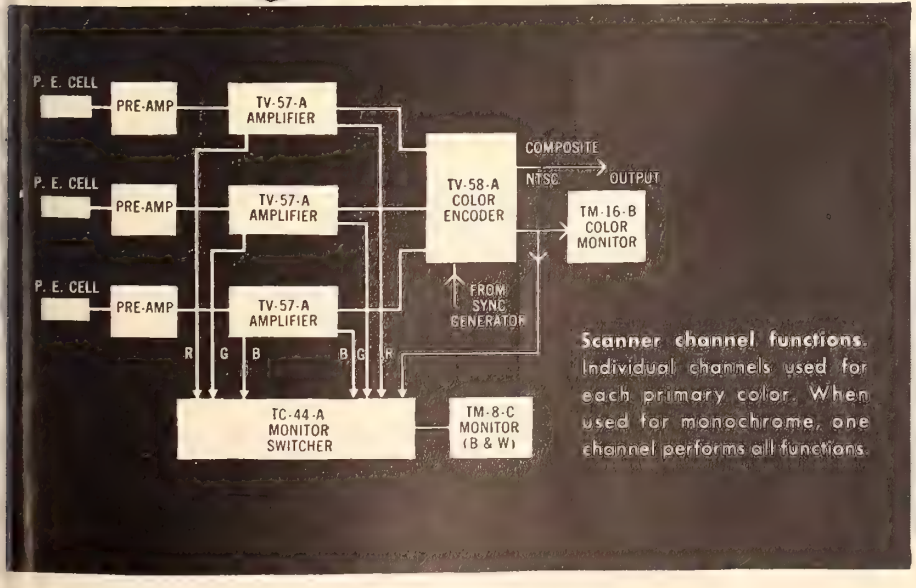


2 x 2 Dual Slide Scanner—handles up to 16 paper, metal, or cloth-bound slides with fast positive action change. Outside knobs provide quick focus control. Slide change controls can be at the scanner or at the console.

THE G-E COLOR FILM CENTER
BROADCASTERS

The Completely New G-E Color Film Center.
A New System—A New Continuous Motion Projector.
For Monochrome Service NOW—Color When You Want It!





See... Compare... Decide...

G.E.'s Scanner System coupled with the Eastman Continuous Motion Projector result in exceptionally high light transmission for the brightest, cleanest, sharpest color television pictures.

Many times the light output of other CM optical systems make it possible to obtain the best pictures from your "problem" films or slides—regardless of age or density.

Automatic film shrinkage compensation—virtually guarantees the same quality of projection time after time regardless of film shrinkage.

Double-duty—available for monochrome or color projection.

Block-Build. Start with 2x2 Dual Slide Scanner. Add one Continuous Motion Projector for limited film programming. Add a second projector, when needed, for monochrome or color film facilities.

Separate scanner tubes in each projector—assure reduced lost air-time in the event of tube failure.

Reduced maintenance and operating costs. Accessibility, simplicity of circuits, and minimum adjustments during operation cut manpower costs.

Masking amplifier actually can make the final picture better than original film.

FREE BOOKLET, SPECIFICATIONS!

For detailed information about the new G-E Color Film Center see your local General Electric Broadcast Equipment Manager, or, write to: *General Electric Company, Broadcast Equipment, Section X2105-17, Electronics Park, Syracuse, New York.* In Canada, write to: *C.G.E. Electronics, 830 Lansdowne Avenue, Toronto.*

Progress Is Our Most Important Product

GENERAL ELECTRIC

Nems-Clarke's

ACCESSORY UNIT-Type121

- **Provides an output for the operation of a 1 milliampere recorder**
- **Provides an acoustic output (panel mounted speaker) to eliminate need for headphones**
- **Provides a source of power for operation of the 120D over long or continuous periods**

The Model 121 Accessory Unit is designed as a companion unit to the 120-D field intensity meter (also the WX-2A, WX-2B, WX-2C and WX-2D).

The principal function of the 121 is its ability to operate 1 milliampere recorders of the Esterline Angus type to give a permanent record of field strength. This may be at a fixed remote location where commercial power is available or for mobile operation in which case a 6 volt storage battery is used for power. Filament and plate power for the 120D's receiver is available; however it is still necessary to have reasonably good batteries installed in the 120D for regulation and filtering purposes.

The 121 can also be used as a general purpose recording and monitoring amplifier when a high input impedance is desired and 5 volts D.C. is available.



For Information
write dept. V for descriptive folder

NEMS • CLARKE
Incorporated
919 JESUP-BLAIR DRIVE
SILVER SPRING, MD.

FUNCTIONAL MUSIC PERMITS TO 2 FMS

WWDC-FM Washington and WPEN-FM Philadelphia get FCC authorizations to provide background music services.

THE FIRST FCC authorizations to permit fm stations to engage in functional music operations and thus gain additional revenues were awarded last week to WWDC-FM Washington and WPEN-FM Philadelphia.

The new subsidiary communications authorizations are required under the Commission's new fm rules, effective last July 1, allowing stations to provide background music services in addition to their regular broadcast schedule [B•T, July 4, March 28]. All stations engaged in functional music were required to apply for an SCA within 60 days after the rule became effective.

The FCC noted it has received over 40 other SCA applications that are incomplete and cannot be processed until more information is received.

The change in the fm rules was designed to give such stations a chance to gain income in addition to revenues from regular broadcast operations. Under the rule change an fm station until July 1, 1956, can transmit functional music on a multiplex basis (simultaneous with regular operations) or on a simplex basis (one program for both regular broadcast and functional music). After next July background music must be multiplexed.

WWDC-FM will conduct a storecasting service to a chain of about 80 drugstores in the Washington area. The storecasting transmissions of WWDC-FM, on a simplex basis, will be received in entirety except for certain announcements which are eliminated by "beep" signals. WWDC-FM also will provide a background music service to a number of commercial establishments.

WPEN-FM will simplex a background music service to such commercial establishments as automobile agencies, banks, department stores, industrial plants and restaurants.

Ask Fm Rule Change

Amidst FCC grant of the first SCA's came a request by WHOM-FM New York that the Commission alter the new fm rules to clear up a discrepancy which requires fm stations to operate on Sunday. WHOM-FM said under the new rule an fm outlet must operate a minimum of 36 hours a week from 6 a.m. to midnight, consisting of not less than five hours a day; time devoted to functional music operations will not be included in meeting the 36-hour requirement.

The effect of the rule requiring stations to operate not less than five hours a day prohibits them from staying silent on Sunday if they so choose, it was pointed out. WHOM-FM said that standard stations are not required to operate on Sunday.

The station also stressed that Sunday operation is substantially more expensive than a comparable midweek-day operation and involves overtime payments to staff.

Mayer Gets Boston Uhf Grant, Second Cp in Three Weeks

THE SECOND uhf tv permit in less than three weeks was awarded last week to Herbert Mayer (Ajax Enterprises) for ch. 38 at Boston. Previously Mr. Mayer was granted ch. 23 at Philadelphia [B•T, Oct. 3].

The proposed Boston station will operate at

Some people are born leaders



...like WCAU, Philadelphia

WCAU Radio's supremacy is even more evident in its 33rd year. The latest Pulse report shows WCAU's audience share to be 38% greater than the next nearest station, while sales records for the first eight periods of 1955 surpass the same period last year—an all-time high in station history.

The Philadelphia Bulletin Radio and TV Stations • CBS Affiliates • Represented by CBS Radio and Television Spot Sales



DON'T MISS THE BOAT...in Buffalo

If you're not using WGR-TV, you're missing prime coverage in the nation's 14th largest market.

Surveys show WGR-TV is Buffalo's favorite station. For instance, WGR-TV has 3 of the top 5 multi-weekly shows. (Pulse)

It stands to reason you want Buffalo's favorite station to give you maximum coverage of the 470,436 sets in Western New York *AND* 443,349 sets in nearby Canada

You'll capture the Nation's 14th largest market on

WGR-TV

CHANNEL 2 BUFFALO

NBC BASIC

REPRESENTATIVES — Headley-Reed
In Canada — Andy McDermott-Toronto

251 kw visual and 135 kw aural, with antenna 459 ft. above average terrain. Mr. Mayer has been out of broadcasting since 1954 when he sold ch. 27 KPTV (TV) Portland, Ore., and ch. 8 WXEL (TV) Cleveland, along with Empire Coil Co. (electronic parts), New Rochelle, N. Y., for $8.5 million to Storer Broadcasting Co.

Comr. Robert E. Lee dissented to the Boston grant because, it was understood, he wanted more information.

In another action last week, Pacific Television Inc., owned by KVAL-TV Eugene, Ore., has applied for ch. 16 at Coos Bay, Ore. The station will operate at 21.7 kw visual and 11.74 kw aural, with antenna 590 ft. above average terrain. KVAL-TV also owns 50% of KPIC-TV Roseburg, Ore.

KOB DENIED REVIEW OF STATE TAX EDICT

REFUSAL of the U. S. Supreme Court to consider the appeal of KOB Albuquerque, N. M., from a decision of that state's Supreme Court that KOB is liable to the state-imposed school tax makes one thing pretty evident according to tax lawyers familiar with the broadcasting field:

Where a state or a municipality imposes a tax on local revenue and the income of a radio or tv station can be segregated between national and local income, the station is going to have to pay the tax.

The U. S. Supreme Court's refusal to review the KOB case leaves the New Mexico Supreme Court decision in effect. This held that the state school tax (2% on gross income) was legal on local revenues of broadcast stations.

KOB has been fighting this tax for 10 years. Its position was that broadcasting is interstate commerce and thus immune to state and local taxes.

This defense was based on the 1936 Supreme Court decision in the Fishers Blend case (KOMO Seattle) which held that the income of broadcast stations was not taxable by the state of Washington.

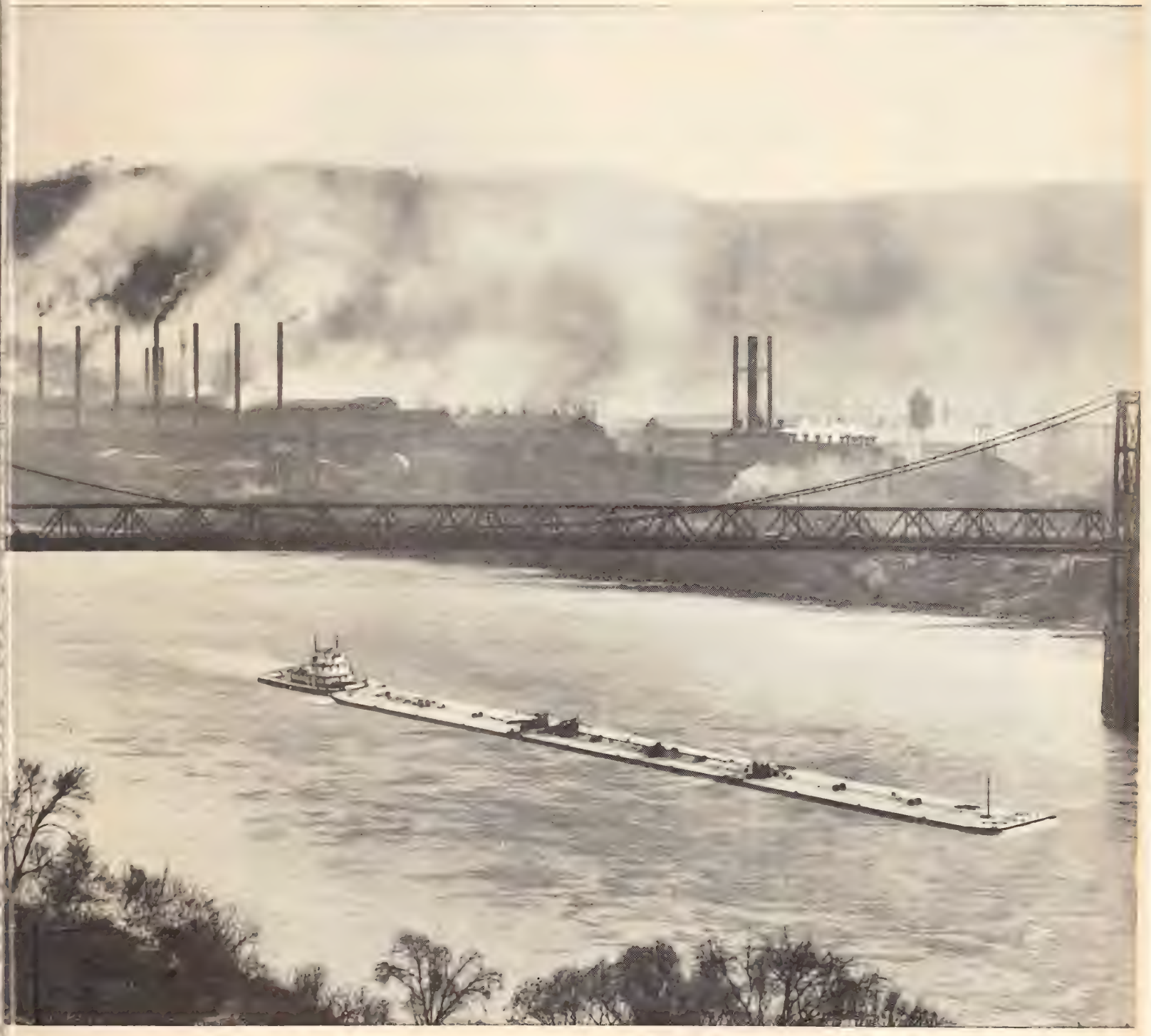
KOB won its point three times in lower courts, but was reversed by higher state courts. The last New Mexico Supreme Court decision in this case was handed down early this year [B•T, Feb. 28].

In the Seattle case, KOMO successfully contended that it was a clear channel station (50 kw on 1000 kc) covering 11 western and northwestern states and Alaska and Hawaii and that there was no way of apportioning its income as between local and national business.

Last week's Supreme Court ruling that there was no substantial federal question involved in the KOB appeal was the second since 1949 involving taxes and radio stations. In 1949 the Supreme Court held to the same ruling when KGHI and KARK Little Rock, Ark., appealed an Arkansas court decision that the stations were liable to a city tax of $250 plus another tax of $50 for engaging in the business of soliciting advertising.

Earlier this year [B•T, Feb. 14], the Supreme Court refused an appeal by KPOA Honolulu on the same grounds. There the territorial government imposed a tax on gross income of broadcast stations, exempting from taxation the income from business outside the Islands. This was held valid by the Hawaiian Supreme Court and affirmed by the U. S. Court of Appeals in San Francisco last year [B•T, Dec. 6, 1954].

GOING PLACES *on the nation's rivers with Cities Service...*



Cities Service petroleum products travel by fast supertankers... they also move by plodding barge over the nation's inland waterways from Cities Service refineries to major midwest distribution centers... today they are traveling over water, over land and underground in record quantity, to meet a record customer demand.

CITIES SERVICE

A Growth Company

Number 14 of a series

COURTS FACE HEAVY RADIO-TV DOCKET

U. S. tribunals open fall term laden with cases pending. Supreme Court agrees to determine validity of FCC's multiple ownership rules.

THE fall term of the U. S. judiciary opened with a heavy radio-tv docket last week.

• The Supreme Court agreed to determine whether the FCC's multiple ownership rules are valid or not. At the same time it turned down a request to review a New Mexico ruling making KOB Albuquerque liable to a 2% gross tax for schools (see separate stories on page 92).

• The Court of Appeals in Washington heard four tv appeals in three days last week. They concerned grants to Tampa-St. Petersburg, Fla.; Savannah, Ga.; Beaumont, Tex., and Petersburg, Va.

• Pending before the Court of Appeals in Washington are four other tv cases heard last spring. They involve Sacramento, Calif.; Tampa-St. Petersburg, Fla.; Portland, Ore., and Providence, R. I. Decisions are expected soon—although they may be held up if the court decides to amalgamate all the current tv cases, both those pending a final ruling and those argued last week.

All of the cases heard last week were appeals from final decisions of the FCC granting tv channels. Although each case involved separate issues, many of them overlapped. Among the issues brought up last week were (1) premature construction, (2) option agreements, (3) city straddling, (4) prior broadcasting record, and (5) network practice regarding option time.

In the arguments last week, the Tampa Times Co. (WDAE) and Orange Television Broadcasting Co. (local department store interests) attacked the FCC's grant of Tampa-St. Petersburg's ch. 13 to Tampa Television Co. Tampa Tv is 20% owned by Walter Tison, former owner of WALT Tampa.

The case was heard by Circuit Judges E. Barrett Prettyman, Wilbur K. Miller and John A. Danaher. Arguing for Tampa Times was Thomas H. Wall; for Orange, Marcus Cohn; for FCC, Henry Geller, and for Tampa Tv, Vincent B. Welch.

At issue is the past broadcast record of Mr. Tison and the Commission's refusal to agree that kinescopes could be used in place of live network programs in option times.

WJIV Savannah fought the grant of Savannah ch. 3 to WSAV that city on the ground that WSAV had begun construction before the grant was made. This is prohibited by the Communications Act. FCC conditioned its grant so that WSAV was forbidden to use steel sleeves atop the Liberty National Bank Bldg.

Beaumont (Tex.) *Enterprise* and *Journal* (KRIC) attacked the Commission's grant of Beaumont-Port Arthur ch. 6 to KFDM that city. It charged that the KFDM application was changed when former Tex. Gov. W. P. Hobby was given an option to buy 32.5% of that station following the issuance of the initial decision favoring that grant. Previously Mr. Hobby, who owns the *Houston Post*-KPRC-AM-FM-TV, held 35% interest in KTRM Houston, the other unsuccessful applicant in the Beaumont-Port Arthur contest.

The Beaumont case was heard by Circuit Judges David L. Bazelon, Charles Fahy and John A. Danaher. Representing KRIC was Leonard H. Marks; the FCC, J. Smith Henley; KFDM, George S. Smith.

Other Cases

Southside Virginia Telecasting Corp. (which includes principals of WSSV Petersburg) attacked the Commission's grant of Petersburg's ch. 8 to Petersburg Television Corp. Issues involved the FCC's choice of WXEX-TV, which is affiliated in ownership with WLEE Richmond (Tom Tinsley), which proposed to serve the whole Petersburg-Richmond area. Southside proposed to serve Petersburg and southern Virginia.

Awaiting the circuit court's decisions are McClatchy Broadcasting Co.'s appeal against the grant of Sacramento's ch. 10 to Sacramento Telecasters Inc. (KBET-TV); *St. Petersburg* (Fla.) *Times*-WTSP appeal against the grant of Tampa-St. Petersburg's ch. 8 to *Tampa Tribune*-WFLA-TV; Columbia Empire Telecasters Inc. (including KPOJ-*Portland* [Ore.] *Journal* and Wesley Dumm) litigation against the grant of Portland's ch. 12 to Oregon Television Inc. (KLOR [TV]).

Also pending a court ruling is the appeal of ch. 16 WNET (TV) Providence, R. I., against the grant of Providence's ch. 12 to what is now WPRO-TV there. This involves procedural questions.



WOC-TV *Sells* . . . because it offers the advertiser:

39 Iowa-Illinois counties with a population of 1,558,000.*

39 Iowa-Illinois counties with 481,700* families, 62% of which have TV sets (as of January 1, 1955).

39 Iowa-Illinois counties with an annual Effective Buying Income of $2,455,303,000.*

39 Iowa-Illinois counties that spend $1,800,717,000* a year in retail outlets.

WOC-TV *Sells* . . . because it offers the advertiser:

Maximum power—100,000 watts video—transmitted over a 602-foot-high antenna system on Channel 6.

Basic NBC programming plus market-WISE local programming.

A responsive audience that sent this station 157,422 pieces of program mail in 1954—82 per cent of which was in response to local, studio-produced programs.

WOC-TV *Sells* . . .

because its 6 years of telecasting experience make it *the channel that is watched* throughout the Quint-Cities area. To find out more about what WOC-TV offers the advertiser, write us direct or contact your nearest F & P office.

* 1955 Sales Management "Survey of Buying Power"

CENTRAL BROADCASTING CO., Davenport, Iowa

Col. B. J. Palmer, president • Ernest C. Sanders, resident manager

BETTENDORF AND DAVENPORT
IN IOWA
ROCK ISLAND, MOLINE
AND EAST MOLINE
IN ILLINOIS

The
QUINT CITIES

CHANNEL 6
WOC-TV



THIS 4-PIED PIPER*

. . . attracts kids from every city, town, and hamlet of our wide, rich viewing area. He knows what the lollipop set wants in programming . . . those pies are stuffed with kid-appeal. You pay the piper you want – he'll pipe your message right into the hearts of this huge audience of persistent sales-influencers. Get your own pie eyed by the "Mommy-I-Want" gang. Give them a big slice, too. It doesn't take any crust to say your sales curve will rise. That means good eatin' for everybody . . . mostly you!

* Shhh . . . it's WHIO – TV's 1104' tower in disguise.

For your winning recipe, contact our national Pie-Eyed Piper, George P. Hollingbery.

CHANNEL 7 DAYTON, OHIO

ONE OF AMERICA'S GREAT AREA STATIONS

whio-tv
CBS

Ten New Radio Stations Approved by Commission

CONSTRUCTION permits for 10 new am stations were granted last week by the FCC.

Granted were:

Lancaster, Calif.—Brocaw Broadcasting Co., 1380 kc, 1 kw daytime with directional antenna. Harold J. Brown, 80% owner of Brocaw, is 51% owner of KBIS Bakersfield.

Canton, Ga.—Christian & McClure, 1290 kc, 1 kw day. Principals are L. H. Christian, who owns 52% of WRFC Athens, Ga., and 45% of WGBA Columbus, Ga., and C. A. McClure, 36¼% owner of WRFC and 45.7% stockholder of WGBA.

Sylvania, Ga.—Sylvania Broadcasting Co., 1490 kc, 250 w unlimited hours. Principal Robert H. Thompson Sr. is the owner of WWNS Statesboro, Ga.

Las Cruces, N. M.—Taylor Broadcasting Co., 570 kc, 1 kw day. Taylor is the licensee of KBIM Roswell, N. M., and has filed an application for ch. 10 in Roswell.

Saugerties, N. Y.—Skylark Corp., 920 kc, 1 kw day with directional antenna. Majority stockholder John P. Lynker is employed at WVNJ Newark, N. J.

Milton, Pa.—Williamsport Radio Broadcasting Assoc. Inc., 1380 kc, 1 kw day. Williamsport is the licensee of WWPA Williamsport, Pa.

Weatherford, Tex.—Weatherford Broadcasting Co., 1220 kc, 250 w day. The grant was made with the condition that partner Roy Thomas Gibson, sales manager of KRLD Dallas, Tex., sever all connections with KRLD.

Anacortes, Wash.—Skagit Broadcasting Co., 1340 kc, 250 w unlimited. Principals in equal partnership are C. H. Fisher, owner of KIHR Hood River, Ore., one-third owner of KVAL-TV Eugene, Ore., and Mrs. Fisher. Mr. and Mrs. Fisher are equal partners in KDLS The Dalles, KUMA Pendleton and have applied for a new am to be located in Gresham, all Ore.

Othello, Wash.—Othello Radio, 1450 kc, 100 w unlimited. Principals are K. B. Brownlow, 4% owner of KBAR Burley, Idaho, and R. E. Pollock, 14% owner of KAYO Seattle, Wash.

Aguadilla, Puerto Rico—Jaicoa Broadcasting Corp., 1340 kc, 250 w unlimited. None of the stockholders have other broadcasting interests.

Two Radio-Tv Men Open Shop, Back Kefauver for President

TWO MEN associated with radio and television have opened a Kefauver-for-President office in Washington, although Sen. Estes Kefauver (D-Tenn.), now overseas, has declined to say whether he will run for President in 1956, according to the *Chattanooga* (Tenn.) *Times*.

Tenants are Col. William Roberts of the Washington communications law firm of Roberts & McInnis, and Lou Poller, permittee of WCAN-TV (ch. 25) Milwaukee, now suspended.

Mr. Poller, who has signed a two-year lease on the premises, said he told Sen. Kefauver he was going ahead before the senator left for Europe, but received no commitment from the Tennessee Democrat.

PATENT LAWS ABUSED, DUMONT TELLS SENATE

Industry leader testifies that some firms get more than 17-year patent protection allowed under law, by engaging in prolonged lawsuits.

CERTAIN electronic equipment manufacturing companies enjoyed more than the legal 17-year monopoly on patents for an audio oscillator because of a long-drawn patent dispute between Dr. Lee de Forest and the late Maj. Edwin H. Armstrong, Dr. Allen B. DuMont, president of Allen B. DuMont Labs, told a Senate subcommittee last week.

Dr. DuMont, testifying before the Senate Patents, Trademarks & Copyrights Subcommittee holding hearings on patent procedures and problems, said some firms were licensed under both the de Forest and Armstrong patents. After enjoying a monopoly under the de Forest patent "a long time," they turned to production under the Armstrong patent when the latter prevailed after a long dispute, thus extending the monopoly longer than 17 years, Dr. DuMont said.

An electronics inventor himself, Dr. DuMont criticized what he said was the practice of a firm manufacturing under the original patent of an invention, while using delaying tactics to hold up the issuance of a patent on an improved version of the same invention, prolong-



1st Station in Saginaw!

...and the 1st in RATINGS as well!

SAGINAW'S NBC AFFILIATE

represented by HEADLEY REED

SAVE 10%

Buy any 2 or more of these powerful stations and save 10% from rate card.

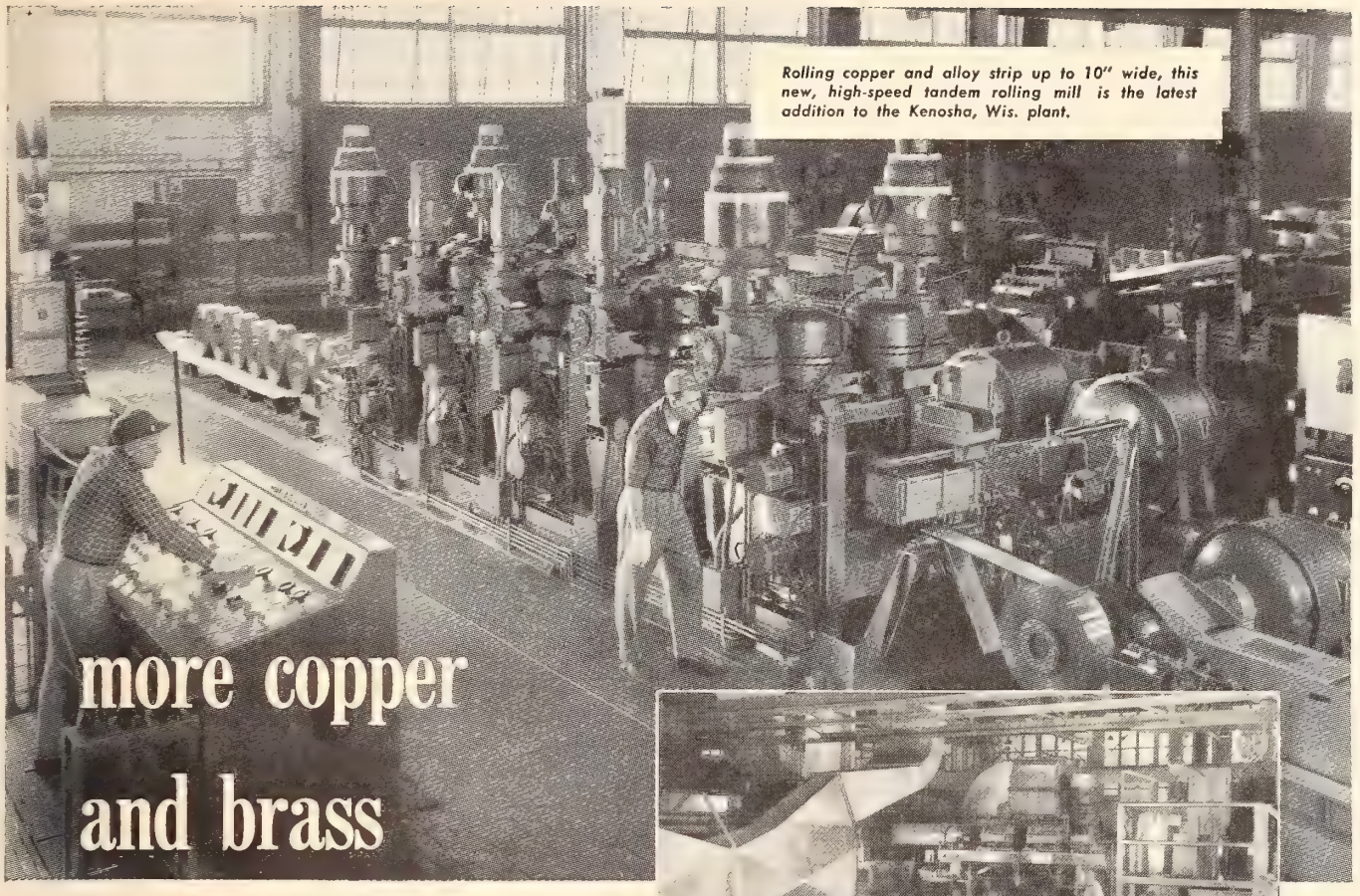
WKMH...Dearborn—Detroit
WKMF.....Flint, Michigan
WKHM...Jackson, Michigan
WSAM..Saginaw, Michigan

That's Why Everyone Tunes To

WSAM

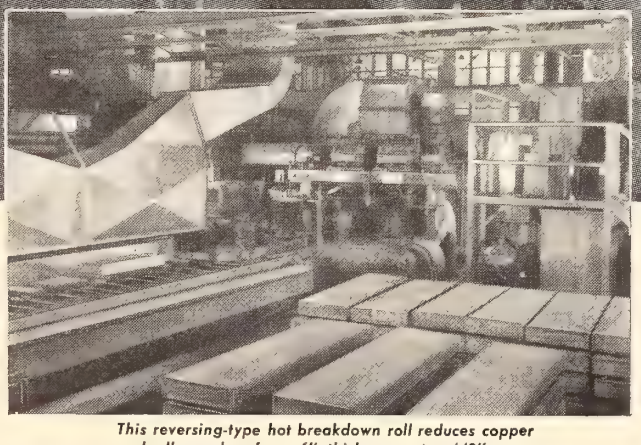
SAGINAW, MICH.
Fred A. Knorr, Pres.
Vincent Picard, Sales Manager

KNORR Broadcasting Corporation



Rolling copper and alloy strip up to 10" wide, this new, high-speed tandem rolling mill is the latest addition to the Kenosha, Wis. plant.

more copper and brass for the growing middle west!



This reversing-type hot breakdown roll reduces copper and alloy cakes from 6" thicknesses to .440" gage in one process. It can handle cakes weighing up to 3,000 pounds.

In a few months, Anaconda's subsidiary, The American Brass Company, will complete its current expansion and improvement program at the Kenosha, Wisconsin, plant . . . one of the largest copper and brass mills in the United States.

The result will be an engineering dream come true. Able to handle copper and copper-alloy cakes weighing up to 3,000 pounds, this ultra-modern plant is ideally located to meet the growing demand of industry in the Middle West for copper and copper alloys in the form of sheet, strip, rod, tubes and drawn products.

Its completion will mark one more advance in Anaconda's company-wide expansion and improvement program. Through such accomplishments, Anaconda is constantly increasing its ability to serve American industry in the non-ferrous metal and metal-product fields.

55239A (Rev.)

ANACONDA

The American Brass Company
Anaconda Wire & Cable Company
Andes Copper Mining Company
Chile Copper Company
Greene Cananea Copper Company
Anaconda Aluminum Company
Anaconda Sales Company
International Smelting and Refining Company

ing the patent period longer than 17 years under both patents.

He also said some large companies holding a number of patents can put a small patentee out of business by suing him for patent infringement, although the large company loses its suit. The small company's capital is drained away when it defends these suits, he said. He added that he knew of "specific cases," but did not mention one.

He recommended stricter definition "of what an invention is," so there would be a reasonable chance the patent issued would be on a genuine "invention," instead of "just the right to sue."

Donn Bennett, who conducts a tv show, *The Big Idea*, on WCAU-TV Philadelphia, told the senators how his show has helped thousands of inventors to present their ideas to the public to attract capital or sell the ideas. Donn Bennett Productions Inc., of which Mr. Bennett is president, presents the inventor and his invention on the show and helps him contact persons or firms with capital to invest in the invention.

Mr. Bennett said the Thomas Alva Edison Foundation, in conjunction with about a dozen large manufacturing concerns, has arranged to have *The Big Idea* filmed and distributed free to all U. S. tv stations. The show is sponsored on WCAU-TV by Philadelphia Savings Fund Society.

Dr. de Forest was one of a large number of inventors or industrialists scheduled to be present at the Senate hearings, held in round-table fashion under the chairmanship of Sen. Joseph O'Mahoney (D-Wyo.), but did not appear.

HIGHER THAN

the

HOOVER DAM

for greater coverage with a perfect picture

Hoover Dam . . . 726 feet high
WISN-TV Tower . . . 1105 feet high
WISN-TV Power . . . 316,000 watts

Here is the tallest structure in Wisconsin . . . taller than the giant Hoover (Boulder) Dam. That means top coverage for TV advertisers! So, put your sales messages on WISN-TV. You'll blanket Milwaukee County and 23 rich surrounding counties.





THE "BIG TOP" in MILWAUKEE TV

WISN-TV

CHANNEL 12 MILWAUKEE

BASIC ABC AFFILIATE

Represented Nationally by Edward PETRY & Company, Inc.

Ownership Limit Case Goes to Supreme Court

THE U. S. Supreme Court last week agreed to review a Court of Appeals ruling that the FCC does not have the power to limit the number of broadcast stations that may be owned by a single person or firm.

At issue are the Commission multiple ownership rules, which provide that a single entity or person may not own more than seven am, fm, or tv stations. In tv, the rule provides that no more than five stations may be in the vhf band.

This rule was struck down by the appellate court in Washington earlier this year [B•T, Feb. 28]. The court said that the Commission cannot deny an application without giving the applicant a hearing. Therefore, it said, the multiple ownership rules are invalid.

The suit was brought by Storer Broadcasting Co., after its 1953 application for Miami's ch. 10 was refused by the FCC. The Commission said then that since Storer already had its limit of tv stations (at that time the FCC prohibited single ownership of more than five tv stations), it would not accept a new application from that company.

In accepting the appeal, the Supreme Court noted that the basic question raised was whether the FCC's multiple ownership rules conflict with the requirements of Sect. 309 (b) of the Communications Act. This is the section which was revised in 1952 by the McFarland Act. It provides that should the FCC find that it cannot grant a license, it must notify the applicant of such a fact (McFarland letter). If the applicant's response is still not satisfactory, this provision states, then the Commission must set the application for a hearing. The burden of evidence, the section declares, shall be on the applicant.

The FCC maintained in its argument before the U. S. Court of Appeals that it had the power to limit ownership under the Communications Act provision favoring competition and its general policy of encouraging as many persons as possible to seek broadcast licenses.

One of the chief reasons for striking down the multiple ownership rules, according to the appeals court, was that the Commission did not justify its numerical limit.

The court pointed out that its decision does not deny the Commission the right to limit ownership by a single individual, but it must arrive at this decision after a hearing. The FCC does not have the right to preclude an applicant from showing that it would be in the public interest to have more than the maximum limit, the court said.

In invalidating the Commission's multiple ownership rules, the appellate court also ruled illegal the Commission's policy regarding minority interests. The Commission had counted even 1% interest against the holdings of a multiple owner. This forced CBS to divest itself of minority interests in WTOP-AM-FM-TV Washington, WCCO-AM-TV Minneapolis and KQV Pittsburgh. It jeopardized Westinghouse Broadcasting Co. holdings because three of the directors of the parent Westinghouse Electric Co. had minor holdings in other stations. This was resolved by having the directors sell out these stock interests.

Since the suit was initiated, Storer acquired its maximum of tv stations by purchasing what is now ch. 23 WGBS-TV Miami. It also owns ch. 27 KPTV (TV) Portland, Ore., and vhf stations WJBK-TV Detroit, WSPD-TV Toledo, WAGA-TV Atlanta, WBRC-TV Birmingham, and WXEL (TV) Cleveland.

The appeal to the Supreme Court was taken by the Dept. of Justice and the FCC.

for tall towers talk to Truscon

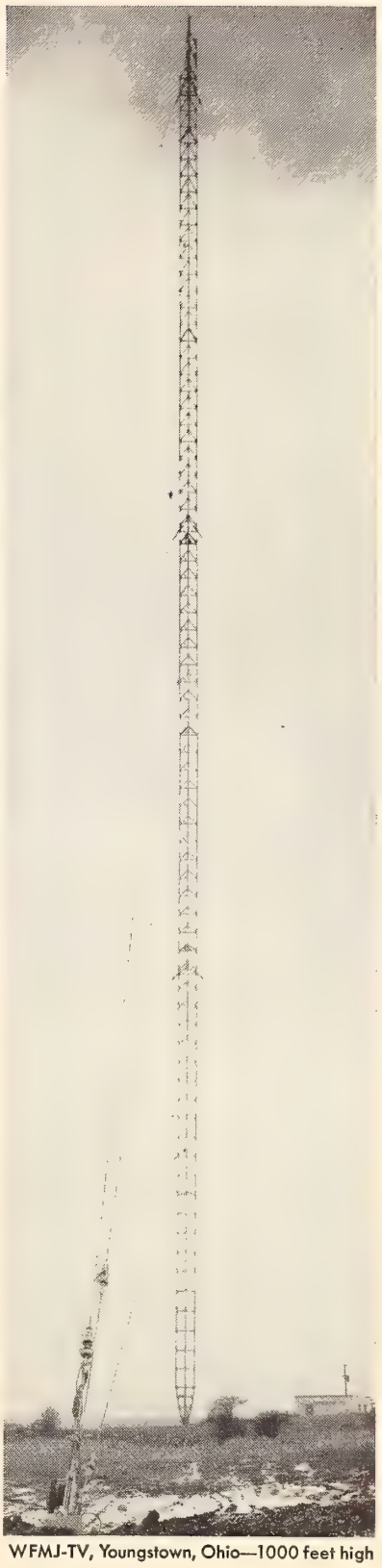


Truscon builds them tall (and small, too) for all types of topography . . . to withstand the extremes in wind and weather.

Whatever your requirements, Truscon, with modern and efficient manufacturing facilities, can create the tower you want . . . guyed or self-supporting . . . tapered or uniform in cross-section . . . for AM, FM, TV and Microwave transmission.

And no matter what forces are exerted upon them, they stay in the air to keep you on the air day-in and day-out, year-in and year-out. In recent East Coast hurricanes *not a single Truscon Tower was damaged by the terrific onslaught of high winds*—a dramatic demonstration of their great stability and dependability.

You can get this kind of dependable performance every time with a Truscon Tower. Our engineers have designed and built hundreds which today stand sturdy and straight and tall in all parts of the world. They can design one for you, too. To get your tower program started, just write or call your nearest Truscon district office or "tower headquarters" in Youngstown.



WFMJ-TV, Youngstown, Ohio—1000 feet high

TRUSCON®

TRUSCON MARK OF MERIT PRODUCTS

TRUSCON STEEL DIVISION
REPUBLIC STEEL

1074 ALBERT STREET • YOUNGSTOWN 1, OHIO
Export Dept.: Chrysler Bldg., New York 17, N. Y.

REPUBLIC STEEL

A NAME YOU CAN BUILD ON

WBAP-TV, Fort Worth, Texas—1113 feet high

SUIT FILED AGAINST AT&T IN INTERCITY RELAY CASE

A CLAIM of more than $20,000 has been entered against AT&T by North Dakota Broadcasting Co. for charges sustained in the preparation of building a private microwave intercity relay system which was never completed. This action heightens a jurisdictional problem, presently under FCC consideration, over AT&T's exclusive right to construct and operate intercity relay systems.

The North Dakota Broadcasting suit is a counter claim against AT&T's suit of a month ago seeking payment of $9,000 from North Dakota for alleged failure to pay expediting charges for construction of a microwave relay system from Minneapolis to Fargo. The AT&T suit was filed in the U. S. district court at Fargo.

North Dakota's counter claim asks payment of $20,180. Of this $18,180 is for pre-building expenses (leasing of microwave sites and professional expenses) and $2,000 for reimbursement of payment made to AT&T.

North Dakota owns three tv stations in the state: ch. 12 KBMB-TV Bismarck, ch. 4 KXJB-TV Fargo (Valley City) and ch. 13 KCJB-TV Minot. The tv firm said its expenses were incurred in planning to build its own relay system before AT&T interconnected Minneapolis and Fargo in October 1954.

The FCC has under consideration a proposed change in rules which would permit tv stations to construct their own private relays wherever the cost would justify the construction. Under present rules, a station may construct its own private relay only when common carrier (AT&T) facilities are not available.

North Dakota maintains its own intrastate relay system to connect its three stations and if the FCC adopts the rule change the firm will construct its own network facilities between Minneapolis and Fargo.

In a related action last week, the FCC advised ch. 8 KZTV (TV) Reno that its plans to construct a private intercity relay system indicate the necessity of a hearing because it has failed to show that adequate common carrier facilities are not available.

In the past fortnight, two more tv stations have asked the FCC for permission to build private intercity relays:

• Due on the air Nov. 15, ch. 3 KLEW-TV Lewiston, Idaho, is seeking an off-air relay system to bring programs from ch. 19 KEPR-TV Pasco, Wash. (Both stations are satellites of ch. 29 KIMA-TV Yakima, Wash.). The station said it can build the entire system for not more than $30,000 and maintain it for about $10,000 a year. This compares with charges quoted by Pacific Telephone & Telegraph Co. of slightly more than $2,500 a month, about $30,000 annually, KLEW-TV said.

• At Bangor, Me., ch. 5 WABI-TV plans a private relay system for off-air pickup of signals from ch. 6 WCSH-TV Portland, Me. WABI-TV said the system will cost $14,585 to build.

Setmakers Ask Removal Of Tax on Color, Uhf Sets

REMOVAL of the 10% federal excise tax from all-channel and color tv sets was asked before a House Ways & Means subcommittee last Wednesday.

Glen McDaniel, general counsel of Radio-Electronics-Tv Mfrs. Assn., and Sigurd Tranmal, tax manager of Stromberg-Carlson Div. of General Dynamics Corp., representing RETMA's Tax Committee, asked congressmen to exempt color and uhf-equipped sets from the tax. They attacked a statement against the tax exemption made the week before by Dan Throop Smith, assistant to the Secretary of the Treasury [B•T, Oct. 10].

Differing with Mr. Smith's statement that exemption of the tax would amount to a "concealed subsidy," Mr. Tranmal said the excise tax system is selective and that only a relatively few articles are subject to the tax.

He said most items selected for the tax (with the notable exception of uhf and color sets) represent a deliberate choice of articles with established markets which could carry the tax burden and still yield substantial revenues.

Mr. McDaniel voiced his belief that removal of the tax would stimulate color and uhf tv.

Sales of WBGE-AM-FM, WBCM-AM-FM Approved

TWO MAJOR changes in ownership were approved by the FCC last week.

Bartell Broadcasters Inc. was granted purchase of WBGE-AM-FM Atlanta, Ga., for $100,000 [B•T, Aug. 22]. Bartell owns WOKY Milwaukee, WAPL Appleton and WMTV (TV) Madison, all Wis. The station was licensed to the General Broadcasting Co., of which Robert Pinkerton and Edgar B. Pool are principals. Messrs. Pinkerton and Pool were among those who recently purchased KTXN Austin, Tex. [B•T, Oct. 10].

Assignment of the licenses of WBCM-AM-FM Bay City, Mich., for $150,000, from Bay Broadcasting Co. to Michigan Broadcasting Co. was approved. Michigan Broadcasting is the licensee of WBCK, Battle Creek, Mich.



They BEGGED for MORE MEATH,

..So Now He's Heard AFTERNOONS and Mornings!

Ed Meath's popularity among *listeners* is exceeded only by his popularity among *sponsors*—so much so, in fact, that there just wasn't enough of Eddie to go around on his early morning "Musical Clock" program! So now we've spread Ed Meath right into the afternoon, and there's every indication there *still* may not be enough Ed Meath! He's Rochester's *foremost* radio personality!

"MUSICAL CLOCK" 6:00 to 9:30 A. M.

Ed Meath's long-established "Musical Clock" show delivers to him (and you!) a *53.6 share of audience,* according to the Rochester November 1954-February 1955 Hooper survey.

and

"OPEN HOUSE" 4:40 to 6:00 P. M.

Now Ed is out to grab off new rating records on the already top-rated "Open House" with his sprightly chatter, top recordings and useful information!

Yes, Ed Meath is a great guy *and a great* buy. *Contact us for details as to rates and availabilities!*

BUY WHERE THEY'RE LISTENING... ROCHESTER'S TOP-RATED STATION

CBS **WHEC** of Rochester NEW YORK 5,000 WATTS

Representatives: EVERETT-McKINNEY, Inc. New York, Chicago, LEE F. O'CONNELL CO., Los Angeles, San Francisco

New ABC Radio Plan Lauded by Affiliates

Network's new 'personalized listening' concept for 7:30-10 p.m. evokes enthusiasm from affiliates, reports Kintner.

BC RADIO'S new "personalized listening" oncept [B•T, Sept. 26] for the hours between 30 and 10 p.m. (EDT)—whereby five, multi- gmented, across-the-board programs are sold h a five-minute segmented basis, setting an 800 maximum and $700 per segment on 15 more strips—was reported by the network st week to have won "enthusiastic endorse- ent by affiliate executives."

After being approved by the ABC Stations dvisory Committee last month, the plan was nt to affiliates three weeks ago and network okesmen reported that "the response has een most favorable and gratifying."

Among the replies received personally by obert E. Kintner, ABC president, were those f general managers Alex Keese of WFAA allas; Franz J. Robischon, KWRN Reno; ichard Gordon, KGA Spokane; F. S. Hou- ink, WMAL Washington; E. A. Van Alstyne, ATE Albert Lea, Minn.; Don C. Reeves, MOD Modesto, Calif., and Leon P. Gorman r., WABI Bangor, Me., the network reported.

Mr. Keese congratulated the network for coming up with something which seems to me o be workable, practical and of great potential alue." Mr. Robischon said that the "New ounds for You" plan makes such good sense hat he failed to see "how it could possibly fail o make ABC the number one network at ight." KGA's Richard Gordon felt that the uilding of a stable framework for the concept as "the outstanding feature of the complete dea," and Mr. Houwink added that WMAL as going to do an added bit of promotion by undertaking a heavy schedule of radio and ewspaper advertising to build an audience for he plan."

The continuity aspect of the program, ABC reported, particularly pleased Mr. Van Alstyne, who wrote that the station was "particularly pleased at . . . the importance of a . . . predictable format. Mr. Gorman, in his letter, minced no words saying, "If I were running the network, I would do exactly this," and Mr. Reeves expressed a deepened pride in the network, adding, "It is extremely heartening to see a plan such as your proposal."

One of the most enthusiastic replies received by the network was that from Ervin F. Lyke, who wrote Mr. Kintner that the station was giving the "personalized programming an opportunity to prove itself in Rochester by . . . juggling . . . our local programming (which) may take us a few weeks," adding, "We think it is so good that we intend to carry all of the basic segments live." Reported William M. Dawson, vice president of WARM Scranton: "The plan represents some of the best news of this or any other season."

Hines to Direct ABC Radio 'Personalized Listening' Shows

IN PREPARATION for the advent of the new ABC Radio programs developed under the "New Sounds For You" concept, Charles T. Ayres, vice president in charge of the network, last week announced the appointments of Drex Hines as executive producer of these programs [CLOSED CIRCUIT, Oct. 3] and of Nancy Mazur as his assistant.

The five new programs fitting into the "personalized listening" concept will be launched on Oct. 26 and will be broadcast Monday-through-Friday, 7:30-10 p.m. EDT [B•T, Sept. 26]. The programs are: *Events of The Day*, covering news of the nation and the world at 7:30 p.m.; *Your Better Tomorrow*, dealing with ideas for self-improvement, beginning at 8:30 p.m.; *Soundmirror*, documenting the sounds of the present and the past, starting at 9 p.m. *Offbeat*, offering unusual stories and humor of the day beginning at 9:30 p.m., and *The World And You*, treating of people and places, starting at 8 p.m.

Mr. Hines, who will supervise the production of the five evening program units, served most recently at ABC Radio as producer of *It's Time* and *Companion* programs. He has been with the network since 1953.

Miss Mazur joined ABC in 1952. Last June she was appointed assistant to Ray Diaz, ABC Radio's national program director.

Air Trails Names Spencer

AIR TRAILS NETWORK regional officials Friday announced the election of William H. Spencer as vice president of WCOL Columbus, Ohio. At the same time, Mr. Spencer was named secretary-treasurer of the Mid-America Broadcasting Corp., operators of WKLO-AM-TV Louisville, Ky. Additional broadcasting properties of the Air Trails group, headed by former U. S. Secretary of Commerce Charles Sawyer, include radio stations in Dayton and Springfield, Ohio, Ashland, Ky., and Huntington, W. Va.

Here's a Market 52% Above U.S. Average



$8,830—after taxes—52% above the national average—that's the yearly income of the average Kansas Farm Family!*

Kansas is booming! Kansas farm families are buying as they have never bought before! And they listen to WIBW *more* than any other radio station.†

Give us the word and we'll sell 'em your product in volumes you never thought possible. We've done it before, and we've got a stack of success stories to prove it.

* Consumer Markets, 1955.
† Kansas Radio Audience, 1954.

TOPEKA, KANSAS

Ben Ludy, Gen Mgr.
WIBW & WIBW-TV in Topeka
KCKN in Kansas City

Rep: Capper Publications, Inc.

"See Your Capper Man" WIBW CBS RADIO

CASE HISTORY—PRODUCE



The Rutabaga and Avocado Set Never Had It So Good!

For 3½ years now they've had their very own radio program—5 minutes every morning on KBIG Catalina, devoted by the 23 Von's Grocery Company supermarkets of Greater Los Angeles to glamorizing fruits and vegetables . . . highlighting their history . . . suggesting new ways to use them . . . telling both good and bad points of supply and price.

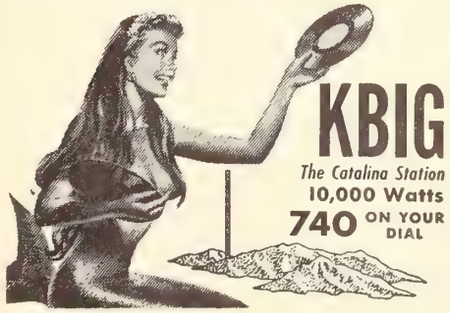
Results: **HOMEMAKERS NEWS** has won awards from the Advertising Association of the West; Radio Advertising Bureau RADIO GETS RESULTS contest and Los Angeles Advertising Women, for creative excellence.



Item sales tests pay off consistently. Mushrooms mushroomed 32½%, asparagus 21%. Gift bags hidden under checkstands, and given only to customers who mentioned hearing it offered on KBIG, "sold out" 25,000 in a few days.

HOMEMAKERS NEWS, renewed by Von's for its 4th straight year, typifies the creativity of KBIG. Other 5-minute news features can be tailor-made for sponsors who want something besides saturation spots.

Your KBIG representative or Robert Meeker man can show you topnotch results with either technique.



JOHN POOLE BROADCASTING CO.
6540 Sunset Blvd., Hollywood 28, California
Telephone: HOllywood 3-3205

Nat. Rep. Robert Meeker & Assoc. Inc.

ABC PROMOTES STERN, SETON

IN an expansion of activities at ABC, Gene Accas, director of advertising, promotion and publicity department, last week announced a series of promotions and the addition of new personnel to the department. The changes take effect today (Monday).

Ernest E. Stern, manager of publicity, has been named director of advertising, promotion and publicity for the ABC-TV western division in Los Angeles, succeeding Stanton Kramer, who has resigned. Mr. Stern joined ABC as copy chief of the publicity department in October 1950 and was advanced to trade news editor in 1951. In February 1954 he was appointed publicity manager of ABC.

Adolph L. (Al) Seton was named to succeed Mr. Stern as manager of publicity for ABC with headquarters in New York. Mr.



MR. STERN



MR. SETON

Seton has served the network since 1953, most recently as assistant manager of publicity and as trade news editor.

Policy Announced

The post of assistant manager of publicity relinquished by Mr. Seton, is being given to Anthony Leighton, who has been ABC photo editor since last summer. He joined ABC in 1950 as publicity writer and successively was promoted to exploitation chief and photo editor.

Christie Barter, who joined ABC in August 1955 as assistant photo editor, was advanced to photo editor.

New additions to the department are Seymour Vall, who was named copy chief of audience promotion in the promotion department, and Art Foley, appointed assistant photo editor. Mr. Vall most recently has been radio advertising and sales promotion manager for NBC Spot Sales. Mr. Foley was a civilian employe of the Public Information Division, U. S. Army, Europe, for the past year.

Cameraman's Helicopter Use Scored by Ike's News Chief

CBS raised the ire of White House Press Secretary Jame C. Hagerty last week when one of its cameramen, Coy Watson, tried to get pictures of convalescing President Eisenhower sunning on a terrace of the Fitzsimons Army Hospital in Denver.

Sig Mickelson, CBS vice president in charge of news and public affairs, in speaking of the incident said, "The President's health comes first and we regret that some of our people were over-zealous."

Mr. Watson, on an assignment from Sam Zelman, manager of the Los Angeles CBS bureau, used a helicopter in the unsuccessful attempt. The president was returned to his room from the eighth-floor terrace minutes before the camaraman arrived overhead.

In a scathing statement, Mr. Hagerty said such an act could well endanger the health no only of the President but of other patients a well. Mr. Watson and Andrew Willoner, CB sound man, who was originally identified as be ing in the helicopter but said he waited at th airport, were called before Mr. Hagerty, bu no statement was released as to what was said The film was confiscated at the airport but late returned.

31 NBC-TV Outlets Plan Own Color

SOME 31 NBC-TV affiliates are originatin their own color programs this fall and 10 network outlets are equipped to rebroadcas color shows originated by NBC-TV, it was an nounced last week by Robert W. Sarnoff, NBC executive vice president.

Mr. Sarnoff observed that the 31 affiliate serve areas which include nearly one-half o all U. S. homes and the 102 NBC-TV outlet make the network's color programs availabl in areas representing 90% of all U. S. tv homes

Fully 10% of NBC-TV's network schedul this fall will be in color, Mr. Sarnoff pointe out, with the total "live" color programmin adding up to at least 40 hours per month. H pointed out that this total, combined with th eight or nine hours monthly from another net work (an apparent reference to CBS-TV), mean that the industry's colorcasting output is mor than 600% above that of last fall.

"With plenty of color programs on the ai in all parts of America," Mr. Sarnoff said "the demand for color television receivers grow tremendously. Production of 21-inch color re ceivers is now underway, and a supply is flow ing to dealers and distributors everywhere NBC's regular daytime schedule—first in th industry—will allow dealers to demonstrate thei color receivers every day of the week durin store hours. And we hope the overall colo schedule will provide the excitement, th sparkle and word-of-mouth that will make peo ple feel a color receiver is a necessity."

The 31 stations equipped for local colo originations are: WSB-TV Atlanta, WBAL-TV Baltimore, WBZ-TV Boston, WNBQ (TV) Chi cago, WWJ-TV Detroit, WBAP-TV Ft. Worth WSAZ-TV Huntington, W. Va., WJAC-TV Johnstown, Pa.; WDAF-TV Kansas City WGAL-TV Lancaster, KRCA-TV Los Angeles WMCT-TV Memphis, WTMJ-TV Milwaukee KSTP-TV Minneapolis-St. Paul, WSM-TV Nashville, WDSU-TV New Orleans, WRCA TV New York, WKY-TV Oklahoma City WPTZ (TV) Philadelphia, KPTV (TV) Port land, KRON-TV San Francisco, KOMO-TV Seattle, KSD-TV St. Louis, WSYR-TV Syra cuse, WFLA-TV Tampa, WJBF-TV Augusta WBTV (TV) Charlotte, WHO-TV Des Moines KMJ-TV Fresno, WFBM-TV Indianapolis an KWWL-TV Waterloo-Cedar Rapids, Iowa.

Vic England to Direct New ABC-TV Film Dept.

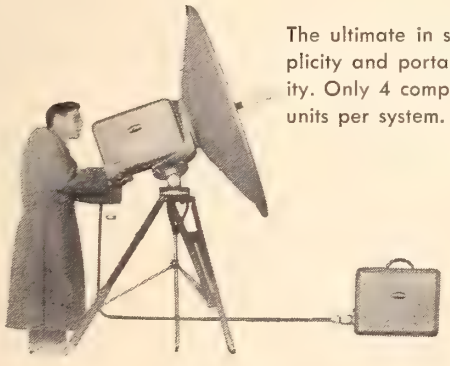
VIC ENGLAND has been named director o the newly-created ABC-TV film department Earl J. Hudson, vice president in charge o ABC's western division, announced last week Mr. England's work will be concerned with th Hollywood-originated network properties such as *Mickey Mouse Club, Wyatt Earp* and *Warner Bros. Present.*

The promotion of Howard Lipstone to th post of KABC-TV Los Angeles film departmen director also has been announced. Mr. Lip stone has been in charge of the editorial film division for the past six months.

HERE ARE THE FACTS ABOUT TV MICROWAVE LINKS

Read this brief engineering report before you select this vital equipment

ITEM	Raytheon KTR-Series	Link "Q"	Link "S"	Link "T"
Available in both 100 mw and 1 watt for NTSC color?	YES	NO	NO	NO
Total number of tubes used?	59	87	72	68
Audio channel included in basic unit?	YES	NO	NO	NO
Color modification available for early monochrome models? Approximate cost (less shipping)	YES $350	YES $2,000	NO	NO
Field change of frequency, from 6,000 to 7,000 to 13,000 Mc.—without obsolescence?	YES	NO	NO	NO
Transmitter Monitor included?	YES	YES	NO	NO
Number of units for complete system?	4	5	5	6
Total weight of system (lbs.)	162	299	195	295



The ultimate in simplicity and portability. Only 4 compact units per system.

THE RAYTHEON KTR-SERIES*

Reliable, low-cost Microwave Links

KTR-100A—7,000 Mc.
Color and monochrome with simultaneous program audio

KTR-100B—6,000, 7,000, 13,000 Mc. For field–sequential color transmission

KTR-100E—6,000 Mc.
For common-carrier band, color transmission with program audio

KTR-100F—13,000 Mc.
First link available for this band, color transmission with program audio

KTR-1000A—7,000 Mc.
Powerful, one watt output, color transmission with program audio

KTR-1000E—6,000 Mc.
One watt for common-carrier band, color transmission with program audio

**In use by leading TV stations throughout the U.S.A.—names on request.*

For complete information write Dept. 6120.

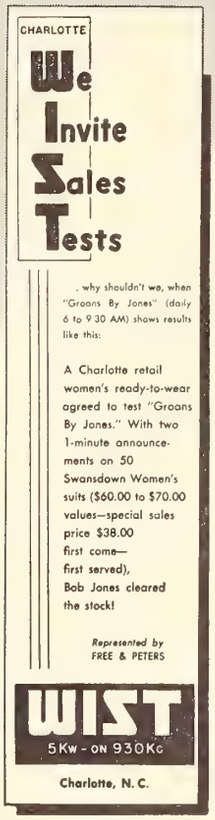
RAYTHEON MANUFACTURING COMPANY

RAYTHEON

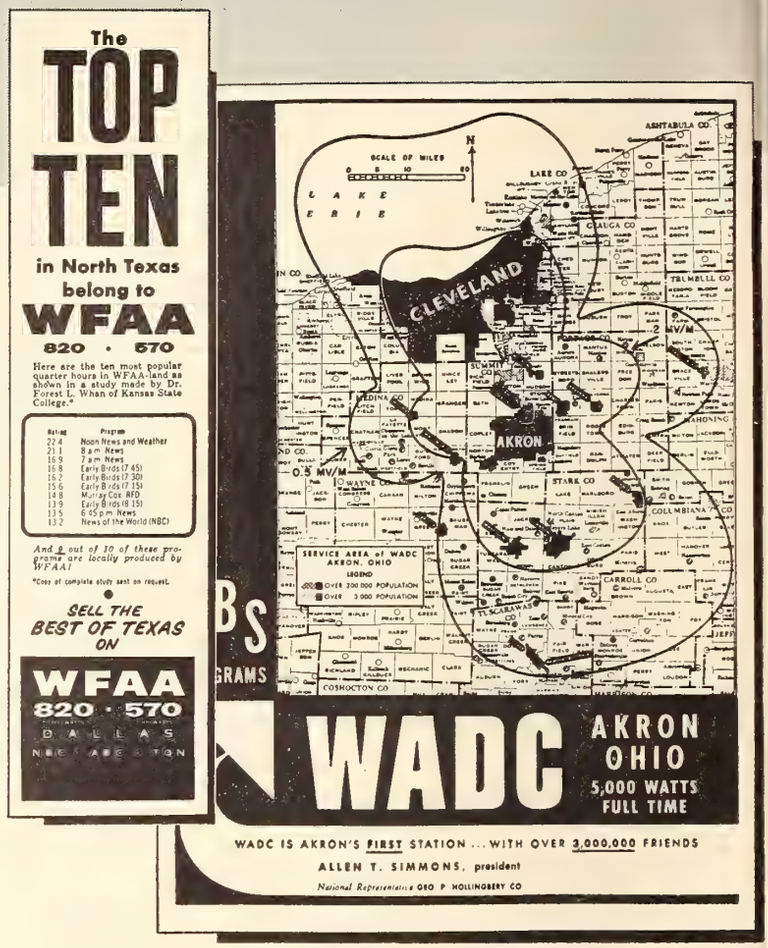
Excellence in Electronics

Equipment Marketing Division, Waltham 54, Mass.

These stations purposely position their Service-Ads next to their listings for your convenience when using SRDS. WKY and WFAA also run Service-Ads in CONSUMER MARKETS.







How Service-Ads help agencies select radio markets and stations

The Service-Ads that hundreds of stations place in STANDARD RATE help advertisers and their agencies by giving them more of the kind of information they are looking for...*when they want it.* They are called Service-Ads because they offer *service* information in a *service* position.

an agency man says

"In general, I would say the most valuable thing that stations can put in Service-Ads would be coverage maps, counts of radio homes in the area, and program information with ratings."

SRDS

ABC ABP MPA NBP

Standard Rate & Data Service, Inc.

The National Authority Serving the Media-Buying Function

Walter E. Botthof, Publisher, 1740 Ridge Ave., Evanston, Ill.
Sales Offices: New York, N. Y. • Evanston, Ill. • Los Angeles, Calif.

8 exclusive ways Service-Ads in SRDS can help you

1. They provide useful information that expands the listed data; make it quickly available to you in client meetings, or when you're working late at the office or at home weekends.

2. They give you the gist of a market or medium story, helping you recall all the information you have absorbed from literature and from representatives.

3. They boil down facts to simple terms that you can extract and include in your media proposals.

4. They give you the story fast when you are entering a new market, or preparing a schedule for a new account.

5. They give you a handy "file" of media information and protect you against the inadequacies of central filing systems that may be unable to supply what you want when you want it; or worse, may contain only out-of-date material.

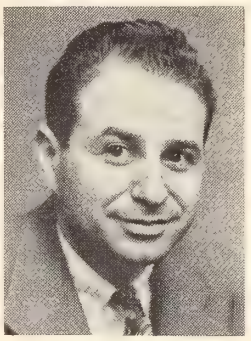
6. They give you information at the very time you seek it, and do not intrude or ask for attention at any other time.

7. They give you quick access to additional information when a medium's general promotion arouses your interest.

8. They give you a "last chance" source from which you can get a final briefing on a medium's story before you make your final decision.

ABC Radio Names DeGray Station Relations Director

EDWARD J. DeGRAY, former director of station relations for Vitapix-Guild Films Inc., last week was appointed in a similar capacity for ABC Radio, replacing Charles Godwin, recently named *Sponsor* magazine business manager [CLOSED CIRCUIT, Oct. 10]. Mr. DeGray broke into broadcasting in 1937 with CBS in New York, later transferred to WBT Charlotte where he served as assistant general manager and secretary-treasurer, returning in 1948 to New York as executive assistant to the vice president in charge of CBS station administration and radio spot sales. Before moving to Vitapix-Guild Films Inc., Mr. DeGray was director of station relations for CBS Radio and supervisor in charge of CBS Radio co-op programs.



MR. DeGRAY

At the same time, Ernest Lee Jahncke Jr., vice president and assistant to the president of ABC, announced the appointment of Earl Mullin, regional manager of ABC Radio's station relations department, as department manager. No replacement has been named for Mr. Mullin.

ABC-TV 'Festival' Sold Out With Three Latest Sales

WITH THREE new participating purchases in ABC-TV's *Famous Film Festival* (Sundays, 7:30-9 p.m. EDT, featuring full-length movies), the program has been sold out through Nov. 20, Slocum Chapin, vice president in charge of ABC-TV sales, said last week. Additional purchases were two participations by Beltone Hearing Aid Co., Chicago, through Olian & Bronner Inc., Chicago; one participation by Chrysler Corp., Detroit, through McCann-Erickson, Detroit, and four participations through Young & Rubicam, New York, and two participations through N. W. Ayer & Son, New York, for Johnson & Johnson, New Brunswick, N. J. Nine participations are available each week on the program, making a total of 54 which have sold for the six-week period Oct. 16 to Nov. 20.

Imogene Coca Withdraws From 10-Yr. NBC Contract

COMEDIENNE Imogene Coca last week voluntarily gave up her $100,000-a-year contract with NBC-TV which still had nine years to run. Reason for Miss Coca's decision, according to her attorney, Mortimer S. Rosenthal, was that she "wanted to do some other things," aside from tv.

Mr. Rosenthal announced that when she opens an engagement at Las Vegas' Sahara Hotel next month, Miss Coca will be paid $65,000 for a three-week engagement.

NBC's Honrath Is Polio Victim

DONALD HONRATH, 44, manager of NBC's continuity acceptance department on the West Coast, died Oct. 8 of polio. Mr. Honrath, who joined NBC in 1941 as a parking lot attendant, was named a department head in February 1945. He is survived by his father, Leo Edward Honrath of San Bernadino, Calif.

4,171,139 Tv Sets Sold Jan.-Aug. '55

TELEVISION retail sales for the first eight months of 1955 totaled 4,171,139 receivers, compared with 3,658,927 sets sold for the same eight months of 1954, RETMA reported today (Monday).

This is a 14% increase over the same period last year, the association said.

Radio sets sold at retail from January through August were 3,189,608 compared to 3,269,115 in the 1954 eight-month period, it was announced.

In August, 586,577 tv units were sold through retail channels, compared with 381,567 in July and with 484,533 receivers in August 1954. Radio retail sales, excluding auto sets, increased from 303,965 in July to 456,625 in August. In the same month of 1954, 447,025 radio sets were sold.

Webcor Faces $1 Million Patent Infringement Suit

CHARGE of a patent infringement is made by an electronics producer in a suit filed against Webster-Chicago Corp. (tape recorders, phonographs) in Federal District Court of Chicago. Webcor spokesmen had no immediate comment.

The action was taken by Harry W. Becker, head of Harry W. Becker & Assoc. (audio-visual devices), who seeks payment of funds earned by Webcor through alleged unlicensed use of a hi-fi amplifier circuit unit since 1952. He estimated damages at over $1 million.

Mr. Becker said his invention is covered in two patents and extends range of frequency while minimizing distortion of sound in phonographs at low production cost.

RCA Ships Four Transmitters

RCA shipped a 25-kw transmitter Tuesday to WREC (TV) Memphis (ch. 3), and on Wednesday a 50-kw transmitter to WFAA-TV Dallas (ch. 8) and a 2-kw visual transmitter to KENI-TV Anchorage, Alaska (ch. 2). RCA also reported that WCOV-TV Montgomery, Ala., (ch. 20), which was damaged by fire, returned to full power on Sept. 30, following delivery and installation of a 12½-kw amplifier which it is using with its 1-kw transmitter replacement.

GE Ships to Three Stations

GENERAL ELECTRIC Co. reported last week it had shipped a 35 kw amplifier to KREM-TV Spokane (ch. 2) and a 12-bay antenna to WSIX-TV Nashville (ch. 8). GE also reported that WITN (TV) Washington, N. C. (ch. 7), a GE-equipped station went on the air on Sept. 28, operating on 316 kw.

MANUFACTURING PEOPLE

William J. Helt, general sales manager of Magnecord Inc. (tape recorders, etc.), Chicago, appointed vice president in charge of sales.

Anthony S. Katona, manager of community sales, National-Jerrold Systems Inc., Philadelphia, subsidiary of Jerrold Electronics Corp., appointed manager of Jerrold-Southwest Inc., another subsidiary, headquartered in Dallas.

J. Stephen Katonah, Deep Freeze Div. of Motor Products Corp., Chicago, appointed north central regional manager of Allen B. DuMont Labs, Tv Receiver Div., Minneapolis.

DUMONT BROADCASTING OFFICERS NAMED, SIGHTS SET ON RADIO, TV PROPERTIES

Paramount's Bernard Goodwin elected president. New corporation says it will go after as many top market radio and tv stations as 'FCC will approve.' Development presages formation of 'film network' using New York, Washington and Hollywood facilities.

A NEW ENTRY in radio and tv station ownership and operation, spearheaded by Paramount Pictures Corp., was organized last week at a meeting at Clifton, N. J.

The new corporation is the DuMont Broadcasting Corp., owned at the outset by the same stockholders as the parent Allen B. DuMont Labs [B•T, Aug. 15 *et seq.*].

President of the firm is Bernard L. Goodwin, secretary of Allen B. DuMont Labs, vice president and general manager of all music-publishing subsidiaries of Paramount Pictures Inc., vice president of Paramount Tv Productions Inc. (owns and operates KTLA [TV] Los Angeles) and business manager of Paramount's short-subject productions.

Formation of the corporation Monday afternoon followed swiftly that morning's stockholder approval of a proposed "spin-off" of DuMont's broadcasting division. The spin-off separated DuMont manufacturing and broadcasting operations, each to be owned at first by the same stockholders and in the same proportions as DuMont Labs through the issuance of one share of DuMont Broadcasting stock for each 2½ shares held in the laboratories.

Additional shares in the new company also will be offered for sale, thus making possible an eventual divergence in the ownerships of the two companies.

With the announcement of the new officials of the DuMont Broadcasting Corp. Tuesday it was stated that the firm would go into the "radio broadcasting business while expanding its telecasting interests." The latter interests include WABD (TV) New York and WTTG (TV) Washington, both of which formerly had been owned and operated by the laboratories' broadcast division.

The corporation said it will "take steps to acquire or establish as many television and radio stations in important markets in the country as the FCC will approve."

The action also formally completes the demise of the DuMont Television Network. Under the new formation, Ted Bergmann, formerly director of DuMont's broadcasting division (under which the network operated) becomes director of Electronicam Production Services in New York, owned by Allen B. DuMont Labs. Mr. Bergmann will report to Dr. DuMont, chairman (and acting as president until a successor is named) of the labs.

The changes bring to the fore the following principals of the new corporation:

• Paramount's Goodwin who—along with other Paramount officials—reportedly may lean on advice and guidance of Klaus Landsberg, vice president and general manager of Paramount's KTLA, in planning new radio-tv operations.

• Paramount's Paul Raibourn, president of Paramount Tv Productions Inc., a vice president of Paramount Pictures Corp. and secretary of Allen B. DuMont Labs. He also becomes chairman of the executive committee of the DuMont Broadcasting Corp. and treasurer of the new firm.

• Ted Cott, formerly director of owned and operated stations of DuMont's broadcasting division and a former vice president of NBC. Mr. Cott becomes vice president and a member of the board of the new corporation.

Dr. Allen B. DuMont, president of the company he founded, will serve on the executive committee of the broadcasting corporation. In last Monday's stockholder approval, Dr. DuMont became chairman of the board of Allen B. DuMont Labs with a contract which will give him a $50,000 yearly salary through 1966 and $20,000 a year as a consultant for 10 years thereafter. He also was granted an option to purchase 35,000 shares of common stock.

Dr. DuMont's Salary

Although this salary is the same as Dr. DuMont now receives, the board chairman will no longer receive additional compensation based on the corporation's net earnings. He had been receiving 2½% of earnings, before taxes, in excess of $1 million each fiscal year.

Paramount Pictures is the largest single stockholder in both the laboratories and in the new corporation. Its ownership of 560,000 shares of Class B common and 68,500 shares of Class A common comes to 26-27% of the combined outstanding common stock.

The swift announcement that the DuMont Broadcasting Corp. will seek the acquisition of additional stations, including radio outlets, lent credence to speculation which has been voiced since last May that the Paramount interests have big plans for its broadcast media activities. One of these activities, according to early reports [B•T, Aug. 22], is the eventual establishment of a "film network" using Hollywood facilities as well as the WABD and WTTG facilities in New York and Washington.

KTLA syndicates tv film shows widely and thus is in a key position to launch such a film network. It is reported that should Paramount spark such an operation, Mr. Landsberg would figure prominently in the undertaking.

B•T reported last August that Paramount, a major movie interest, has been making all the motions of priming for full-scale invasion of the "network" (film) and film packaging fields, both black-and-white and color, possibly by the first of next year.

Paramount, for example, has been building a tv city in downtown Hollywood that in physical scope would approach production facilities of both NBC and CBS.

At the same time, Paramount reportedly has under contract some 50 to 60 tv stations from coast-to-coast, although only a few now are being used on certain package-type shows. It also is ready to exploit pay tv through its subsidiary, International Telemeter Corp., while keeping pace with technical developments through another of its subsidiaries, Chromatic Television Labs, color tube developer.

While DuMont had never considered KTLA to be among its tv stations, under FCC interpretation Paramount-owned tv stations had to be included with those of DuMont in totaling stations for the purpose of multiple ownership rules. (Some years ago, the Commission found the Paramount interest to constitute "veto" power within the DuMont Labs and thus ruled this interest as a "negative control.")

Most likely KTLA will be brought directly



WE'RE CROWING AGAIN!

Over the wonderful things SESAC subscribers are saying about—

PERCY CRAWFORD'S
YOUNG PEOPLE'S CHURCH OF
THE AIR QUARTET

". . . send us many more discs. These SESAC numbers will get numerous airings."

KGDN
Seattle, Wash.

"We are ready to program this group on a 15-minute, one day a week basis, so send us more as soon as possible."

WFGN
Gaffney, S. C.

"They are certainly well done . . . Especially useful to our station."

KTIS
Minneapolis, Minn.

SESAC 475 Fifth Ave. New York 17



SHERWOOD R. GORDON (seated, l), president of Gordon Broadcasting Co., concludes agreement to buy WILD Birmingham, Ala., from George A. Mattison Jr. (seated, r). Standing (l to r): Bertram Roth, Gordon Broadcasting Co.; Frontis Moore and David K. McKamy, representing Mr. Mattison; Paul H. Chapman, station broker, and W. E. Mattison.

Sherwood Gordon Buys WILD for $275,000

PURCHASE of WILD Birmingham, Ala., by Sherwood R. Gordon from George A. Mattison Jr. for a total of $275,000 has been announced by Mr. Gordon, president of Gordon Broadcasting Co. (WSAI-AM-FM Cincinnati).

WILD, 10 kw fulltimer on 850 kc, is affiliated with MBS.

In purchasing WILD, Mr. Gordon declared that "this is a logical step in our expansion plans" and he let it be known that his firm is planning to acquire stations in other markets.

WNEW Promotes Yarnell; Brandt in WMGM Assignment

DAVID YARNELL has been named director of publicity for WNEW New York, it was announced last week by Richard D. Buckley, president. Mr. Yarnell succeeds Bud Brandt, who resigned to open his own public relations firm [B•T, Sept. 26]. Mr. Yarnell joined WNEW

der the aegis of the DuMont Broadcasting orp. in the future.

Assuming a lineup of these three stations, all f, the new firm under the FCC multiple ownship rules (a lower court reversal of the les is to be reviewed by the U. S. Supreme ourt [see page 92] would be permitted to quire an additional two vhf's and two uhf's. nce it has no radio holdings, it could acire the full station limit (seven). It is beved that the new firm may pick up its radio tlets on a basis of good profit potential and ailability at reasonable prices.

Although there has been no indication into ich tv markets the company will move, it indicated certain ones are in mind.

As a result of the spin-off, the presidency of e laboratories has been left vacant. Spokesen last week said that a "manufacturing and erchandising man" would be sought for the st with the final choice coming from either thin the DuMont manufacturing unit or om without. A possibility, it was said, is illiam H. Kelley, vice president and general anager of the DuMont manufacturing and les division.

Other features of the spin-off and subsequent organization:

• Applications will be filed with the FCC for proval, followed by distribution of stock.

• Plans have been authorized for "revitalizg and strengthening management" with surys undertaken to determine the company's urse of expansion.

• Executive committee includes three directrs of Allen B. DuMont Labs: Mr. Raibourn, airman; Dr. DuMont and Armand Erpf, genal partner of Carl M. Loeb, Rhoades & Co., ew York investment firm that holds minority terest. Messrs. Goodwin and Cott make up e other members of the executive committee. r. Goodwin is secretary of DuMont Labs.

• Board of the new corporation has 10 memers: Dr. DuMont, chairman; Messrs. Goodwin, aibourn, Erpf, Cott, Barney Balaban, Dr. homas T. Goldsmith Jr., Stanley F. Patten, ercy M. Stewart and Edwin Weisl. Messrs. oodwin, Raibourn, Balaban and Weisl are of aramount Pictures; Dr. Goldsmith, vice presient for research, and Mr. Patten are of Dufont, while Messrs. Stewart and Erpf are "indeendent."

• New corporation will have 2.5 million hares of one class common stock authorized ith about one million shares of this amount to e distributed to common stockholders. Additonal shares will be offered to DuMont Broadasting Corp. stockholders for increased capital.



KTVH, pioneer station in rich Central Kansas, serves more than 14 important communities besides Wichita. Main office and studios in Hutchinson; office and studio in Wichita (Hotel Lassen). Howard O. Peterson, *General Manager*.

NEAR YOU

there's a Graybar Broadcasting Specialist

The Graybar Specialist serving your area knows the problems of AM and TV broadcasting. Consult him for technical assistance in station construction, expansion and selection of equipment. He'll be glad to work with you or your consulting engineers. You'll find his long experience and first hand knowledge of all phases of radio and television invaluable in planning your facilities. Check the listing for his name, location and 'phone.

Graybar can supply over 100,000 electrical items. Complete price and catalog service on any electrical need is always available from a nearby Graybar office. ***Graybar Electric Company, Inc., Executive Offices: Graybar Building, 420 Lexington Avenue, New York 17, New York.***

ATLANTA
John Kluttz, Cypress 1751
BOSTON
J. P. Lynch, Kenmore 6-4567
CHICAGO
E. H. Taylor, Canal 6-4100
CINCINNATI
L. T. England, Main 0600
CLEVELAND
A. C. Schwager, Henderson 2-2500
DALLAS
T. R. Gale, Randolph 6452
DETROIT
E. W. Stone, Townsend 8-5550
HOUSTON
R. T. Asbury, Atwood 4571
JACKSONVILLE
W. C. Winfree, Jacksonville 6-7611
KANSAS CITY, MO.
R. B. Uhrig, Baltimore 1644
LITTLE ROCK
W. E. Kunkel, Little Rock 5-1246
LOS ANGELES
R. B. Thompson, Angelus 3-7282
MEMPHIS
E. W. Irby, Memphis 7-7150
MINNEAPOLIS
L. B. Hathaway, Geneva 1621
NEW YORK
R. W. Griffiths, Exeter 2-2000
OMAHA
L. J. O'Connell, Webster 7676
PHILADELPHIA
D. M. Antrim, Walnut 2-5405
PITTSBURGH
R. F. Grossett, Allegheny 1-4100
RICHMOND
E. C. Toms, Richmond 7-3491
SAN FRANCISCO
K. G. Morrison, Market 1-5131
SEATTLE
D. I. Craig, Mutual 0123
ST. LOUIS
J. P. Lenkerd, Jefferson 1-4700
WASHINGTON, D. C.
D. R. Edge, Executive 3-0022

529-110

Everything Electrical to keep you on the air...

via Graybar

IN OVER 120 PRINCIPAL CITIES

in 1953 as assistant publicity director. He was named assistant program manager in 1954.

Mr. Brandt last week was engaged to handle exploitation for WMGM New York. Station spokesman said that publicity efforts will be coordinated between Mr. Brandt and Jo Ranson, station's publicity director, and that the Brandt office will not handle any other radio or tv station account during its contractura agreement with WMGM.

WBZ-TV FILMS USED TO INDICT RIOTERS

BOSTON POLICE, in need of evidence to convict a group of prison rioters, turned to WBZ-TV, Westinghouse outlet there, whose roving newscameramen had gone inside the prison walls and taken on-the-spot newsfilm during the rebellion. And, what is more, the film shots were introduced as evidence before a Suffolk County grand jury, leading to the indictment of 46 prisoners.

At 6:30 on the evening of Oct. 8, prisoners at Deer Island, a city prison located in Boston Harbor, started wrecking cell blocks, starting fires and tearing up the prison's facilities.

When the tumult and the shouting died, estimated damage was placed at $60,000 and the assistance of the State Police, Boston Police, Boston Fire Dept. and troops from nearby Fort Dodd had been called into play.

The station had some of the filmed shots on its regular 11 p.m. news show and followed up with a special prison riot program at 1 a.m.

At the request of Boston homicide captain Frank Wilson, WBZ-TV News Director F. E. (Dinny) Whitemarsh turned over to the Suffolk County grand jury about 500 ft. of film.

Winterble to Katz, L. A.

WILLIAM K. WINTERBLE, KNX Los Angeles sales staff, last Monday joined the radio staff of the Los Angeles office of the Katz Agency Inc., national advertising representatives. He joined KNX from Erwin, Wasey & Co., Los Angeles, where he was a radio-tv time-buyer, and before that was on the advertising staff of the *Minneapolis Star and Tribune*. He has also been a merchandising executive with the Schering Corp., a pharmaceutical house.



MR. WINTERBLE

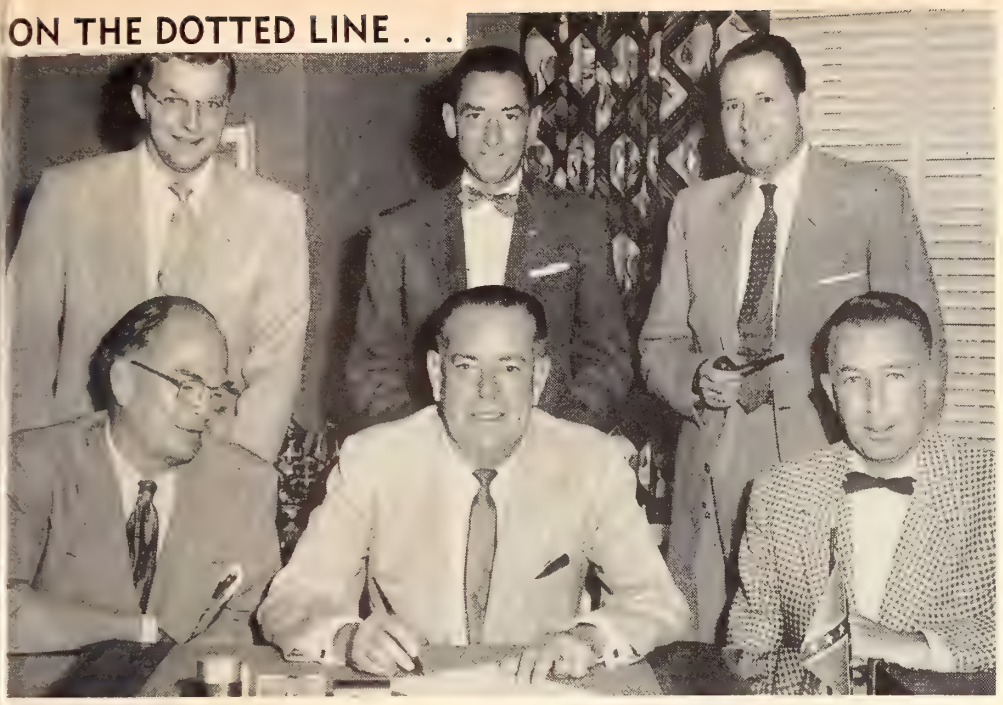
Sailors Joins Blair & Co.

DON SAILORS, account executive at WOW Omaha since 1951, will join the St. Louis office of John Blair & Co., radio station representatives, effective Nov. 1. Prior to his association with WOW Mr. Sailors was sales manager for Sports service Inc., Buffalo, later joined the Bal-er Advertising Agency of Omaha, and then moved to the *Douglas County Lo-gionnaire* as advertising manager.

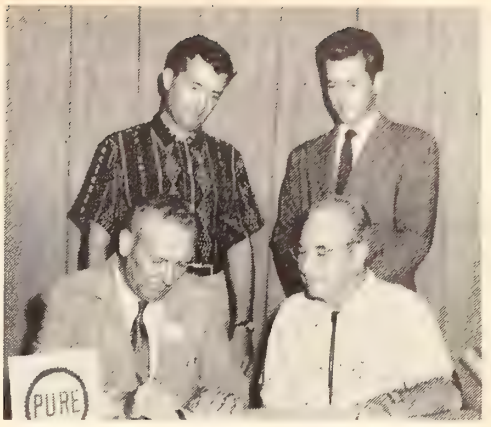


MR. SAILORS

(Stations continue on page 113)



STANDARD Oil of Indiana signs to sponsor Colorado U. football on KLZ Denver for the second consecutive season. At the contract signing are (l to r) seated: KLZ President Hugh B. Terry; T. J. Wolfe, Colorado manager for Standard, and KLZ Sports Director Starr Yelland, who will be calling Colorado grid games for Standard for the ninth straight year. Standing: Russ Schumacher, advertising director for Colorado division of Standard; D. H. Lewis, Mr. Wolfe's assistant, and KLZ Sales Manager E. Lee Fondren.



PURE OIL dealers of Palm Beach County, Fla., agree to sponsor *All American Game of the Week* for 13 weeks on WEAT-TV West Palm Beach. *Game* is a half hour weekly film show produced and distributed by Sportsvision Inc. At the signing (l to r): seated, Harry Vetter, representing Pure Oil; C. C. Lewis, WEAT-TV local sales manager; standing, Edward J. Hennessy, general sales manager, and Jack Poole, director-m.c., both of WEAT-TV.



HOWARD R. BLOOMQUIST, director of marketing for Post Cereals Div. of General Foods Corp., signs for sixth consecutive sponsorship of U. of Michigan football games on WBCK Battle Creek, Mich. Looking on is WBCK Manager Gene Cahill.

PRUDENTIAL Insurance Co. of America and WKY-TV Oklahoma City complete contractual arrangements for sponsorship of 24-hour delayed film telecasts of the entire 1955 U. of Oklahoma gridiron schedule. L to r: Sam Drake, account executive, Max Jacobs Advertising Agency, Houston; William Cofer, advertising director, Prudential Insurance Co., Houston; Robert Olson, operations director, WKY-TV, and Jim Terrell, national sales representative, WKY-TV. ➤





KVOO-TV Tulsa also is carrying U. of Oklahoma 1955 football games (see above) under sponsorship of Prudential. The OU games follow the telecast of Oklahoma Aggie football Sunday afternoons and U. of Tulsa games are being aired on Sunday nights, giving KVOO-TV complete game coverage of Oklahoma's three major colleges. At the contract signing are (l to r) Earl Crewson, Prudential; John Devine, KVOO-TV commercial manager, and W. Eli McRorey, Prudential.



KOCA Kilgore, Tex., claims to have broadcast more play-by-play sports events than any other station in the U. S. the past year, according to H. A. Degner, general manager. The station has completed a $20,000 arrangement with three local firms to broadcast all football games of Kilgore College, Kilgore High School, Sabine High School, Oil Belt Conference and Southwest Conference, a total of 56 football games. KOCA also broadcast the entire basketball schedules of the three schools, a total of 106 games, and has just concluded a broadcasting schedule of 86 Pony and Little League baseball games.

Principals in the contract signing were (l to r): seated, Wayne Douglas, KOCA sports director and commercial manager; James H. Griffin, Meadows Insurance Agency; Forrest Sartain, president of the Citizens State Bank & Trust Co.; E. E. Jackson, president, Spunky Oil Co.; H. A. Degner, KOCA general manager; standing, Nick Virgilio, KOCA sportscaster; Solon Holt, Kilgore College coach; Clay Kennedy and Ty Bain, Kilgore High School coaches; Joe Turner, Kilgore College coach, and KOCA sportscaster Oris Woods.

HAVE YOU REGISTERED YET?

- Time Buyers
- Estimators
- Researchers
- Station and Network Representatives
- Media Directors
- Account Executives
- Sales Managers

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TUESDAYS . . . 12:15 pm SHARP

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Sixteen Luncheon Seminars . . .
Lively and Provocative . . .
Outstanding Speakers from the Entire Industry . . .

You need NOT be an RTES member to attend

FIRST SERIES (GENERAL)

8 Tuesday Luncheons
October 18–December 6, 1955
Registration Fee: $3.00

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8 Tuesday Luncheons
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Registration Fee: $5.00

SPECIAL **– REGISTER NOW FOR *BOTH* COURSES – JUST *FIVE* DOLLARS!!!**

Send with your check NOW to:
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☐ first series *only* $3.00
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☐ *both* series $5.00

NAME . . . . . .
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. . . . . .

A B•T PICTURE STORY

MERCHANDISING A TV PROPERTY

IT CAN BRING A WORTHWHILE RETURN, AS WITNESS WHAT TPA IS DOING WITH THE 'LASSIE' FILM SHOW



BEFORE VIDEO, one of the principal sources of merchandising theatrical characters was Hollywood, where a chief practioner was—and is—Walt Disney, who has been more than somewhat successful in merchandising Mickey Mouse, Pluto, Donald Duck and other cartoon characters. But even Mr. Disney had to sit up and take notice when tv got into the merchandising act. As a wellspring for merchandising a character, tv makes the movies look as antiquated as a nickelodeon.

There are a number of reasons why this is so. Probably the most important is that tv has a far greater, far deeper and far stronger impact. The viewer, who is also the merchandising customer, sees the tv character week in and week out, in the most desirable of all surroundings—his home. This frequency of viewing not only sets up a stronger identification with the character, but a deeper and warmer identification. The tv character becomes more real—and that reality is the source of merchandising, by making the items based on the character, or identified with the character, more desirable to the customer than similar items without the tv identification.

It is rather surprising that relatively few video producers make any effort to merchandise the characters they bring to the screen. One reason may be a lack of knowledge on the subject, because merchandising, like the art of tv production itself, is a highly specialized field. The comparison goes even further. Even as tv production requires a knowledge of many elements—script and acting values, lighting, camera limitations, budget control, to name a few, so does merchandising encompass many factors. These include—again to name just a few—the right way to design, package and price an item, and the right way to introduce and exploit it, and the right way—and this may be most important of all—to control it.

Among those tv companies which emphasize merchandising is Television Programs of America Inc. TPA already has some 50 items licensed on its *Ramar of the Jungle* series, and almost that many on *Captain Gallant of the Foreign Legion*. TPA's merchandising counsel is Stone Associates—

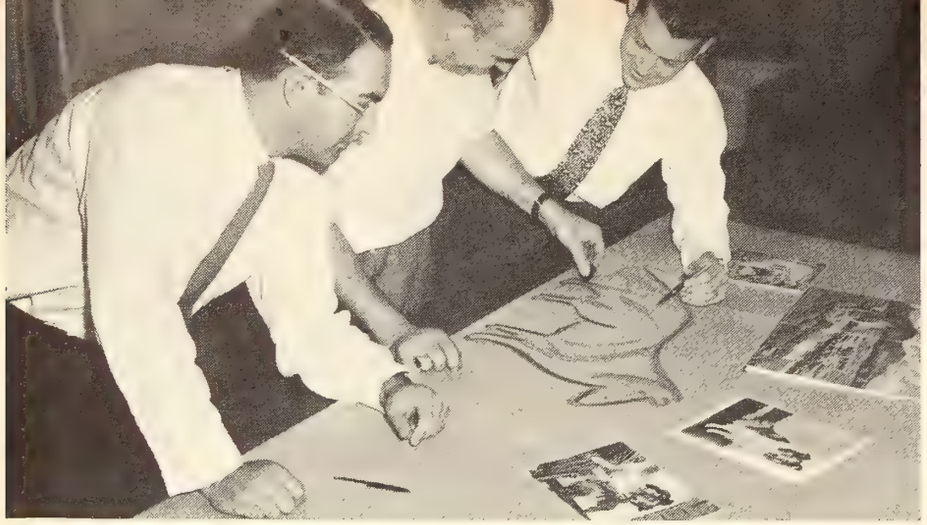




PLANNING the items to be licensed. L to r: Milton A. Gordon, TPA president, Allan Stone of Stone Assoc. and Michael M. Sillerman, TPA executive vice president.

ALLAN STONE watches as Joseph Vitale, partner in Smile Novelty Co., Brooklyn, N. Y., signs license agreement to manufacture a plush Lassie doll.

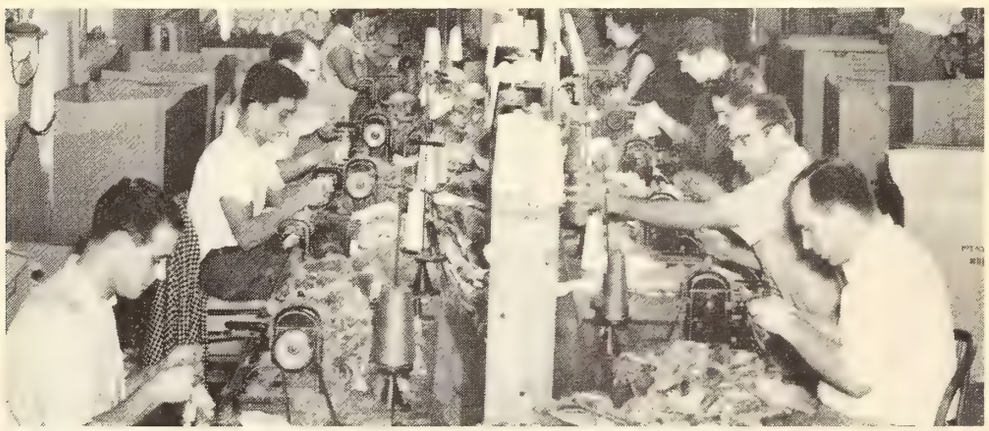
A B•T PICTURE STORY



FIRST STEP in manufacturing an item is to develop the rough sketch. Ben Rosano (c), Mr. Vitale's partner, lays out a rough of the Lassie doll for Allan Stone (l) and Eddie Kean. Both Bob Maxwell, TPA and Stone Assoc. must approve the item, as shown by a hand made sample, before tooling up can begin.

Martin Stone, Allan Stone, Milton Kayle and Edward Kean—which scored a notable success with its merchandising of *Howdy Doody* and which now, in addition to TPA's shows, is merchandising the Jackie Gleason series, *The Honeymooners,* and its characters.

The accompanying photos list, in sequence, the procedure in merchandising a tv character. In this case, the character is Lassie, the program produced by Robert Maxwell, distributed by TPA and merchandised by Stone Associates.



THE SEWING ROOM, where the jigsaw of cut-out parts starts to take shape. After the face—made of pliable vinyl plastic—is sewn on, the doll is given a cotton stuffing via a pneumatic machine, and wires are inserted in the legs to enable the dog to stand.



THE FINAL TOUCH. Every dog is brushed and curried. These Lassie boxes were designed by Stone Associates.

SID KESSLER, sales manager of Smile Novelty, introduces the toy at this year's Toy Fair. Smile Novelty was licensed in March, introduced the doll at the fair and since then has sold $850,000 worth of Lassies.

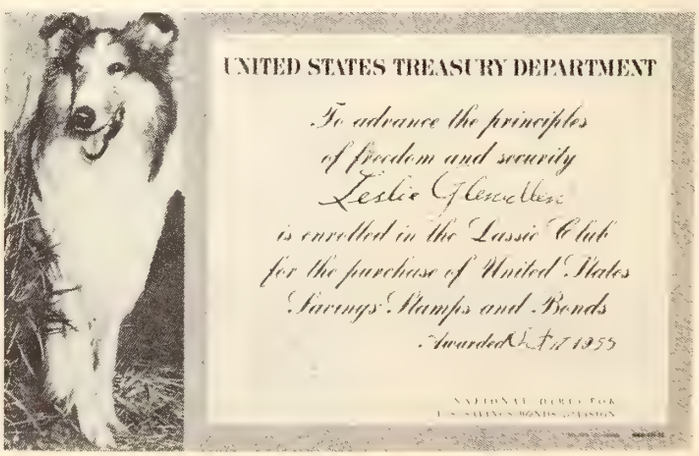


MISSION ACCOMPLISHED. The payoff on merchandising, exploitation and promotion comes when the customer buys.



TPA GUARANTEES its licensees that it will assist in the promotion. Personal appearances are among the best. Lassie and Tommy Rettig (Jeff in the tv series) spent six days at the Canadian National Exhibition, Toronto, where door prizes of Lassie pups were given away. Here they appear with CBS-TV star Ed Sullivan and two girls who won puppies.

ANOTHER PROMOTION: Lassie's tiein with the U. S. Treasury's campaign to sell savings stamps and bonds to school children. Certificates like this one are give to each purchaser.





BIG ONES
for little ones . . .

You have a problem? Want to demonstrate how something tiny works? Want to bring something enormous into the studio before the TV camera? Your answer is . . . Film— for shows that tell all about everything, without change or "fluff," day after day, on or off network. What's more, it's easy, economical to **USE EASTMAN FILM.**

For complete information, write to:

Motion Picture Film Department
EASTMAN KODAK COMPANY
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137 North Wabash Avenue
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West Coast Division
6706 Santa Monica Blvd.
Hollywood 38, California

or W. J. GERMAN, INC.
Agents for the sale and distribution of Eastman Professional Motion Picture Films
Fort Lee, N. J.; Chicago, Ill.; Hollywood, Calif.

AND BE SURE to film it IN COLOR . . . You'll be needing it soon.

THE 10 TOP FILMS IN 10 MAJOR MARKETS

AS RATED BY ARB IN SEPTEMBER

FROM the monthly audience surveys of American Research Bureau, B•T each month lists the 10 top rated syndicated film programs in 10 major markets selected to represent all parts of the country with various degrees of competition. Despite all precautions, occasional errors will occur in these tables due to use of the same program name for both a syndicated and a network series and the practice of some stations of substituting local titles (such as [advertiser] Theatre) for real program names.

NEW YORK — SEVEN-STATION MARKET

1.	Soldiers Fort (MCA-TV)	Fri.	8:00	WABC-TV	9.5
2.	Guy Lombardo (MCA-TV)	Thurs.	7:00	WRCA-TV	9.4
3.	Sherlock Holmes (UM & M)	Mon.	7:00	WRCA-TV	9.2
	Man Behind the Badge (MCA-TV)	Sat.	6:30	WCBS-TV	9.2
5.	City Detective (MCA-TV)	Sun.	9:30	WPIX	8.3
6.	Looney Tunes (Guild)	Fri.	6:30	WABD	7.8
7.	Superman (Flamingo)	Mon.	6:00	WRCA-TV	7.6
8.	I Led 3 Lives (Ziv)	Fri.	10:30	WABC-TV	7.3
	Buffalo Bill Jr. (CBS Film)	Sat.	6:00	WPIX	7.3
10.	Racket Squad (ABC Film)	Thurs.	10:30	WABC-TV	7.2
	Waterfront (MCA-TV)	Tues.	7:30	WABD	7.2
	Annie Oakley (CBS Film)	Sat.	5:30	WCBS-TV	7.2

LOS ANGELES — SEVEN-STATION MARKET

1.	Secret Journal (MCA-TV)	Sun.	9:00	KTTV	21.(
2.	Life of Riley (NBC Film)	Sat.	8:00	KTTV	18.8
3.	Badge 714 (NBC Film)	Sat.	7:30	KTTV	18.4
4.	Waterfront (MCA-TV)	Tues.	7:30	KTTV	17.8
5.	Science Fiction Theatre (Ziv)	Tues.	8:00	KTTV	15.9
6.	I Led 3 Lives (Ziv)	Sat.	8:30	KTTV	14.7
7.	Band Review (Paramount)	Sun.	9:00	KTLA	13.(
8.	Superman (Flamingo)	Sat.	7:00	KTTV	12.4
9.	Boston Blackie (Ziv)	Fri.	8:00	KTTV	11.2
10.	Annie Oakley (CBS Film)	Tues.	7:00	KTTV	11.(

MINNEAPOLIS-ST. PAUL — FOUR-STATION MARKET

1.	Mr. District Attorney (Ziv)	Thurs.	9:30	KSTP-TV	30.1
2.	Badge 714 (NBC Film)	Mon.	9:30	KSTP-TV	29.1
3.	Lone Wolf (MCA-TV)	Sun.	8:30	WCCO-TV	27.7
4.	I Led 3 Lives (Ziv)	Tues.	8:30	KSTP-TV	23.6
5.	City Detective (MCA-TV)	Wed.	8:30	KSTP-TV	21.4
	Hopalong Cassidy (NBC Film)	Sat.	8:00	WCCO-TV	21.4
7.	Follow That Man (MCA-TV)	Fri.	9:30	KSTP-TV	20.6
8.	Science Fiction Theatre (Ziv)	Fri.	9:00	WCCO-TV	19.0
9.	Soldiers of Fortune (MCA-TV)	Sun.	8:00	WCCO-TV	18.0
	Bandstand Review (Paramount)	Sat.	9:00	KSTP-TV	18.0

SEATTLE-TACOMA — FOUR-STATION MARKET

1.	Mr. District Attorney (Ziv)	Fri.	9:00	KING-TV	25.(
2.	Waterfront (MCA-TV)	Fri.	7:30	KOMO-TV	23.(
	Badge 714 (NBC Film)	Fri.	9:30	KING-TV	23.(
4.	Annie Oakley (CBS Film)	Thurs.	7:00	KING-TV	23.
5.	Eddie Cantor (Ziv)	Wed.	8:30	KING-TV	23.(
6.	Science Fiction Theatre (Ziv)	Thurs.	8:30	KING-TV	21.(
7.	City Detective (MCA-TV)	Fri.	8:30	KING-TV	19.7
8.	Superman (Flamingo)	Mon.	6:00	KING-TV	17.3
9.	The Whistler (CBS Film)	Fri.	10:00	KING-TV	17.(
10.	Soldiers of Fortune (MCA-TV)	Tues.	6:00	KING-TV	17.2

CHICAGO — FOUR-STATION MARKET

1.	Mayor of the Town (MCA-TV)	Sat.	10:00	WNBQ	20.6
2.	Racket Squad (ABC Film)	Tues.	8:30	WGN-TV	18.2
3.	Science Fiction Theatre (Ziv)	Sat.	10:30	WNBQ	17.7
4.	Eddie Cantor (Ziv)	Mon.	9:30	WNBQ	15.4
5.	Badge 714 (NBC Film)	Tues.	8:00	WGN-TV	13.8
6.	Death Valley Days (McC.-Erick'n.)	Mon.	10:00	WBKB-TV	13.6
7.	Mr. District Attorney (Ziv)	Fri.	9:30	WBKB-TV	12.3
8.	Annie Oakley (CBS Film)	Sun.	2:00	WBKB-TV	11.1
9.	Superman (Flamingo)	Sat.	5:00	WBKB-TV	10.2
10.	I Led 3 Lives (Ziv)	Tues.	9:30	WGN-TV	10.1

WASHINGTON — FOUR-STATION MARKET

1.	I Led 3 Lives (Ziv)	Mon.	10:30	WRC-TV	18.
2.	Superman (Flamingo)	Tues.	7:30	WRC-TV	16.(
3.	Soldiers of Fortune (MCA-TV)	Tues.	10:30	WTOP-TV	16.(
4.	Wild Bill Hickok (Flamingo)	Thurs.	7:00	WRC-TV	14.
5.	Badge 714 (NBC Film)	Fri.	7:00	WRC-TV	13.
6.	Little Rascals (Interstate)	Wed.	7:00	WRC-TV	12.
7.	Ramar of the Jungle (TPA)	Wed.	7:00	WTOP-TV	11.
8.	Cowboy G-Men (Flamingo)	Fri.	8:00	WMAL-TV	11.
9.	Sherlock Holmes (UM & M)	Mon.	7:00	WRC-TV	10.(
10.	Little Rascals (a.m.) (Interstate)	M.-F.	9:00	WRC-TV	10.

ATLANTA — THREE-STATION MARKET

1.	Favorite Story (Ziv)	Tues.	9:30	WAGA-TV	37.9
2.	Racket Squad (ABC Film)	Sun.	10:00	WSB-TV	31.7
3.	Ellery Queen (TPA)	Wed.	10:00	WAGA-TV	22.1
4.	Waterfront (MCA-TV)	Thurs.	9:30	WAGA-TV	21.4
5.	Mr. District Attorney (Ziv)	Fri.	10:00	WAGA-TV	19.4
6.	City Detective (MCA-TV)	Wed.	9:30	WSB-TV	18.3
7.	Patti Page (GAC-TV)	Mon.	10:00	WSB-TV	14.3
8.	City Detective (MCA-TV)	Sat.	10:30	WSB-TV	13.8
9.	Star and the Story (Official)	Sun.	10:30	WSB-TV	13.6
10.	Secret File USA (Official)	Sat.	10:00	WSB-TV	13.4

CLEVELAND — THREE-STATION MARKET

1.	Passport to Danger (ABC Film)	Tues.	10:30	WXEL	18.
2.	Waterfront (MCA-TV)	Wed.	7:00	WNBK	14.
3.	Mr. District Attorney (Ziv)	Tues.	8:00	WXEL	14.
4.	Liberace (Guild)	Wed.	9:00	WEWS	12.
5.	Uncommon Valor (Gen. Teleradio)	Mon.	10:30	WNBK	12.
6.	Ramar of the Jungle (TPA)	M.-F.	6:00	WNBK	11.
7.	Range Rider (CBS Film)	Sun.	7:00	WEWS	11.
8.	I Am the Law (MCA-TV)	Fri.	10:30	WEWS	11.
9.	Hopalong Cassidy (NBC Film)	Sat.	6:00	WXEL	11.
10.	Soldiers of Fortune (MCA-TV)	Thurs.	7:00	WNBK	10.

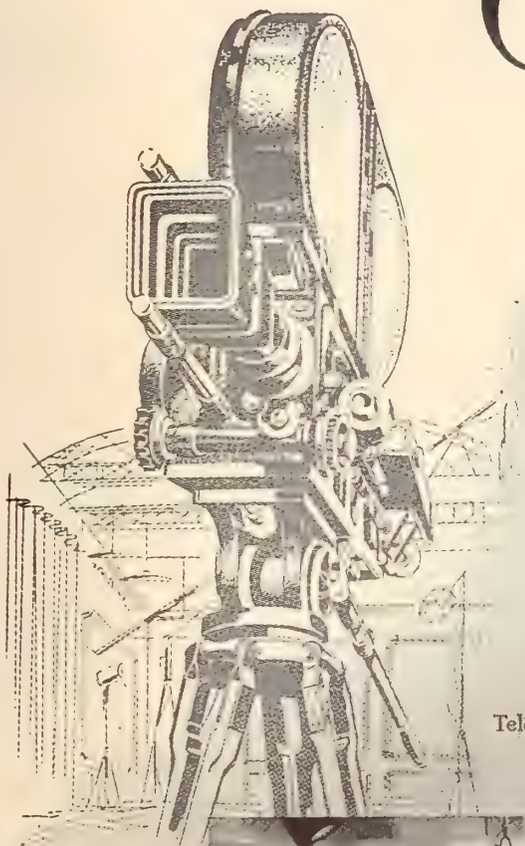
BOSTON — TWO-STATION MARKET

1.	Mr. District Attorney (Ziv)	Tues.	10:30	WNAC-TV	37.7
2.	Man Behind the Badge (MCA-TV)	Sun.	10:30	WNAC-TV	24.9
3.	I Led 3 Lives (Ziv)	Mon.	7:00	WNAC-TV	22.4
4.	Foreign Intrigue (S. Reynolds)	Mon.	10:30	WBZ-TV	21.5
5.	Superman (Flamingo)	Fri.	6:30	WNAC-TV	18.6
6.	Range Rider (CBS Film)	Sun.	7:00	WBZ-TV	18.3
7.	The Falcon (NBC Film)	Sun.	11:00	WNAC-TV	16.7
8.	Patti Page (GAC-TV)	Mon.	7:45	WNAC-TV	15.9
9.	Lone Wolf (MCA-TV)	Sat.	10:30	WNAC-TV	14.9
10.	Wild Bill Hickok (Flamingo)	Tues.	6:30	WNAC-TV	13.8

DAYTON — TWO-STATION MARKET

1.	Man Behind the Badge (MCA-TV)	Fri.	9:30	WHIO-TV	27.
2.	Badge 714 (NBC Film)	Sat.	10:30	WHIO-TV	22.
3.	Mr. District Attorney (Ziv)	Wed.	9:30	WLWD	21.
4.	Waterfront (MCA-TV)	Sat.	9:30	WHIO-TV	20.
5.	Science Fiction Theatre (Ziv)	Sat.	10:00	WLWD	19.
6.	Ellery Queen (TPA)	Fri.	10:15	WHIO-TV	19.
7.	I Led 3 Lives (Ziv)	Thurs.	9:00	WHIO-TV	16.
8.	Follow That Man (MCA-TV)	Sun.	10:15	WHIO-TV	15.
9.	Eddie Cantor (Ziv)	Fri.	8:30	WLWD	15.
10.	Kit Carson (MCA-TV)	Sun.	5:00	WLWD	13.

PROUDLY CREATED TO *Outperform!*

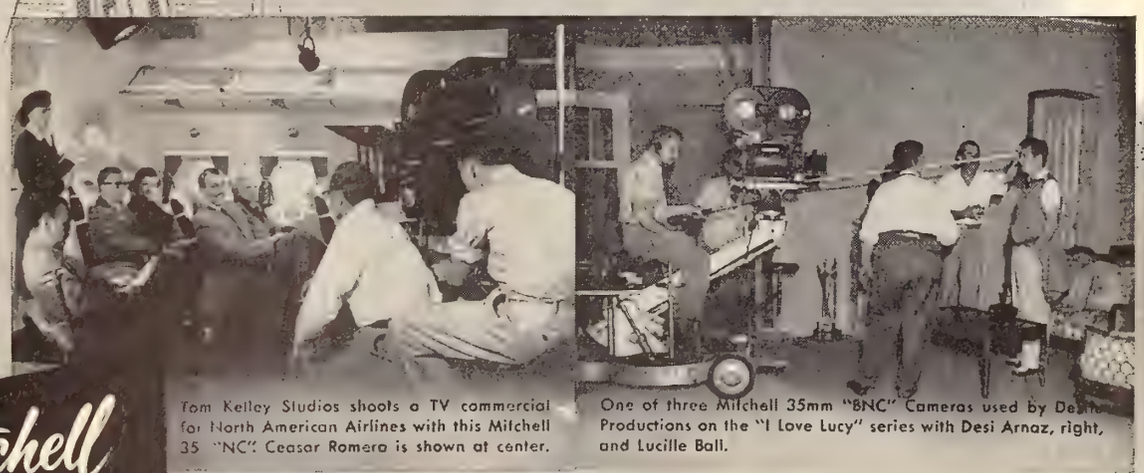


Mitchell* CAMERAS

THE matchless technical perfection which a Mitchell camera brings to a film can insure the investment as can no other single element of production.

For over 25 years constant research and engineering by Mitchell has continued to produce, year after year, the most advanced and only truly professional motion picture camera. It is traditional of Mitchell cameras that in addition to filming the world's greatest films, they are to be found wherever new and exacting techniques of filming are being successfully used.

Mitchell cameras are today dependably serving such varied fields as Television, Business and Industry, Education, Government, the Armed Services, and major Motion Picture Studios.



Tom Kelley Studios shoots a TV commercial for North American Airlines with this Mitchell 35 "NC". Ceasar Romero is shown at center.

One of three Mitchell 35mm "BNC" Cameras used by Desilu Productions on the "I Love Lucy" series with Desi Arnaz, right, and Lucille Ball.

the 1 and only Mitchell

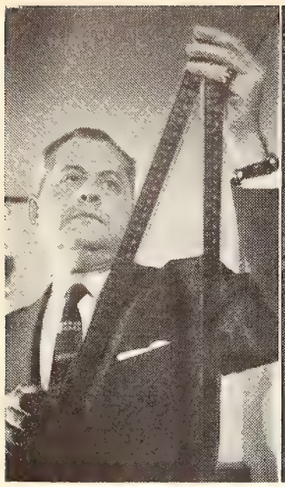
Mitchell cameras are *created*, not mass produced—the same supreme custom workmanship and smooth, positive operation is found in each Mitchell camera, 16 mm or 35 mm. Available to give Mitchell Cameras almost limitless capabilities, are the finest of professional accessories.

Mitchell Camera CORPORATION

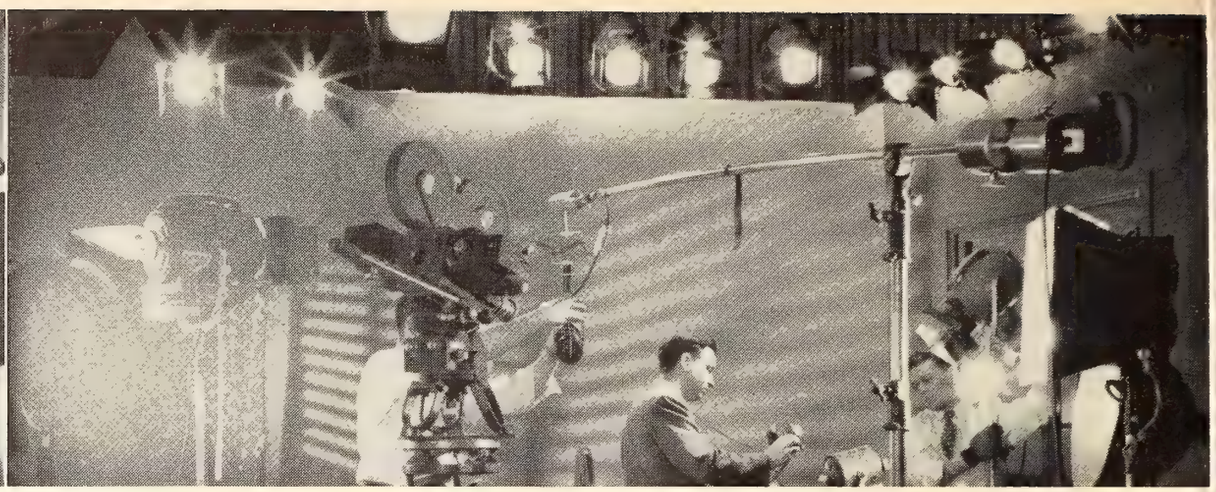
666 West Harvard Street • Glendale 4, Calif. • Cable Address: MITCAMCO

85% of the professional motion pictures shown throughout the world are filmed with a Mitchell





JOHN DE PROSPO, chief, WNYC film unit.



FRANK ROSA JR. (c), supervisor of operations, and crew in film unit studios.

WNYC'S HEAD START ON FILM

DOWN through the years, New York-owned WNYC has earned a pre-eminent reputation for its public service radio.

On a small scale, a grand-style start already has been made to do the same in tv.

Although the Municipal Broadcasting System, which operates WNYC-AM-FM, does not have WNYC-TV on the air, its officials already are laying the groundwork for its television operation. Even before FCC had granted the city ch. 31, the Municipal Broadcasting System was learning the intricacies of television through its television film unit established in 1951.

The unit served another worthwhile purpose: Its films were made available to the six commercial outlets in New York and scores of stations throughout the country, bringing information of significant civic developments about New York to viewers.

Seymour N. Siegel, director of communications for the City of New York and a pioneer leader in educational broadcasting, says that several considerations prompted the city to form the film unit, adding:

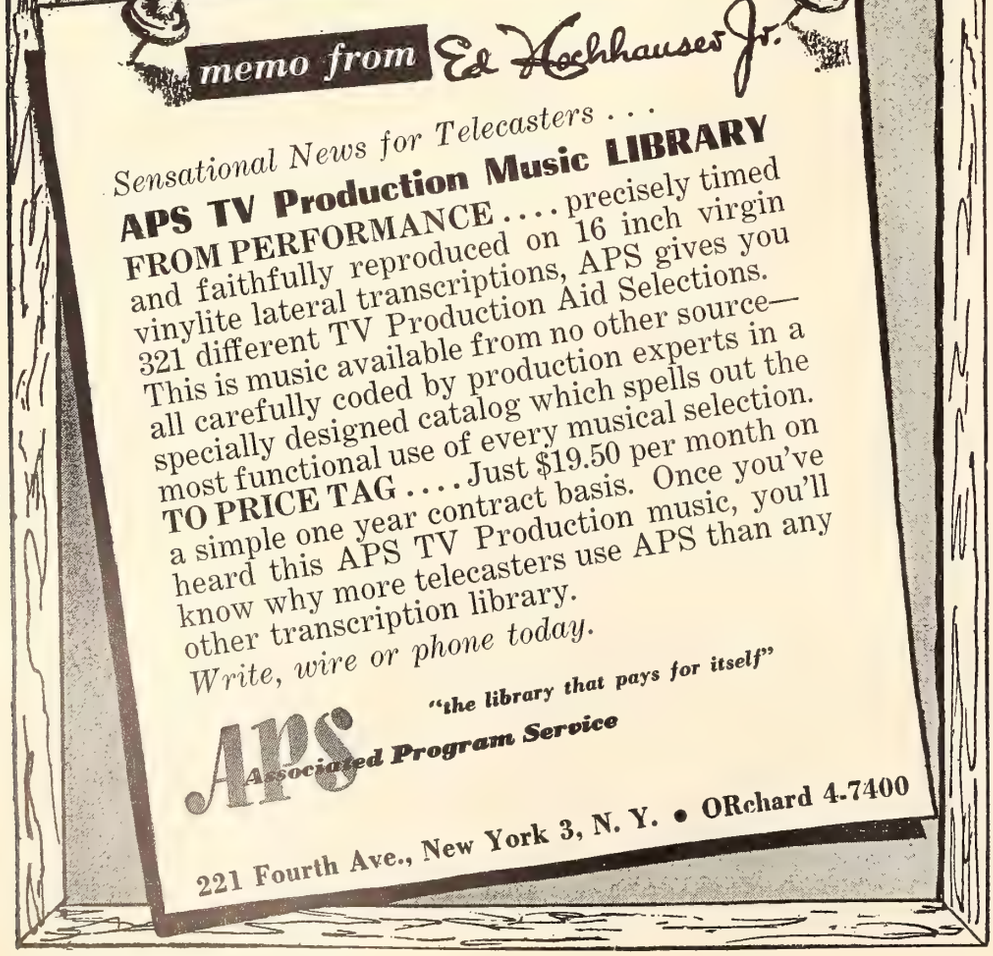
"With television the most effective means of mass communications yet devised, we wished to prepare adequately for an efficient operation to keep the public informed on vital subjects, such as health, welfare, fire, sanitation, city government and other important aspects of community living.

"Each city agency and department found the need of film services for the production of vital public service spots and short documentaries, as well as training films, but the cost of establishing separate departmental film production staffs, or even commissioning package firms to produce films, when necessary, was highly prohibitive. Thus, it was decided that one central tv film unit to produce spots, documentaries and training films for the various civic departments and agencies was the logical answer."

WNYC's film operation maintains a well-equipped studio at 500 Park Ave. and has a mobile unit, similar to the one used by major newsreel companies, for covering newsworthy city events and for producing on-the-spot documentaries. The unit operates on a shoe-string budget of about $30,000 annually, including production costs and the salaries of Frank Rosa Jr., supervisor of operations and of a cameraman and two technicians. The entire operation is under the supervision of John De Prospo, executive officer of the Municipal Broadcasting System, who has been associated with WNYC for the past 22 years.

The tv films have a collateral use. For example, in 1954, almost 100 organizations requested the filmed documentary programming for free screening. These included the World Health Organization in Geneva, numerous colleges and universities, industrial firms, civic groups and charitable and welfare organizations.

Officials of the various city agencies in New York have praised the films as a vehicle of promoting improved cooperation from the public, according to Mr. Siegel. He cited the experience of *Signal 92*, a filmed documentary produced for the New York Fire Dept. Following numerous showings on New York's six commercial tv stations, Mr. Siegel said, the Fire Dept. reported "an unprecedented drop in false fire alarms." He pointed out that Fire Dept. officials were convinced that this improvement could be traced directly to the telecasts.



'UNARTY' MODERN ART

'HAT'S UPA'S FORMULA FOR TV COMMERCIAL SUCCESS

MODERN ART with a zing—that could be capsule description of the *modus operandi* f United Productions of America.

Come next spring and the mass television udience of the U. S. will be exposed to a JPA series of all-color variety-cartoon pro-rams to be carried over CBS-TV [B•T, ug. 8]. Athough television audiences are ot likely to be afficionados of modern art, ne UPA formula of "unarty" modern art ppears headed for a resounding success, dging on past performances.

In the past seven years, UPA's theatrical artoons, featuring such beloved characters s Gerald McBoing-Boing, Mr. Magoo, rankie and Johnny, Madeleine and Chris-opher Crumpet, have titillated motion pic-ire audiences throughout the world. cademy Awards have been presented to Gerald McBoing-Boing" (1950) and When Magoo Flew" (1954), and, in all, JPA has received eight Academy nomina-ons for its animated productions.

Though the projected series over CBS-TV ill mark its leap into the tv entertainment eld, UPA has been producing cartoons for ommercial television for the past eight ears. It's list of "blue chip" accounts in-ludes Coca-Cola, New York Telephone, eneral Electric, Borden, Bristol-Myers, ana, Procter & Gamble, American Air-nes, Piel Bros., Socony Oil, Emerson Drug, ennen, Campbell Soup and A. T. Babbitt, mong others. The New York Art Directors lub awarded UPA its Club Medal for "the p television commercial of 1954" (pro-uced for Jello-O Instant Pudding) and ngled out the company with its Distinctive erit Citation for the best tv commercials 1951, 1952 and 1954.

UPA, with Stephen Bosustow as founder nd president, was incorporated in 1945. It as grown in the past decade and now num-ers more than 100 employes. Its business rrently is in excess of $1 million a year. he company has its own rambling ranch-pe building in a breezy canyon in Bur-ank, Calif. The UPA New York studio, eaded by Don McCormick, vice president nd general manager, is actively engaged in roducing tv commercials and industrial ms. Chris Ishii and Jack Goodford are rectors of the commercial unit.

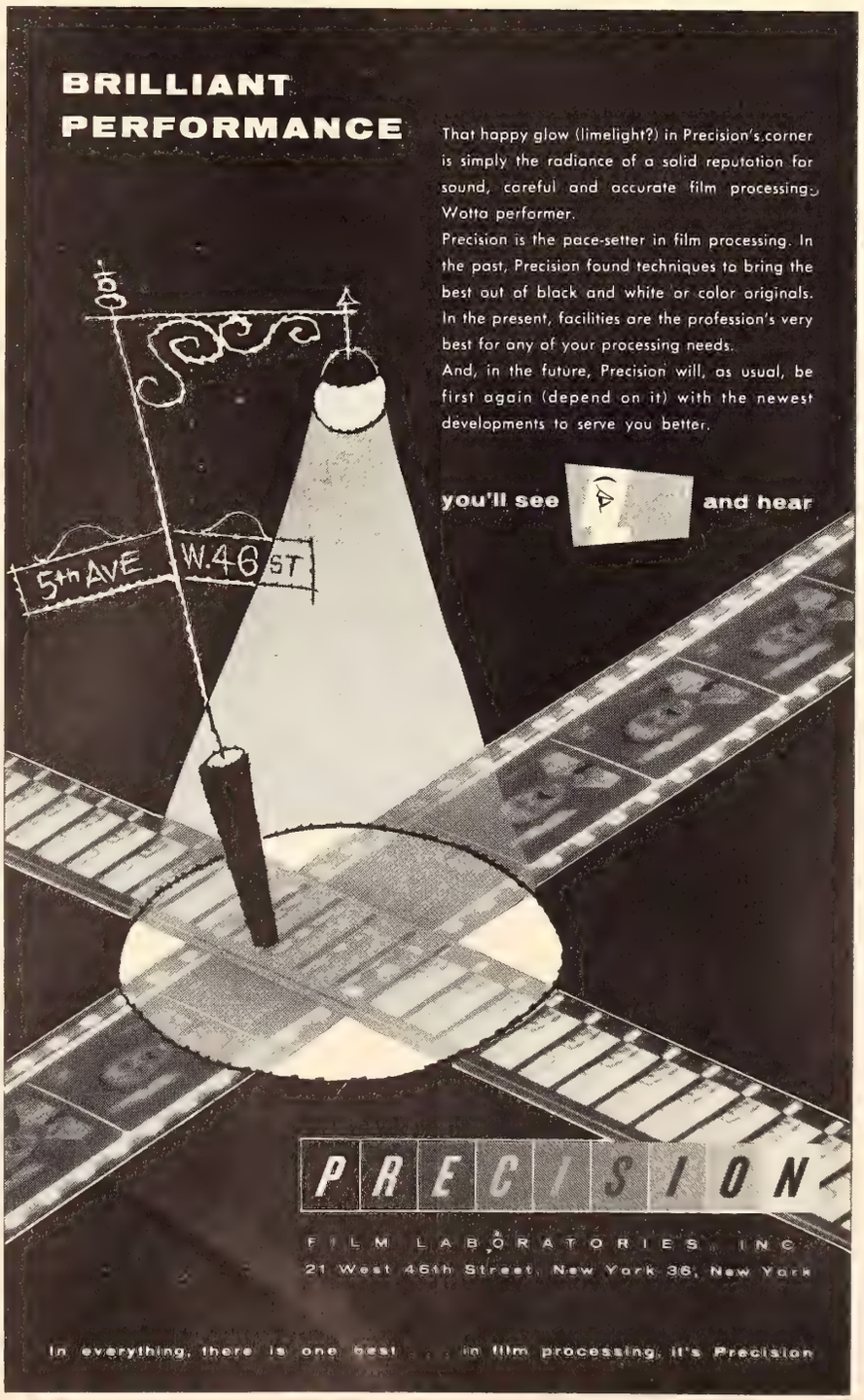
Mr. McCormick told B•T that the pro-sed tv series for CBS-TV represents the ulmination of a dream long held by Mr. osustow. Through the medium of network levision, Mr. McCormick said, UPA hopes bring the company's approach to com-unications within the reach of every man, oman and child in the U. S.

UPA, according to Mr. McCormick, aces emphasis on line drawing; uses color r its own sake, and presents story ma-rial that is amusing to the entire family. nlike other animated films, he added, in PA films there are people instead of birds, mammals, insects and reptiles. UPA's *tour de force* is its strong reliance on caricature, Mr. McCormick said.

The cartoon program for CBS-TV, currently in production at Burbank and expected to be launched in the spring of 1956, will contain three or four elements selected from seven or more "acts" or variety situations. These include: the story of a little boy, "Dusty," who manages a circus; a musical dramatization combining traditional folk ballads and new songs with fables of America and other lands; sketches of famous American authors; gentle satires on suburban American life, and tales with the O. Henry touch. UPA's agreement with CBS-TV also includes the production of a full-length animated feature film for motion picture theatre distribution.

Mr. McCormick said Mr. Bosustow is "most enthusiastic" about the CBS-TV project because he believes that television will afford UPA an even wider scope for its creative talent than the motion picture theatre. The variety of subjects that can be treated on television, Mr. McCormick said, cannot often be attempted for theatrical exhibition.

It is UPA's feeling that the cartoon series will have high sponsor interest, according to Mr. McCormick. He noted that at the outset, agencies were reluctant to go along with UPA's approach to tv commercials. Today, he said, many agencies hold such confidence in UPA that the company is permitted to do "the storyboard" and



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CLEAN YOUR FILMS
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THE NEW IMPROVED

ECCO #1500

ANTI-STATIC FILM CLEANER

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or TRICHLORETHYLENE

Used by NBC, CBS and many others. Better cleaning means clearer, brighter projection. Eliminates dust attraction which causes poor screenings.

Here's Why ECCO #1500 is Better:

- ✓ Cleaning properties better than carbon-tet
- ✓ Leaves film permanently free of static
- ✓ Dries faster than carbon-tet
- ✓ Keeps film pliable, eliminates waxing
- ✓ Mild, non-irritating odor
- ✓ LOW COST—less than 2¢ cleans 400 feet of film
- ✓ Equally effective for negatives or prints
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In ECCO 1500 you have all the cleansing qualities of carbon-tetrachloride without the dangers. Add years of life to your film.

CLEAN and INSPECT FILM
in one easy operation with the

ECCO SPEEDROL APPLICATOR

Save time, fluid, labor, money
Bakelite Construction—lasts a lifetime

Without obligation, write today for illustrated brochure. Ask your dealer, or order direct.

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PRODUCTS CORP.
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UPA CARTOONS for (l to r) Bromo Seltzer, Jello Instant Pudding and Esso.

even write the script—all accomplished in cooperation with the agency. With this agency acceptance, Mr. McCormick added, the new series appears headed for a smooth road.

The year 1955 apparently is the "crowning year" for UPA. Two widely separated achievements point up the range of the company's talents. The CBS-TV series is a "bench-mark" of UPA's appeal to the masses. Its exhibition at New York's Museum of Modern Art, called "UPA: Form in the Animated Cartoon," which opened on June 22 and ran through Aug. 21, reflects the company's hold on the esoteric. For UPA, the twain do meet.

film maker



CHARLES SKINNER

AT LEAST one independent producer and packager of tv shows is taking an optimistic view toward the entry of major motion picture studios into television production.

Charles E. Skinner, who recently opened his own studios in Hollywood, insists that it may well prove the greatest thing that's happened to the medium since the completion of the transcontinental cable. "There is only one thing which anyone in the television industry should fear," he says, "and that is mediocrity of product. And it is my opinion that the competition the majors will offer will force all producers to strive for a higher quality in production."

Mr. Skinner's own plans encompass a wide variety of productions, not only for television, but theatrical showing as well. One tv series, *Sergeant Preston of the Yukon*, a story of the Royal Northwest Mounted Police in the Gold Rush era, went on the air this month, Quaker Oats sponsoring, with a CBS network release. Another, *Riders of the Pony Express*, an original story idea developed by himself and Executive Writer Nelson Gidding, is in the pre-production stage. And a third, based on the James Fennimore Cooper classics, *Leather Stocking Tales*, is slated for production next year.

Mr. Skinner, 43, literally has grown up in show business, having started as a child actor on the stage and in silent films, at the age of six. He directed his first motion picture in 1928, when he was only 16. By the time he was 20 he had his own distribution company, known as United Film Distributors, which supplied film to schools and church organizations.

Since that time, he has served as a producer, director and creator of motion picture and television properties, both at major studios and as an independent. During World War II he was an officer with the Army Signal Corps, producing and directing training, morale and rehabilitation films. He also co-produced and directed the post-war theatrical release, "This Is Your Army," made by 20th Century-Fox Movietone.

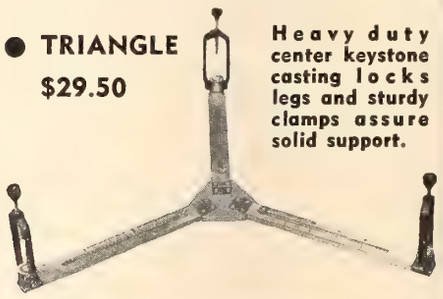
During his years as a Hollywood director, before entering the television field, he directed films for major Hollywood studios.

In television he created, produced and directed the original *Les Paul and Mary Ford At Home* shows; produced and directed *The Greatest Story Ever Told* series, based on the Fulton Oursler best-seller; directed 75 of the *Big Story* segments; produced and directed the *Fight for Freedom* series and *Unknown Soldier* films, both for the Freedoms Foundation of Valley Forge; co-produced and directed the *Chesterfield Stars* programs, along with all commercial spots, as well as many others.

CAMART
TV TRIPOD SUPPORTS

● **TRIANGLE**
$29.50

Heavy duty center keystone casting locks legs and sturdy clamps assure solid support.



● **CAR-TOP CLAMPS**

Insure a steady tripod support for your newsreel camera when atop a station wagon or car platform. Heavy bronze construction. Weatherproof.

Set of three: $28.00



THE CAMERA • MART INC.
1845 Broadway, near 60th Street
New York 23, N. Y. • Circle 6-0930
Cable Address - CAMERAMART

[Stations continues from page 102]

aschall to Be Gen. Manager f Newly-Purchased KAFY

ENTON PASCHALL, whose purchase with ward Tullis and John Hearne of KBAK kersfield, Calif., was approved by the FCC Oct. 5 [B•T, Oct. 10], has been appointed general manager of the station, which reverts to its original call letters, KAFY.



MR. PASCHALL

KAFY, which started 10 years ago, was changed to KBAK with its purchase by the Chronicle Publishing Co. (*San Francisco Chronicle*, KRON-TV there).

Mr. Paschall was for two years vice president - general anager of WNOE New Orleans following nich he opened his own radio management id sales consultancy firm. He also is a former ce president of the Liberty Broadcasting Sys- m.

KAFY is a Mutual affiliate and operates 550 . 1 kw, unlimited.

Messrs. Paschall, Tullis and Hearne are equal rtners in ownership of KAFY.

WDC Washington Begins ive-Hour Evening Program

WDC Washington gears its nighttime opera- on to "monitoring" the Greater Washington ea beginning tonight (Monday). The station's p.m. to 1 a.m. period will be "one all-inclusive ogram known as *Around the Town*," accord- g to Ben Strouse, vice president and general anager.

Town will feature on-the-spot interviews, ws reporting and public service segments. he station's staff men will cover the metropoli- n area, originating broadcasts and interviews.

apitol Network Formed y American, Maryland U.'s

APITOL NETWORK, a joint operation be- een WAMU American U., Washington and MUC Maryland U., has been organized to oadcast programs to the students of the two iversities. Both stations are members of the tercollegiate Broadcasting System, consisting over 100 college stations.

Network programming has enabled the sta- ons to stay on the air 18 hours on weekdays d 10 hours Saturdays and Sundays. Capitol fices are located in the new $250,000 Radio- Building on the American U. campus.

NXT (TV) Sales Increase

OBERT D. WOOD, general sales manager of NXT (TV) Hollywood and the Columbia levision Pacific Network, announced that the ation's sales for the summer quarter just mpleted (July-September) set an all time mmer high, and also was the top quarter for 55.

National spot business was 45% higher dur- g the past quarter than for the same period 1954 and local sales were up 80%. Overall crease over the same period last year was %, according to Mr. Wood.

KOWB Covers Disaster

KOWB Laramie, Wyo., was kept busy furnishing the nation with details following the recent United Airlines crash in Wyoming taking 66 lives. Soon after the crash, General Manager Harry D. Peck went to the scene for first hand information, and was followed by the KOWB news staff. Coverage was furnished stations from Philadelphia to Salt Lake City, plus the entire Mutual-Intermountain Network.

Miss Komar Named Manager Of KLAS-TV Las Vegas

MARIAN Y. KOMAR, commercial manager, has been named general manager of KLAS-TV Las Vegas, according to Rube G. Jolley, president of Las Vegas Television Inc.

Miss Komar has been with the station over two years, having served as national sales manager and commercial sales manager. Before joining KLAS-TV, she was in the sales department of KPHO-TV Phoenix.

Other appointments announced by Mr. Jolley include: Ralph E. Smith, chief engineer to operations manager; Alex Gold, account executive, becomes sales manager, and James P. Hart, KLAS program director, assumes the same position for the tv operation.

WCUE Inaugurates 'Contact' In Increasing News Coverage

EXPANSION of its national news coverage through a new service, called "Contact," has been announced by WCUE Akron, Ohio. The station has contacted 1,000 radio stations in "key population centers" and made arrangements to receive on-the-spot tape recorded news stories wherever they happen to break.

WCUE listeners received a preview of the new service during the week of Sept. 23-30 when the station aired 47 taped news stories from various parts of the country.

In addition to the expanded national news coverage WCUE is augmenting its local news coverage with a roving newsman, who patrols the Akron area in the WCUE newsmobile, looking for happenings which make news. Other WCUE reporters are equipped with tape recorders as they cover their beats.

7 Michigan Tvs Carry Hockey

DETROIT tv stations for the second consecutive year are cooperating to bring viewers the play-by-play of all Detroit Red Wing hockey games. WXYZ-TV, WWJ-TV and WJBK-TV will split the coverage for the Detroit area under the sponsorship of the Stroh Brewery Co. In addition, four other Michigan tv stations will carry the Red Wing games: WKNX-TV Saginaw; WJIM-TV Lansing; WWTV (TV) Cadillac, and WPBN-TV Traverse City. It is believed that this year's network will be the largest ever to cover regularly scheduled Red Wing games.



BMI

MILESTONES
for November

BMI's series of program continuities are full half-hour presentations . . . simple to do, saleable, excellent listening. Each script in the November package commemorates a special event of national importance.

"GUARDIANS OF THE OPEN ROAD"
(Rise of American Automobile Association)
November 1-7, 1955

"PIANIST, PATRIOT, PREMIER"
Ignace Jan Paderewski
Born: November 6, 1860

"LEST WE FORGET"
(Veterans Day)
November 11, 1955

"MAKE US TRULY GRATEFUL"
(Thanksgiving Day)
November 24, 1955

"Milestones" is available for commercial sponsorship—see your local stations for details.

BROADCAST MUSIC, INC.
589 FIFTH AVE., NEW YORK 17, N.Y.
NEW YORK • CHICAGO • HOLLYWOOD • TORONTO • MONTREAL

ABC Names Noble WABC Sales Manager

ROBERT E. NOBLE Jr., regional manager for ABC station relations dept., named sales manager for WABC New York, key station for the ABC Radio Network, effective today (Monday).

Mr. Noble joined the network in 1950 as a research assistant following his graduation from Yale U. He later became an associate director of the radio network, producing and directing network programs. He is a nephew of Edward J. Noble, former owner of ABC, and now chairman of the finance committee of the parent American Broadcasting-Paramount Theatres Inc.

He succeeds Charles (Chuck) Bernard, recently named an account executive with ABC Radio.

KGER Moves Second Studio

KGER Long Beach, Calif., has moved its Los Angeles studios to 419 South Robertson Blvd., Beverly Hills, according to Clinton Fowler, general manager. The 5 kw outlet, owned by John Brown Schools of Calif. Inc., has maintained dual studio operation for several years.

KDB's Local Business Rises

KDB Santa Barbara, Calif., reports that for September, its first full month on a straight music and news format, local revenue was 67% ahead of the same month in 1954 and 69% above August 1955.

'Big Flash'

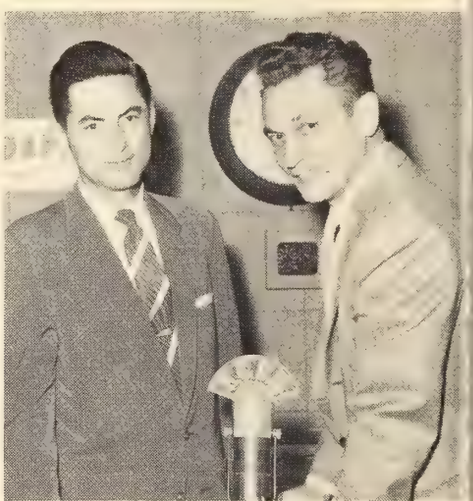
SYLVANIA lighted the new $1.5 million building of WBTV (TV) Charlotte, N. C., Sept. 28, in the sixth of its exhibits of multiple flash photography. Using 250 flash bulbs, the "Big Flash" radiated an equivalent of 450,000 60-watt light bulbs.

The exhibit was covered by WBTV's *Picture That,* a program for photographers. Many shutter bugs were on hand for "Big Flash" and the program awarded a prize for the best pictures taken at the time the flash went off.

Buskett Named KCBQ Head By Bartell Broadcasters Inc.

LARRY BUSKETT, general sales manager o KLAC Los Angeles, has been named genera manager of KCBQ San Diego, according t Gerald A. Bartell, president of Bartell Broad casters Inc., recent purchaser of KCBQ.

Mr. Buskett has been in west coast radio sinc his discharge from the Army in 1945. He wa instrumental in the successful application o the news and music format for a number o stations which he served as consultant.



GERALD A. BARTELL (l), president of Bartell Broadcasters Inc., with Larry Buskett, new general manager of KCBQ San Diego.

WWJ-TV Issues Rate Card, Features Two New Plans

WWJ-TV Detroit has issued rate card No. 1 effective Oct. 1, which features a new "si plan" and "nine plan." The first gives adve tisers who use six or more 20 or 10-secon announcements on weekends a 25% discoun The nine plan gives a 35% discount on nin or more Saturday-Sunday announcements.

Rates begin at $2,000 for one hour of Cla AA time.

WOAI-TV Adds to Color Slat

WOAI-TV San Antonio, Tex., began local liv color transmission Saturday with an inaugur ceremony followed by about eight hours special color programs. Elmer Crumrine, may *pro tem* of San Antonio, in a ceremony partic pated in by civic leaders threw the switc which launched the first live colorcast. WOA TV is slated to begin regularly scheduled colo casts today (Monday), carrying an average 60 hours of color per month, including NBC TV shows.



Staff Personnel Completed For WTOP-AM-TV News

STAFF appointments have been completed for the news and public affairs division of WTOP-AM-TV Washington, according to John S. Hayes, WTOP Inc. president. The new department will begin functioning Oct. 30 to "expand WTOP's coverage of Washington Metropolitan Area news while continuing to furnish up-to-the-minute reports of major world-wide news development," Mr. Hayes announced.

Edward F. Ryan was previously named director [B•T, Sept. 5]. Others include Lawrence Heckerman, executive producer; Arch McDonald sports director; Harold Saylor, cameraman; Elizabeth Ann Parrish, research assistant, and Morrie Siegel, Steve Cushing, Paul Hallett, Claude Mahoney and Paul Niven.

REPRESENTATIVE APPOINTMENTS

Everett-McKinney Inc., N. Y., named national representative for KCRG Cedar Rapids, Iowa.

CKNW New Westminster, B. C., appoints Radio Representatives Ltd., Toronto, exclusive representatives.

CFCY-TV Charlottetown, P. E. I., has appointed All-Canada Radio Television, Toronto, as exclusive representative. Station is expected to be on the air on ch. 13 next summer with 21 kw video and 12.5 kw audio power.

STATION SHORTS

WFBM-TV Indianapolis, with installation of complete RCA live color camera chain, becomes first area station equipped to originate color programs for both local and network broadcast, it is claimed. Station plans to begin programming local colorcasts this month.

Jefferson Standard Bcstg. Co. (WBT-WBTV [TV] Charlotte, N. C., and WBTW [TV] Florence, S. C.), appoints Kincaid-Chandlee Adv. Agency Inc., Charlotte, to handle trade advertising.

WDSU-TV New Orleans has received Civil Aeronautics Authority, approval for construction of new 975-foot tower in St. Bernard Parish. Station has applied to FCC for permission to move tower from present Hibernia Bank Bldg. location to new site.

STATION PEOPLE

Maitland Jordan, general manager, KJR Seattle, to national sales staff of KOMO-TV Seattle.

W. Byron Williams, assistant program director, WTRF-TV Wheeling, W. Va., named program director. He has been with station since Feb. 1954, shortly after it went on the air. **Garry Vorhees,** WTRF-TV production manager, steps up to assistant program director.

Frank Edwards, newscaster, to WTTV (TV) Bloomington-Indianapolis. He formerly broadcast for the American Federation of Labor.

Bill Parker, WOC-AM-FM-TV Davenport, Iowa, radio sales staff since 1952, appointed local and regional radio sales manager.

John Condon, KTAC Tacoma, Wash., account executive, named assistant manager.

Kaye K. Gentry, *Alaska Weekly* managing editor, to KTVW (TV) Tacoma, Wash., as account executive. Mrs. Gentry was formerly with sales department of Mear Teleshows and in tv production at KFI-TV, both Hollywood. **Robert L. Whitaker,** manager, KWAT Douglas, Ariz., to WMIX Mt. Vernon, Ill., as sports director-account executive. He succeeds **Willard J. Purser,** now on WCOL Columbus, Ohio, sales staff.

Phyllis Ivers to KPTV (TV) Portland, Ore., as assistant promotion manager, succeeding **Donald Thompson,** resigned. Miss Ivers has been with Insurance Co. of Oregon and was clerk of Oregon State Senate labor and industries committee.



MISS IVERS

John Roberts to sales staff of WAAF Chicago.

John Ettelson, national sales service manager, KPTV (TV) Portland, Ore., promoted to local salesman, succeeding **Gil Fall,** resigned to become General Electric industrial appliances sales representative.

Ruth Dunlop, KPHO-AM-TV Phoenix, Ariz., named director of womens' activities.

Max Anderson to WBAP Fort Worth, Tex., as staff announcer.

Buddy Starcher, country music personality and recording artist, to *Happy Harold's Barn Dance* show on WITV (TV) Hollywood, Fla., as pro-



"BIG TIME DAYTIME" programming with any commercial handling you want . . . live cameras always available.
"BIG TIME DAYTIME" precedes the sensational new ABC-TV evening schedules. Contact Free & Peters or:

Don Davis, *First Vice President*
John Schilling, *Vice Pres. & Gen. Mgr.*
George Higgins, *Vice Pres. & Sales Mgr.*
Mori Greiner, *Director of Television*

EL PASO County 5th in Texas in POPULATION*

*1955 Sales Management Survey of Buying Power

El Paso County — *and only El Paso County* — is Texas' fifth market as proven conclusively by these figures:

1—Harris County (Houston)	1,012,000
2—Dallas County (Dallas)	751,300
3—Bexar County (San Antonio)	549,200
4—Tarrant County (Ft. Worth)	486,500
5—EL PASO COUNTY (EL PASO)	248,000
6—Jefferson County (Beaumont)	218,900
7—Nueces County (Corpus Christi)	211,500
8—Hidalgo County (McAllen)	194,500
9—Travis County (Austin)	181,600
10—Cameron County (Harlingen)	159,300

And, as a bonus, KROD-TV delivers an additional 105,400 customers in the rich, growing Southern portion of New Mexico. Get the complete KROD-TV story from your Branham man.



KROD-TV
CHANNEL 4 • EL PASO, TEXAS
Affiliated with CBS, ABC and DuMont Television Networks
Affiliated with KROD-600 kc — 5,000 watts
Owned and operated by the El Paso Times, Inc.
Roderick Broadcasting Company
Dorrance D. Roderick, President
Val Lawrence, Vice Pres. & General Mgr.
Dick Watts, General Sales Manager
Represented Nationally by The BRANHAM CO.
EL PASO, TEXAS

LARGEST AUDIENCE
in *wealthy*
Central California



360,000 TV sets . . .
more than 1,000,000
televiewers watch
KBET's
basic CBS
night time
programs
*2½ to 1!
For the biggest
audience at
the lowest
cost
per thousand,
your best
bet
is
KBET.

BASIC CBS

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B
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T·V CHANNEL 10
Sacramento, Calif.

H-R Television Inc.

*ARB APRIL 1955

STATIONS

ducer, commercial announcer and entertainer.

Emil Bergdolt, WKRC-TV Cincinnati film director, promoted to sales department.

Dave Bailey, WCAW Charleston, W. Va., news director, to WKRC-TV Cincinnati announcing staff. **Ray Watson** returns to producer-director staff of that station after Army duty. Back from Naval duty is **Barry Hersh,** WKRC-TV film director.

Shirley Rosenstein to WDRC Hartford, Conn., commercial department.

Tony Weitzel, *Chicago Daily News* columnist, signed by WGN-TV that city for new series of five-weekly, five-minute commentaries sponsored by First Federal Savings & Loan Assn.

Charles Nelson, San Antonio disc jockey, returns to that city with KCOR after association with recording companies in Hollywood and New York.

Clyde Moody, hillbilly singer-composer, to WDVA Danville, Va., as disc jockey.

Korla Pandit, organist-pianist, has begun half-hour, weekly series on KNTV (TV) San Jose, Calif.

Lee and **Lorraine Ellis,** production manager and woman's director, KOMU-TV Columbia, Mo., have resigned.

B. George Barber Jr., WGBG Greensboro, N. C., comercial manager, elected governor of 3d District of Advertising Federation of America.

Ernest Peterson, WTIC Hartford, Conn., account executive, spoke on "How to Get the Most From Your Advertising Dollar" at Connecticut Petroleum Assn. three-day Oil Marketers Management Institute.

Mary Landis, WBAL-TV kitchen personality, invited by International Center of Baltimore YWCA to participate in fall cooking courses.

James Martin, announcer, WWNY Watertown and WCNY-TV Carthage, both N. Y., father of boy, James, Oct. 6. Mrs. Martin, former **Jody Merrill,** was with CBS-TV Film and Pathe laboratories before marriage.

Ernie Olivieri, WNHC-TV New Haven, Conn., film director, father of boy, Wayne. **John Brubaker,** WNHC account executive, father of boy, James Robert.

Hugo Murray, 52, WTMJ Milwaukee farm director and traffic manager of Milwaukee stockyards, died Oct. 10 following heart attack.

REPRESENTATIVE PEOPLE

Bill Crumley, formerly program supervisor at The Pulse Inc., and more recently research director at *Television Magazine,* appointed head of new tv research department recently set up at Adam Young Television Corp., New York, tv station representatives.



MR. CRUMLEY

Don Wall, assistant director of radio and tv of MacLaren Adv. Ltd., Montreal, to assistant manager of Radio Representatives Ltd., Montreal. **Dick Sienko** to research department of Radio Representatives Ltd., Toronto.

AWARDS

Legion Auxiliary Picks 'Golden Mike' Award Winners

BEST radio and tv programs in religious, patriotic and family categories were awarded Golden Mike awards of the American Legion Auxiliary Oct. 12 at the auxiliary's 35th annual national convention, held in Miami Beach, Fla.

Dr. Norman Vincent Peale (NBC) and Bishop Fulton J. Sheen (*Life Is Worth Living* formerly DuMont Tv Network, now ABC-TV) were the respective radio and tv winners in the best religious program group.

The auxiliary's sixth annual membership poll picked Ziv's *I Was a Communist for the FBI* as the best patriotic show on radio and *Cavalcade of America* (ABC-TV) as its tv counterpart.

In the best family program category auxiliary Golden Mike awards went to *One Man's Family* (NBC Radio) and CBS-TV's *Mama.*

Mrs. Alfred C. Hendrickson of Boston, the auxiliary's national radio-tv chairman, announced the results of the poll, which was conducted under the supervision of Mrs. William N. Cann of Wilmington, Del., a member of the auxiliary's national radio-tv committee.

13,141 Catholic Teen Agers Place George Gobel on Top

GEORGE GOBEL was voted the undisputed champion among tv personalities in a nationwide survey of 13,141 Catholic high school students directed by Father James P. Conroy, associate editor of *Our Sunday Visitor,* nation Catholic newspaper.

Others who finished high in the popularity category were Ed Sullivan, Loretta Young, Perry Como, Eddie Fisher and, despite the students criticism for vulgarity, Jackie Gleason, Bob Hope and Martha Raye were severely censored for being vulgar. Others criticized for the same reason included Milton Berle and Arthur Godfrey.

Ninety per cent of the students polled do not belong to fan clubs, considering them "ridiculous" and "stupid."

McCall's Times 'Mike' Award With Annual AWRT Meeting

McCALL's magazine's annual "Mike" award for outstanding public service by women in broadcasting, usually announced in the January issue of the magazine, will now be listed in the May issue. The change, which becomes effective with this year's competition, was made in order to coincide more closely with the annual convention of the American Women

IN AMERICA'S
9th MARKET it's TV's
New Queen



316,000 watts of V. H. F. power
WHTN-TV BASIC ABC
Greater Huntington Theatre Corp.
Huntington, W. Va. Huntington 3-0185

adio & Television (AWRT), officials said.

Competition for the 1955 awards, which osed at midnight Oct. 5, is open to all women radio and tv—broadcasters, executives or ehind-the-scenes" members of the industry—n the basis of any program, program series public service project aired between Sept. 1, 954, and Oct. 1 this year.

Here's how the seven awards will be broken own: three to broadcasters and three to executives in three categories—service to the community in general, service to women and service to youth—plus one overall award as the outstanding woman in radio and television for 955."

Presentation of the 1955 golden mikes ill be made at the AWRT convention in Boston next April.

AWARD SHORTS

BS-TV's documentary series *The Search* received the 1955 Howard W. Blakeslee Award of he American Heart Assn. for "outstanding eporting in the field of heart and blood vessel iseases." Cited telecast, "Gate 27," described he research being conducted at U. of Minneota in relationship of diets, vocations and ther factors to heart and blood vessel diseases. ward, one of four awarded to individuals in he communications profession, honors the emory of the late Howard W. Blakeslee, cience editor of the AP and founder of the Nat'l Assn. of Science Writers. "Gate 27," teleised Feb. 27, 1955, was produced by Irving itlin for CBS News & Public Affairs.

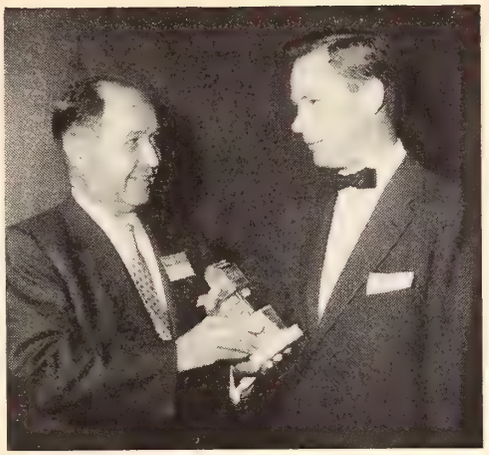
Captain Z-Ro', science-fiction-history program n WRCA-TV New York, received New Jersey tate Fair blue ribbon as "the outstanding proram of its type and division on television." rogram, sponsored by National Shoes Inc., ppears Sundays 11:30-12 noon.

WWJ-TV Detroit recently received an Army ertificate of achievement for being the first teleision station to carry the Army's documentary rogram, *The Big Picture.* General Manager dwin K. Wheeler accepted the award from ol. John L. Shaefer, representing the comanding general of the Fifth Army.

Trayn Utley, commentator at WMAQ Chicago, onored with citation Oct. 8 for her special ervices as member of Chicago Board of Eduation. She has completed 10 years on the chool board.

Arthur C. King, WEEI Boston production manger, received Award of Merit from Daughters f the American Revolution for "consistent upport of the good work of many civic and atriotic enterprises."

American Broadcasting-Paramount Theatres nc. produced the best annual report in the notion picture industry, according to the findings of a special jury set up by *Financial World,*



JOHN PORTER (r), manager of national advertising and promotion for NBC, receives the 1955 Gold Mail Box Award for the best direct mail advertising during the year from Arthur W. Theiss, president of Direct Mail Advertising Assn.

weekly business magazine. Winning the "Oscar of Industry" for the third consecutive year in the magazine's 15th annual survey, ABC-Paramount President Leonard H. Goldenson will receive the prize Oct. 24 at a special banquet honoring the nation's top 1,895 reports at New York's Statler Hotel.

KNXT Hollywood program, "Light of Faith" has received "resolution of appreciation" from the Presbytery of Los Angeles. Sunday halfhour public service feature has presented sermons and music of all faiths for more than three years.

WOV New York, serving the city's Italian community of over 2,000,000, awarded a special silver medal by Dr. Gianni Bartoli, mayor of Trieste, for coverage of that Italian-Yugoslavian troublespot's post-war problems. Ceremoney took place aboard the Italian Lines' S. S. Vulcania during its last New York stopover.

WAPI-WABT (TV) Birmingham, Ala., received certificates of merit from Birmingham Junior Chamber of Commerce for "excellence in news coverage, wholesome, varied programs, particularly those directed to youngsters of the community."

W. A. Ruhmann, WBAP Forth Worth, Tex., farm editor, last week was one of two Texans to receive Honorary American Farmer Degree from national Future Farmers of America convention.

General Electric Co. has received public service award from Federal Civil Defense Administration for its participation in the Civil Defense atomic test program last May. Raymond H. Williamson, GE Communication Equipment section engineering administration manager, headed a joint atomic test committee for the FCDA and RETMA to determine explosion effects on equipment.

KFVS-TV Cape Girardeau, Mo., qualified for exclusive Blue Star Club on installation of new Standard Electronics 50 kw tv amplifier. William H. Zillger, Standard Electronics vice president and general manager, presented membership certificate to Oscar Hirsch, Hirsch Bcstg. Co. president, citing fulfillment of "increased public service through transmission of a television signal in accordance with the maximum standards authorized by the FCC. . . ."

NEVER!
could you buy so much
TRANSCRIPTION SERVICE
for so little!

A full or a partial service—your choice of the best of over 5,000 musical selections and 400 jingles & commercial aids.

BUY NOW—PAY LATER

Buy standard services outright—for cash, or payments as low as $19.00 per month. *Write for demonstration tape and catalog.*

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RADIO TRANSCRIPTION SERVICES, INC.
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NO CRYSTAL BALL
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can forewarn you of
LIBEL • SLANDER
PIRACY
COPYRIGHT VIOLATION
BUT our specialized
INSURANCE
covers these daily hazards
ADEQUATELY • INEXPENSIVELY
DON'T RISK
possible embarrassing loss while protection is readily available—but
DO RISK 5 minutes and 3c
to write for details and a rate built for you.
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NATO NATIONS SEEN JOINING BRITAIN IN COMMERCIALISM

Italy takes lead in reverting to commercial broadcasting with prediction that others will soon follow. Also foreseen: exclusive use of fm for radio due to necessity caused by overcrowding. Here's a report on the situation by B•T editor and publisher Sol Taishoff, currently on a European tour.

AS BRITAIN goes, so goes broadcasting in Europe—at least that portion of the Old World which comprises the NATO nations.

Informed observers interviewed by B•T's correspondent during the last three weeks, confidently predict that all of the western nations on the continent will (1) go commercial in tv following broadly the British pattern, (2) eventually forsake the medium-wave band and go fully fm in radio.

Indeed, commercial radio already operates in Italy, and plans also are being prepared for commercial tv. But it isn't our kind of commercial operation. It follows the recently instituted British plan in television of no direct sponsorship, wherein the advertiser buys spots but has no voice as to where they will fall. It is catch-as-catch-can sponsorship.

Western Germany is making rapid strides in both radio and tv. Virtually stripped of am facilities as a consequence of the war, it has turned to fm on a nationwide basis. And it is moving ahead with plans for country-wide tv, following a modified American Plan of commercial operations. Details haven't yet been fully divulged.

What France will do is quite fuzzy, but it normally has followed Britain, with whom it has interchanged programs over the years in radio, and now with Eurovision—a system of tv relay designed to spread to the continent [B•T, Oct. 3]. France, plagued by frequent changes in government and uprisings in its colonies, has no clearly defined television construction project, and is now operating experimentally from a Paris transmitter a few hours a day. During the past few weeks promises have been made that a concrete project for nationwide television will be announced before the year's end.

The fm trend in Europe is one of necessity. The broadcast band, equivalent to our am radio spectrum, is overcrowded and shot-through with interference. Fm quality is admittedly far superior. The problem is one of orderly transition. So in England and in Italy, dual operations are being maintained, and will for the foreseeable future continue that way. No cut-off dates have been announced, because Europeans wouldn't condone what they would regard as confiscation of their am receivers, no matter how antiquated.

Germany, on the other hand, starting from scratch following World War II, is using fm for its "home" service, supplementing it with what few long-wave stations it has managed to maintain.

Differences in Standards

One of the big problems in European television is the varying standards used on the continent. Great Britain uses 405 lines on a five megacycle channel. France is using something like 925 lines for its experimental operation, while most other nations are using 425 lines. Engineers identified with the various organizations dealing with continental allocations, feel that standardization will come and believe that the American standard of 525 lines, 60 frames, will be adopted because it is a sound compromise between optimum quality and good quality. Europeans, they say, should not be subjected to the amount of "flicker" now prevalent under existing systems in use.

Italy, like Germany, engaged in vigorous new construction and expanding its industry, has established a 14 billion lira (roughly $22.5 million) budget for television. Aldo Campagna, engineering executive of RAI—Radiotelevisione Italiana—the Italian broadcasting monopoly in which the government holds stock as an investor, told B•T that about 12 billion lira would be used for new station construction and microwave relays, and about two billion lira for new studio buildings. Three theatres in Rome now are being used for program originations on a temporary basis. Five vhf channels are being used in Italy at the present time.

RAI takes in about two billion lira (about $3.5 million) in total revenues from spot announcement advertising, and license fees. There are about 5 million radio sets in use in this nation of 45 million, and a fee of 2,400 lira is charged annually for this receiver, while the blanket license for radio and television runs 15,000 lira per year (about $24.). While no precise figure on television receivers in use was available, the estimate was about 600,000 of which in excess of 20,000 were in Rome.

All European nations have their eyes on Britain's new commercial tv operations. Even the government men privately are disposed to admit that the high cost of television programming cannot be sustained by license fees saddled upon set owners. But, like the BBC spokesmen, they argue that the European public won't accept the American style of program sponsorship; that the broadcasting companies must build and maintain their own programs, with advertising to be worked in as the network operators decree, rather than "dictated" by the advertiser or agency.

Reports that Britain's new Independent Television Authority was having difficulty with advertisers on morning schedules, was viewed with no great alarm by advertising men in Europe. They feel that it will take a while for daytime programming to sell—just as it did in the U. S. Moreover, they contend that the British service eventually will become more like U. S. programming, with advertisers anchored to particular programs with which they will be identified week after week. Now they question whether the hit-and-miss method pays

Associated Rediffusion, the program contractor handling the Monday-through-Friday schedules in London under ITA jurisdiction through its director Roland Gillett, commented that the company was "breaking new ground." Asserting "they had just the same trouble in America," he said his company will try to attract "the smaller advertiser."

'CBC News,' 'Ma Perkins' Lead Canadian Radio Panel Survey

NATIONAL RADIO PANEL of Canada reports that for September the most popular radio network evening programs were *CBC News* reaching 10% of radio homes, followed by *Our Miss Brooks* with 6% and *CBC News Roundup* with 5%.

Daytime leading network programs were *Ma Perkins* 29%, *Pepper Young's Family* 27%, *Right to Happiness* 25%, *Guiding Light* 25% and *Road of Life* 22%.

Leading evening French-language network programs in September were *Un Homme et Son Peche* 55%, *Nouvelles Chez-nous* 12%, *Colette et Rolland* 7% and *Le Theatre du Radio Canada* 4%.

Daytime leading French-language network shows were *Jeunesse Doree* 51%, *Rue Principale* 48%, *Francine Louvain* 45%, *Face a la Vie* 38%, and *Tante Lucie* 36%.

Canadian Broadcaster Dies

SEN. PAMPHILE R. DU TREMBLAY, 76, president of *Montreal La Presse* and *La Patrie* and of CKAC and CHLP Montreal, died in Montreal Oct. 6 after an illness of two weeks. He started CKAC as an affiliate of *Montreal La Presse* in 1921, as Canada's first French language radio station. CHLP began operations in 1933 as an affiliate of *Montreal La Patrie.*

L.B. Wilson INCORPORATED WCKY CINCINNATI O.

IN CINCINNATI

There is ONLY ONE 50,000 watt station Which gives you BOTH!

Daytime:
The Cincinnati Audience

Nighttime:
The Outside Audience

Ask Us for Facts and Figures

CHOOLS TO TUNE IN WWDC

ASHINGTON, D. C., schools will turn on eir radios tomorrow (Tuesday) morning to WDC for the ninth annual "Voice of Democcy" contest kickoff. The 15-minute broadcast ll feature officials of the local Junior Chamr of Commerce, Board of Education, govnment, church and the station giving contest les and promoting maximum participation. WDC will broadcast contest finals and tranribe winning entry for national finals.

AILROADS OFFER FREE BOOKLET

EDERAL transportation policy and recomendations for its revision are the subjects of new booklet being distributed free by the ssn. of American Railroads, Washington. itled "Why Not Let Competition Work?", e booklet explains who recommends revision federal transportation policy and what some the major revisions recommended are. The ooklet is available free upon request to the ssociation, 928 Transportation Bldg., Washgton, D. C.

US BECOMES TV THEATRE

ELEVISION took over in the driver's seat of idianapolis busses as in several other cities uring the World Series. WFBM-TV Indianapos, with the cooperation of Indianapolis Transit ystem and RCA set distributors, equipped four ationary busses with tv and invited downtown ffice workers and shoppers to see the game.

ONVERTS COLOR TO CASH

VLWC (TV) Columbus, Ohio, turned the World Series colorcasts into dollars for the staion by inviting 50 clients and agencymen to nch and see the games in color. Several hunred showed up in the course of the seven games nd several left their names on new contracts ith the station.

TRK-TV HANDS-ACROSS-BORDER

TRK-TV Houston went all-out documentng the Gulf Coast hurricane and backing p coverage with appeals for help to Mexian disaster victims. Jim Whisenant, station ews cameraman, spent four days filming the tricken area for a special program, *Tampico Disaster*. The station, claiming an important ewsbeat, says INS picked up shots for national circulation. After the broadcast KTRK-TV collected food and clothing donations and cooperated with local fire department, Red Cross and Houston air reservists to fly the collections to Tampico.



"I got the idea from KRIZ Phoenix—it's advertising with a punch!"

Daytime Tv Sells

NEARLY two years ago, Ike Zale and Sam Epstein, partners in the Fabric Center, Sioux City, Iowa, bought a participation in the *Jan Voss Christmas Program* on KVTV (TV) same city at a cost of $30 per week. After 13 weeks on KVTV the firm's sales had increased so much that a twice-weekly daytime program, *It's Fun to Sew*, was purchased. The program is still sponsored by Fabric Center and sales continue to grow.

After the first six months of television, Fabric Center won a national sales contest with a prize of a trip to Bermuda. According to Mr. Zale, entire credit for the sales success is given to KVTV. Last August the store again won a national sales contest, based on percentage of sales gain, which totaled 250% over 1954. The second prize consisted of a new Ford and again television was given credit.

Since their tv success, the two partners have opened two branch stores in the KVTV area and plan to add more.

WTAG REDISCOVERS NEW WORLD

WTAG Worcester, Mass., observed Columbus Day last week with an all-day salute to Latin America. Programs and personalities featured south-of-the-border records, recipes and interviews with Central and South American visitors. Advance promotion included newspaper features and pictures.

HONOR COLUMBUS WITH PIZZA

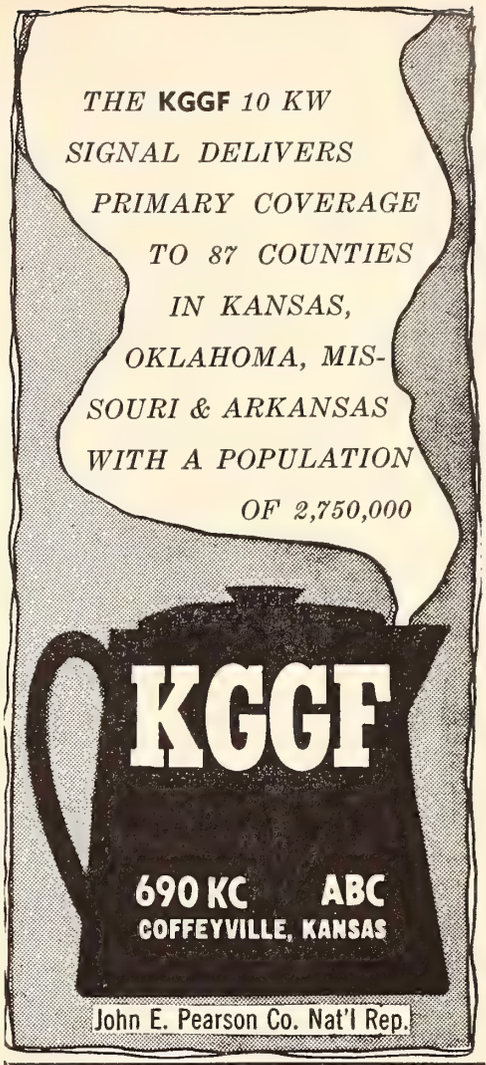
GIANT pizza pies and pop records by Italian-American artists were showered on listeners by KYW Philadelphia on Columbus Day. The station awarded packets of records to listeners hourly, with winners receiving giant six-foot pizza pies, called the world's largest pizza pie by their creator, Popeye's Pizzeria in Bryn Mawr, Pa. To be eligible for the big stakes listeners addressed postcards to "Columbus, Box 1492," care of KYW.

WEWS (TV) 'OPEN CIRCUIT'

WEWS (TV) Cleveland, Ohio, reversed the usual closed circuit procedure for advertisers and agencies and put an "easy-chair audition" on open circuit one evening, so prospective clients could look over the offering in their own homes. Advertising men were alerted in a station mailing to preview the new daytime *Gene Carroll Song Shop* Oct. 10.

KFAB EXPANDS NEWS REPORTS

KFAB Omaha today (Monday) inaugurates what it says is the first multiple-voice news format in the Middle West. The station is expanding its five-hour daily budget of news to include on-the-spot reports from a staff of specialists. Every major newscast will feature reports from police headquarters, City Hall and regional correspondents wherever the news breaks.





Station Authorizations, Applications

(As Compiled by B • T)

October 6 through October 12

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

Cp—construction permit. DA—directional antenna. ERP—effective radiated power. vhf—very high frequency, uhf— ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw kilowatts. w—watts, mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SSA—special service authorization. STA—special temporary authorization.

FCC Commercial Station Authorizations

As of September 30, 1955 *

	Am	Fm	Tv
Licensed (all on air)	2,757	521	144
Cps on air	14	17	329
Cps not on air	113	17	108
Total on air	2,771	538	473
Total authorized	2,884	555	581
Applications in hearing	150	2	169
New station requests	219	7	28
New station bids in hearing	95	0	112
Facilities change requests	143	6	38
Total applications pending	727	131	256
Licenses deleted in Sept.	0	5	0
Cps deleted in Sept.	2	0	3

*** Does not include noncommercial educational fm and tv stations.**

† Authorized to operate commercially, but station may not yet be on air.

Am and Fm Summary Through Oct. 12

	On Air	Licensed	Cps	Appls. Pending	In Hearing
Am	2,767	2,761	175	249	154
Fm	540	520	41	14	3

Tv Summary Through Oct. 12

Television Station Grants and Applications Since April 14, 1952

Grants since July 11, 1952:

	Vhf	Uhf	Total
Commercial	291	313	604[1]
Noncom. Educational	17	17	34[2]

Total Operating Stations in U. S.:

	Vhf	Uhf	Total
Commercial on air	333	103	436
Noncom. Educ. on air	13	4	17

Applications filed since April 14, 1952:

	New	Amend.	Vhf	Uhf	Total
Commercial	950	337	750	536	1,287[3]
Noncom. Educ.	59		32	27	59[4]
Total	1,010	337	782	564	1,347[5]

[1] 153 Cps (30 vhf, 123 uhf) have been deleted.
[2] One educational uhf has been deleted.
[3] One applicant did not specify channel.
[4] Includes 34 already granted.
[5] Includes 638 already granted.

FCC ANNOUNCEMENTS

New Tv Stations . . .

ACTION BY FCC

Boston, Mass.—Herbert Mayer d/b as Ajax Enterprises, uhf ch. 38 (614-620 mc); ERP 251 kw vis., granted 135 kw aur.; ant. height above average terrain 459 ft., above ground 319 ft. Estimated construction cost $404,100, first year operating cost $500,000, first year revenue $200,000. Post office address Richard G. Freeman, P. O. Box 376, Greenwich, Conn. Studio location Boston. Trans. location Dexter Rd., Melrose, Mass. Geographic coordinates 42°, 26′, 38″ N. Lat., 71°, 02′, 30″ W. Long. Trans. and ant. RCA. Legal counsel Martin W. Kramer, N. Y. Consulting engineer Adler Communications Labs, New Rochelle, N. Y. Mr. Mayer is former owner of **KPTV (TV) Portland, Ore.; WXEL (TV) Cleveland** and **KCTY (TV) Kansas City.** Granted Oct. 12.

APPLICATIONS

Montrose, Colo.—Western Slope Bcstg. Co., vhf ch. 10 (192-198 mc); ERP 186 w vis., 93 w aur.; ant. height above average terrain minus 91 ft., above ground 88 ft. Estimated construction cost $24,000, first year operating cost $15,000, revenue none. Post office address P. O. Box 30, Grand Junction, Colo. Studio location Grand Junction. Trans. location Montrose. Geographic coordinates 38° 30′ 58″ N. Lat., 107° 50′ 55″ W. Long. Trans. and ant. RCA. Legal counsel Miller & Schroeder, Washington. Consulting engineer Commercial Radio Equipment Co., Washington. Applicant, permittee of **KFXJ-TV Grand Junction,** will use the Montrose outlet as satellite. Western Slope is licensee **KFXJ Grand Junction** and Pres. Rex G. Howell is majority owner **KGLN Glenwood Springs, Colo.** Filed Oct. 10.

Roswell, N. M.—Taylor Bcstg. Co., vhf ch. 10 (191.99-197.99); ERP 305 w vis., 65 w aur.; ant. height above average terrain 200 ft., above ground 255 ft. Estimated construction cost $50,767, first year operating cost $138,000, revenue $197,000. Post office address P. O. Box 525, Roswell. Studio and trans. location Roswell. Geographic coordinates 33° 23′ 40″ N. Lat., 104° 29′ 30″ W. Long. Trans. Electron Labs, ant. Prodelin. Legal counsel Charles S. Rhyne, Washington. Taylor is licensee of **KBIM Roswell** and permittee of new Las Cruces, N. M., am (see New Am Actions). Filed Oct. 10.

Coos Bay, Ore.—Pacific Television Inc., uh ch. 16 (482-488 mc); ERP 21.7 kw vis., 11.745 kw aur.; ant. height above average terrain 590.1 ft. above ground 252.45 ft. Estimated construction cost $74,800, first year operating cost $48,000, revenue $48,000. Post Office address % **KVAL-TV Box 548, Eugene, Ore.** Studio and trans. location Coos Bay. Geographic coordinates 43° 23′ 40 N. Lat., 124° 10′ 28″ W. Long. Trans. RCA, ant. GE Legal counsel Loucks, Zias, Young & Jansky Washington. Consulting engineer Alvin H. Barnard, Eugene. Eugene Television Inc. owns Pacific Television; Eugene Television is licensee o **KVAL-TV** and owns 50% of permittee of **KPIC TV Roseburg, Ore.** Principals include **C. H Fisher,** owner radio tower construction firm, 50% partner sales agency, owner **KIHR Hood River Ore.,** 50% owner **KUMA Pendleton, Ore.** 50% holder of cp for new am at The Dalles, Ore., and has 50% interest in applicant for new am a Gresham, Ore. **Harvey S. Benson,** dir.-asst. sec **KOIN-TV Portland, Ore.,** and **Lee P. Bishop,** majority owner **KORE Eugene, Ore.** Filed Oct. 12.

Deadwood, S. D.—The Heart of the Black Hill Stations, vhf ch. 5 (76-82 mc); ERP 1.221 kw vis 735 w aur.; ant. height above average terrain 568 ft., above ground 170 ft. Estimated construction cost $52,993, first year operating cost $78,000 revenue $86,000. Post office address Box 60 Rapid City, S. D. Studio and trans. location Deadwood. Geographic coordinates 44° 22′ 34 N. Lat., 103° 42′ 30″ W. Long. Trans. Gates, an RCA. Legal counsel Harry J. Daly, Washington Applicant is owner of **WRSD Rapid City, S. D** and **KDSJ Deadwood.** Filed Oct. 12.

APPLICATIONS AMENDED

Hot Springs, Ark.—Video Independent Theatre Inc. amends application for new tv to chang ERP to 155 w vis., 77 w aur. and make an changes. Amended Oct. 12.

Clovis, N. M.—Video Independent Theatre Inc. amends application for new tv to chang ERP to 234 w vis., 117 w aur. and make an changes. Amended Oct. 12.

Elmira, N. Y.—Central New York Bcstg. Corp amends application re additional financial dat and programming, change studio location fro "none proposed" to approx. 2 miles outside o Elmira city limits and request waiver of sec 3.613 of FCC rules. Amended Oct. 7.

Elmira, N. Y.—Triangle Publications Inc amends application re additional financial dat and programming, make ant. changes, chang trans. location (no change in description) an request waiver of sec. 3.613 of FCC rules. An height above average terrain 438 ft. Amende Oct. 7.

Lead, S. D.—Black Hills Bcstg. Co. of Rapi City amends application to change ant. heigh above average terrain to 1,676 ft. and make othe enginering changes. Amended Oct. 7.

PETITION

Norfolk - Portsmouth - Newport News, Va. - WLOW Portsmouth, Va., petitions FCC to amen sec. 3.606 of FCC rules to delete ch. 13 fro New Bern, N. C., and assign same to Princes Anne, Va., to serve Norfolk-Portsmouth-Newpor News area, and substitute ch. 12 for 13, a Arapahoe, N. C. Filed Oct. 7.

Existing Tv Stations . . .

ACTIONS BY FCC

KLEW-TV Lewiston, Idaho—Granted mod. o cp to change trans. and studio location and mak ant. changes; ERP: 13.8 kw vis., 6.92 kw aur.; an 1,260 ft. Granted Oct. 6; announced Oct. 11.

KQTV (TV) Fort Dodge, Iowa—Granted mod of cp to change ERP to 170 kw vis., 89.1 kw aur install DA and make other equipment changes ant. 630 ft. above average terrain. Granted Oc 3; announced Oct. 11.

WTVE (TV) Elmira, N. Y.—Granted mod. o cp to change ERP to 7.94 kw vis., 4.27 kw aur and make ant. changes. Ant. height 1,140 ft. abov average terrain. Granted Oct. 7; announce Oct. 11.

KNOX-TV Grand Forks, N. D.—Granted mod of cp to change ERP to 2.95 kw vis., 1.48 kw aur make slight change in trans. and studio locatio (no change in description) and make ant. an equipment changes. Ant. 220 ft. above averag terrain. Granted Oct. 6; announced Oct. 11.

WSHA (TV) Sharon, Pa.—Application dismisse by FCC in view of action 8-31-55 revoking cp Dismissed Oct. 6.

APPLICATIONS

WSAV-TV Savannah, Ga.—Seeks mod. of c to change ERP to 32.7 kw vis., 16.3 kw aur. an make equipment changes. Ant. height abov average terrain 369 ft. Filed Oct. 7.

WDSU-TV New Orleans, La.—Seeks cp t change trans. location to Tournefort St., betwee Celestine and Josephine, New Orleans, La., an make equipment changes. Ant. height abov average terrain 932 ft. Filed Oct. 10.

KGGM-TV Albuquerque, N. M.—Seeks mod of cp to change ERP to 7.62 kw vis., 3.81 kw aur and install DA system. Ant. height above averag terrain 4,180 ft. Filed Oct. 12.

WTVE (TV) Elmira, N. Y.—Seeks mod. of c to change ERP to 7.9 kw vis., 4.26 kw aur., an

ALLEN KANDER

Negotiator

FOR THE PURCHASE AND SALE OF RADIO AND TELEVISION STATIONS

1701 K St., N. W. • Washington 6, D. C., NA. 8-3233
Lincoln Building • New York 17, N. Y., MU. 7-4242
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nake equipment changes. Ant. height above average terrain 1,141 ft. Filed Oct. 7.

WFAA-TV Dallas, Tex.—Seeks mod. of cp to change ERP to 300 kw vis., 150 kw aur., and make ant. and other equipment changes. Ant. height above average terrain 1.685 ft. Filed Oct. 10.

KPAR-TV Sweetwater, Tex.—Seeks mod. of cp to change trans.-studio location to north of U. S. 80, five miles east of city limits, near Sweetwater, change ERP to 26.2 kw vis., 13.1 kw aur. and make ant. changes. Ant. height above average terrain 603 ft. Filed Oct. 12.

APPLICATION AMENDED

WTVH (TV) Peoria, Ill.—Amends application to change ERP to 188.4 kw vis., 101.6 kw aur., and make further ant. changes. Ant. height above average terrain 608 ft. Amended Oct. 10.

CALL LETTERS ASSIGNED

KTVR (TV) Denver, Colo.—Eugene P. O'Fallon Inc., ch. 9. Changed from KFEL-TV.

WPHD (TV) Philadelphia, Pa.—Ajax Enterprises, ch. 23.

WIPR-TV San Juan, Puerto Rico—Dept. of Education of Puerto Rico, ch. 6. Changed from WUTV (TV).

New Am Stations . . .

ACTIONS BY FCC

Lancaster, Calif.—Brocaw Bcstg. Co. granted 1380 kc, 1 kw DA-D. Post office address 3118 Gaverna Drive, Bakersfield, Calif. Estimated construction cost $24,666, first year operating cost $75,000, revenue $90,000. Principals are **Harold J. Brown** (80%), 51% owner **KBIS Bakersfield**, and **John J. Cawley** (20%), physician. Granted Oct. 5; announced Oct. 6.

Canton, Ga.—Christian & McClure granted 1290 kc, 1 kw D. Post office address P. O. Box 1388, Athens, Ga. Estimated construction cost $14,750, first year operating cost $40,000, revenue $50,000. **L. H. Christian** is pres.-gen. manager-52% stockholder **WRFC Athens, Ga.**, and 45% owner **WGBA Columbus, Ga. C. A. McClure** is 36¼% owner WRFC and 45.7% owner WGBA. Granted Oct. 5; announced Oct. 6.

Sylvania, Ga.—Sylvania Bcstg. Co. granted 1490 kc, 250 w unl. Post office address P. O. Box 146 Statesboro, Ga. Estimated construction cost $12,769, first year operating cost $26,000, revenue $36,000. Principal **Robert H. Thompson Sr.** is owner **WWNS Statesboro.** Granted Oct. 12.

Las Cruces, N. M.—Taylor Bcstg. Co. granted 570 kc, 1 kw D. Post office address P. O. Box 525, Roswell, N. M. Estimated construction cost $24,699.23, first year operating cost $48,000, revenue $60,000. Principals include Pres.-Treas. **William C. Taylor** (50%), 50% owner **KBIM Roswell, N. M.**, Vice Pres. **Gene Reischman** (20%), 27.3% owner **KBIM**; Sec. **Homer Glover** (15%), 5.7% owner **KBIM** and **J. Raymond Harris** (15%), 5.7% owner **KBIM.** (See New Tv Applications.) Granted Oct. 5; announced Oct. 6.

Saugerties, N. Y.—Skylark Corp. granted 920 kc, 1 kw DA-D. Post office address Box 3, Mount Marion, N. Y. Estimated construction cost $35,441, first year operating cost $47,000, revenue $67,000. Principals include **Richard N. Ward** (8.2%), technician, **WRGB-TV Schenectady, N. Y.**; **John P. Lynker** (61%), employe at **WVNJ Newark, N. J.**; **Frank Campochiaro** (7.5%), attorney, and **Richard N. Horan** (12.5%), **WGY Schenectady** employe. Granted Oct. 5; announced Oct. 6.

Milton, Pa.—Williamsport Radio Bcstg. Assoc. Inc. granted (**WWPA Williamsport, Pa.**), 1380 kc, 1 kw D. Post office address 330 Government Place, Williamsport. Estimated construction cost $21,655, first year operating cost $46,500, revenue $52,000. Principals include Pres. **Harry J. W. Kiessling** (32%); Vice Pres.-Treas. **William P. Wilson** (25.4%); Vice Pres. **George R. Lamade** (10.7%); Sec. **Woodrow Ott** (8%), and five others. Granted Oct. 5; announced Oct. 6.

Weatherford, Tex. — Weatherford Bcstg. Co. granted 1220 kc, 250 w D. Post office address 1099 Waterford Dr., Dallas, Tex. Estimated construction cost $15,926, first year operating cost $42,000, revenue $48,000. Equal partners are **Edward E. McLemore**, wrestling promoter, and **Roy Thomas Gibson**, sales manager of **KRLD Dallas, Tex.** FCC conditioned grant so Mr. Gibson must divest himself of any interest in or connection with KRLD before program tests are authorized. Granted Oct. 12.

Anacortes, Wash.—Skagit Bcstg. Co. granted 1340 kc, 250 w unl. Post office address 904 Commercial Ave., Anacortes. Estimated construction cost $18,500, first year operating cost $45,000, revenue $50,000. Principals in equal partnership are **C. H. Fisher**, owner of **KIHR Hood River, Ore.**, and ⅓ owner **KVAL-TV Eugene, Ore.**, and his wife **Edna E. Fisher.** Mr. & Mrs. Fisher are equal partners in **KDLS The Dalles, KUMA Pendleton** and have applied for new am at Gresham, all Ore. Granted Oct. 5; announced Oct. 6.

Othello, Wash.—Othello Radio granted 1450 kc, 100 w unl. Post office address 10426 N.E. 15th, Bellevue, Wash. Estimated construction cost $16,450, first year operating cost $30,000, revenue $40,000. **K. B. Brownlow** (75%) is 4% owner **KBAR Burley, Idaho. R. E. Pollock** is 14% owner of **KAYO Seattle, Wash.** Granted Oct. 12.

Aguadilla, Puerto Rico — Jaicoa Bcstg. Corp. granted 1340 kc, 250 w unl. Post office address 17 Progreso St., Aguadilla. Estimated construction cost $9,885.55, first year operating cost $24,000, revenue $30,000. Principals are Pres. **Guillermo Ramos Ferreri** (65%), civil engineer, Sec. **Celia Jimenez de Ramos** (23%), housewife, and Treas. **Emilia Ferreri de Ramos** (12%), housewife. Granted Oct. 12.

APPLICATIONS

Groton, Conn.—Lawrence A. Reilly and James L. Spates, 980 kc, 1 kw D. Post office address 1 Park Dr., W. Springfield, Mass. Estimated construction cost $19,230, first year operating cost $50,000, revenue $60,000. **Mr. Reilly** (50%) is president, station manager and 38% owner **WTXL West Springfield. Mr. Spates** (50%) is treasurer, operations manager and 22% owner WTXL. Filed Oct. 10.

Lakeland, Fla.—Polk Radio Inc., 1330 kc, 1 kw D. Post office address Kentucky Bldg., Lakeland. Estimated construction cost $17,000, first year operating cost $40,000, revenue $60,000. Principals include Pres. **W. H. Martin** (96.6%), 52% owner **WMEN Tallahassee, Fla.**, and **Annie Lou Martin** (1.6%) (Mr. Martin's sister), 2% owner **WMEN.** Filed Oct. 7.

St. Petersburg Beach, Fla.—Holiday Isles Bcstg. Co., 1590 kc, 1 kw D. Post office address P. O. Box 6267, St. Petersburg Beach. Estimated construction cost $30,345, first year operating cost $36,000, revenue $45,000. Applicant is wholly-owned by Edmund A. Spence, semi-retired, managing private investments. Filed Oct. 12.

Winter Haven, Fla.—Coastal Broadcasting Co., 1320 kc, 500 w D. Post office address P. O. Box 2038, Lakeland, Fla. Estimated construction cost $12,800, first year operating cost $45,000, revenue $55,000. Applicant is licensee of **WONN Lakeland, Fla.** Coastal principals **Duane F. McConnell** and **Robert S. Taylor**, each own 49% of Redland Bcstg. Co., applicant for new am in Homestead, Fla. Filed Oct. 6.

Marysville, Kan.—W W Broadcasting Co., 1570 kc, 250 w D. Post office address Box 144, York, Neb. Estimated construction cost $9,344.01, first year operating cost $36,418, revenue $44,029. Principals in equal partnership are Pres. **William C. Whitlock**, formerly 24% owner **KAWL York, Neb.**, Treas. **Betty Rae Whitlock**, Vice Pres. **John W. Wilkins**, and Sec. **Donna G. Wilkins**, the latter three holding no broadcast interests. Filed Oct. 7.

Baton Rouge, La.—Vox Inc., 1540 kc, 1 kw D. Post office address 206 Texas Eastern Bldg., Shreveport, La. Estimated construction cost $27,081.16, first year operating cost $36,000, revenue $48,000. Principals all have interests in Twin City Bcstg. Co., applicant for cp for Shreveport, 1300 kc, 1 kw. Stockholder **J. E. Wharton** is **KJOE Shreveport** chief engineer. No individual holds controlling interest. Filed Oct. 6.

Munising, Mich. — Munising-Alger Bcstg. Co., 1400 kc, 250 w unl. Post office address P. O. Box 30, Munising. Estimated construction cost $15,477.99, first year operating cost $24,000, revenue $36,000. Principals in equal partnership are **Charles Symon**, part owner Munising News Co., **Stanley L. Sadak**, part owner Munising News Co., and **Richard E. Hunt**, 79% owner **WPTW Piqua, Ohio**, and 100% owner **WCBY Cheboygan, Mich.**, with application pending for Cheboygan ch. 4. Filed Oct. 10.

Babylon, N. Y.—Babylon-Bay Shore Bcstg. Corp., 1440 kc, 500 w D. Post office address 16 Fire Island Ave., Babylon. Estimated construction cost $35,530, first year operating cost $66,800, revenue $77,600. Principals are Pres. **Sol Horenstein**, attorney, holding all voting stock, Vice Pres. **Samuel T. Herstone**, physician, and Sec. **Mortimer Katz**, attorney. Principals are applying for Babylon fm station (see New Fm Stations Application). Filed Oct. 12.

Bridgehampton, N. Y. — The Thames Bcstg. Corp., 980 kc, 500 w D. Post office address 281 State St., New London, Conn. Estimated construction cost $16,185, first year operating cost $29,500, revenue $34,000. Applicant is licensee **WNLC New London, Conn.** and holds cp for **WNLC-TV New London.** Filed Oct. 12.

Examination Aid

STUDY GUIDE and Reference Material for Commercial Radio Operator Examinations, revised to May 15, 1955, is now available from the Superintendent of Documents, Government Printing Office, Washington, 25, D. C., for 75 cents per copy. FCC does not distribute copies.

The publication contains sample questions, general information and several appendices, one of which includes the Morse Code signals.

Waynesburg, Pa.—Commonwealth Broadcasters Inc., 1580 kc, 250 w D. Post office address Waynesburg. Estimated construction cost $13,467.16, first year operating cost $3,950, revenue $4,700. Principals include Pres.-Treas. **John S. Booth** (45%), 50% owner **WTVE (TV) Elmira, N. Y.**, owner of **WMLP Milton, Pa.**, pres.-treas. **WTOW Towson, Md.**, vice pres.-gen. manager-33% owner **WCHA-AM-FM Chambersburg, Pa.**, and applicant for new fm, Milton; Vice Pres.-Sec. **Earl P. Strine** (10%), WCHA manager, and attorney **Harry Daly** (45%), stockholder in **WOKE Oak Ridge, Tenn., WMLV Milleville, N. J.**, and **WTOW Towson, Md.** Filed Oct. 6.

APPLICATIONS AMENDED

Selma, Ala.—Central Alabama Bcstg. Co. amends application for cp for new am to be operated on 1410 kc, 1 kw D to specify 1570 kc. Amended Oct. 10.

Boise, Idaho—Radio Boise Inc. amends application for cp for new am station to be operated on 740 kc, 250 w D to specify 500 w. Amended Oct. 10.

Existing Am Stations . . .

ACTIONS BY FCC

KONI Phoenix, Ariz.—FCC returned application for cp to make change in ant. structure (mount fm ant.). Deemed unnecessary. Returned Oct. 12.

KBHS Hot Springs, Ark.—Application for cp to change hours from D to unl. using 500 w N and DA-N, dismissed. Dismissed Oct. 10.

KPOL Los Angeles, Calif.—Granted change in operation on 1540 kc, 10 kw, from D to unl., DA-N, with engineering conditions. Granted Oct. 12.

KVFC Cortez, Colo.—Granted increase from 250 w to 1 kw, on 740 kc D. Granted Oct. 12.

WJCD Seymour, Ind.—Granted increase from 500 w to 1 kw operating D on 1390 kc. Granted Oct. 12.

WGMS Bethesda, Md.—Granted mod. of cp to make changes in DA-N; conditions. Granted Oct. 7; announced Oct. 11.

KATZ St. Louis, Mo.—Granted change on 1600 kc from 1 kw D to 1 kw unl. with DA-N; engineering conditions. Granted Oct. 12.

WOHS Shelby, N. C.—Granted change on 730 kc from 250 w D to 1 kw D. Granted Oct. 5; announced Oct. 6.

WJAR Providence, R. I.—Granted change on 920 kc, 5 kw unl., from DA-2 to DA-N; engineering conditions. Granted Oct. 5; announced Oct. 6.

KFAR Fairbanks, Alaska — Granted change from 610 kc, 5 kw unl. to 660 kc, 10 kw unl. Granted Oct. 12.

APPLICATIONS

KDMS El Dorado, Ark.—Seeks cp to increase from 1 kw to 5 kw and change ant.-trans. loca-



tion. Filed Oct. 10.

KWFC Hot Springs, Ark.—Seeks mod. of cp to change trans. location. Filed Oct. 12.

KOCS Ontario, Calif.—Seeks cp to increase from 250 w to 1 kw; change hours from D to unl., install DA-1, change ant.-trans. and studio location and make ant. system changes. Filed Oct. 10.

KOSI Aurora, Colo.—Seeks cp to change hours from D to unl. and power from 5 kw D to 1 kw N, 5 kw D. Filed Oct. 6.

WWDC Washington—Seeks cp to make DA-D pattern changes. Filed Oct. 12.

WPLA Plant City, Fla.—Seeks mod. of cp for change from 1570 kc to 910 kc and make ant. system changes (increase height). Filed Oct. 10.

KBLI Blackfoot, Idaho—Seeks cp to change hours from unl. to D; change from 1490 kc to 690 kc and change power from 250 w to 1 kw. Filed Oct. 10.

KLEW-TV Lewiston, Idaho—Seeks mod. of cp to change trans. location to three miles northwest of Clarkston, 2.5 miles southwest of U. S. 195 near Clarkston, Wash.; change studio location to 1700 block Idaho St., Lewiston, and make changes in ant. Ant. height above average terrain 1,257 ft. Filed Oct. 6.

WLPO LaSalle, Ill.—Seeks cp to increase power from 250 w to 1 kw and install DA-D. Filed Oct. 12.

WGMS Bethesda, Md.—Seeks mod. of cp for changes in nighttime DA. Filed Oct. 6.

WDVM Pocomoke City, Md.—Seeks cp to increase power from 500 w to 1 kw. Filed Oct. 12.

WHIL Medford, Mass.—Seeks cp to increase power from 1 kw D to 5 kw D. Filed Oct. 12.

WGBB Freeport, N. Y.—Seeks cp to increase power from 100 w to 250 w D and N. Filed Oct. 12.

WDOS Oneonta, N. Y.—Seeks cp to change from 1400 kc to 730 kc; change hours from unl. to D; change power from 250 w to 500 w and change trans. location. Filed Oct. 12.

WHHH Warren, Ohio—Seeks cp to make changes in nighttime DA system. Filed Oct. 10.

KUIN Grants Pass, Ore.—Seeks cp to change from 1340 kc to 1480 kc and increase power from 250 w to 1 kw. Filed Oct. 10.

WWRI West Warwick, R. I.—Seeks mod. of cp to eliminate fm construction from am tower (decrease in ant. height). Filed Oct. 7.

WNVA Norton, Va.—Seeks cp to change from 1050 kc to 1350 kc; increase power from 1 kw to 5 kw D. Filed Oct. 12.

KVAN Vancouver, Wash.—Seeks cp to change from DA-1 to DA-N; change studio location from Portland, Ore., to Vancouver and operate trans. by remote control from new studio while employing non-DA. Filed Oct. 10.

KBYR Anchorage, Alaska—Seeks cp to change from 1240 kc to 1270 kc; increase power from 250 w to 1 kw and make changes in ant. system. Request for waiver of Sec. 1.373 of rules. Filed Oct. 12.

WABA Aguadilla, Puerto Rico—Seeks mod. of cp for decrease in power from 500 w to 250 w. Filed Oct. 6.

APPLICATION RESUBMITTED

WJMC Rice Lake, Wis.—Resubmits application for cp to mount fm ant. on top of am tower (increase height) and make ant. system changes. Resubmitted Oct. 12.

CALL LETTERS ASSIGNED

KMAP Bakersfield, Calif.—Morris Mindel, 1490 kc, 250 w unl.

KVHL Homer, La.—Claiborne Bcstg. Corp., 1320 kc, 1 kw D.

WMEG Eau Gallie, Fla.—Mel-Eau Bcstg. Corp., 920 kc, 500 w D.

KZUN Opportunity, Wash.—The Voice of the Spokane Valley, 1270 kc, 1 kw D.

WQSN Charleston, S. C.—Low Country Bcstg. Co., 1450 kc, 250 w unl. Changed from WUSN.

New Fm Stations . . .

ACTIONS BY FCC

Mammouth Springs, Ark.—Radio Station KALM granted 103.9 mc, 310 w unl. Post office address Robert F. Neathery, **KWPM West Plains, Mo.** Estimated construction cost none (all equipment on hand), first year operating cost $10,800, first year revenue $12,000. Principals include Mr. Neathery, owner of **KALM Thayer, Mo.,** and **KWPM.** Granted Oct. 12.

Dover, Del.—Delaware State Capital Bcstg. Corp. granted 94.7 mc, 9.4 kw unl. Post office address **WDOV Danny Road, Dover, Del.** Estimated construction cost $5,750, first year operating cost $6,000, revenue $8,000. Permittee is licensee of **WDOV Dover, Del.** Granted Oct 5; announced Oct. 6.

Milton, Pa.—John S. Booth granted 99.3 mc, 340 w unl. Post office address 220 Norland Ave., Chambersburg, Pa. Estimated construction cost $1,250, first year operating cost $1,000, revenue $1,000. For Mr. Booth's interests see Waynesburg, Pa., New Am Stations Applications. Granted Oct. 12.

APPLICATIONS

Newtown, Conn.—William G. H. Finch, 94.5 mc, 20 kw unl. Post office address P. O. Box 44, Newtown. Estimated construction cost $12,200, first year operating cost $12,000, revenue $12,000. Mr. Finch is former majority owner **WGFH (FM) New York, N. Y.** Filed Oct. 10.

Babylon, N. Y. — Babylon-Bay Shore Bcstg. Corp., 103.1 mc, 250 w unl. Post office address 16 Fire Island Ave., Babylon. Fm costs will be combined with those for new am in Babylon. For information about principals see New Am Stations Applications. Filed Oct. 12.

Existing Fm Stations . . .

ACTIONS BY FCC

WBTL (FM) Battle Creek, Mich.—Authorization forfeited and call letters deleted. No license application filed. Action of Oct. 12.

WMOH-FM Hamilton, Ohio—Authorization forfeited and call letters deleted. No license renewal application filed. Action of Oct. 12.

APPLICATION

WOPA-FM Oak Park, Ill.—Seeks amendment to change name to Richard Goodman, Mason Loundy, Egmont Sonderling and WOPA Inc., a partnership d/b as Village Bcstg. Co. Filed Oct. 12.

CALL LETTERS ASSIGNED

WHSR-FM Winchester, Mass. — Winchester, Mass. School Dept., 91.9 mc, 10 w.

WPRB (FM) Princeton, N. J.—Princeton Bcstg. Service, 103.9 mc, 85 w unl.

Ownership Changes . . .

ACTIONS BY FCC

KVRC Arkadelphia, Ark. — Application for transfer of control to John M. Riggle and William F. Deaton returned to applicant (incomplete). Returned Oct. 12.

KCOK Tulare, Calif.—Granted involuntary assignment of license to **Sheldon Anderson,** debtor in possession, as part of bankruptcy proceeding. No change in ownership. Granted Oct. 7; announced Oct. 11.

WMBM Miami Beach, Fla.—Granted assignment of license from **Robert W. Rounsaville** to Rounsaville of Miami Beach Inc. No change in control. Granted Oct. 4; announced Oct. 11.

WQXI Atlanta, Ga.—Granted assignment of license from **Robert W. Rounsaville** to Rounsaville of Atlanta Inc. No change in control. Granted Oct. 4; announced Oct. 11.

WBGE-AM-FM Atlanta, Ga.—Granted assignment of licenses to Bartell Broadcasters, Inc. for $100,000. **Bartell** principals are **Lee B.** (41.27%); **David B.** (41.67%); **Gerald A.** (16.67%), and **Melvin M.** (.04%). Bartell owns **WOKY Milwaukee, WAPL Appleton** and **WMTV (TV) Madison,** all **Wis.** Granted Oct. 12.

WTCR Ashland, Ky.—Granted assignment of license to WTCR Inc. Corporate change only; no change in control. Granted Oct. 4; announced Oct. 11.

WLOU Louisville, Ky.—Granted assignment of license from **Robert W. Rounsaville** to Rounsaville of Louisville Inc. No change in control. Granted Oct. 4; announced Oct. 11.

WBCM-AM-FM Bay City, Mich.—Granted assignment of licenses to Michigan Bcstg. Co. for $150,000. Michigan Bcstg. is licensee of **WBCK Battle Creek** and is owned equally by **Robert H.** and **David N. Holmes.** Granted Oct. 12.

WCIN Cincinnati, Ohio—Granted assignment of license from **Robert W. Rounsaville** to Rounsaville of Cincinnati Inc. No change in control. Granted Oct. 4; announced Oct. 11.

WBAC Cleveland, Tenn.—Granted assignment of license from **Robert W. Rounsaville** to Rounsaville of Cleveland Inc. No change in ownership. Granted Oct. 4; announced Oct. 11.

WBAP-AM-FM-TV Fort Worth, Tex.—Granted involuntary transfer of control to **Amon G. Carter Jr.,** trustee, because of death of Amon G. Carter. Transfer substitutes Mr. Carter Jr. as trustee in voting trust agreement to vote 66⅔% of stock of licensee, Carter Publications Inc. Granted Oct. 12.

APPLICATIONS

WSGN-AM-FM Birmingham, Ala.—Seeks assignment of license to Winston-Salem Bcstg. Co. for 134 months (11 years, 2 months) for a total lease price of $250,000 with option at end of five years to purchase station for $123,500. Descending scale prevails so selling price of station decreases with time. Purchaser is licensee of **WTOB Winston-Salem, N. C.,** and holder of cps for **WTOB-TV Winston-Salem** and **WOTV (TV) Richmond, Va.** Filed Oct. 10.

KBID-TV Fresno, Calif.—Seeks assignment of cp to John Poole Bcstg. Co. Corporate change only; no change in ownership. Filed Oct. 10.

KRKD-AM-FM Los Angeles, Calif.—Seeks assignment of license to Continental Telecasting Corp. for $417,500. Principals include **Richard C. Simonton** (36⅔%), electrical engineer with wired music interests, **Frank Oxarart** (26⅔%), 20% owner **KVOA-AM-TV Tucson, Ariz.,** and 50% owner radio-tv production firm, and **Albert Zugsmith Corp.** (36⅔%), media broker. Filed Oct. 12.

WDBF Delray Beach, Fla.—Seeks transfer of control (90%) to T. K. Cassel & Assoc. for $11,000. Seven equal principals include Pres. **Thompson K. Cassel,** vice pres.-dir., **WCHA-AM-FM-TV Chambersburg, Pa.,** owner **WATS Sayre, Pa.,** managing partner **WTVE (TV) Elmira, N. Y.,** and executive vice pres. **WOND Pleasantville, N. J., Harry J. Daly,** stockholder **WOKE Oak Ridge, Tenn., WMLV Millville, N. J.,** and **WTOW Towson, Md.,** Executive Vice Pres. **Harlan G. Murrelle,** pres. **WOND,** Sec.-Treas. **Myron W. LaBarr,** sec-treas. **WOND,** and **Donald Simmons, WOND** director. Filed Oct. 12.

WMIC Monroe, Mich.—Seeks assignment of cp to Radio Station WMIC. Each of three partners contributes $18,000 as initial capital. Principals are brothers **Charles S. McIntyre** (present cp holder), **Brouwer D. McIntyre,** and **William D McIntyre,** none with other broadcast holdings. Filed Oct. 12.

KHMO Hannibal, Mo.—Seeks assignment of license to Mount Rainier Radio & Television Bcstg. Corp. for $40,000 plus assumption of $42,250 in notes. Mount Rainier is licensee of **KJR Seattle, Wash.** Application has also been filed by Mount Rainier for purchase of **KXL Portland, Ore.** (see below). Principals include **Lincoln Dellar,** 100% owner **KXOA-AM-FM Sacramento, Calif.,** and applicant for new tv at Redding, Calif. Filed Oct. 10.

KBTN Neosho, Mo.—Seeks assignment of license to Neosho Bcstg. Co. for $25,000. Principals with equal interest are Pres. **Floyd W. Jones** 33% owner Ozark Airlines, approx. 15% owner Tucson Rapid Transit Co., part owner **KICK Springfield, Mo.,** and **KLRS Mountain Grove, Mo.,** Vice Pres. **Lester Strauss,** distributor paper and janitor supplies, part owner **KICK** and **KLRS,** Sec. **Roger H. Taylor,** CPA, retail store stockholder, and partner **KICK** and **KLRS,** and Treas. **Lloyd C. McKinney,** owner **KRMO Monett, Mo.,** and **KMDO Fort Scott, Kan.** Filed Oct. 12.

KGCX Sidney, Mont.—Seeks assignment of license to KGCX Inc. Corporate change only; no change in ownership. Filed Oct. 12.

KXL Portland, Ore.—Seeks transfer of control to Mount Rainier Radio & Television Bcstg. Corp. for $450,000. For information about principals see **KHMO Hannibal, Mo.,** application for assignment of license under Ownership Changes Applications. Filed Oct. 10.

KBLP Falfurrias, Tex.—Seeks assignment to Radio Station KBLP Ltd. for $26,000. Principals are **J. W. Stewart,** supermarket owner, and **Bob G. Hicks,** general manager **KVOU Uvalde, Tex.** Filed Oct. 12.

KOPP Ogden, Utah—Seeks transfer of control to KYMA Yuma Inc. for $55,000. Applicant is

(Continued on page 128)

California Network Station

$185,000.00

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RADIO

Help Wanted

Managerial

Want working sales manager (am station) with proven selling record who can earn $12,000-$18,000 yearly on salary plus monthly bonus. High degree freedom. Among top half dozen Carolina cities. Our staff knows of this ad. Box 187E, B•T.

Immediate opening for sales manager experience in competitive market. 5 kw, southeast. Salary plus commission. Box 194E, B•T.

Sales manager—assistant manager for Florida network station. The man we're seeking is most likely working in a progressive station "up north" but has dreamed of locating in Florida with a permanent position on one of Florida's finest stations. The man we're after is a worker, not an office man, who knows radio sales and can produce and hold accounts and take charge of entire sales dept. Good salary with incentive bonus. All applications thoroughly investigated for sales records, personal habits, etc. If you qualify and want to settle in Florida, send complete resume, salary requirements and photo, to Box 205E, B•T.

Salesmen

Need experienced, steady radio salesman. Permanent job, southeastern network station in competitive tv market. Excellent opportunity for right man. No floaters. Give full details, minimum salary, and snapshot. Box 908C, B•T.

Florida coastal 5000 watt independent wants experienced sales representative. Potential excellent. Ground floor—20% protected accounts. Box 104E, B•T.

Salesmen or sales managers—we need in some areas good "hard sell" sincere salesmen or sales managers, who have or can handle, hire, train and inspire salesmen. We are offering an outstanding future. We are a successful recognized national company in Illinois bursting at the seams with growth. Box 120E, B•T.

Capable time salesman needed for one of Texas' most progressive independents. Vacancy occurs through staff expansion. Program and copy experience necessary. Full details to Box 125E, B•T.

Experienced salesman wanted for kilowatt independent in rich midwestern market. $400 per month guarantee. 15% commission. Protected account list. Potential $6000 per year and up to hard worker. No local tv or radio competition. Applicant must seek personal interview. Box 184E, B•T.

RADIO

Help Wanted—(Cont'd)

Salesman

10,000 watt net affiliate in southern California wants you. Assured future if you can prove yourself in competitive market. Experience, details, in first letter. Box 189E, B•T.

Experienced radio time salesman. Guarantee $380. Commission. Send experience, photo, references. KCHJ, P.O. Box 262, Delano, California.

Local account salesman with announcing experience. Salary plus commission. Good market. ABC station. KFRO Longview, Texas.

Excellent station in excellent market needs excellent radio time salesman. Write LaVell Waltman, WAVE Louisville.

WKBH, 5000 watt NBC, LaCrosse, Wisconsin, has opening for experienced radio salesman. Send resume to Robert Z. Morrison, Jr., Sales Manager.

Experienced salesman for Tidewater, Virginia. Above average pay. Permanent connection. Give full details, minimum salary and snapshot to Hal Seville, 6614 Granby Street, Norfolk, Virginia.

Announcers

Experienced combination announcer - engineer southeastern Arkansas. Send tape, full details. Box 934C, B•T.

First phone combo, good voice . . . 5kw Rocky Mountain metropolitan market . . . photo, tape, details immediately to Box 114E, B•T.

Community minded man for news, play-by-play, sales. Box 123E, B•T.

Immediate opening, announcer southern station, need versatile individual, news, sports, pop and H. B. Send background and references, Box 124E, B•T.

Experienced DJ with emcee ability. Enjoys in-person audience. Originate nightly show from remote studio. $85 weekly. 40 hours. Georgia. Send photo, audition, history and references. Box 178E, B•T.

Announcer needed by 5000 watt fulltime regional in North Carolina. Write letter including experience, education and salary requirements. Box 180E, B•T.

Top-flight morning man for radio who would like to do an afternoon show on a full power NBC-TV affiliate. Immediate opening. Salary limited only by ability to produce. Send pic, tape, full history and salary requirements to Box 209E, B•T.

RADIO

Help Wanted—(Cont'd)

Announcer, personality DJ for night shift. At least 5 years experience. In growing market. Good job for right man. Box 217E, B•T.

Experienced announcer that can double in sales or play-by-play. Northeastern California. Letter now . . . tape or interview later. KSUE, Susanville, California.

Expanding company has opening for mature, all around staff man. News, DJ, ad-lib and board experience. Send tape, photo and references or appear in person. WBCK, Battle Creek, Michigan.

Combination announcer-first class engineer. $75 weekly. Send tape, resume, photo. WGTC, Greenville, N. C.

Our night all-request show needs strong personality with sellability. Must handle entire show including on-the-air telephone conversations. No floaters or prima donnas. WINA Charlottesville, Virginia, home of University of Virginia.

Wanted: Staff announcer with ability to help gather and write local news. $60.00 weekly for 40 hours. Contact WLBG, Laurens, South Carolina.

Young announcer for staff and assist with news. Excellent opportunity with kilowatt independent. Apply with tape. WMIX, Mt. Vernon, Illinois.

Wanted immediately . . . experienced morning man, also chief engineer-announcer for night duty, emphasis on engineering. Contact Glenn Slayton, WMPA, Aberdeen, Mississippi.

Announcer-engineer, 1st phone with equipment know-how to do morning show. WTTR, Westminister, Maryland. Phone: 1170.

Technical

Chief engineer for Pennsylvania station. Must have full knowledge of all equipment. Be an excellent maintenance man and good general worker. Good starting pay with regular increases. Write Box 910C, B•T.

Wanted: Chief engineer with first phone ticket and know-how, prefer single man with auto. Must be willing to work short hours and good pay. With 5000 watt independent daytime station. Box 188E, B•T.

Chief engineer—experienced in remote control transmitter. 5 kw southeastern station. Send resume and salary expected. Box 195E, B•T.

Engineer wanted—first class license—car required. Box 211E, B•T.

Chief engineer for 250 watt. Must also announce. Apply Radio Station KDWT, Stamford, Texas.

Chief engineer - announcer — new beautifully equipped 1000 watt daytimer—top position, pay vacation, working conditions—progressive, sound and solvent station—we'll wait for good man. Send resume, tape, WBOF, Virginia Beach, Virginia.

Chief engineer with first class license. Experienced in 10 kw operation. Pay $300 monthly with home on premises. WPRA Mayagues, Puerto Rico.

Engineer, contact Edwin Kennedy, 920 King, Wilmington, Delaware.

Programming-Production, Others

Copywriter—male or female—NBC station, southeast. Good salary for experienced or well trained writer. Picture complete details, and samples first letter. Box 115E, B•T.

Assistant news editor for major midwestern 50,000 watt radio station. Pay and working conditions good. Send tape and resume to Box 197E, B•T.

Creative, thorough and experienced program director required for one of the midwest's great independent 5000 watt stations. Send work resume, snapshot and tape (if air work is strong). Box 212E, B•T.

Copywriter, male or female. Network station. Experience necessary. Rush all data including salary requirements, background, availability and photo. Contact R. W. Phillips, WSGW, Saginaw, Michigan.

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Situations Wanted

Managerial

Experienced radio manager and sales manager wishes to relocate in west, southwest or southeast due to children's health. Background includes all phases of management and sales in a major market regional station with billings exceeding $500,000. Work resume available showing sales increases and growth enjoyed by operation during my present employment. Well versed in presentation preparation, sales organization and use of RAB materials. Both large supermarket chain and department store successes. As director and treasurer, well acquainted with all managerial problems. Willing to invest money or work on an incentive basis. Best of references. Age 39, three children. College graduate. Box 916C, B•T.

Salesmen

Thoroughly experienced time salesman-announcer available November 1! Prefer relocate southwest but will consider anything. Strong sales; good newsman, play-by-play; man on street, etc. Forced relocate account station sale. Present employer recommends strongly. Tell all. Box 177E, B•T.

Salesman—announcer, radio-tv, details by mail, interview if possible. Box 215E, B•T.

Seeking initial position. Radio or tv salesman. 25, recent college graduate, radio-tv major. Experience: 4 months tv floor directing and two years on student operated training station. Plenty of drive and enthusiasm. Locate anywhere. Dan Chamberlin, 3301 Pacific Avenue, Apt. 1, Stockton, California, % Mr. Hyman.

Announcers

Mr. Station Manager. Here's announcer, 25, single, has and can handle announcing, news, write commercials—1st phone. Welcomes chance to handle time selling. Travel, tape, resume available. Box 156E, B•T.

Good air-salesman—news (no engineer) offers only—no tapes. Box 176E, B•T.

Announcer, experienced—do top-notch job DJ, staff. Employed, wish relocation. Box 186E, B•T.

Deejay, 3 months experience. Midwestern graduate, 18. Only 250-500 watters within 500 miles Chicago. Box 198E, B•T.

Probable ulcers—can cure yours with experienced—in all phases—staff and/or personality announcer. Mine with bigger market. Tape, photo. Box 207E, B•T.

Girl DJ—experienced in all phases of broadcasting, including control board operations, womens features, commercial writing—prefers east. Box 218E, B•T.

Ten years radio-television. Degree, family, veteran. Want job with a sales future. Available immediately. Box 221E, B•T.

Announcer, DJ. 3 years experience. College grad. Married. Seeks permanent position with future. Box 228E, B•T.

Announcer, DJ, recent grad., good potential, willing to work hard, learn. Tape. Resume on request. Box 229E, B•T.

Staff announcer. Veteran, married. Recent broadcasting school graduate. Will travel. Box 231E, B•T.

Announcer—recent grad. radio school—single—willing to travel. Hard worker, tape, resume available. Box 232E, B•T.

Staff announcer. Married. Recent broadcasting school graduate. Versed all phases. Will travel. Tape. Resume. Box 233E, B•T.

Want personality DJ with a "different voice" I'm your man—young hard worker, extremely reliable. Box 234E, B•T.

Singing DJ, variety man, strong on news, experienced, prefer night work. Box 236E, B•T.

Attention: 250-500 watt, graduate Midwestern, good news, smooth DJ, much potential, tape, resume, photo on request. William Altiere, 2424 N. Lowell, Chicago, Ill.

Announcer—31 years old. Midwestern graduate. Married. 3rd class ticket. Middlewest preferred. References. Write continuity. Strong on news and DJ shows—$60.00 minimum start. Tape, photo, resume on request. C. W. Buchanan, 3317 N. Karlove, Chicago 41, Illinois. Telephone: PE 6-4069.

Attention: 250-500 watt, graduate Midwestern, good news, smooth DJ, much potential, tape, resume, photo on request. Nick Celozzi, 3133 W. Lexington Street, Chicago, Ill.

RADIO

Situations Wanted—(Cont'd)

Experienced announcer. Prefers northeast. Young, single, draft exempt. Charlie Doll, Station WMIT Marion, N. C.

Experienced basketball announcer. Write Bill Garvey, YMCA, Green Bay, Wisconsin.

Combination play-by-play and sales, write Bill Garvey, YMCA, Green Bay, Wisconsin.

Staff announcer, small station, middle Atlantic states. Heavy news, commercials. No telephone. James I. Moran, 1061 Mayfair Road, Union, New Jersey.

Staff announcer—Broadcasting school graduate. Board DJ. Bill Parker, 2219 N. Parkside, Chicago Ill. Bershire 7-6721.

Excellent staff announcer, versatile, light experience, ambitious, prefers small station. Paul Phillips, 132-18 87th Street, Ozone Park 17, N. Y.

Announcer, 3 months experience, Midwestern graduate, 18. Midwest only. Jim Roggentine, Lisle, Illinois.

Negro announcer—DJ—ideas . . . trained voice . . . married—sober—reliable . . . some experience—tape—resume, available immediately. Consider all offers. Leonard Willoughby, 17 Herkimer Street, Brooklyn, N. Y.

DJ and MC. 8 years experience, strong ad-lib commercials, audio and video . . . currently WEEK-AM-TV, Peoria, Illinois.

Combination announcer-engineer. Experienced independent and network operation. Minimum $75. Box 1208, Stewartville, Minnesota. Phone: 5791.

Technical

Chief engineer with experience in sales and traffic, married, prefer midwest. Box 183E, B•T.

Chief engineer—good practical experience construction-maintenance-directional's and measurements. Box 196E, B•T.

Radio-television, four years, transmitter engineer. 1st class license, car. Box 227E, B•T.

Straight engineering job. Have two years schooling. One year engineer-announcer in radio station. Three years experience on all types transmitters in Navy. Midwest preferred. Call 4-6315 or write Earl Sundbye, Gardner, Kansas.

Programming-Production, Others

Program director desires change. Three years experience in directing, announcing and producing. Box 133E, B•T.

Young woman, seven years experience as radio copywriter, desires position with future in competitive market. Will consider tv or agency, $100 weekly. Presently employed. Box 213E, B•T.

Thoroughly experienced newsman. TV and radio. Box 225E, B•T.

News department for hire. Top two-man team fully experienced to cover any metropolitan-regional area. Write and broadcast own material. Tapes of people in local news. $300 per week total. Box 226E, B•T.

TELEVISION

Help Wanted

Managerial

Regional sales manager wanted. Nationally known tv antenna manufacturer has opening in various territories for experienced applicant. Knowledge of distributors essential. Salary and incentive. Box 182E, B•T.

Assistant research director, N. Y. C. Knowledge ratings, coverage, marketing. Sales minded. College graduate, under 35. Agency and/or radio-tv experience. $7,000. Reply Box B•T, 280, 221 W. 41st Street, New York 21, N. Y.

Salesmen

Woman who likes money interested in job selling and/or woman's director of radio or tv station. Prefer southeast or southwest. Box 105E, B•T.

Announcers

Tv announcer: Good announcer with ability to handle farm news in rural market in midwest. Also for other announcing duties. Good starting salary. Send photo, references and resume to Box 107E, B•T.

TELEVISION

Help Wanted—(Cont'd)

Announcers

Opening for experienced announcer-director, vhf television, medium sized city. Box 201E, B•T.

Disc jockey, here's a chance to break into tv. One of the midwest's top network radio and tv operations needs personalities with voice and drive. Work radio shifts plus tv. Send pic, tape, full history and salary requirements to Box 210E, B•T.

Technical

Television maintenance and operating engineer for southeastern station. Want steady permanent man, preferably married. Reply including minimum salary desired. Box 903C, B•T.

Southeastern vhf tv station needs experienced first class engineer. Send complete qualifications, references, photograph and salary requirements. Box 191E, B•T.

Opening for experienced studio engineer vhf television, medium sized city. Box 200E, B•T.

Chief engineer for new medium powered tv station. Reply to include experience resume and salary desired. Write Technical Director, KNOX-TV, Grand Forks, North Dakota.

Tv transmitter operator. High power experienced desirable. Send complete information. Include recent photo, and wage expected. KFEL-TV, 550 Lincoln, Denver.

Tv engineer, familiar with RCA microwave. Good position, excellent chance for advancement. WHIS-TV, Bluefield, West Virginia.

Maximum power Channel 2 station needs transmitter supervisor. Must have complete knowledge of maintenance and operation of General Electric transmitter equipment TT10A and TF3A. Address reply to Inter-American Publications, Inc., 41 East 42nd Street, New York 17, New York.

Programming-Production, Others

Applicants will be considered for program director for medium sized city vhf station. Box 203E, B•T.

(Continued on next page)

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Profitable local in *Southwestern* metropolitan market, $100,000.

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TELEVISION

Help Wanted—(Cont'd)

Programming-Production, Others

KSBW-TV, a three network station serving Monterey Bay—Salinas Valley in California is interested in all-around, good program director. Compatable with small staff or versatile people. Must know how to run camera and teach others. Be good on camera announcer. Know film. Good writer. Know short cuts. Be versatile and patient and like smaller market. If interested, call or wire.

Continuity writer for television. Tv experience not necessary, must have radio background. Position available immediately. Write J. W. Kelin, Jr., WTVO-TV, P. O. Box 470, Rockford, Illinois.

Situations Wanted

Managerial

Tv executive, youthful, energetic. Offering you rare thirteen year background all phases of tv. Ready for tough but rewarding assignment as general manager, program manager or similar. Top local and network experience, top references, top man. Box 223E, B•T.

Salesmen

Aggressive young salesman seeks challenging opportunity in television-radio sales. Experienced. College graduate. Box 208E, B•T.

Announcers

Tv-radio staff announcer. 8 years radio, 21 months tv. On camera commercials. Single, veteran. Prefer midwest. Box 110E, B•T.

Announcer, 8 years radio, 2 as program director. Desire tv opportunity. Willing to double in brass. Married, family man. Box 199E, B•T.

Announcer-sportscaster, versatile, experienced all phases. Married, 28, desire to relocate in midwest. Seven years radio, two years tv. Box 219E, B•T.

TELEVISION

Situations Wanted—(Cont'd)

Programming-Production, Others

Young family man, seven years radio-television experience announcing, directing, producing. Earning $6,500 annually. Box 134E, B•T.

Director, assistant director, floorman, six months experience, bachelor science communications. Box 185E, B•T.

Production manager—assistant production manager with large pioneer tv operation desires change. Seven years television experience. Radio background. Might accept producer position with right offer. Box 193E, B•T.

Experienced tv-direction-camera-floor-announce (classical music) currently in northeast, will relocate. Box 206E, B•T.

Tv producer-director—3 years New York agency network tv, 2 years senior tv director top independent station. Brochure and references upon request. Box 214E, B•T.

Canadian college grad. Four years television experience in Canada, Government, private. Editing, camera, lighting, news, writer, general programming, photography. What am I offered? Box 216E, B•T.

Cameraman, married. 2 years experience. All studio operations. Seeking production opportunity. References. Box 230E, B•T.

FOR SALE

Stations

Free list of good radio and tv station buys now ready. Jack L. Stoll & Associates, 4958 Melrose, Los Angeles 29, California.

Have many profitable southeast radio and tv stations for qualifying buyers. J. T. Snowden, Box 129, Augusta, Georgia.

FOR SALE

Equipment

For sale: Radio broadcasting or microwave equipment. Complete radio broadcasting power house—converters—motor generators—compressors, transformers—electrical controls and switchboards. 13 towers, 150 ft. to 700 ft. high—some guyed, some self-supporting. Box 967C, B•T.

For sale—one type 70-C2 RCA turntable original black and grey finish, in first class condition—$225.00. Box 181E, B•T.

Jack strips. Patch cords. Daven v.u. meter. Attenuators. Equalizer, etc. Write for list. Box 190E, B•T.

New unused Magnecorders display models guaranteed perfect. One each PT6GAH, PT6VAHP, PT6VAH, and PT6VH 30% discount. Box 192E, B•T.

For sale: No. 10 copper wire sufficient for ground system. Phone KDJI, 40, Holbrook, Arizona.

For sale. One RCA TG 10A field sync generator less than 100 hours use. Make reasonable offer. Contact Bill Hargan, KSBW-TV, Salinas, Calif.

1 RCA—250 K transmitter. 1 composite 250 watt transmitter. 1 RCA antenna unit-type AZ-4293. 1 Blaw Knox tower—150'. Also miscellaneous items—all in good condition and in operation up to several weeks ago. No reasonable offer refused. WDAS Broadcasting, Belmont Avenue and Edgely Road, Philadelphia 31, Pa.

Several Sagmo capicitors—I have .0001-10M, .0002-20M, and .002-10M. I need four .00025-25—30 or 35-M. 3 kw fm transmitter Federal telephones with antenna and coax—cost $17,000.00 will take $4500.00. Write WETO Radio Station, Box 937, Gadsden, Alabama.

Gates 500 watt transmitter 1 year old, like new, $2800. WFAR, Farrell, Pa.

Western Electric fm antenna for sale. A real buy. WHOS, Box 1127, Decatur, Alabama.

Three used RCA 44BX velocity microphones with desk stands—good condition—WIEL, Elizabethtown, Kentucky.

Western Electric RD100 10x6 switching console, new. Dual pre-set. Original price $23,000. Last one sold for $4500. Make offer. Must be sold immediately even at loss. O'Brien Electric, 6514 Santa Monica, Hollywood, California.

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- Film editing equipment.
- An outstanding staff of professional instructors who are presently working at network affiliates—NBC, CBS, ABC.
- Practical training. Professional trainees learn by doing — actually participating in closed-circuit productions.

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CHICAGO, ILLINOIS. . . . . . 540 N. Michigan Avenue DE 7-3836

WASHINGTON, D. C. . . . . . 1627 K Street N. W. RE 7-0343

WANTED TO BUY

Stations

We are principals and want to deal with principals only for a station with annual net income in excess of $25,000 after taxes. All replies confidential. Box 770C, B•T.

Experienced broadcaster wants to purchase good radio station in substantial western market which I will operate myself. Station need not be profitable if potential exists. Write Box 161E, B•T giving preliminary details so I can plan to visit your station soon. I am not a broker.

Will buy or lease small or medium market am station. Have excellent record, and ready to take immediate action. Prefer southern market. Box 175E, B•T.

Equipment

Wanted—5 to 10 kw fm transmitter with monitor line and raditator. Box 966C, B•T.

Urgent: Bell "Cub-corder" or it's equiv. Model 2260, 7½ ips required but prefer 2 speed. Used, good condition. Box 179E, B•T.

Desire used television equipment including monitors, synch generator, film chain, etc. Box 204E, B•T.

Will purchase or lease complete television package for uhf channel 30. Send complete details to Box 222E, B•T.

One—8 bay side mounted fm antenna. Write Mr. Hugh Koeth, 2567 North 49th Street, Milwaukee, Wisconsin.

An excellent late model used studio console. Write particulars. Box 730, St. Petersburg, Florida.

Wanted: Rings only or complete Collins fm antenna, any number of rings sections. Martin Williams, 7401 East 13th Street, Indianapolis, Indiana.

INSTRUCTION

FCC license training—correspondence or residence. Resident classes held in Hollywood and Washington. Beginners get FCC 1st class license in 3 months. For details write Grantham School, Dept. 1-N, 821 19th Street, N.W., Washington, D.C.

FCC first phone license. Start immediately. Guarantee coaching. Northwest Radio & Television School, Dept. B, 1221 N.W., 21st Street, Portland 9, Oregon.

RADIO

Help Wanted

Managerial

MANAGER AUDIO SALES

Broadcast equipment manufacturer requires sales-minded audio engineer to head Audio Sales Department. This is a very important, high-level, salaried position administering entire audio sales program. Includes sales engineering, product planning, in addition to acting as liaison between customer and Engineering and Production Departments. Only occasional travel to assist field sales force.

Send full details with photo to Personnel Manager, Gates Radio Company, Quincy, Illinois.

Salesman

SALES ENGINEER

Leader in AM broadcast equipment field requires aggressive sales engineer to travel in southeast territory. Preference to be given to man now living in or familiar with radio stations in Florida and southern Georgia. This is a salaried position with increased remuneration for more sales.

Send full details with photo to Personnel Director, Gates Radio Company, Quincy, Illinois.

RADIO

Help Wanted—(Cont'd)

Communication Transmitter Engineer

Immediate opening in expanding engineering department for man with manufacturing experience in communication transmitters. Complete employee benefits. Salary open. Send full details with photo to Personnel Manager, Gates Radio Company, Quincy, Illinois.

Programming-Production, Others

BOOKKEEPER
Radio and TV Station
CALIFORNIA

If you are an experienced radio and television bookkeeper (woman preferred), thorough knowledge of all details with good typing ability, etc., write all details (include photo); ideal market and living conditions.

KSBW-TV
Salinas, California

Situations Wanted

Managerial

CONFIDENTIAL

Well known broadcaster with top-rated sales record wishes to relocate with progressive operation. Can produce first rate sales and low operating costs. Have thorough knowledge of the industry (both Radio and Television)—Agency—Buying—Construction, etc. All replies will be held in strict confidence.

Box 237E, B•T

TELEVISION

Help Wanted

Salesmen

THREE TV TIME SALESMEN

Salesmen required for a low band V H F in a sizable midwest market on a new independent station with top programming. Only salesmen with a proven TV record need apply. State salary and commission desired. This is a real opportunity.

Box 220E, B•T

TELEVISION

Help Wanted—(Cont'd)

TV SYSTEMS ENGINEER

Immediate opening in expanding engineering department for man with manufacturing experience in TV systems engineering. Complete employee benefits. Salary open. Send full details with photo to Personnel Manager, Gates Radio Company, Quincy, Illinois.

FOR SALE

T-V EQUIPMENT FOR SALE!

All General Electric: Line monitor, control console and mixing equipment ..... $ 4,105
Film Camera Channel, complete $11,500
16 MM. Projector ..... $ 4,700
Slide Projector ..... $ 2,750
2 G-E Power Supplies .. $ 1,360
Also: Dumitter ..... $ 550

Will sacrifice lot for cash offer. Contact RADIO KXOA, Sacramento 15, California.

TOWERS
RADIO—TELEVISION
Antennas—Coaxial Cable
Tower Sales & Erecting Co.
6100 N. E. Columbia Blvd.,
Portland 11, Oregon

WANTED TO BUY

Stations

SELL OR LEASE

Experienced operator wants to buy AM Station or lease with option to buy. Must be in market of 300,000 or more. Northeastern States only. All replies from principals answered promptly and held in confidence. This is not a broker's ad.

Box 932C, B•T

INSTRUCTION

FCC 1st PHONE LICENSES IN 5 TO 6 WEEKS
WILLIAM B. OGDEN—10th Year
1150 W. Olive Ave.
Burbank, Calif.
Reservations Necessary All Classes—
Over 1700 Successful Students

SELECTED ANNOUNCERS AVAILABLE

Trained, reliable men and women, graduates of the Paulin-Newhouse School of Announcing are interested in acquiring experience. Complete information including audition tapes sent on request. Let us help you find the right man for your staff. There is no charge for this service. Write . . .

PAULIN-NEWHOUSE SCHOOL OF ANNOUNCING
5840 Second Blvd. Detroit, Mich.

(Continued from page 122)

licensee of **KYMA Yuma, Ariz.** Treas. **George R. Cook** owns 25% of **KOY Phoenix, Ariz.**, and has minority interest in **WLS Chicago.** Vice Pres. **John L. Hogg** is 25% owner **KOY. Glenn Snyder** is 25% owner **KOY** and minority stockholder **WLS** and 25% owner **WINN Louisville, Ky.** Sec. **John R. Williams** is 25% owner **KOY, Robert K. Hansen** and **Roger D. Thomsen** are salesmen for, respectively, **KIVA-TV Yuma** and **WDLB Marshfield, Wis.** Filed Oct. 6.

Hearing Cases . . .

FINAL DECISION

KBIG Avalon, Calif.—FCC removed from hearing docket and granted application of John H. Poole, tr/as John Poole Bcstg. Co., for license to cover cp for **KBIG** on 740 kc, 10 kw D with DA and terminated hearing on same. Dismissed as moot Oct. 5, 1953, petition and supplement thereto by CBS. Action Oct. 5; announced Oct. 6.

OTHER ACTIONS

KPLN Camden, Ark.—Oct. 12 FCC denied petion of **KAMD Camden, Ark.**, protestant, to amend order designating for hearing application of Leo Howard, tr/as Mid-South Bcstg. Co., to assign cp for **KPLN Camden** to D. R. James to shift from protestant to applicant burden of proof with respect to certain issues and to enlarge Issue No. 9 to include determination as to whether order should be issued to show cause why cp should not be revoked; also denied **KAMD**'s motion to produce evidence by allowing it to inspect report of Commission field investigation of **KPLN.**

WSUX Seaford, Del.—FCC designated for hearing application to increase power from 500 w to 1 kw on 1280 kc D; made **WHVR Hanover, Pa.**, party to proceeding. Action Oct. 12.

Twin Falls, Idaho—Magic Valley Television Corp. is being advised that application for new tv to operate on ch. 13 indicates necessity of hearing. Action Oct. 12.

WEW St. Louis, Mo.—Oct. 12 FCC on protest filed by Belleville Bcstg. Co. (WIBV) Belleville, Ill., ordered effective immediately postponement of effective date of grant made Aug. 19 to The Barrington Co. (WEW), to change ant., trans. and studio locations, operate trans. by remote control and designated application for oral argument on Nov. 14.

Reno, Nev.—Nevada Radio-Television Inc. is being advised that application to construct tv intercity relay system between Sacramento and/or San Francisco, Calif., and Reno, to relay programs to its station, ch. 8 KZTV (TV), indicates necessity of hearing. Action Oct. 12.

WNIA Cheektowaga, N. Y.—Oct. 12 FCC denied Sept. 26 petition by Niagara Bcstg. System that Commission reconsider its action of June 1 in designating for hearing Niagara's application for extension of time to construct **WNIA** and to grant same without hearing.

Painesville, Ohio-Ambridge-Tarentum, Pa. — Oct. 5 FCC, on petition by Somerset Bcstg. Co., applicant for new am to operate on 1460 kc, 500 w D in Painesville, severed said application from proceeding on applications of Miners Bcstg. Service Inc., Ambridge, Pa., and Louis Rosenberg, Tarentum, also seeking new ams on 1460 kc; retained in hearing docket Somerset application but substituted new issues; deleted present issue 3 (a) but retained remaining issues in consolidated proceeding on Miners and Rosenberg applications. Announced Oct. 6.

KGEO-TV Enid, Okla.—Oct. 12 FCC approved participation by Republic Television Radio Co. **(KTVQ [TV]) Oklahoma City, Okla.**, in hearing on application of Streets Electronics Inc. for mod. of cp of **KGEO-TV Enid** (ch. 5) with respect to Issue No. 1 (air hazard issue); denied Republic's petition for review in other respects.

Levittown-Fairless Hills, Pa.—Oct. 12 FCC denied petition by Mercer Bcstg. Co., Trenton, N. J., for review of examiner's ruling admitting in evidence exhibit showing interference based on certain field intensity measurements in proceeding on Mercer's application and Drew J. T. O'Keefe, Jack J. Dash, and William F. Waterbury, Levittown-Fairless Hills, Pa., for new am stations.

WKPA New Kensington, Pa. — Oct. 12 FCC granted motion of Allegheny-Kiski Bcstg. Co. insofar as to enlarge issues on its application to increase power of **WKPA New Kensington** on 1150 kc D, from 250 w to 1 kw DA and placed upon **WWVA Wheeling, W. Va.**, intervenor, burden of proceeding with introduction of evidence on Issue 4; denied petition in other respects.

College Station, Tex.—FCC asked for comments by Nov. 7 to petition by John H. Lawrence III, individually and as trustee for W. C. Mitchell, Frank Seale, G. S. Parker, Brazos A. Varisco, and John M. Lawrence, all of Brazos County, Tex., requesting removal of educational reservation on ch. 3 at College Station and making it available jointly by both Bryan, Tex., and College Station for commercial use and that either ch. 48, now assigned to College Station, or ch. 54, now assigned to Bryan, be reserved for educational use instead of ch. 3. There has been no application for latter channel at College Station for educational use. Announced Oct. 6.

Muleshoe, Tex.—Oct. 5 FCC, in proceeding involving applications of Blackwater Valley Broadcasters and Muleshoe Bcstg. Co. for new am to operate on 1570 kc, 250 w D at Muleshoe, (1) denied Blackwater petition for review of examiner's order permitting amendment of Muleshoe Bcstg. application; (2) granted Muleshoe Bcstg. petition for FCC finding that Muleshoe Bcstg. remains legally, technically and otherwise qualified, and (3) dismissed or denied additional findings by Blackwater. Announced Oct. 6.

Odessa, Tex.—Oct. 12 FCC denied petition by The Odessa Television Co. for rehearing of Commission July 15 decision which granted application of *Odessa Television Co.* for new tv to operate on ch. 7 in Odessa and denied competing application of The Odessa Television Co.

Seattle, Wash.—FCC announced decision of Oct. 5 in which it denied petition by Tribune Pub. Co. (KTNT-TV ch. 11), Tacoma, Wash., (1) for leave to file exceptions to initial decision which looked toward grant of application of Queen City Bcstg. Co. for new tv station to operate on ch. 7 in Seattle, and denial of competing applications of KXA Inc. and Puget Sound Bcstg. Co., and (2) to participate in oral argument. Announced Oct. 7.

Weston, W. Va.—FCC invited comments by Nov. 7 to proposed rule making on petition filed April 6 by WJPB-TV Inc., Fairmont, W. Va., to make ch. 5, now assigned to Weston for noncommercial educational use, available at Weston for commercial use. WJPB-TV suspended operations on ch. 35 at Fairmont. There have been no applicants for educational ch. 5 or commercial ch. 32, both assigned to Weston. Announced Oct. 6.

Routine Roundup . . .

October 6 Applications

ACCEPTED FOR FILING

Modification of Cp

KTYL Mesa, Ariz.—Seeks mod. of cp (which authorized increase D power) for extension of completion date.

KFUO Clayton, Mo.—Seeks mod. of cp (which authorized ant. changes) for extension of completion date.

KTVU (TV) Stockton, Calif.—Seeks mod. of cp (which authorized new tv station) to extend completion date to 4-7-56.

KHBC-TV Hilo, Hawaii—Seeks mod. of cp to extend completion date to 4-13-56.

KCKT (TV) Great Bend, Kan.—Seeks mod. of cp to extend completion date to 5-3-56.

WPTV (TV) Ashland, Ky.—Seeks mod. of cp to extend completion date to 1-13-56.

KFUO-TV Clayton, Mo.—Seeks mod. of cp to extend completion date.

KAKJ (TV) Reno, Nev.—Seeks mod. of cp to extend completion date to 4-19-56.

WTOV-TV Norfolk, Va.—Seeks mod. of cp to extend completion date to 3-15-56.

WUNC-TV Chapel Hill, N. C.—Seeks mod. of cp to extend completion date to 3-6-56.

KUHT (TV) Houston, Tex.—Seeks mod. of cp to extend completion date.

Replacement of Cp

WIRK-TV West Palm Beach, Fla.—Seeks replacement of cp (as mod.) which authorized new tv station.

License to Cover Cp

WSFA-TV Montgomery, Ala.—Seeks license to cover cp which authorized new tv station and to specify studio location as 10 E. Delano St., Montgomery.

WFLA-TV Tampa, Fla.—Seeks license to cover cp which authorized new tv station.

WABD (TV) New York—Seeks license to cover cp which authorized change in facilities of existing tv station.

Renewal of License

WMAQ-FM Chicago; WLBH-FM Mattoon, Ill.; WPRS-FM Paris, Ill.; WCLO-FM Janesville, Wis.; WHA-FM Madison, Wis.; WHAD (FM) Delafield, Wis.; WHHI (FM) Iowa County, Wis.; WHLA (FM) Holman, Wis.; WHSA (FM) Highland Township, Wis.; WHWC Colfax, Wis.

Remote Control

KBNZ La Junta, Colo.; WPEP Taunton, Mass.; WKXV Knoxville, Tenn.; WMCD Welch, W. Va.

October 7 Applications

ACCEPTED FOR FILING

Modification of Cp

WPNX Phenix City, Ala.-Columbus, Ga.—Seeks mod. of cp (which authorized DA-N, trans.-studio locations changes) for extension of completion date.

WMYN Mayodan, N. C.—Seeks mod. of cp (which authorized new am station) for extension of completion date.

License to Cover Cp

KNER (FM) Dallas, Tex.—Seeks license to cover cp (which authorized new educational station).

KGMB-TV Honolulu, Hawaii—Seeks license to cover cp (as mod.) which authorized new tv station.

Renewal of License

WBYS Canton, Ill.; WCNT Centralia, Ill.; WDWS Champaign, Ill.; WEIC Charleston, Ill.; WIND Chicago; WITY Danville, Ill.; WDQN DuQuoin, Ill.; WLBH Mattoon, Ill.; WOPA Oak Park, Ill.; WVLN Olney, Ill.; WGEM Quincy, Ill.; WHBF Rock Island, Ill.; WMAY Springfield, Ill.; WGEZ Beloit, Wis.; WCHF Chippewa Falls, Wis.; WEAU Eau Claire, Wis.; WBAY Green Bay, Wis.; WLIP Kenosha, Wis.; WKTY La Crosse, Wis.; WISC Madison, Wis.; WWOC Manitowoc, Wis.; WFOX Milwaukee, Wis.; WISN Milwaukee; WOKY Milwaukee; WSWW Platteville, Wis.; WRCO Richland Center, Wis.; WRAC Racine, Wis.; WOSA Wausau, Wis.; WBKV West Bend, Wis.

October 10 Applications

ACCEPTED FOR FILING

Renewal of License

WCMY Ottawa, Ill.; WCLO Janesville, Wis.; WOPA-FM Oak Park, Ill.; WMBD-FM Peoria, Ill.; WNIC (FM) De Kalb, Ill.

Modification of Cp

WSM-TV Nashville, Tenn.—Seeks mod. of cp for extension of completion date to 6-4-56.

Renewal of License Resubmitted

WVMC Mount Carmel, Ill.

October 11 Decisions

BROADCAST ACTIONS

The Broadcast Bureau

Actions of Oct. 7

Following were granted extensions of completion dates as shown: **KTYL Mesa, Ariz.**, to 12-10-55; **KUHT (TV) Houston, Tex.**, to 4-30-56; **WPTV (TV) Ashland, Ky.**, to 1-16-56; **KFUO-TV Clayton, Mo.**, to 1-16-56; **KHBC-TV Honolulu, T. H.**, to 4-13-56; **KCKT (TV) Great Bend, Kan.**, to 5-3-56.

Actions of Oct. 6

KGU Honolulu, Hawaii—Granted license covering change of frequency.

WVCH Chester, Pa.—Granted license covering increase in power, installation of ant. and for changes in ground system.

WKBV Richmond, Ind.—Granted license covering changes in ant. system.

KULE Ephrata, Wash.—Granted license covering increase in power.

KNDC Hettinger, N. D.—Granted authority to sign-off at 8 p.m. MST, through April 1, 1956, except when it is in public interest to remain on air.

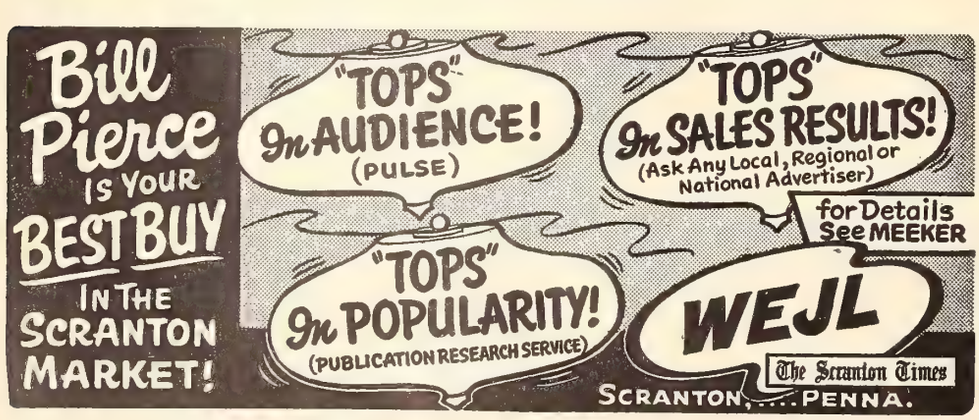
WIRK-TV West Palm Beach, Fla.—Granted application for replacement of expired cp for new tv station (ch. 21).

Following were granted extensions of completion dates as shown: **KHCD Clifton, Ariz.**, to 1-25-56; **WUNC-TV Chapel Hill, N. C.**, to 4-6-56; **KTVU (TV) Stockton, Calif.**, to 4-7-56; **KSL-TV Salt Lake City, Utah**, to 4-8-56; **WTOV-TV Norfolk, Va.**, to 3-1-56.

Following stations were granted authority to operate by remote control: **KBNZ La Junta, Colo.; WKXV Knoxville, Tenn.; WMCD Welch, W. Va.; WPEP Taunton, Mass.**

Actions of Oct. 5

Following stations were granted authority to operate trans. by remote control: **WHER Mem-**



phis, Tenn.; KLBM LaGrande, Ore.; KOZE Lewiston, Idaho.

Actions of Oct. 4

WUOM (FM) Ann Arbor, Mich.—Granted license covering changes in noncommercial educational fm station.

WAPS (FM) Akron, Ohio—Granted license for noncommercial educational fm station.

WMCR (FM) Kalamazoo, Mich.—Granted license covering change of frequency from noncommercial to fm band.

WSAI-FM Cincinnati, Ohio—Granted license for fm station.

WIPS Ticonderoga, N. Y.—Granted license for am station.

WPLM Plymouth, Mass.—Granted license for am station.

WBSE Hillsdale, Mich.—Granted license for am station.

WIMS-FM Michigan City, Ind.—Granted request to cancel fm license.

WDUN-FM Gainesville, Ga.—Granted mod. of cp to change ERP of fm station to 340 w, ant. height to 175 ft. and make changes in ant. system.

WGAL-TV Lancaster, Pa.—Granted mod. of license to change studio location and for waiver of sec. 3.613 of Commission's rules.

KPRC-TV Houston, Tex.—Granted mod. of cp to change type ant. and make other equipment changes; ERP: vis. 100 kw, aur. 50 kw, ant. 640 ft.

Following were granted extensions of completion dates as shown: **WXEL (TV) Cleveland, Ohio**, to 4-30-56; **WCOS-TV Columbia, S. C.**, to 4-30-56.

Actions on Oct. 3

KLX-FM Oakland, Calif.—Granted request to cancel license of fm station (BRH-379).

WTOM-TV Lansing, Mich.—Granted license for tv station (ch. 54), and to change studio location.

WHIO-TV Dayton, Ohio—Granted license covering changes in existing tv broadcast station; ERP: vis. 200 kw, aur. 100 kw.

KUMA Pendleton, Ore.—Granted license for am station.

Following were granted extensions of completion dates as shown: **WNRG Grundy, Va.**, to 11-1-55; **WJKO East Longmeadow, Mass.**, to 12-31-55; **KPMC Bakersfield, Calif.**, to 11-29-55, conditions.

ACTIONS ON MOTIONS

By Chief Hearing Examiner James D. Cunningham

On Chief Hearing Examiner's own motion, and with consent of all parties to proceeding re application of Dispatch Inc., Erie, Pa., for renewal of license of **WICU (TV)** ordered that period within which reply findings and conclusions shall be filed is extended to Oct. 17. Action Oct. 10.

Broadcast Bureau—Granted petition for extension of time from Oct. 5 to Oct. 10 to file proposed findings of fact and conclusions in re am application of E. Weaks McKinney-Smith, Paducah, Ky. Action Oct. 6.

By Hearing Examiner Elizabeth C. Smith

KAMD Camden Radio Inc., KPLN Mid-South Bcstg. Co., D. R. James Jr., Camden, Ark.—Granted petitions for certain specified corrections to transcript in proceeding re application of Mid-South Broadcasting Co. (Assignor) and D. R. James Jr. (Assignee) for assignment of cp for **KPLN Camden, Ark.** Action Oct. 5.

Ordered that order of Oct. 4, scheduling prehearing conference for Oct. 14 re am applications of Umatilla Bcstg. Enterprises, Pendleton, Ore., and Othello Bcstg. Co., Othello, Wash., is affirmed and parties are again directed to appear at such conference, either in person or by counsel, prepared to discuss matters therein set forth. Action Oct. 7.

By Hearing Examiner Thomas H. Donahue

220 Television Inc. St. Louis, Mo.—Granted petition for corrections in various respects to transcript of hearing in ch. 11 proceeding. Action Oct. 6.

By Hearing Examiner H. Gifford Irion

Notice is hereby given that prehearing conference will be held on Oct. 14, in ch. 11 proceeding, Caguas, Puerto Rico, involving applications of American Colonial Bcstg. Corp. and Supreme Bcstg. Co. Action Oct. 6.

James R. Reese Jr., Chambersburg, Pa.—Granted petition for leave to amend his am application so as to specify 1590 kc, 1 kw D, and for removal of application, as amended, from hearing docket. Action Oct. 10.

By Hearing Examiner J. D. Bond

Albert John Williams, Inglewood, Calif.; Oceanside-Carlsbad Bcstg. Co., Oceanside, Calif.; The Cerritos Bcstg. Co., Signal Hill, Calif.; Palomar Bcstg. Co., Escondido, Calif.—Granted petition and supplemental petition of Williams to amend am application so as to increase proposed power from 500 w to 1 kw, change ant. site and other engineering and construction cost information; petition of Oceanside-Carlsbad Bcstg. Co. to amend am application is taken under advisement; granted joint petition by Cerritos, Oceanside-Carlsbad and Williams for reconsideration of order of continuance and set aside that part of order continuing hearing to indefinite date; ordered that applicants shall hold informal conferences, of which informal and reasonable notice and opportunity for participation shall be extended to all other parties, to enable applicants to exchange at prehearing conference on Nov. 15 their written direct affirmative case exhibits; and ordered that hearing of evidence shall commence on Dec. 1. Action Oct. 4.

By Hearing Examiner Hugh B. Hutchison

Ordered that hearing re applications of Albuquerque Bcstg. Co. (KOB), Albuquerque. N. M., for mod. of cp and for license to cover cp as mod. and authority to determine operating power by direct measurement of ant. power be continued without date; that prehearing conference will be called by examiner subsequent to Commission's actions on various petitions now pending in this proceeding, at which definite date will be set for commencement of hearing; and that another prehearing conference will be held Dec. 1, for the purpose of receiving stipulations on evidence to be presented under all of issues specified in proceeding. Action Oct. 4.

By Comr. Robert T. Bartley

Manchester Bcstg. Co., Manchester, Conn.—Granted petition for extension of time to Oct. 13 to file reply to petition to enlarge issues filed by Brothers Bcstg. Corp. on Sept. 23 in am proceeding. Action Oct. 4.

Piedmont Electronics & Fixture Corp., Charlotte, N. C.—Granted petition for extension of time to Oct. 24 to file reply briefs to exceptions to initial decision in ch. 9 proceeding. Action Oct. 11.

October 12 Decisions

SCA GRANTS

FCC granted **WPEN-FM Philadelphia** and **WWDC-FM Washington** subsidiary communications authorization.

Renewal of License

WBGE Atlanta, Ga.

Renewal of License

WCBY Cheboygan, Mich.; WKSU-FM Kent, Ohio; WAVI Dayton, Ohio; WKBN-AM-FM Youngstown, Ohio; WICA-FM Ashtabula, Ohio; WHOK Lancaster, Ohio; WAKR-FM Akron, Ohio.

October 12 Applications

ACCEPTED FOR FILING

License to Cover Cp

WAPG Arcadia, Fla.—Seeks license to cover cp which authorized new am station.

WMAG Forest, Miss.—Resubmits application for license to cover which authorized new am station.

KOYN Billings, Mont.—Seeks license to cover cp which authorized new am station.

KBGF Great Falls, Mont.—Seeks license to cover cp which authorized new am station.

WPFM (FM) Providence, R. I.—Seeks license to cover cp which authorized new fm station.

Renewal of License

WSLN (FM) Delaware, Ohio.

Remote Control

WSFA Montgomery, Ala.; WCAE Pittsburgh, Pa.; KGAS Carthage, Tex.

Subsidiary Communications Authorization

WMIT (FM) Clingman's Peak, N. C.

Modification of Cp

KCCO Lawton, Okla.—Seeks mod. of cp (which authorized new am station) for extension of completion date.

WNRG Grundy, Va.—Seeks mod. of cp to change studio location and operate trans. by remote control.

KTTV (TV) Los Angeles, Calif.—Seeks mod. of cp to extend completion date to 2-3-56.

WTOK-TV Meridian, Miss.—Seeks mod. of cp to extend completion date to 5-1-56.

WNAO-TV Raleigh, N. C.—Seeks mod. of cp to extend completion date to 1-1-56.

KDKA-TV Pittsburgh, Pa.—Seeks mod. of cp to extend completion date to 5-10-56.

WAIQ (TV) Andalusia, Ala.—Seeks mod. of cp to extend completion date to 4-9-56.

UPCOMING

OCTOBER

Oct. 17: Vermont Assn. of Radio & Tv Broadcasters, Hotel Vermont, Burlington.
Oct. 17-19: Radio-Electronics-Television Mfrs. Assn. Radio Fall Meeting, Hotel Syracuse, Syracuse, N. Y.
Oct. 17-19: AAAA Eastern Annual Conference, Hotel Roosevelt, New York.
Oct. 17: RAB Clinic, Burlington, Vt.
Oct. 18: RAB Clinic, Albany-Troy-Schenectady, N. Y.
Oct. 18: RTES 1st meeting of the 1955-56 series of Timebuying and Selling Seminars, New York.
Oct. 19: RAB Clinic, Boston.
Oct. 20: RAB Clinic, Philadelphia.
Oct. 21: RAB Clinic, Washington.
Oct. 24-25: Central Canada Broadcasters Assn. Annual Meeting, London Hotel, London, Ont., Canada.
Oct. 29-Nov. 3: N. C. Assn. of Broadcasters, Aboard M. S. Stockholm (Bermuda Cruise).
Oct. 31-Nov. 2: Assn. of National Advertisers Meeting, Hotel Plaza, New York

NOVEMBER

Nov. 2: RAB Clinic, Oklahoma City.
Nov. 3: RAB Clinic, Kansas City, Mo.
Nov. 4: RAB Clinic, Des Moines, Iowa.
Nov. 9-12: National Convention of Sigma Delta Chi, Chicago.
Nov. 10: ARF Conference on Current Activities in Marketing & Research, Hotel Ambassador, New York
Nov. 10-16: North Carolina Assn. of Broadcasters, aboard *M. S. Stockholm* (Bermuda cruise).
Nov. 14: Texas Assn. Broadcasters Fall Convention, Baker Hotel, Dallas.
Nov. 14: RAB Clinic, Minneapolis.
Nov. 15: RAB Clinic, Milwaukee.
Nov. 16: RAB Clinic, Chicago.
Nov. 17: RAB Clinic, Indianapolis.
Nov. 18: RAB Clinic, Detroit.
Nov. 28: RAB Clinic, Louisville, Ky.
Nov. 29: RAB Clinic, Dayton, Ohio.
Nov. 30: RAB Clinic, Cleveland.

DECEMBER

Dec. 1: RAB Clinic, Pittsburgh.
Dec. 2: RAB Clinic, New York.

NARTB Regional Meetings

Region 8 (Dist. 15, 16 17, Wash., Ore., Calif., Nev., Ariz., Hawaii, Alaska)	Oct. 24-26	St. Francis Hotel, San Francisco
Region 7 (Dist. 14, N. M., Colo., Utah, Wyo., Idaho, Mont., Western S. D.)	Nov. 1-3	Broadmoor Hotel, Colorado Springs
Region 5 (Dist. 10, 11, Minn., N. D., Eastern S. D., Iowa, Neb., Mo.)	Nov. 7-9	Fort Des Moines Hotel, Des Moines
Region 6 (Dist. 12, 13, Kan., Okla., Tex.)	Nov. 15-17	Baker Hotel, Dallas

BROADCASTING • TELECASTING

THE NEWSWEEKLY OF RADIO AND TELEVISION

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☐ 52 weekly issues and TELECASTING Yearbook-Marketbook 9.00
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☐ Enclosed ☐ Bill

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company name

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city *zone* *state*

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Vacuum to Be Filled

IF THE current timetable of the NARTB Tv Circulation Committee is followed, advertisers and agencies will have, by mid-1957, definitive measurements of television set distribution and station circulation.

To say that these measurements will be awaited eagerly is to understate one of the most vexing problems in television timebuying. The timebuyer today must perform a feat of minor legerdemain to come up with anything like usable guesses as to how many homes he can hope to reach with the advertiser's message.

He must rely upon individual station estimates, which however well meant are no more than estimates, or upon evaluations of those estimates which may refine the figures to some extent but, of necessity, contain many opportunities for error. As of now there is no central source upon which the timebuyer can draw for set circulation information based on extensive, national research—the only kind of research that will provide really accurate figures.

Whether the absence of dependable circulation information has deprived television of business to date is not to be considered here. It is virtually certain that unless the vacuum is filled reasonably soon, television will not realize its full potentials. Tv is already the number one target of other media. Unless it builds up a store of basic information upon which buyers can rely, television is bound to lose business in the long run to media which have provided the kind of statistics which buyers will accept without hesitation.

Valuable Forum

THE entire business side of radio stands to gain from the National Radio Advertising Clinic which the Radio Advertising Bureau conducted for two days last week in New York.

It was designed as a "how to" clinic in which actual—and successful—practitioners of the art of salesmanship by radio told how they use the medium to best advantage. These practical lessons are detailed elsewhere in this journal. Our point here is not so much what was said, but that there was a forum where it could be said.

The very fact that such a clinic was conducted gives radio added stature, a deserved recognition of its importance and effectiveness as a sales force. It serves to remind forgetful advertisers and agencies that radio not only is still here but is everywhere, and that virtually any one of them can get more than his money's worth by using it with sense and purpose.

No Help to Progress

AS A consequence of much work and persuasion by television newsmen, the effort to obtain for television full membership in the fraternity of news media, including comparable rights of access to news events, has been making encouraging progress.

The progress was not enhanced, however, by an incident at Denver last week. A helicopter bearing a CBS-TV cameraman flew close to Fitzsimons Army Hospital in an apparent effort to shoot pictures of President Eisenhower sunning himself on an open terrace on his first venture outside his hospital room since he suffered a heart attack.

There is no evidence whatever that the flight endangered or even disturbed the President or other patients, although the potential of disturbance was certainly present. If the helicopter had contained a photographer working for some medium other than tv, the incident could be dismissed as an exuberant, but witless, attempt at a pictorial scoop. Condemnation would, in such circumstances, be confined to the individuals who let their competitive instincts overcome their good sense.

Unhappily, it was a television cameraman, and television—unlike its older colleagues—is still struggling for recognition as a medium which can be trusted to join company in the living room without making an embarrassing scene.

It is the *deportment* of television about which many complaints—however ill-founded—are made. Those who object to the presence of television at news events protest that television is noisy, clumsy and obtrusive.

As informed people know, television is not noisy or clumsy or obtrusive—when it is managed by mature and sensible crews. To prove to the uninformed, however, that television is without those undesirable qualities becomes the more difficult when the medium is put to misuse.



Drawn for BROADCASTING • TELECASTING by Sid Hix

"Watch this . . . I slipped them both water pistols!"

The satisfying extent to which tv has managed to prove its good behavior was illustrated last August when the conservative House of Delegates of the American Bar Assn. allowed one of its sessions in Philadelphia to be televised. The event was arranged as a demonstration of television's ability to transmit quality pictures from a room having only ordinary illumination and to fulfill its function as the world's most honest reporter without making its presence noticeable. The demonstration was an unqualified success.

Similarly, television cracked a tough barrier when it was admitted to White House news conferences. The presence of tv crews and equipment at these conferences is now taken for granted.

We are sure that all working television newsmen—including the CBS-TV representative at Denver—are genuinely interested in the future acceptance of their medium and personally concerned with making that future come to pass.

Every television employe and executive who has anything to do with the collection and presentation of news must regard himself as individually important to the future of the entire television medium. Until tv has firmly established its position of equality in the news business, the medium as a whole will inevitably be judged by the performances of its individual members.

It Didn't Happen

IN THE early days of television it was popular among some sociologists and other students of American habits to shout their fears that the people of the U. S. would be transfixed into bug-eyed mutes, staring interminably at the television set, incapable of conversation or other activity.

Although less scholarly observers like ourselves never could envision such a terrifying transformation, it is gratifying to have our amateur assumptions confirmed by professional research.

For such research a considerable debt is owed to Cunningham & Walsh and its eight-year study of "Videotown." Since 1948, the agency has been watching carefully the effect of television on the people of New Brunswick, N. J. Unless the residents of New Brunswick are absolutely unique, the results of the C&W studies indicate that America is readjusting healthily to television. As reported elsewhere in this issue, people learn to reorganize their lives to accommodate a great deal of television viewing without cutting themselves off from other pursuits.

The major conclusion to be drawn from the eight-year record of Videotown is that television has immeasurably broadened U. S. life. For that substantial contribution, television and the advertisers who support it deserve more credit than they sometimes receive.

WOODLAND-TV is big territory!



Everybody loves a pickle . . . and there's a variety to please every palate among the famous Heinz "57" . . . gherkins — chips — relishes — dills — sweet mixed.

Heinz, one of the world's largest pickle processors adds impetus to the growth of WOODland, U. S. A.

A year's consumption of pickles would encircle the equator ten times . . . and 65% of the pickles processed by world-famous Heinz begin their earth-spanning journey at the company's Holland, Michigan plant . . . the world's largest pickle factory, a part of the thriving WOODland production area.

Heinz has many world leaders as neighbors in this rich market area — in the primary trading center of Grand Rapids; in Muskegon, Battle Creek, Lansing and Kalamazoo. And the entire market is yours with WOOD-TV — which has the 20th highest set count in the country. For top sales results, schedule WOOD-TV, Grand Rapids' *only* television station!



WOOD-TV WOODLAND CENTER
GRAND RAPIDS, MICHIGAN

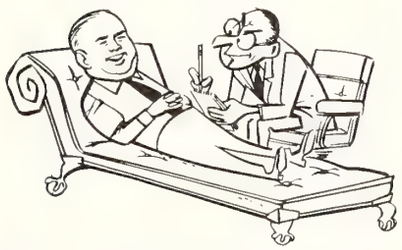
GRANDWOOD BROADCASTING COMPANY • NBC, BASIC; ABC, SUPPLEMENTARY • ASSOCIATED WITH WFBM-AM AND TV, INDIANAPOLIS, IND.; WFDF, FLINT, MICH.; WTCN-AM AND TV, MINNEAPOLIS, MINN., WOOD-AM, WOOD-TV, REPRESENTED BY KATZ AGENCY

the SWING is to ABC and KMBC-TV

Kansas City's Most Powerful TV Station

SCENE:

The analysis couch in the offices of an eminent Kansas City psychiatrist.



US: "Doc, we think we're going crazy!"

DR.: "All right, now, relax, be calm and tell me all about it."

US: "Well, it all started when we announced the KMBC-TV swing in network affiliation to ABC-TV effective September 28. We knew ABC has a wonderful line-up of new evening shows—but we didn't expect the terrific sponsor response to our nighttime programming. Orders, contracts, teletype messages, wires, phone calls—everybody wanting prime availabilities. The place was a complete madhouse, Doc. Biggest upsurge in spot business in our history. Everything practically sold out from 5 p.m. to Sign-Off—a full month ahead of the Swing to ABC-TV!"

DR.: "From what I've heard about the new ABC schedules, that's perfectly normal."

US: "But, Doc, it didn't end there. When we announced our BIG TIME DAYTIME programming, everyone went completely nuts over again. For the first time in Kansas City, timebuyers could get any type of daytime commercial handling they wanted. They could sponsor our completely new and different station-produced shows or fine syndicated film shows—they could buy filmed minute-participations, schedule live commercials, demonstrations, sampling or audience-participation testimonials—utilize station-breaks or IDs. We could sell 'em anything they wanted, anywhere they wanted—in shows, between shows, everywhere a commercial could do a good selling job."

DR.: "I see. Then what happened?"

US: "Another flurry of buying that's still going on. We never saw business so good!"

DR.: "Are you complaining?"

US: "Heck, no! We just came in for a little peace and quiet. Gotta get back to the shop now. It's been wonderful talking to you."

DR.: "That'll be $500, please."

KMBC-TV

Kansas City's Most Powerful TV Station



DON DAVIS, *First Vice President*
JOHN SCHILLING, *Vice President and General*
GEORGE HIGGINS, *Vice President and Sales*
MORI GREINER, *Director of Television*

And in Radio, it's the KMBC-KFRM

in the Heart of America
KMBC *of Kansas City*
KFRM *for the State of*

FREE & PETERS, INC.
Exclusive National Representatives

OBER 24, 1955 35c PER COPY

BROADCASTING TELECASTING

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25TH year

NEWSWEEKLY
RADIO AND TV

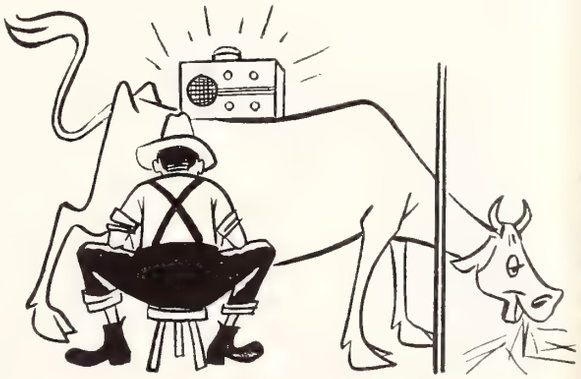
WHO IS IOWA'S FAVORITE RADIO STATION FOR FARM PROGRAMS!



THE data above is taken direct from Dr. Forest L. Whan's 1954 Iowa Radio-Television Audience Survey—the 17th annual edition of this famed study.

Farming is big business in Iowa, and Iowans' overwhelming preference for WHO farm program is far from a freak. It's the result of heads-up planning —in programming, personnel and research . . . in Public Service and audience promotion.

Write direct or ask Free & Peters for your copy of the 1954 I.R.T.A. Survey. It will tell you more about radio and television in Iowa than you could glean from weeks of personal travel and study.





FREE & PETERS, INC.,
National Representatives

NBC Affiliate

BUY ALL of IOWA—
Plus "Iowa Plus"—with
WHO
Des Moines . . . 50,000 Watts
Col. B. J. Palmer, President
P. A. Loyet, Resident Manager

the south's first tv station

is Richmond's only tv station!

WTVR

YOUR campaign in Virginia isn't complete unless you use BIG WTVR, "The Wide Area Station." From Richmond . . . Virginia's Capital City, WTVR IS COMPLETELY DOMINATING WITH OR WITHOUT AN AERIAL, and you have the assurance your campaign is in the capable hands of a PIONEER TELECASTER WITH SKILL, KNOWLEDGE AND ABILITY, backed-up by a PROVEN SUCCESS FORMULA that assures AN ALWAYS QUALITY JOB. Don't be satisfied with less than the best . . . BUY BIG WTVR, *"The South's First Television Station."*

MAXIMUM POWER
100,000 WATTS

MAXIMUM HEIGHT
1049 FEET

CHANNEL 6
RICHMOND, VA.
ABC & CBS
INTERCONNECTED

WMBG AM WCOD FM WTVR TV

First Stations of Virginia

A Service of HAVENS & MARTIN, INC.

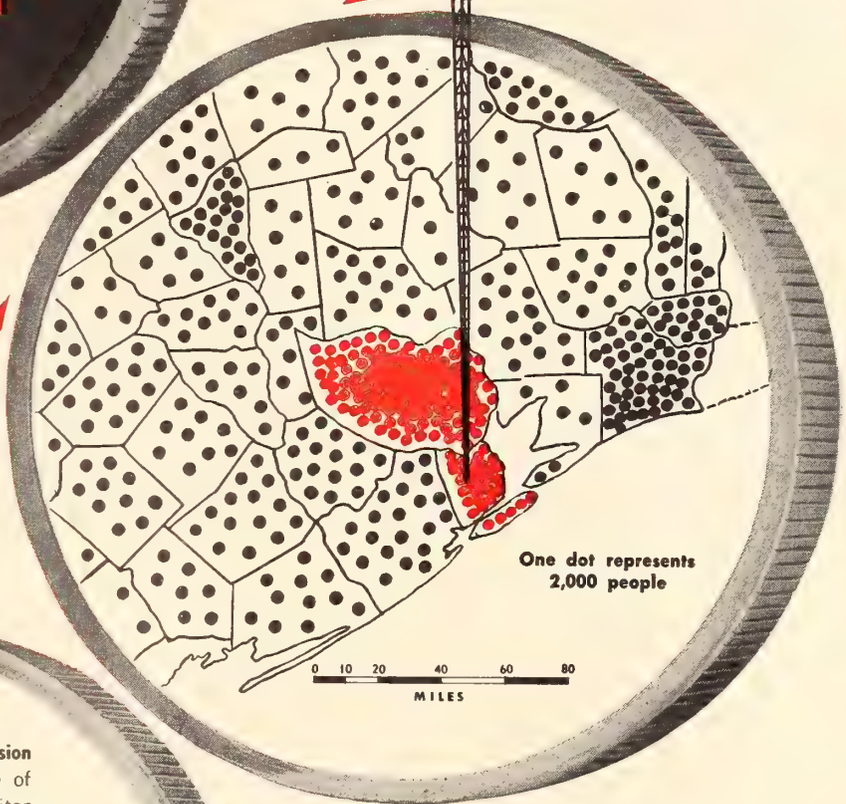
WMBG REPRESENTED NATIONALLY BY THE BOLLING CO.
WTVR REPRESENTED NATIONALLY BY BLAIR TV, INC.



YOUR DOLLAR BUYS COMPLETE COVERAGE OF THE ENTIRE GULF COAST MARKET ON

KGUL TV

KGUL-TV



The Texas Gulf Coast **Television Market** is nearly twice the size of the Galveston-Houston Metropolitan market alone.

	Galveston-Houston	Gulf Coast TV Market*
Families	333,000	544,800
Income	$2,075,371,000	$3,076,812,000
Sales	$1,347,228,000	$2,091,153,000

KGUL-TV — the CBS Basic Affiliate for the Gulf Coast Area — **completely** covers the fastest growing major market in the country.

More audience every day means your advertising dollar buys more every day on KGUL-TV.

*Measured by Research Department of Television Magazine

kgul TV

GULF TELEVISION COMPANY

GALVESTON, TEXAS

Represented Nationally by CBS Television Spot Sales

Published every Monday, with Yearbook Numbers (53rd and 54th issues) published in January and July by Broadcasting Publications, Inc., 1735 DeSales St., N.W., Washington 6, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.



Channel 8 Multi-City Market

WGAL-TV

LANCASTER, PENNA. NBC and CBS

Just as a fingerprint is distinctive for its individuality, the WGAL-TV Channel 8 market is distinctive for the unique advertising opportunities it offers you. It is a *multi-city* market—stable and diversified. It is a market of 3½ million people who have 912,950 TV sets and spend **$5½ BILLION** each year.

STEINMAN STATION
Clair McCollough, Pres.



Representatives:

MEEKER TV, INC.

New York
Chicago
Los Angeles
San Francisco

closed circuit®

HEAPER COLOR? Chromatic Televi-on Labs thinks it may soon be able to emonstrate in New York, for industry nd public, prototype of mass-producible olor tv receiver incorporating its so-called awrence Tube in 22-inch size. Set re-ortedly would have simplified circuitry, ewer tubes, and be aimed for $400-500 etail level. Chromatic, owned by Para-hount Pictures, is working closely with elechrome which has been developing hassis as well as cooperating in labora-ory stages.

B•T

NETWORKS had their first face-to-face meeting last week with Roscoe L. Barrow, U. of Cincinnati law school dean and chief of FCC's network study. He and Harold C. Cowgill, chief of FCC's Common Carrier Bureau, talked with officials of ABC, CBS, MBS and NBC at separate meetings for each network. Impression which was left with at least two network representatives was that Mr. Barrow planned exhaustive investigation which will require networks to produce masses of information at considerable out-of-pocket expense.

B•T

GE'S PITCH HIT • All wasn't beer and skittles when RETMA allocations committee met in New York last week. Clash occurred between GE's Dr. W. R. G. Baker, chairman of committee, and CBS' William B. Lodge (who accompanied CBS-Columbia's H. C. Bonfig to meeting). At issue was initial proposal by Dr. Baker which embodied memorandum discussing various allocation possibilities, the most persuasive seemingly to move all tv to uhf. Not only CBS, but other manufacturers did not want to go that far. Proposal was then withdrawn and letter to FCC drafted (see story page 27). Dr. Baker's original draft, copies of which had been submitted to all members, was hurriedly collected and by now apparently consigned to flames.

B•T

PONTIAC cars, which cancelled its projected sponsorship of Project 20 *on NBC-TV and* See It Now *on CBS-TV because of "budgetary misunderstanding" (see story page 86), is seriously considering pouring part of that money into sponsorship of Shrine East-West football game on NBC-TV Dec. 31, and is seeking other properties on CBS-TV and NBC-TV for sponsorship after first of year. MacManus, John & Adams, New York, is agency.*

B•T

PLANS KEEP GROWING • Expansion of activities of Vitapix Corp., originally conceived as film distribution group, may go beyond previously reported plans to set up group buying of equipment and services for member stations. Now under study is possibility of Vitapix Washington office, considered logical development in light of current allocations matters before FCC. All but two of Vitapix's 57 members are vhf.

B•T

INTRIGUING is word that Admiral Corp. will unveil new "solar-powered" transistor radio this week. Developed by company's research engineers, radio reportedly derives power from sun's rays but can operate without exposure, it's understood. Announcement will follow within fortnight revelation by Motorola Inc. that it has developed new "high frequency" transistor which it claims outmodes present low-power types and will have applications in television, industrial and military fields, as well as home and auto radios.

B•T

HOT BREAD • Described as biggest radio-television spot campaign in history of Central California's San Joaquin Valley, Grevem-Inglis Baking Co., Stockton, is buying 50 to 100 spots weekly on most radio stations throughout region and all available Class A television spots through Philip S. Boone and Assoc., San Francisco. Old broadcast advertiser, bakery is introducing new continuous mixed version of its Sunbeam bread. Said to be bread industry milestone, continuous mix process is licensed by My-Bread Baking Co., New Bedford, Mass., and will mean new promotions for other regions. Spot drive is for seven weeks, resumes again after Christmas season.

B•T

BEING talked up in GOP circles is possible ticket of former Gov. Tom Dewey, and Ike's youngest brother, Dr. Milton S. Eisenhower. Gov. Dewey, it's argued, is Mr. Available Jones, and magic of Eisenhower name would be supplied by Milton, who happens to have good broadcasting background.

B•T

SCATTER SIGNALS • Western European military communicators look to "scatter" transmission (story page 9) as ultimate answer to communications problems because it is security-proof and virtually invulnerable to jamming. Tv and facsimile, while admittedly of potential value, suffer now because they can't be scrambled to prevent eavesdropping, and because they're easily jammed.

B•T

LEVER BROS. (Pepsodent), New York, preparing radio saturation spot announcement campaign using 40 spots per week per station and in some markets using more than one station. Schedule is to break Jan. 1, with length of contract ranging from 13 to 26 weeks. Early morning time, 6 to 8:30, is being bought in approximately 30 markets. Foote, Cone & Belding, New York, is agency.

B•T

PRESSURE FROM PRESS • Why hasn't commercial broadcasting made headway in France? Informed sources contend newspaper opposition is responsible, because publishers want no competition for that advertising franc. Many editors and publishers are also in Chamber of Deputies, or have their spokesmen in legislature, and to date all efforts to go commercial have been blocked. But it's predicted that with commercial tv now in Britain and getting underway elsewhere in Europe, France is bound to swing over, newspaper opposition notwithstanding.

B•T

THOMAS DUGGAN, MBS station relations representative, previously reported as dismissed in personnel cutback at Mutual [B•T, Oct. 17], will be retained and named manager of network's western division station relations and co-op programs.

B•T

DONKEY BUSINESS • Agencies being considered by Democratic National Committee in its quest for one to handle its 1956 presidential campaign reportedly include Biow-Beirn-Toigo, William Esty & Co. and Bozell & Jacobs, as well as Norman, Craig & Kummel, Benton & Bowles and Joseph Katz Co.

B•T

DISCONTENT over policy of major popular record firms to charge stations for records is heard again from West Coast independent station source which claims top label with network affiliations is giving records to affiliates free but charging other stations.

B•T

PEP TO POP • First sale of half-hour tv program under NBC-TV's Program Extension Plan set to be announced shortly by network. Transaction said to involve major advertiser and to include entire 44 station line-up of optional affiliates eligible for PEP.

B•T

NO QUESTION that many deintermixture advocates have been steaming about FCC's private meetings with network officials and others on this subject and on overall allocations problems. Attorneys have been heated in raising question whether Commission has right to consult with principals not parties to deintermixture cases. One deintermixture client has instructed his attorney to file formal pleading maintaining that Commission has disqualified itself from deciding these issues because of these meetings.

HOOPER* says it.

NIELSEN* says it.

PULSE* says it.

TRENDEX* says it.

WHB

is running away with Kansas City's radio day

Have a pet rating? Doesn't matter. A.M. or afternoon? Doesn't matter. WHB is first in every time segment per every rating service. All day average Hooper: 44.5%. All day average area Nielsen: 39.2%. All day average Trendex: 42.8%. Every daytime quarter hour Pulse finds WHB in first place. It's the Mid-Continent formula that does it. So whatever rating you buy by, feel secure in your choice of WHB for Kansas City selling. Talk to the man from **Blair**, or WHB General Manager **George W. Armstrong.**

** From most recent reports available.*



WHB

10,000 watts, 710 kc

MID-CONTINENT BROADCASTING COMPANY

President: Todd Storz

WTIX, New Orleans
Represented by
Adam J. Young, Jr.

KOWH, Omaha
Represented by
H-R Reps., Inc.

WHB, Kansas City
Represented by
John Blair & Co.

at deadline

ABC SPLITS STATION RELATIONS DEPT. TO FURTHER SEPARATION OF RADIO-TV

SEPARATION of ABC radio and tv station relations department into two distinct units and creation of cooperative program departments for ABC Radio and ABC-TV are being announced today (Mon.) by Robert E. Kintner, ABC president, effective immediately [CLOSED CIRCUIT, Oct. 17].

Lineup now will be Alfred Beckman, continuing as director of station relations, ABC-TV; Edward J. De Gray, continuing as director of station relations, ABC Radio, with both reporting to ABC vice president Ernest Lee Jahncke Jr. New appointments: Robert Curran, supervisor of tv cooperative sales, becomes manager of newly created tv cooperative program department, reporting to John H. Mitchell, vice president in charge of ABC-TV; William Arons, supervisor of radio cooperative sales, assumes managership of ABC Radio's cooperative program department, reporting to Charles T. Ayres, vice president in charge of ABC Radio.

Meanwhile, Mr. De Gray is announcing appointment of Frank G. Atkinson Jr., former manager, radio and tv cooperation program department, to eastern regional manager of ABC Radio station relations department; Mr. Beckman is naming Robert L. Coe, formerly manager, station relations department, DuMont Tv Network, to regional manager, ABC-TV station relations department, succeeding Donald S. Shaw Jr., recently named director of ABC-TV station clearance department.

Mr. Kintner said changes further company policy toward separating and amplifying services for ABC's radio and tv networks as needed by company expansion. All previous integrated departments' functions will be affected at ABC, with ABC representatives covering radio or tv activities separately, Mr. Kintner said.

TPA-Screen Gems Merger Off After Two Months of Talk

TELEVISION Programs of America announced Friday that negotiations for merger with Screen Gems Inc. [B•T, Oct. 17; CLOSED CIRCUIT, Sept. 21] have been terminated because "certain problems were encountered which could not be resolved." Milton A. Gordon, TPA president, said almost two months were spent exploring proposed merger but that TPA finally withdrew from discussions.

Mr. Gordon said discontinuance of talks was on "amicable basis," adding "we have only the highest regard for Mr. Abe Schneider and Mr. Ralph Cohn, and for the manner in which the negotiations were conducted." Mr. Schneider is vice president of Columbia Pictures, Screen Gems parent corporation, and Mr. Cohn is vice president and general manager of Screen Gems.

Granik Gets Rights to Cull New York City Files for Tv

NEW YORK Mayor Robert S. Wagner reported Friday to have given Theodore Granik, radio-tv producer and head of New York Tv Productions Inc., rights to sift through all city department files for source material for tv film dramatizations.

Mayor's news secretary, William R. Peer, quoted as saying these rights not exclusive and available to any "legitimate tv producer or newspaper."

Mayor's action was an executive order to departments indicating Mr. Granik's project might extend over 10 years and was understood to have directed city employes to cooperate even so far as assisting in actual shooting of films and in furnishing equipment and personnel. Mayor said Mr. Granik's film would be half-hour program for showing on commercial tv. He said producers had understanding that films were to be for primary purpose of "education, enlightment and instruction" with entertainment secondary.

New York World-Telegram reported that many tv producers and others had sought in vain for similar rights and had been willing to pay top sums for them.

Mr. Granik, member of Mayor's former New York law firm, Wagner, Quillnan & Pennant, is originator of *American Forum of the Air* and *Youth Wants to Know*.

$5 Million Broadcast Bill Set for 1956 Dem. Campaign

POWER of television for political purposes emphasized Friday by Paul Butler, national Democratic chairman, who said of six to eight million dollars various Democratic groups expect to raise for 1956 campaign, about $5 million will be allocated to broadcast media.

He called television "greatest medium that has ever been developed for politics," but added that radio is of tremendous value during daytime hours for people such as housewives, able to listen without interrupting their work.

Mr. Butler said tv has "tremendous possibilities in building up an unknown candidate" and added that with spread of television coverage (sets and stations), use of tv would increase markedly at expense of barnstorming and whistle-stop type of campaigning.

Remarks were made in Omaha Friday where Mr. Butler met with Nebraska Democrats.

CARNATION'S RECORD

HAVING recently added 17 stations to its schedule of *Annie Oakley* tv series, bringing total to 140 markets, Carnation Co., Los Angeles, now is largest single sponsor of any syndicated program, according to official of CBS-TV Film Sales, which handles series. Albers Division (cereal and dog food) of Carnation covers 129 markets, while Fresh Milk Division sponsors in 11 markets. Erwin, Wasey & Co., Los Angeles, is agency.

• BUSINESS BRIEFLY

McCORMICK NAMES L & N • McCormick & Co. (importers, processors and marketers of spices, extracts, tea and other products), Baltimore, names Lennen & Newell, N. Y., as its advertising agency, effective Jan. 1. Advertiser uses spot radio and television.

CHRISTMAS CAMPAIGN • Lionel Corp. (Lionel trains), N.Y., will sponsor *Paul Winchell and Jerry Mahoney* on 70 NBC-TV stations starting Nov. 5 for seven weeks. Grey Adv., N.Y. is agency.

THOMAS RENEWED • General Motors Corp.'s United Motor Service Division renews for 52 weeks its sponsorship of CBS Radio's *Lowell Thomas and the News* (Mon.-Fri., 6:45-7 p.m. EDT) for Delco batteries and other GM parts and accessories. Campbell-Ewald Co., Detroit, is agency.

CAN TIED TO COMPTON • American Can Co. names Compton Adv., N. Y., to handle its advertising, effective Jan. 16.

BEST FOODS TEST • Best Foods Co. planning to launch test run of tv spots for Nucoa Margarine "within several weeks" through Dancer-Fitzgerald-Sample Inc., N. Y. Length of contract, starting date and number of markets and stations involved not set yet.

CASCADE CAMPAIGN • Procter & Gamble, Cincinnati, for its new Cascade detergent, is using tv spot and network campaign in approximately 100 markets. Campaign started early in October and will run indefinitely. Agency: Compton Adv., N. Y.

LOVE TRIUMPHS • *Love Story,* segment of CBS-TV's *Welcome Travelers,* starring Jack Smith as singer-host, today (Mon.) will become daily, full 30-minute show replacing *Travelers,* starting 1:30 p.m. EDT. Procter & Gamble Co. sponsors through Benton & Bowles, New York.

SUNDAY CIRCULATION • *New York Daily News,* which claims world's largest circulation, is turning to radio to reach people it doesn't reach now. Paper plans radio spot campaign in two cities—Harrisburg, Pa., and Syracuse, N.Y. —on Nov. 5-6 to promote its Sunday issue. Cunningham & Walsh, N.Y., is agency.

MAIL ORDER TEST • House of Thomas, N. Y. (toys), through Fairfax Agency, N. Y., buying radio campaign Nov. 5-11 in test using 15 to 20 mail-order stations. If test is successful client will expand.

LUGGAGE LOOKER • Grey Adv., N. Y., for Schwayder Bros. (Samsonite luggage), Denver, is preparing availabilities for list of radio and tv sports programs, primarily to appeal to men, in about 50 major markets. No starting date has been set, although if client approves plan it may be effective pre-Christmas to promote luggage as luxury gift.

SATURATION SPOTS • Folger Coffee placing radio saturation spot announcement campaign using as many as 25 live one-minute spots weekly, effective today (Mon.) for six weeks in several markets. Cunningham & Walsh, N. Y., is agency.



Two jewels...

in a perfect setting

MEREDITH *Radio and Television* **STATIONS**

affiliated with **Better Homes and Gardens** and **Successful Farming** magazines

KANSAS CITY		SYRACUSE		PHOENIX		OMAHA	
KCMO	KCMO	WHEN	WHEN	KPHO	KPHO	WOW	WOW
RADIO 810 kc. ABC	TV Channel 5 CBS	RADIO 620 kc. ABC	TV Channel 8 CBS	RADIO 910 kc. ABC	TV Channel 5	RADIO 590 kc. CBS	TV Channel 6 NBC

Represented by KATZ AGENCY INC. — JOHN BLAIR & CO. BLAIR TV, INC.

at deadline

Kansas Utilities Counsel Named FCC Examiner

APPOINTMENT of Jay Allen Kyle as FCC hearing examiner, effective Dec. 1, announced Friday by Commission. Mr. Kyle comes to FCC from post as general counsel of Kansas Corporation Commission (public utilities), where he served since 1947.

Born in Erie, Kan., 49 years ago, Mr. Kyle received an A.B. degree from Emporia U. in 1927 and LL.B. and J.D. degrees from Washburn U. in 1931 and 1938, respectively. He was assistant attorney general of Kansas from 1938 to 1942, when he joined the Army Signal Corps. He later transferred to the Judge Advocate General's Dept. and left service in 1946 as major.

Mr. Kyle fills vacancy created when Examiner Fanney N. Litvin retired Oct. 1.

Merchants Run Station In Shopping Promotion

WSAZ Huntington, W. Va., was turned over to local merchants Friday and results were talk of town by nightfall.

Action was promotion of "Greater Huntington Days," and department store owners, drug store managers, shoe salesmen, florists—more than 40 merchants—ran deejay shows, read commercials, newscasts and sportscasts from 6:45 a.m. to midnight.

Merchants called promotion "best idea for goodwill we've ever had." One merchant said he had never had so much response to his commercial spot. Another store manager jubilantly confessed after finishing newscast that he had been turned down for announcer's job on WSAZ several years before. Voices and "bloopers" of sponsor-announcers were major conversational items by mid-morning. Station reaction indicated audience larger than normal, leading station and retailing executives to conclusion that repeat next year was must.

WJIM-TV Files Complaint Against Football Restrictions

COMPLAINT filed Friday with Department of Justice by WJIM-TV Lansing, Mich., at refusal of National Collegiate Athletic Assn. to permit telecasting of Mich. State U.-U. of Illinois football game Saturday. Complaint said NCAA and President Asa Bushnell "arbitrarily" restrained telecast of game although gate completely sold out, no further tickets available, "overwhelming" demand by public in Lansing area to see game. WJIM-TV said consent to telecast game was given by both Michigan State and U. of Illinois and game is available for telecast under "home sellout" provision of NCAA rules.

New In-Store Service Starts

NEW company has entered program service field—serving fm stations with storecasting programs. Columbia Sound Engineering Co., Chicago, has expanded its Musicale and Merchandising Division to furnish programs, install equipment in stores and sell time to national advertisers. Stations receive percentage of gross, with guaranteed minimum.

HANDS ACROSS SEA

WOV New York, Italian-language station, reported last week that residents of the flood-stricken communities of Po Valley in Italy have taken up emergency collection of funds to be distributed among families affected by recent flood disasters in Connecticut. Prefect of province of Rovigo sent check for 700,000 lire (more than $1,000) to WOV, saying "we will always remember how the American public responded to our needs when the floods of 1951 overwhelmed us." Town executive referred to $40,000 WOV collected in space of few days for emergency relief four years ago.

Pius XII Urges Television To Aid Cause of Peace

BELIEF that television can bring people closer together and help remove obstacles to peaceful co-existence expressed Friday by Pope Pius XII before Europe's General Assembly of Radio & Television Broadcasters meeting at Castel Gandolfo, Italy.

Pope urged use of television as instrument of information. He listed four ways in which tv could achieve high goals: (1) aid to schools in instruction—not as substitute for direct words, but as adjunct, especially in showing complex and costly scientific instruments and their workings; (2) instrument to bring family closer together for entertainment; (3) instrument to enable vaster participation in religious ceremonies and exhibitions of sacred art; and (4) aid in bringing people closer together.

Provo, Utah, Vhf Sought

APPLICATION for new ch. 11 tv station at Provo, Utah, filed with FCC Friday by Beehive Telecasting Corp. Principals are Samuel B. Nissley, president and chief owner; Arthur R. Riley, vice president, and Jeanette C. Nissley, secretary-treasurer (KEYY Provo employe). None of principals has broadcasting holdings.

Station would operate with 3.03 kw visual, 1.51 kw aural. Antenna height above average terrain of 414 ft. was specified. Total construction cost estimated at $64,780, first year operating cost at $96,000 and first year revenue at $120,000.

UPCOMING

Oct. 24-25: Central Canada Broadcasters Assn. Annual Meeting, London Hotel, London, Ont., Canada

Oct. 29-Nov. 3: N. C. Assn. of Broadcasters, Aboard M. S. *Stockholm* (Bermuda Cruise).

Oct. 31-Nov. 2: Assn. of National Advertisers Meeting, Hotel Plaza, New York.

For other Upcomings, see page 105

PEOPLE

ROBERT R. NEWELL, vice president in charge of creative production and chairman of operations committee, Cunningham & Walsh, N. Y., appointed executive vice president. Mr. Newell has been with the agency and predecessor Newell-Emmett Co. on Liggett & Myers account since 1932.

REGINALD G. CAREY, vice president of Campbell-Ewald Co. and account supervisor in agency's Detroit office, appointed Chicago office manager. He succeeds **EARLL CLEMENTS,** vice president, who will supervise agency's Hertz System and General Retail Corp. accounts fulltime. H. G. Little, president, Campbell-Ewald Co., attributed move to expansion of two accounts.

PETER TRIOLO, sales service manager, DuMont Broadcasting Corp., to Dancer-Fitzgerald-Sample Inc., N. Y., as media buyer on Best Foods account.

STANLEY FRAME, marketing research manager, National Biscuit Co., appointed chairman, Advertising Research Steering Committee, Assn. of National Advertisers. He succeeds **FRANK MANSFIELD,** director of sales research, Sylvania Electric Products Inc.'s Lighting Div.

FREDERICK L. ESSEX named today (Mon.) director of radio and television for American Baptist Convention. Mr. Essex starts duties first week in January, succeeding **ROY I. MADSEN,** who resigned last month to become secretary of American Bible Society's Dept. of Churches. Public relations director of Colgate Rochester (N. Y.) Divinity School since 1950, Mr. Essex was director and producer of network radio shows for Ruthrauff & Ryan, 1941-1946, assisting in 1943 with pioneering some tv programs.

Funeral services held in New York Friday for **MILTON DIAMOND,** 66, retired New York attorney, who once served as counsel for American Federation of Musicians, AFM President James C. Petrillo, Decca Records and ASCAP. Mr. Diamond died in New York Infirmary last Wednesday.

Scatter Systems Interference With Tv Predicted Slight

FCC has no present intention of establishing frequencies for forward propagation by ionospheric scatter, it announced Friday. However, announcement added, foreign countries and other users of ether are doing development work on this phenomenon, and Commission said it wanted to advise users of 25-60 mc band that this additional interference may be experienced.

Forward scatter communications systems use recently established propagation fact that vhf signals in minute strength travel up to distances of 1,400 miles. Using high powered transmitters and large parabola, high gain antennas and extremely sensitive receivers, these low level vhf signals can be received on reliable basis. Vhf bands are more stable than high frequency bands used for international communications, especially in northern areas. They are actually enhanced by magnetic and ionospheric disturbances.

FCC engineers pointed out that interference to tv's ch. 2 (54-60 mc) due to forward scatter transmissions should not be noticeable—first because it would amount to no more than that already received from various types of skywave interference and second because scatter signals would be of extremely low intensities.

the week in brief

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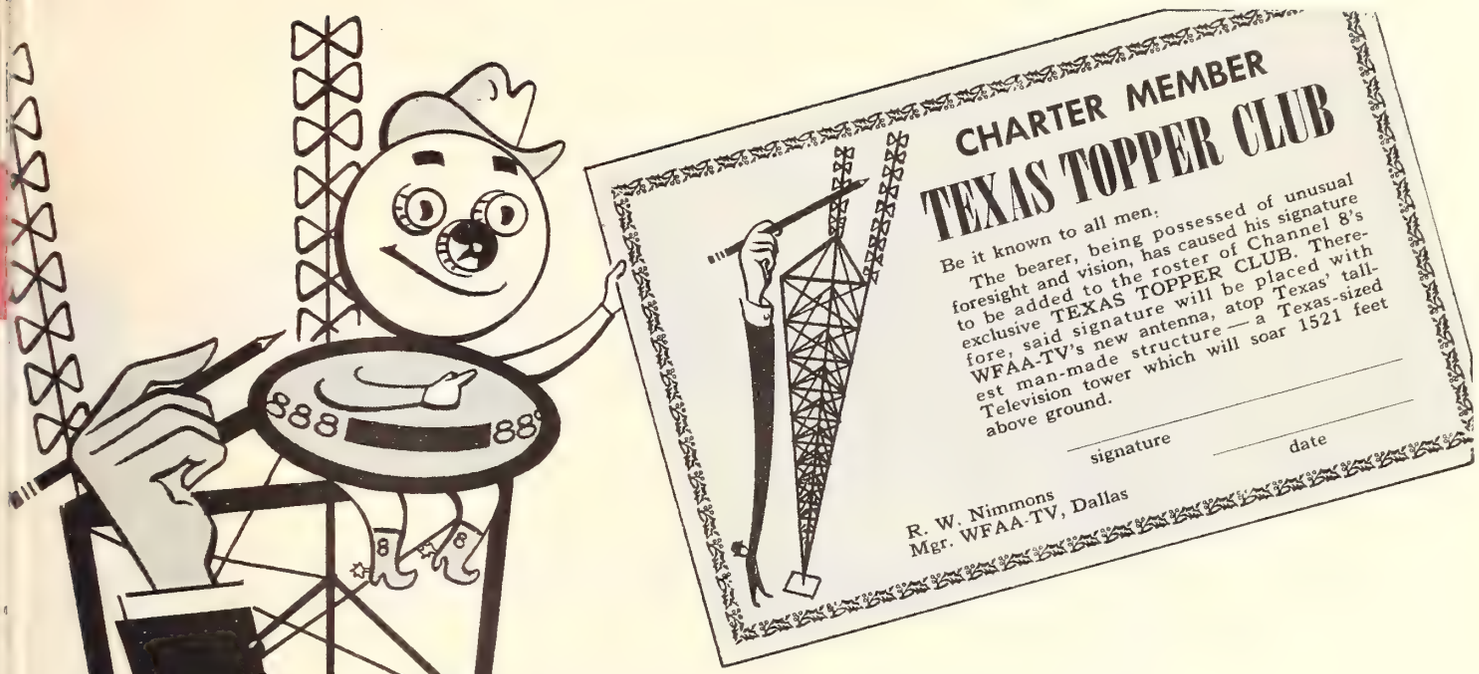
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*Reg. U. S. Patent Office

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Sign Your Name Atop Texas' Tallest Structure

A goofy idea? Sure, but the roster of WFAA-TV's exclusive Texas Topper Club is already a whopper, and thousands more will sign up during the Texas State Fair (largest in the world, naturally).

The Result: A Lasting Bond Between The Station And Its Viewers — Your Client's Customers. When They Think Of TV — They'll Think First Of Channel 8.

Now your signature (on microfilm) can be placed with our new 12-bay antenna 1685 ft. above average terrain. So sign and return the coupon and we'll take care of the rest. And just for laughs, you'll get a Texas Topper Club membership card!

Channel 8
WFAA-TV
DALLAS
NBC · ABC · DUMONT

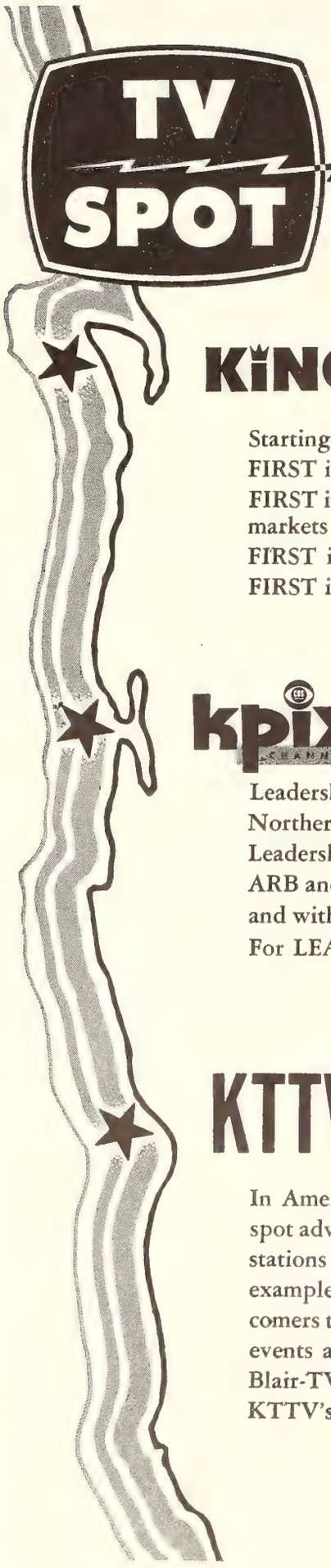
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EDWARD PETRY & CO., National Representative
Television Service of the Dallas Morning News

TEAR OUT COUPON

YES INDEED, add my name. Send my membership card to: (Print name and address)_____

Write signature on bottom line.

BT



LEAD

KING-TV ···*Seattle-Tacoma*

Starting its 8th Pace-Setting Year.
FIRST in audience. (Pulse & ARB, August 1955)
FIRST in number of national spot advertisers in multiple station markets in the United States.
FIRST in promotion.
FIRST in effective merchandising.

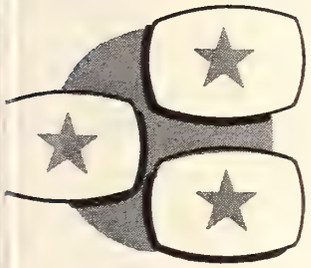
kpix 5 ···*San Francisco*

Leadership in number of national spot advertisers among *all* Northern California stations...
Leadership in San Francisco in across-the-board, around-the-clock ARB and Pulse ratings...in local live participating programs... and with four out of San Francisco's first five network programs.
For LEADERSHIP it's KPIX!

KTTV ···*Los Angeles*

In America's third market, KTTV is not only first in national spot advertising but vies for audience leadership among all seven stations in the highly competitive Los Angeles area, a classic example of how an independent television station can match all comers through emphasis on local personalities, news and special events and the careful scheduling of syndicated film. See your Blair-TV man for full information and for latest news about KTTV's "smash" merchandising plan.

ERSHIP



*Three Western Stations lead the nation in spot business**

BUY WEST, BUY BEST!

It is more than a coincidence when three television stations, unrelated except by geography, lead the nation in numbers of spot accounts. But that geography is significant. *All three are Pacific Coast stations!*

All up and down the Coast, miraculous increases in population, the westward movement of industry, the nation's highest sectional employment, the upward trend of every business index combine to point an indicative finger westward. Buy West... and buy best!

the place to be
KTTV channel 11
Los Angeles Times Television
Represented by BLAIR-TV

kpix channel 5
San Francisco
Represented by
THE KATZ AGENCY

FIRST IN SEATTLE
KING-TV
Channel 5
100,000 Watts
BLAIR-TV

* Rorabaugh report 2nd quarter '55 in multi-station markets.

CAPITAL TYPES #13



THE QUADRUPLICATOR

Childhood ambition was to join the Rockettes; got mixed up with the Four Hawaiians instead. Fond of roundelays, notably Three Blind Mice and Row, Row, Row. Holds girls' junior high school record for the sixty-yard low hurdles. Weeds garden while tuned to Cool jazz; keeps carbon copies of notes to the milkman.

But advertisers in Washington using WTOP Radio are getting unduplicated results. WTOP has (1) the largest average share of audience (2) the most quarter-hour wins (3) Washington's most popular local personalities and (4) ten times the power of any other radio station in the Washington area.

WTOP RADIO

Represented by CBS Radio Spot Sales

WIDE WIDE WORLD

ANOTHER KALEIDOSCOPIC view of America was presented the viewing public last week as *Wide Wide World* made its second tv appearance.

Sometimes tender, sometimes "corny," and sometimes hampered by climatic and technical difficulties the show was a moving combination of Thanksgiving Day, New Year's Day and an annual vacation all rolled into one.

Under the masterful guidance of m.c. "90-Minute Garroway" it was a rather entertaining program. As usual, however, the network couldn't resist the opportunity to plug a couple of its shows—in this case "Alice in Wonderland" and *Monitor*.

The public is looking forward to another *Wide Wide World* glimpse, perhaps not with bated breath, but certainly with a high degree of interest.

Production costs: $100,000

Sponsored by General Motors and GM divisions (United Motors, AC Spark Plug and Guide Lamp) through Campbell-Ewald and D. P. Brothers agencies on NBC-TV, Sun., 4-5:30 p.m. EDT, Oct. 16.

Executive producer: Barry Wood; producer: Herbert Sussan; narrator: Dave Garroway; director: Dick Schneider; writer: Saul Levitt; unit manager: Stuart MacGregory; music director: David Proekman; scenic designer: Reuben Ter-Arutunian.

LIFE IS WORTH LIVING

ALTHOUGH Bishop Fulton J. Sheen's *Life Is Worth Living* changed networks (Dumont to ABC-TV), nothing else in the program has changed. The Oct. 13 premiere measured up to the program's previously high standards and probably will receive the same good ratings.

The elegantly arrayed bishop in the familiar religious setting discussed the question: "Has Russia Really Changed?" for his assembly of confirmed Sheenites. As before, the bishop displayed his talent for utilizing subtle humor in presenting his uninterrupted talk.

Production costs: Approximately $25,000

Sponsored by Admiral Corp. through Russell M. Seeds Co. on ABC-TV, Thurs., 8-8:30 p.m. EDT.

Cast: His Excellency Bishop Fulton J. Sheen

Producer: Fred Heider; director: Eddy Nugent.

CYRANO DE BERGERAC

IT is a measure of television's dramatic maturity that last week's "Cyrano de Bergerac" can be considered from a more sophisticated critical viewpoint than has heretofore been the case with tv drama.

NBC wisely gave craftsmen their heads in this romance of bygone years. In Jose Ferrer and Burr Smidt it has welded a combination that was above par last Monday night.

Ferrer was, as has become expected of him, consumate in the role of the monstrous looking Cyrano. He portrayed with matchless skill the love of the misshapen swordsman for the beautiful Roxane. He played the part in the grand manner, but gave it an astringency that made more potent the passion he was carrying. Undoubtedly, Walter Hampden's years in this role will come to mind. Well, Hampden played his Cyrano for the 1920s and 30s; Ferrer for the 1950s. Different times, different conceptions.

In Mr. Smidt, NBC has a find. The settings for each of the scenes of this version of Beauty and the Beast were notable in conveying with a minimum of clutter the mood of each scene. Not only was the sparsity of props evident (and welcome), but the use of lighting to engender mood added to the impression of an old master's painting. Here was an experience to which tv viewers have not been exposed in any degree. It was fine theatre staging.

Claire Bloom, the English actress, was properly the incomparably lovely Roxane. Lurking beneath the more or less empty words and actions of Rostand's heroine, we thought we detected some sparkle of greater talents.

In many other facets, NBC-TV's Cyrano was exceptional. There was a sense of timelessness, if that word can be used, in this production. The actors did not seem to be hurrying along to beat that clock. In fact, the final scene where Cyrano's love for Roxane is disclosed, was as unhurried a piece of dramatics as has been seen on tv. In certain scenes, the camera angles were touched with art (Cyrano's profile in the garden, Cyrano's face in counter point to Roxane's beauty). As a period piece the color values in the costumes and setting were excellent.

Production Costs: Approximately $160,000.

Sponsored by Ford Motor Co. through Kenyon & Eckhardt and RCA Victor through Kenyon & Eckhardt (this only agency for RCA for this show) on NBC-TV, Mon., 8-9:30 p.m. EDT.

Produced and staged by: Jose Ferrer; supervised by: Donald Davis and Dorothy Mathews; directed for tv by: Kirk Browning; assoc. supervisor: Andrew McCullough; author: Edmond Rostand; translated from the French by: Brian Hooker; tv adaptation: Joseph Schrank; settings: Burr Smidt; art director: Richard Day; costumes: Guy Kent; music direction and composition: George Bassman; make-up: Richard Smith; unit manager: Perry Cross; assoc. director: Dean Whitmore; production stage manager: George Lawrence; technical director: Jack Coffey; lighting: Jack Fitzpatrick; audio: Fred Christie.

GRAND OLE OPRY

THEY DON'T call it hillbilly anymore; nowadays it's "country music."

Tv viewers can get a full hour of top-notch rural entertainment on ABC-TV in the color version of Grand Ole Opry from strictly radio (and some film) to live tv, too.

The first network tv rendition of the show (Oct. 15) was keen on production—there was lots of singing, geetar strummin' and hayseed humor, enough to keep an audience interested entertained and foot-tapping.

The fans of "skwar" dancin' and yodeling—and contrary to popular conception they don't all live in Kentucky or Tennessee; many an urbanite or cosmopolite bestirs to the callin'—now have the opportunity of not only hearing their idols but also seeing them in the flesh (and a good many of the belles cut mite pretty figures on the screen).

Costuming, setting and camera work were up to the best in present day television standards. Guest stars Les Paul and Mary Ford were poignantly twangy. The old familiar "Tiger Rag" was only thinly disguised by the Paul Ford combination—and catchy enough to evoke many an Ozark's fond recollection of days on the Princeton campus.

As country music's showpiece, Grand Ole Opry is an excellect choice. It should prove an effective ambassador in the living rooms of the sophisticated, as well as downright solid entertainment for the blue jean folk.

Production costs: Approximately $10,000.

Sponsored by Ralston-Purina (Chows Di

through Gardner Adv. on ABC-TV every fourth week, Saturdays, 8-9 p.m. EDT.

Permanent cast: Minnie Pearl, Hank Snow, Carl Smith, Ernest and Justin Tubb, Martha Carson, Rod Brasfield, Jimmy Dickens and Grand Ole Opry square dancers. Guest Stars: Les Paul and Mary Ford; Judy Lynn (Miss Idaho.)

Producer: Irving Waugh of WSM-TV Nashville.

PEOPLE'S CHOICE

THESE are dog days in television. It's getting so the canines on video are to the point of telling shaggy people stories. In fact, *People's Choice* represents one of the most "shaggy" story lines of the season in the boy-meets-girl department, but happily the talking dog saves the show.

The whirlwind courtship of the initial program, in which the mayor's daughter chases a reluctant forester chasing rare birds, bordered on the unbelievable even for make-believe. Some fast double-entendre quips bordered on the unbecoming for home audience, especially early evening. Not that we didn't laugh long and loud. We did. Especially at the wise comments by sad-eyed Cleo, the pooch.

If the viewer hasn't had his fill of tv dogs by now, the series should prosper. It will if you don't have to be too broadminded to feel comfortable watching it with the family.

Production costs: Approximately $30,000.

Sponsored by The Borden Co. through Young & Rubicam on NBC-TV Thursdays, 8:30-9 p.m. EDT.

Producer and creator: Irving Brecher; director (premiere): Irving Brecher; production supervisor: Al Simon; director of photography: James Van Trees; assistant director: George King; unit manager: Herbert Browar.

TV READER'S DIGEST

A STORY of child courage and the power of faith in overcoming all obstacles, material and physical, was offered by *Tv Reader's Digest* last Monday as the series premiered for its second year.

"Child Pioneer," taking place in the 1840's, told of the plight of a 13-year-old boy and his efforts to bring five younger brothers and sisters and a newborn baby from the East, across the plains to Oregon after his mother and father died enroute. He grappled with seemingly insurmountable odds in what one "old timer" described as a "heart-breaking test for seasoned adults." Part of the trip the "children" even had to travel on foot, but with baby in arms they reached their goal and a happy ending.

The story was simple and adequately presented. And directed to a youthful audience the show probably would command attention and deep concern over the ordeal. But directed to the great family audience the lesson of "Child Pioneer" was a little difficult for adult members to translate into meaning. The facts of the story were a little too remote.

Perhaps *Tv Reader's Digest* has something in its forthcoming film anthology for the rest of the family, in addition to Junior.

Production costs: Approximately $30,000.

Sponsored by: Studebaker-Packard Corp. through Ruthrauff & Ryan for Packard and Benton & Bowles for Studebaker on ABC-TV, Mon., 8-8:30 p.m. EDT.

ALCOA HOUR

NEWEST ENTRY into the field of full-hour dramatic series is Aluminum Co. of America's *Alcoa Hour* on NBC-TV Sunday night. It's quite a departure for Alcoa, which in past seasons had sponsored Edward R. Murrow's *See It Now* documentary. But it's money well spent, as the teleplay series is a cinch to win a hunk of the huge Sunday night audience.

There's really nothing to distinguish *Alcoa Hour* from any other dramatic show—except, of course, the commercials. And except that it promises to be better than most. The initial venture, "Black Wings," was an intriguing if somewhat unbelievable yarn about a German pilot who had dropped bombs on a helpless English village, then came back after the war as a doctor to patch up the damage—and incidentally win himself a girl. At times it bordered on the melodramatic, but for the most part ranked as "better" tv entertainment.

Production costs: Approximately $40,000.

Sponsored by Aluminum Company of America through Fuller & Smith & Ross on NBC-TV, Alt. Sun., 9-10 p.m. EDT.

Producer: Herbert Brodkin; Assoc. Producer: Philip Barry Jr.; Directors: Norman Felton, Dan Petrie, Robert Mulligan, Sidney Lumet, Ralph Nelson and others; script supervisor: Herbert Hirshman; casting director: Joan MacDonald; music director: Glenn Osser; costumes: John Boxer; set director: Jim Russell; unit manager: Milton Myers.

PLAYWRIGHTS '56

NBC-TV's *Playwrights '56* scored heavily with its second show last Tuesday night by dusting off one of Ernest Hemingway's lesser-known tales, "The Battler" and molding it into an hour of forceful dramatic entertainment.

Adapting a Hemingway story into a good teleplay isn't the easiest job in the world, but writers A. E. Hotchner and Sidney Carroll gave Fred Coe's star-studded cast something to work with in this one. The story centers around young Nick Adams who leaves home in a burst of ignorance and enthusiasm and hops a freight for Chicago, seeking fame in the prize-fighting ring. Vividly created by Dewey Martin in his first major tv role, Nick stumbles into the hobo jungle camp of Ad Francis, one-time champion boxer who has drifted down the often-traveled road of the fame-and-money people.

At this point actor Paul Newman took complete charge of things. Mr. Newman's portrayal of Francis was a gem. Through a series of skillful flashbacks engineered by director Arthur Penn, we see Francis as a handsome champ who fails to take the advice of his wife, played well by Phyllis Kirk, and get out of the fight game while he still has his looks and brains, and watch his downward progress from the bottle to jail, and finally, insanity. As Francis' sidekick in the hobo jungle, actor Frederick O'Neal was both believable and moving in his performance.

Producer Fred Coe has a winner with this show if he can keep his team moving at their present fast pace.

Production costs: Approximately $30,000.

Sponsored by Pontiac Motors Div., General Motors Corp., through MacManus, John & Adams on NBC-TV, alternate Tuesdays, 9:30-10:30 p.m. EDT.

Producer: Fred Coe; assoc. producer: Bill Nichols; director: Arthur Penn; assoc. director: Dominick Dunne; script editor: Oliver Flanders; writers-tv adaptation: A. E. Hotchner and Sidney Carroll; casting director: Everett Chambers; production assistant: Jane Wetherell; music director: Harry Sosnik.

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KTVH REACHES MORE KANSAS TV HOMES THAN ANY OTHER TV STATION!

- 4 out of the last 4 PULSE REPORTS show that KTVH delivers more homes in Kansas.
- 2 out of the last 2 ARB's give KTVH a majority of the rich Kansas TV audience.

And Talk About Coverage

- KTVH covers 2 times as many Kansas homes as Kansas' largest newspaper . . . and reaches this audience with *completely unduplicated CBS coverage!*

To Sell in Kansas . . . Buy KTVH!

KTVH
HUTCHINSON
KANSAS

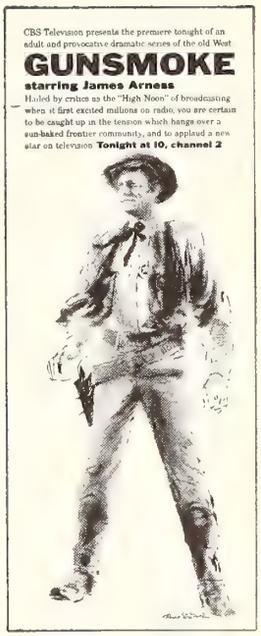
VHF
240,000
WATTS

CHANNEL
12

CBS BASIC

Represented Nationally by H-R Representatives, Inc.

Main office and studios in Hutchinson: office and studio in Wichita (Hotel Lassen). Howard O. Peterson, Gen. Mgr.

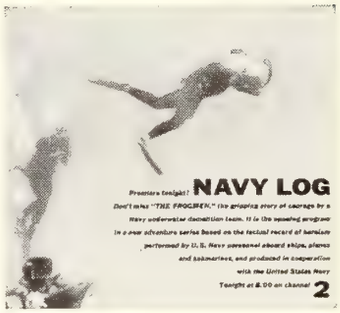


"CBS would appear to have a winner"
JACK GOULD, NEW YORK TIMES

"Got off to a fine start"
N.Y. JOURNAL AMERICAN

"Top notch quality... superb photography, realism and pacing..."
ST. LOUIS GLOBE DEMOCRAT

"Will outdraw its Western competition"
N.Y. DAILY NEWS



"The best (of the new candidates)..." TIME MAGAZINE

"Loaded with suspense, full of realism, authentic..." N.Y. HERALD TRIBUNE



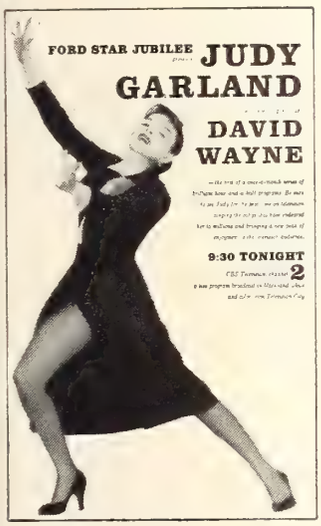
"An irresistibly funny television series"
N.Y. HERALD TRIBUNE

"A very funny and well done show... Silvers is a great comedian" NEW YORK POST

"Packed with humor... (Silvers) is superb"
NEW YORK TIMES

"We haven't laughed so much in years... Silvers... will be the comedy standout of the 1955 season"
N.Y. DAILY NEWS

"Perfectly wonderful"
HARRIET VAN HORNE, N.Y. WORLD-TELEGRAM

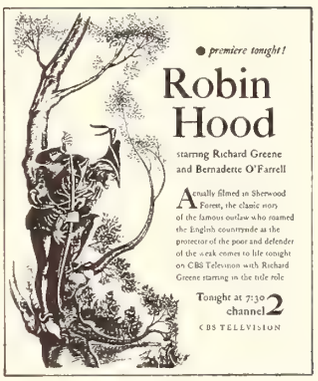


"Triumphant production"
NEW YORK TIMES

"There's never been anything like the one woman show staged by Judy Garland... over CBS... pure magic. CBS had the best spectacular to date"
HARRIET VAN HORNE, N.Y. WORLD-TELEGRAM

"Will go down as another triumph... an hour-and-a-half of excellent televiewing"
RADIO DAILY

"She proved herself as great a performer on television as in the movies and on the stage"
BEN GROSS, N.Y. DAILY NEWS



"Rousing entertainment ... first rate..." NEW YORK TIMES

"The answer to those who have been crying for entertaining quality shows for youngsters... of interest to old and young alike" N.Y. DAILY NEWS

AS ADVERTISED

The excitement of the critics over the new CBS Television programs was matched by the enthusiasm of the audience. (More people, for example, watched the first "Ford Star Jubilee" than any other 90-minute program on any network in television history. And it was identified with a *single* sponsor!)

To advertisers the real significance of this achievement is that with each program the performance was equal to the promise. For the past four years they have known that CBS Television has delivered more of the most popular programs at a lower cost per thousand than any other television network. Now they can count on CBS Television to enhance its value even further during the coming season.

This confidence is perhaps the underlying reason why American business continues to invest more on CBS Television than on any other single advertising medium in the world.

CBS TELEVISION



"BIG TIME DAYTIME" programming with any commercial handling you want . . . live cameras always available.
"BIG TIME DAYTIME" precedes the sensational new ABC-TV evening schedules. Contact Free & Peters or:

Don Davis, *First Vice President*
John Schilling, *Vice Pres. & Gen. Mgr.*
George Higgins, *Vice Pres. & Sales Mgr.*
Mori Greiner, *Director of Television*



and in Buffalo Radio means

WGR
Buffalo's FIRST RADIO Station
Hotel Lafayette
Buffalo, N. Y.

NBC Basic Affiliate

Representatives: **FREE and PETERS**

OPEN MIKE

General Mills Agencies

EDITOR:

Correction in your story [B•T, Oct. 10] in regard to General Mills participation in Walt Disney's *Mickey Mouse Club* show, Knox Reeves Advertising Inc. has the prime responsibility for General Mills section for this show as producing agency and also handles Wheaties commercials. Other agencies and products are: Wm. Esty Co.-Jet commercials; Dancer-Fitzgerald-Sample-Cheerio commercials; Tatham & Laird-Trix commercials; BBDO-cake mix commercials.

R. H. Burbank
Knox Reeves Advertising Inc.
Minneapolis, Minn.

[EDITOR'S NOTE: Credits for B•T's review of the Monday (Oct. 3.) "Mickey Mouse Club" reported BBDO alone as the General Mills agency in line with information supplied by ABC-TV. We regret the omission of the other agencies involved.]

Telecasting Yearbook

EDITOR:

I have just had an opportunity to thumb through the 1955-56 TELECASTING YEARBOOK-MARKETBOOK and as usual, I find it contains a wealth of information. I always retain copies of this book since I frequently have occasion to refer to the facts in it.

Arthur S. Pardoll
Director of Broadcast Media
Foote, Cone & Belding, New York

EDITOR:

. . . Received the 1955-56 issue of your TELECASTING YEARBOOK. I am sure that this wealth of information will be of great value to me throughout the year . . .

Dave D. Lambert, Media Dept.
Benton & Bowles, New York

Fair Play

EDITOR:

I want to thank you for the fair and equitable manner in which the story on page 66 of the Oct. 10th issue of B•T treated the relations between Vitapix and Guild Films . . .

It is refreshing to read an article which reflects the objective analysis of your research and reporting staff.

R. R. Kaufman, President
Guild Films Co.
New York

Realities of Life—Yes

EDITOR:

. . . One thing in the issue of Sept. 12 simply rankles and I decided that perhaps it would be well to write you about it. This . . .has to do with a criticism of *The Life and Legend of Wyatt Earp* appearing on ABC-TV.

Generally speaking, I enjoy the criticisms that appear in the magazine and most of the criticisms are excellent. However, I must point out that during the period that this show embraces in the history of the western part of the United States, and especially the State of Kansas, lawlessness and profligacies flourished to an extent that can be scarcely creditable to our times . . .

The incident around which the opening play revolved has its basis in fact, and it is true that Wyatt Earp walked right up to Ben Thompson who was holding a loaded double-barrel shotgun leveled at Earp's chest. Thompson was backed up by more than 40 drunken men, all of whom were armed and who in company with Thompson had taken over the town of Ellsworth rather completely before the arrival and deputizing of Wyatt Earp. This is all well and good about the facts.

I am afraid your reviewer was in error, because ABC had the facts in this case. I have no complaint with the review as it stood. As a matter of fact, the review was a good one and the criticism was well taken, but I am afraid your reviewer took a little more on himself than was entirely in keeping with a good criticism of this show . . .

Robert H. Bolling
The Bolling Co.
Chicago, Ill.

Southern Market Stories

EDITOR:

I would appreciate your sending me reprints of the Georgia [B•T, Dec. 27, 1954], the Carolinas [B•T, March 21] and the Mid-Gulf States [B•T, June 27]. These stories were certainly outstanding and since we are in such an expanding market here in the South, they are most valuable to me as a ready reference . . .

Tom Daisley
Tom Daisley Advertising
Columbia, S. C.

Energetic Editorializing

EDITOR:

I've read with a great deal of interest B•T's recent stories on radio editorializing and [the Sept. 26] editorial "Ungagged But Silent."

For five and a half years, WMSC (1,000 watts) has been the outspoken voice of South Carolina's capital city—editorializing five times each week on issues of local interest, most of them controversial and many never mentioned in the local press which constitutes a monopoly and is never outspoken . . .

Ned Threatt, News Dir.
WMSC Columbia, S. C.

Next Question, Please

EDITOR:

Your Oct. 10 issue with article on Campbell Soup-BBDO spot dividend plan raises a question.

Does BBDO ask print media for dividend space?

Kenneth D. Caywood, Sales Dir.
WAVI Dayton, Ohio.

Coverage Complimented

EDITOR:

. . . Everyone was most impressed with the fine coverage given the [Pacific Region] Convention by your excellent publication [B•T, Oct. 10] . . .

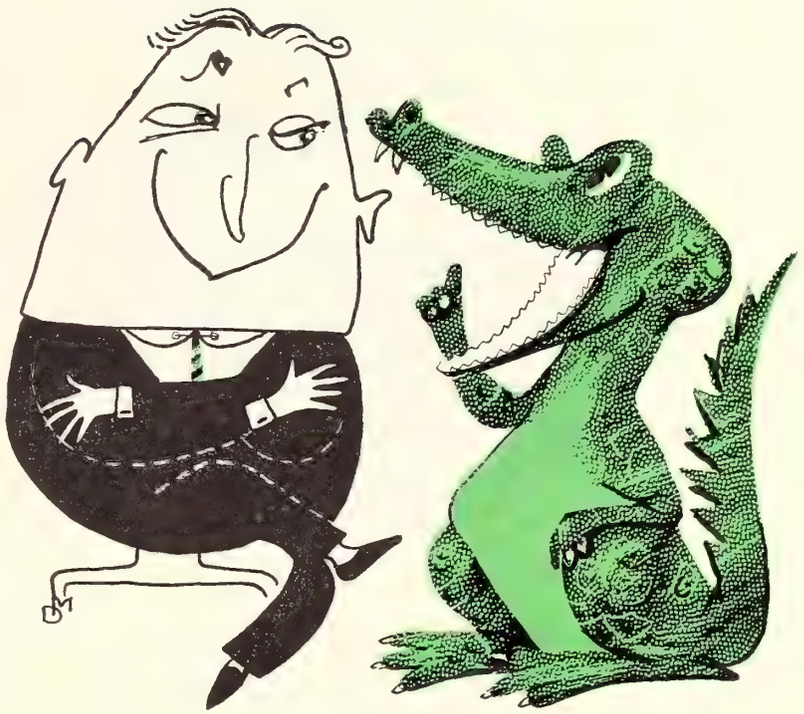
John L. Del Mar
American Assn. of Advertising Agencies
New York

Weak Week

EDITOR:

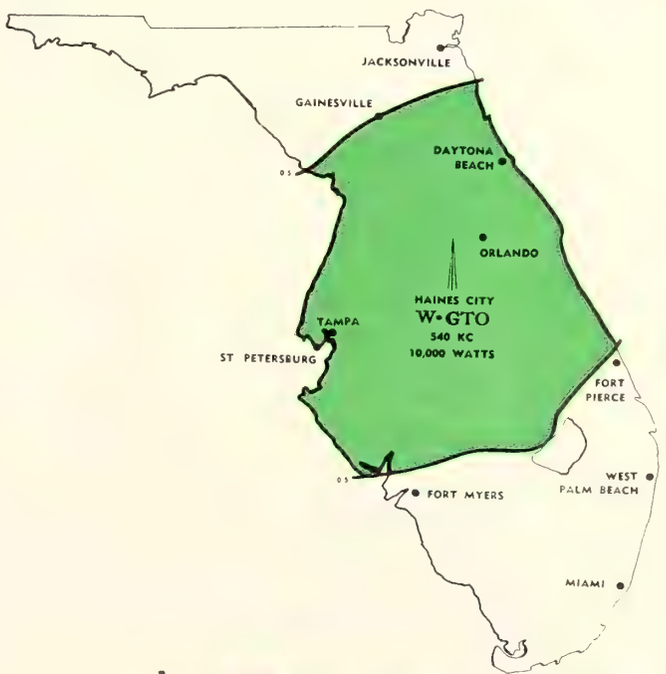
The week immediately preceding National Radio & Television Week . . . I attended a luncheon meeting in one of America's greatest markets. The meeting was called for final reports of committees appointed to promote the "weak." The chairman, from the power company, was out of town, but the sub-chairman carried on. He first called upon the representative from *Life* and the gentleman told how *Life* was tying into the promotion (window streamers, sorry, but not enough to go around,

WHAT CAN AGENCY MEN LEARN FROM THE ALLIGATOR?



...om Gulf To Ocean • Gainesville To Okeechobee

there's a powerful new selling force. Radio W•GTO, reaching a million and a half potential buyers. You know *they buy*—each year they spend nearly a billion and a half dollars! But do they *listen?* Just write for the signed comments of enthusiastic listeners from Gulf To Ocean—Gainesville To Okeechobee. Listeners who, because of the superior programming, music and news, prefer to keep their dials set at 540 kc.



How can a *new* station catch on *so fast?* It's no accident—and it's no *secret.* W•GTO is owned and operated by KWK, St. Louis. *Selling savvy pays!*

10,000 WATTS
540 KILOCYCLES

W•GTO

HAINES CITY, FLA.
PHONE 6-2621

owned and operated by **KWK, *St. Louis, Missouri***

Represented by
WEED & COMPANY



Now, WMCT offers advertisers an unparalleled advantage. For *only through* WMCT will daytime network shows be telecast during October and November.

P.S. Of course, the popular NBC nighttime TV shows, as always, will be seen over WMCT.

***382,000 Mid-South TV Homes can get these top NBC Network shows from Memphis only on WMCT.** DING DONG SCHOOL • TENNESSEE ERNIE • THE WORLD AND MR. SWEENEY • AFTERNOON DRAMAS • PINKY LEE • HOWDY DOODY

Result: . . . the largest daytime audience you've ever been able to buy in Memphis.

*(according to latest distributors' figures.)

WMCT MEMPHIS CHANNEL 5

WMC-WMCF-WMCT
MEMPHIS' first TV station
100,000 WATTS
NBC Basic Affiliate
National Representatives The Branham Company
Owned and operated by THE COMMERCIAL APPEAL

etc.). Next we heard what the *Saturday Evening Post* planned to do . . .

Advertising managers of two local newspapers then reported on the amount of space they had *sold* to salute the "weak." And it sounded like a substantial amount. The managing editor of a newspaper . . . made the preposterous statement that his paper would do "four times more to promote the week than anyone else at the meeting." Then he made a direct solicitation: "If you (the dealers and distributors present) will back up the week with some ads, we'll do even more."

Retailers and distributors (who were present in the majority) pledged their all for good old NR&TW. Then someone thought of asking the stations about their plans. They, of course, spoke of "X" number of spots, etc., each day.

The concluding report was from the power company representative (substituting for the absent chairman). After a big build-up he displayed a quarter-page layout that he proudly said would run in all the dailies. This was *paid* space, mind you . . .

If the newspapers can pressure dealers and distributors into using space instead of station time, and the national publications can take over appropriations that should go to the networks and national spot, then what right does broadcasting have in celebrating a week—or for what purpose?

Let's start now for an aggressive, hard-punching, non-stop Radio & Television Week in 1956 —for broadcasting, by broadcasting and in the interests of all America . . .

Arthur C. Scofield
Adv. & Sales Prom. Mgr.
Storer Broadcasting Co.
Miami Beach, Fla.

WBBQ's Star Castle

EDITOR:

WBBQ noted with considerable interest your article "Radio Under Glass" [B•T, Sept. 19]. Frankly, we were surprised to see the imitators of Star Castle, rather than the originators, filling the four-column story. WBBQ began operation from its Star Castles in August 1954. Every gimmick mentioned in the article plus many more were trial tested by WBBQ.

As you well know, the idea of radio under glass is not new at all but goes back many years. WBBQ simply took the idea and glorified it. From the day we started Star Castle programming, we have been besieged by phone calls and personal visits from radio station and drive-in operators through the southeast . . . Our name "Star Castle" is a registered name. It would seem that others have developed their names from "Star Castle" and its theme, "Music by the Stars, under the Stars." . . .

Ed Dunbar, Gen. Mgr.
WBBQ Augusta, Ga.

[EDITOR'S NOTE: In its story on drive-in studios, B•T noted that the idea was being used in many cities, with Star Castle one of the more popular names.]

Radio Special

EDITOR:

Your Sept. 19 issue has rendered a great service to the industry. Please forward 10 extra copies . . .

William T. Cranston, V.P. & Gen. Mgr.
CKOC Hamilton, Ont.

EDITOR:

. . . Congratulations for the tremendous job you did on the entire Sept. 19 issue.

Clayton Kaufman, Dir. Prom.-Pub.
WCCO Minneapolis

D-DAY...KRLD-TV

ON OR ABOUT MID-DECEMBER

552,740

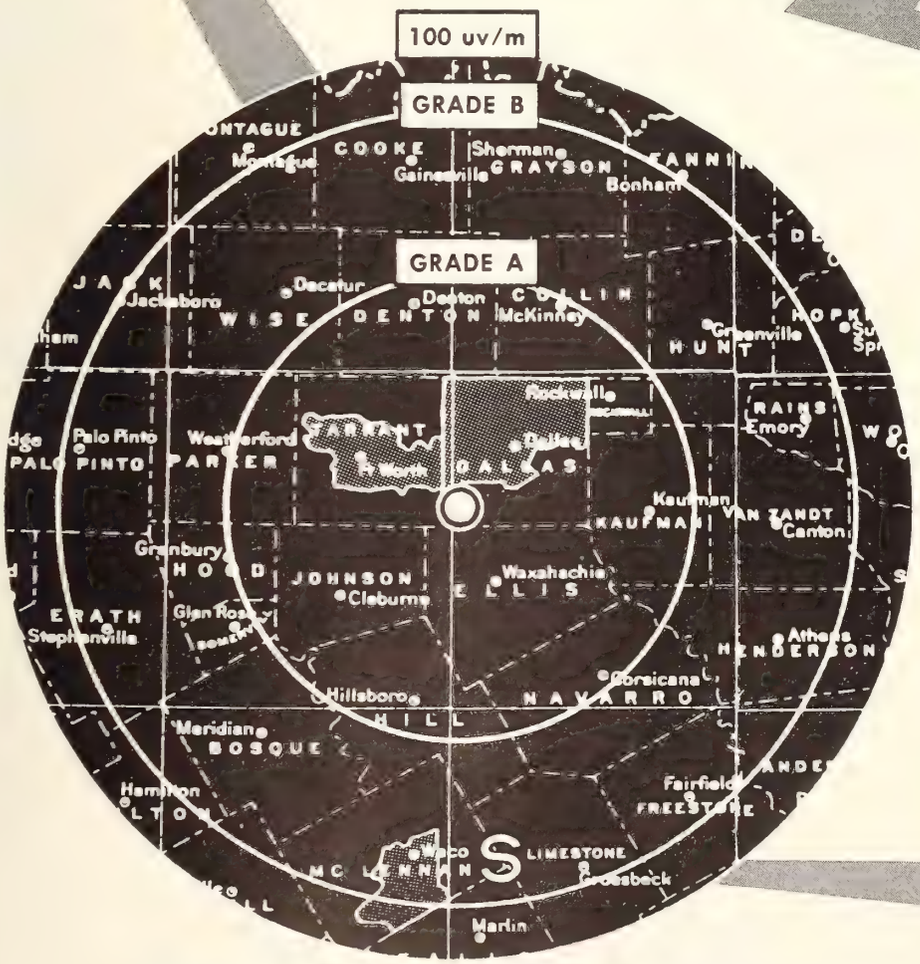
TELEVISION HOMES

IN KRLD-TV'S NEW AND ENLARGED

COVERAGE AREA.....

TEXAS TALLEST TOWER

1685 FT. ABOVE AVERAGE TERRAIN



42 Texas and Southern Oklahoma counties make up KRLD-TV's effective coverage area.

Population . .	2,217,610
Families . . .	669,910
Retail Sales	$2,527,962,000

Source: SM's Survey Buying Power, May 10, 1955. Television Magazine Survey of TV Sets August, 1955, plus September and October sales estimates.

Legend

GRADE A . . 68 D B U
GRADE B . . 47 D B U
100 uv/m . . 40 D B U

KRLD-TV

The Times Herald Station
Owners and Operators of KRLD Radio, 50,000 Watts
The Branham Company, Exclusive Representative.

The BIGGEST buy in the BIGGEST market in the BIGGEST State

CBS

Channel 4, Dallas
MAXIMUM POWER

JOHN W. RUNYON
Chairman of the Board

CLYDE W. REMBERT
President

BIG VOICE



IN NORTH CAROLINA'S
GOLDEN TRIANGLE

NBC for WINSTON-SALEM GREENSBORO HIGH POINT

5000 W • 600 KC • AM-FM

WSJS
RADIO
WINSTON-SALEM
NORTH CAROLINA
HEADLEY-REED, REPRESENTATIVES

THE QUAD-CITIES
ROCK ISLAND • MOLINE • EAST MOLINE, ILL. • DAVENPORT, IA.

NOW
¼ MILLION
PEOPLE

According to Sales Management's Survey of Buying Power (May 10, 1955) the Quad-Cities now have 250,200 people with an Effective Buying Income of $5843 per family or $1794 per capita. Cover this good 450 million dollar market with WHBF radio or TV—the Quad-Cities' favorites.

CBS FOR THE



Quad-Cities' favorite
WHBF AM FM TV
TELCO BUILDING, ROCK ISLAND, ILLINOIS
Represented by Avery-Knodel, Inc.

our respects

to RICHARD S. SALANT



"BROAD GAUGE" is a phrase that crops up in Dick Salant's conversation from time to time. A man "has a broad-gauge mind." Or "he's a broad-gauge man." Mr. Salant uses the term sparingly, clearly reserving it for men whose talents, in his opinion, ably encompass a great many fields, not all of them necessarily related. If the phrase may be borrowed for a moment Mr. Salant can be said to be the "broad-gauge" type himself.

Physically, there is nothing broad about him. He stands 5 feet 10 inches and would not weigh more than 125 pounds while carrying a loaded briefcase and an armful of assorted books and documents, which he is often apt to be doing. But in a casual hour's conversation, when the business at hand permits, he will discourse knowledgeably on a succession of subjects that may deal generally or intricately with, for example, radio and television networks, the records business, manufacturing, television line charges, programming, politics and political broadcasting, audience motivation, uhf vs. vhf, FCC policies and problems, Congress and Congressmen, vacations, Bermuda, and, begging the Bermuda Travel Bureau's pardon for mentioning them in the same breath, cockroaches. He is a candid as well as extremely articulate man.

It is Mr. Salant's business, of course, to be acquainted intimately with a number of these subjects, among many others. He is a staff vice president of CBS Inc. and realistically, if not titularly, his is a vice presidency of the more or less plenipotent, or free-wheeling, type.

He does hold certain specific responsibilities of top-level importance. He is a member of the CBS Inter-Divisional Manufacturing Plans Committee, for example, and is one of the six members of the CBS Editorial Board. He also is secretary to the CBS board of directors. Additionally, the legal departments of CBS report to him, as does the CBS Washington office. But he also is apt to be assigned to work out—in cooperation with those directly in charge, of course—solutions to almost any problem that cannot be put down by ordinary measures.

Mr. Salant has been with CBS as a vice president since July 1952, and before that he was associated primarily with CBS as a partner of the New York law firm of Rosenman Goldmark Colin & Kaye, which was and is general counsel to CBS. It was largely his work for CBS through this unpunctuated law firm that brought him to Columbia's corporate attention.

His best known work in this connection probably is his handling of the year-and-a-half's proceeding which won FCC approval—and subsequent affirmation by the U. S. Supreme Court—of the CBS system of incompatible color television. In the record book Mr. Salant won that case but other manufacturers did not see fit to manufacture incompatible sets, and Mr. Salant, in retrospect, can speculate good-humoredly that "with one more victory like that, I could put CBS out of business."

Mr. Salant also claims some sort of record with two earlier cases he handled for CBS before the FCC. These were the CBS part of the defense against Station Representatives Assn.'s attempt to put the networks out of the station representation business, back in 1949, and the comparative hearings on San Francisco television. Neither case was ever decided of or by itself, prompting Mr. Salant to observe: "A great record. In my first two cases there's never been a decision."

Richard S. (no middle name) Salant was born April 14, 1914, in New York City, the son of Louis and Florence Salant. After Philips Academy, Exeter, N. H., where he was graduated in 1931, he went on to Harvard College (graduated 1935) and Harvard Law School, graduating in 1938 magna cum laude. He also was elected to Phi Beta Kappa and was an editor of the Harvard Law Review.

After he had grown to manhood, Mr. Salant discovered that his record had been marked with a stigma, albeit erroneously, at the very date of birth. Looking up his birth certificate for passport purposes, he learned that the attending physician had marked him down as a girl. Weighing the red tape that would be involved against the probable benefits to be derived, he has never taken the trouble to have the error officially corrected. Besides, he got the passport anyway.

From Harvard Law School Dick Salant went straight into government service. He was on the legal staff of the National Labor Relations Board in Washington in 1938-39, then moved to the legal staff and subsequently became acting director of the Attorney General's Committee on Administrative Procedure. Next stop was the Solicitor General's Office of the Justice Dept., where he served from early 1941 to 1943 and got his first experience in communications law—in briefing the Government's defense of FCC's famed (or infamous, depending on the point of view) Network Regulations.

During World War II, Mr. Salant served in the Navy, which he entered in 1943 as an ensign and left in 1946 as a lieutenant commander. Except for three admittedly seasick days, he had desk duty, serving primarily in Navy Secretary Forrestal's office and on legal procurement work. He joined Roseman Goldmark Colin & Kaye in 1946 and was made a partner in 1948.

Mr. Salant was married in June 1941 to Rosalind Robb. They and their four children —Rosalind, 13; Susan, 12; Robb, 8, and Priscilla, 2—live in suburban Rye, N. Y. He plays an important role as chairman of NARTB's Tv Transmission Tariff Committee, which deals with intercity relay cost matters.

His hobby, when time permits, is tennis.

Just Out!



The latest word for radio broadcasters!

In 120 pages, you will find complete information about the famous RCA line of transmitting equipment for radio broadcast operations. This new catalog is fully illustrated, designed to serve as a planning and buying guide for station management and broadcast engineers. Descriptive texts are brief, factual, down-to-earth. Specifications, charts and diagrams complete the wealth of technical data.

For your copy of this catalog, ask your RCA Broadcast Sales Representative. Or write Dept. XB-22, RCA Engineering Products Division, Camden, New Jersey, on your station letterhead. In Canada, write RCA VICTOR Company Ltd., Montreal.

CONTENTS

Transmitters
STL Equipment
Input & Monitoring
Control Console
Remote Control
Tuning & Phasing
Crystals
Transmission Line
AM-FM Towers
Data Section

PIONEERS IN AM BROADCASTING FOR OVER 25 YEARS

RADIO CORPORATION of AMERICA

ENGINEERING PRODUCTS DIVISION CAMDEN, N. J.

Advertisement



From where I sit *by* Joe Marsh

Seen Monk's "Better Half"?

Monk McCarthy's latest creation has the town talking again. You can see it parked in front of Monk's auto repair shop on Maple.

Remember last year Monk cut two cars in half, and put their front ends together? You couldn't tell if the thing was coming or going. Sure attracted attention.

Now Monk's taken Tog Morgan's old sedan and completely restored one half of it. One side is as good as new, the other looks like—well, Tog's old car. "Sort of a before-and-after demonstration," Monk told me, "shows folks the kind of work I do."

From where I sit, some of Monk's ideas may look a little wild sometimes . . . but I wouldn't want to tell him how to run his business any more than I'd like him *to tell* me *what beverage to enjoy. He always keeps a hot pot of tea in his garage—I'd rather have a cold glass of beer—but respect for each other's opinion is "auto"-matic with us both.*

Joe Marsh

Copyright, 1955, United States Brewers Foundation



CARROLL A. RAY

on all accounts

BIG AGENCIES with big budgets to spend are no strangers to radio and television. But when a smaller shop tells you radio and tv work just as effectively for advertisers with not-so-big budgets, it is significant.

Perhaps more significant is the experience of Carroll A. Ray, radio-tv director for Neale Advertising Assoc., Hollywood. Mr. Ray finds radio stations more and more are adjusting their operations so smaller advertisers can use the medium successfully. He points to the trend in saturation spot campaigns and network recognition of the needs of low-budget sponsors as examples of the new flexibility.

Television, too, he finds is putting more flexibility into its way of doing business, such as the "magazine" concept. As a result, broadcast billings at his agency are continuing to grow.

Mr. Ray has specific words of caution, however, when new advertisers want to jump into television. "Don't dabble," is his comment.

Mr. Ray is account executive for Descoware Corp., importer and national distributor of cast-iron, porcelainized cooking utensils. He has been using television spots and programs for this advertiser in the West and says this type of cooking ware "is now outselling any other metal ware in Southern California."

He also buys radio for Food Machinery & Chemical Corp.'s John Bean sprayers and Shur-Rane irrigation sprinklers and places tv for Virtue Bros. Mfg. Co., Los Angeles manufacturer of metal dining furniture. A new account, Prudential Savings & Loan Assn. of San Gabriel, is using spot radio.

Born May 22, 1922, in Huron, S. D., Carroll Ray studied advertising and public relations at the U. of Minnesota School of Business both before and after World War II, when he served in Europe as glider pilot and public relations officer. His practical agency experience began in 1946 at Firestone-Goodman Adv., Minneapolis, and followed a year later at Walker Adv. there. In 1948 he joined Erwin, Wasey & Co. in that city as production manager and later became account executive.

In 1951 he joined Schaefer Inc., Minneapolis manufacturer of ice cream cabinets and home freezers, as sales promotion manager, switching to Neale Adv. in January 1954.

Mr. and Mrs. Ray (she is the former Geraldine Van Dyke of Minneapolis) live in an apartment on Sunset Blvd., two blocks from his office. He has two pools in which to swim: one at home; one at the office. "And once in a while I play golf," he says.

ONLY ON WBT Radio

COLOSSUS OF THE CAROLINAS

6 six (AP) award winners...

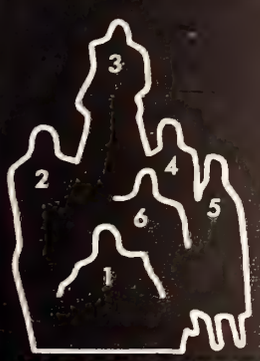


No stranger to awards, WBT Radio starts its 34th year by winning five firsts and one second out of seven categories in the 1955 North Carolina AP News Broadcasting Competition.

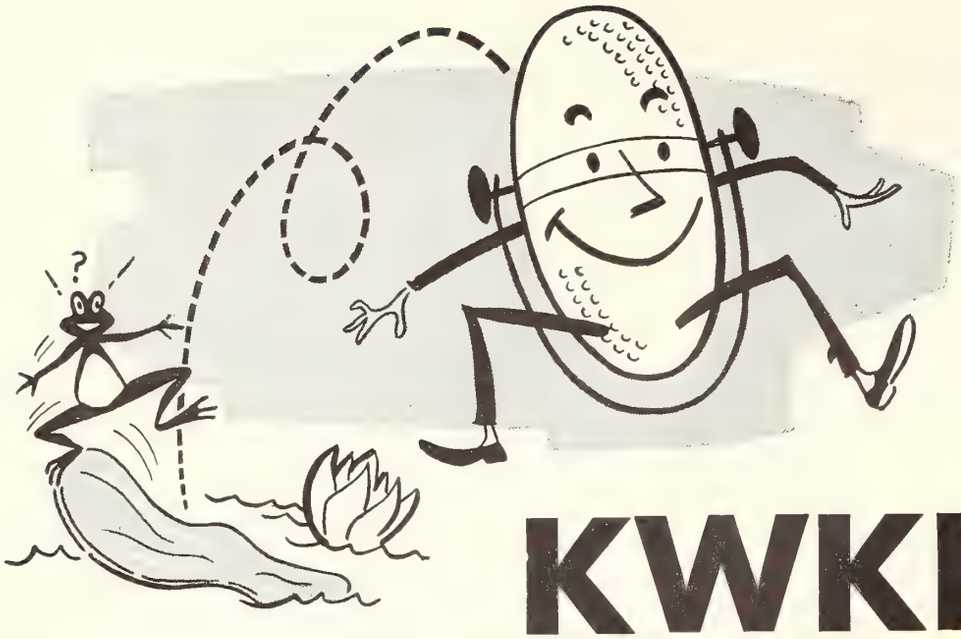
Alert, imaginative, mature, WBT's news service to its 2,500,000 listeners typifies an overall program service which wins an average share of audience attained by few American stations (47%—1955 Pulse of Charlotte).

Relate this radio rarity to your own selling problem by calling WBT or CBS Radio Spot Sales.

1. "Big Bill" Ward, Sports, Superior; 2. J. B. Clark, Special Events and Documentary, Superior; 3. Phil Agresta, State and Local News, Superior; 4. Jim Patterson, Commentary, Superior; 5. Jeanne Alexander, Women's News, Superior; 6. Jack Knell, Comprehensive News, Excellent.



JEFFERSON STANDARD BROADCASTING COMPANY
CHARLOTTE, NORTH CAROLINA



KWKH SHREVEPORT

HOPS INTO *Frogmore,* TOO!

KWKH coverage will make *you* jump for joy, too—includes *thousands* of farms, *hundreds* of towns like *Frogmore* (La.)— within our 80-county daytime SAMS area.

KWKH is the home-town favorite, too. Latest Hoopers show KWKH leading its nearest "competitor" *morning, noon and night*—up to 104%!

Cost-per-thousand-homes is 46.4% *less* than that of the second Shreveport station. The Branham Company has the facts.



Nearly **2 million** people live within the KWKH daytime SAMS area. (The area includes additional counties in Texas, Oklahoma and New Mexico not shown on map.)

KWKH

A Shreveport Times Station

TEXAS
SHREVEPORT, LOUISIANA
ARKANSAS

50,000 Watts • CBS Radio

The Branham Co.
Representatives

Henry Clay
General Manager

Fred Watkins
Commercial Manager

BROADCASTING TELECASTING

October 24, 1955 Vol. 49, No. 17

FCC, INDUSTRY TAKE STEPS TO UNRAVEL UHF-VHF SNARL

- **Denial of deintermixture petitions for four cities looms**
- **But FCC tentatively approves deintermixture for Hartford**
- **RETMA offers to set up committee that would dissect uhf**
- **Office of Defense Mobilization will confer on release of v's**

IN a series of far-reaching actions last week, the FCC made some tentative decisions on the pending deintermixture petitions which bid fair to engulf the growing telecasting industry in one of the most faction-ridden, free-swinging allocations proceedings in its young (nine years) life.

The Commission, by a slim majority, instructed its staff, it was reliably learned, to draft orders:

- Denying the petitions for deintermixture in Peoria, Ill.; Evansville, Ind.; Madison, Wis., and Albany, N. Y.
- Granting the petition for deintermixture in Hartford and assigning ch. 3 from the Connecticut capital to Providence, R. I.
- Making final the pending vhf initial decisions in Peoria, Evansville and Madison.
- Authorizing the drop-in of vhf ch. 10 at Vails Mills, N. Y., outside Albany.

The FCC also instructed its staff to draw up an accelerated rule-making proposal regarding other deintermixture petitions, and such other plans as have been submitted (ABC, CBS, Mullaney-Welch, Mott & Morgan, among others), with comments likely to be required within two weeks and answers one week later.

The instructions were based on such slim majorities, it was learned, that when these documents come up again before the Commission a switch of one or two votes may reverse these decisions. They are believed scheduled to be submitted for Commission decision not earlier than Nov. 2. (There is no FCC meeting scheduled for next week; see box, page 76.)

At the same time, it was learned from a high FCC source, the Office of Defense Mobilization has acceded to the FCC's request for a conference regarding the acquisition of additional uhf frequencies for tv from government-military services. This conference will be held in a few" weeks, B•T was informed.

Last week also saw the Radio-Electronics-Television Manufacturers Assn. offer to establish a technical study group to report on uhf's workability and its potentialities. The RETMA letter, over the signature of a top level, eight-man committee, declared that in its opinion tv needs both vhf and uhf channels.

Earlier in the week, the Commission was flooded with petitions from uhf broadcasters asking that nothing be done in pending vhf cases which would "aggravate" the existing uhf situation until the Commission decides the deintermixture petitions and has taken a "broad" look at the whole vhf-uhf allocations picture.

The uhf petitions specifically asked for a 30-day stay on pending vhf decisions.

Taking cognizance of the rumors flying throughout the broadcasting industry last week, FCC Chairman George C. McConnaughey told B•T Thursday that "The Commission has discussed all aspects of the uhf-vhf allocations situation and also the five deintermixture cases now before it.

"It has given instructions to the staff on drawing up a rule-making proceeding and also on the five deintermixture cases, granting some and denying others.

"There will be nothing further until a few weeks from now."

Mr. McConnaughey added that he felt more progress had been made on the uhf-vhf problem during the past week than for months previously.

Reports that the FCC had decided against deintermixture in four of the five cases before it set up a rolling tide of speculation that the Commission had decided to abandon the use of uhf for television.

At the FCC, it was emphasized that these decisions—if finally accepted by a formal majority—cannot be considered indicative at all of the FCC's point of view on uhf. What the Commission does in Peoria, Evansville and Madison, a spokesman said, cannot be taken to indicate what it will do in Texas, California or Pennsylvania.

Another reason why the FCC's decisions in the pending deintermixture cases cannot be used to deduce the future of uhf, this spokesman went on, is that the direction the Commission may move cannot be known until after its conference with government and military officials on the securing of additional vhf channels.

If a substantial number of vhf frequencies are acquired from these sources, it was pointed out, the Commission may then lean toward an all-vhf system of national telecasting. However, if none or only a few vhf frequencies can be gained, the Commission may be forced to keep the uhf channels in its scheme of tv allocations, this reasoning went on.

The RETMA committee—headed by Dr. W. R. G. Baker, GE vice president in charge of the Electronics Division—told the Commission that it does not believe that the "allocation system provided by the Sixth Report and Order has been proved fundamentally defective or inadequate.

"The television service in our opinion," the RETMA committee said, "needs both the uhf channels and the vhf channels now assigned to it."

Because there has been about three years experience since the 1952 order opening up the uhf band, the RETMA committee went on, "fruitful" studies can now be made to determine whether and in what respects the Sixth Report may need adjustments. "Such studies are needed," the committee said, "because many conflicting statements have been made which are not properly supported by factual information."

The committee suggested it could organize a program of study "to produce sound objective studies of the technological phases of the many problems and proposals before the Commission respecting the Sixth Report."

Among such studies, the committee said, might be measurements to indicate uhf coverage under various terrain and power conditions and the reliability and cost of uhf receiving equipment and its potential for improvement.

The studies would not consider economic or regulatory matters, the committee said.

Members of the RETMA Frequency Allocation Study Committee, all of whom approved the communication to the Commission, include in addition to Dr. Baker: H. Leslie Hoffman, Hoffman Electronics (and president of RETMA); Max F. Balcom, Sylvania Electric Products Inc.; Paul V. Galvin, Motorola Inc.; E. C. Anderson, RCA; H. C. Bonfig, CBS-Columbia Inc.; Leonard C. Truesdell, Zenith Radio Corp., and James D. McLean, Philco Corp.

It was considered significant that an RCA representative signed the document. Neither

WHAT COST UHF?

JUST what would be the cost to the public and to broadcasters if the FCC decided to make tv all uhf? The answer to that question has been considered so astronomical no one has ever bothered to put down the figures.

However, among the documents CBS filed with the FCC earlier this month was one which attempted to answer this question.

If the FCC snapped the whip and forced all tv into the uhf at once, CBS reckoned it would cost the public $1.5 to $2.3 billion and stations $115 to $145 million, for a total of from $1.6 billion to $2.4 billion.

However, if the FCC granted a seven-year transition period, the cost to the public would be $690 million to $2.15 billion and to stations $390 million to $460 million, for a total of $1.08 billion to $2.61 billion.

Included in the details of the CBS estimates were items involving converters, antennas, sets allegedly made worthless because uhf could not reach out far enough to provide service to those now receiving same, conversion of stations and construction of boosters to fill in shadow areas.

RCA nor its subsidiary NBC has submitted any proposals on this subject to the FCC, as have CBS and ABC [B•T, Oct. 10].

It was also considered curious that a CBS-Columbia representative had agreed to the RETMA committee's premise that uhf was required. CBS earlier this month recommended that the FCC permit vhf drop-ins and two deintermixtures to give each of the first 100 markets at least three comparable tv facilities. It had also suggested that if additional vhf channels were to become available from other spectrum areas, television should be made all vhf, and uhf abandoned [B•T, Oct. 10].

The uhf petitions, involving not only the five deintermixture cases under discussion but also others, were filed by the following uhf stations:

WNAO-TV Raleigh, N. C.; WKLO-TV Louisville, Ky.; WTVP (TV) Decatur, Ill.; WFIE (TV) Evansville, Ind.; WEHT (TV) Henderson, Ky.; WEEK-TV and WTVH (TV) Peoria, Ill.; WGTH-TV Hartford, Conn.; WKNB-TV New Britain, Conn.; WHYN-TV and WWLP (TV) Springfield, Mass.; WMGT (TV) North Adams, Mass.; WPFA (TV) Pensacola, Fla., and KTAG-TV Lake Charles, La.

A plea to strengthen uhf came from the Joint Committee on Educational Television. In a letter to Chairman McConnaughey last week, JCET called attention to the fact that two-thirds of the educational reservations (172 channels) were in the uhf band. A strengthening of the uhf band, JCET said, would benefit educational tv; whereas a weakening of this band would react adversely on educational television.

In a sidelight to the uhf-vhf controversy, the FCC last week turned down a petition by Storer Broadcasting Co. and Gerico Investment Co. asking that the Commission not make final any pending vhf grant in Miami until it first decides the petitions from these petitioners for deintermixture in Miami.

The Commission said that such an action was within its direction and that it could not order itself to abstain from taking an action which it might or might not decide to take. The Commission's order declared that this denial does not mean it would or would not take such action prior to deciding the Miami deintermixture petitions.

Storer owns ch. 23 WGBS-TV in Miami; Gerico, ch. 17 WITV (TV) Fort Lauderdale.

There are two vhf grants pending in Miami. Holding an initial decision for ch. 7 there is Biscayne Television Co. (a combination of the Cox and Knight newspaper-radio interests and Niles Trammell, former NBC president), and for ch. 10, WKAT Miami Beach.

Pending final FCC decisions are the following applicants who hold initial decisions: Peoria, WIRL Tv Co., ch. 8; Evansville, Evansville Tv Inc., ch. 7; Madison, Badger Television Co., ch. 3, and Hartford, WTIC there, ch. 3.

ADVERTISERS & AGENCIES

RADIO, RESEARCH, TOLL TV DOMINATE N. Y. AAAA TALKS

Sarnoff and Barnes talk on network radio and Landis and Kaye on toll tv. Agency men hear rundown on British commercial tv, see sample commercials and listen to plans for better research on radio-tv ratings

TOP-PLACED agency people had an opportunity last week to brush up on three important R's: radio, research and the ramifications of toll television.

Delegates at the American Assn. of Advertising Agencies' Eastern Annual Conference held Monday-through-Wednesday at the Hotel Roosevelt in New York:

• Heard differing concepts of network radio programming from NBC Executive Vice President Robert W. Sarnoff and CBS Radio's Howard G. Barnes, vice president in charge of network programs (see separate story, page 32).

• Listened to a plea for radio industry to work together toward a greater share of advertising—an appeal made by Mr. Sarnoff, who also took a few licks at spot adherents critical of NBC Radio's sales concepts.

• Weighed the pros and cons of toll television as brought into focus by James M. Landis, attorney representing Skiatron Electronics & Television Corp., and Sidney Kaye, Broadcast Music Inc. vice president and general counsel, who engaged in a Lincoln-Douglas type debate (see separate story, page 53).

• Were put on notice by an Advertising Research Foundation spokesman that its radio-tv committee hopes for an open road for a series of controlled tests of radio-tv rating services, financed by the industry.

• Chuckled at a sampling of British tv commercials and received a first-hand report on the status of commercial tv on the Island.

• Glimpsed at what research of tv commercials can come up with: tv commercials that have "logic" or "emotion."

• Witnessed demonstrations of the latest telectronic advances which are being applied to tv programming and commercials.

• Were served with an agenda well saturated with current thinking in agency research as well as creative copy.

Unlike last year, when it nearly dominated radio-tv interest and activity at the AAAA conclave, color tv failed to get even a passing nod on the agenda.

Major portions of the Wednesday morning radio-tv session were devoted to the talks on "Network Radio Programming in a Tv Age" and the debate on toll tv.

A last-minute addition to the program was the showing of a sampling of the first, and very British, tv commercials (all filmed spots) which from the U. S. agency creators of commercial tv spots evoked good natured laughs. The commercials included a film on Watneys ale; another on a brand-name overcoat; a "look well on milk" spot extolling the health aspects of milk; a jingle-type, piano duet singing the virtues of Batchelors canned peas; a spot on Eno for upset stomach, among others.

Also unscheduled was the brief appearance of Harry Alan Towers, director of the Associated Broadcasting Co. and president of Towers of London Ltd., who reported that according to a Nielsen survey, 190,000 sets in Great Britain have been converted to receive commercials in the London area (there is only one commercial station in London at present), but that since the start of commercial telecasting, more than 25,000 sets per week have been equipped or converted to receive commercial channels. He said he fully expected that by the end of next year, new set sales and additional conversions will bring the total of such sets to more than 3 million.



MR. TOWERS

At present, the rate in Great Britain is $2,800 per spot in Class AA time. All of that time available has been sold. He said the British commercial tv operation is grossing $50-60,000 per day (London transmission only) and that in six months officials hope to achieve the audience to justify its highest commercial rate.

The second commercial station will open in the Midlands next February with another to open in the northern area of the Isles next spring and a fourth new station by the end of next year, Mr. Towers said.

British agencies (and the subsidiaries or branches of U. S. agencies) are learning "very quickly," he said, although the agency job there is not only the creation and production of commercials for telecast but also that of public relations with the viewing public. The fear of "brashness" in U. S.-model commercials has now "largely gone," according to Mr. Towers, who concluded his informal talk with a neighborly thanks to U. S. agencies and technicians who lent skills and technical know-how without which, he said, the British commercial tv system would never have been able to maintain its encouraging progress.

DuMont's electronicam tv film camera system was explained by John H. Bachem, of Allen B. DuMont Labs' electronicam product services. Electronicam, he noted, has been or is being used among other things for filming of *The Honeymooners* (Jackie Gleason's show on CBS-TV); series of 35 five-minute programs featuring Les Paul and Mary Ford; several commercials; daytime serials; color documentary for American Trucking Assn. for non-tv and tv showing, and two half-hour documentaries on Russia for Columbia U.'s center of mass communications.

A continuous electronicam-produced film then was shown featuring a William Esty Co. advance test sample of a sequence the agency made for showings to its own clients; a portion of a Paul-Ford program and commercial (Listerine antiseptic); a Beech-Nut baby food commercial and an excerpt from *The Honeymooners.*

Another demonstration was presented by Cellomatic Inc. of its system of tv projection making use of opticals laps, split screen, horizontal dissolves (one showing black-and-white picture dissolved into color), square iris, overlays, superimpositions, etc. The process is used both for programming and commercials.

In a talk Tuesday before the AAAA media group, G. Maxwell Ule, vice president in charge of research, Kenyon & Eckhardt, reviewed the Advertising Research Foundation's radio-tv committee which has been studying radio-tv ratings (Mr. Ule is chairman of the Working Committee on Standards & Ratings.)

Mr. Ule said: "At present, the radio-tv committee is busily engaged in drawing up plans for studying the actual procedures followed by the commercial [rating] services. Specifically it hopes to undertake—and only if the industry is really willing to finance this project—a series

of controlled experiments, permitting each rating method to be observed in action, and for each factor giving rise to disparities in broadcast audiences to be evaluated and measured. Having made an auspicious start, the committee views the future as bristling with promise."

Alluding to reports of two prominent services measuring the same program in the same city and coming out more than one million viewers apart, Mr. Ule said something must be "radically wrong" when an industry "should have different measurements purporting to measure the same thing." He said broadcasters and advertisers obviously want an explanation in order to make intelligent business decisions.



MR. ULE

Also at the media meeting, Edward MacDonald, manager of media research, Young & Rubicam, New York, advised media men, with a series of "figure" slide demonstrations, not to sell any research that they did not understand and not to "sell common sense short for a bit of research."

In the copy and art session Tuesday, Horace Schwerin, president of Schwerin Research Corp., said his tv commercial testing company has a "suspicion" that tv advertising has not yet reached "any part of the effectiveness it will reach in the future." By effectiveness, Mr. Schwerin said he meant "convincing people of brand superiority." He also asserted that unless more people become interested in research, the latter will become more of a handicap than a help to the advertising business.

He said that in its tests, Schwerin Research found that 50% of those tested in the first six months of 1954 did not change their mind on brand preference after being exposed to tv commercials but that in the first six months of this year, the percentage was reduced to 35, leading him to believe that "tv is being used more and more efficiently."

Mr. Schwerin said there was a trend toward tv commercials which are more effective sales-wise while being less offensive to viewers. He presented some filmed commercials which he said illustrated what he termed "mood commercials" as exposed to "logic commericals." He said many of these "mood commercials" are highly effective although they do not attempt to build up, nor do they achieve, high remembrance of specific sales points.

Also at the art and copy meeting, Leo Burnett, chairman, Leo Burnett Co., Chicago, said that the "greatest thing to be achieved in advertising . . . is believability, and nothing is more believable than the product itself."

"A sense of timing is important in advertising, not only in relation to competition, but as to what will catch on with the public in terms of its current moods and interests," he said.

Mr. Burnett said he had learned "that a really good ad can be better and more rewarding than the editorial content of the magazine or newspaper in which it appears, and I have heard people say of certain tv programs, 'The best thing about that show is the commercials.' We in the advertising business are in constant competition with the best editors, publishers and producers—in concepts and in craftsmanship. Let's try to put them on the defensive and keep them there. As a result we shall have better magazines, better newspapers and better tv shows."

Mr. Burnett also warned that the "tenet that creative work belongs exclusively to the young, may be partly responsible for the real weakness in today's advertising—lack of assurance covered up by a frenetic spate of words. Such a verbal reaction is almost inevitable when someone who doesn't know enough about his subject is placed in the frightening position of mentor of the masses."

In a speech stressing the importance of developing a sound and definite "brand strategy" —which he called "the second most important concept in advertising"—and adhering to it in advertising and promoting a product—C. James Fleming Jr., senior vice president of Compton Adv., told the AAAA account management and service group meeting Monday:

"While there are many different reasons why clients change agencies, it is my conviction that one major cause of this account turnover is—too many agencies have been making recommendations and spending their clients' advertising and promotion budgets without a too clear picture of *where* they are going, *why* they are going there, and *how* they plan to get there."

While the "brand strategy" will vary according to specific products and needs, he said, it should in each case be a written document covering (1) all major pertinent facts; (2) the opportunities of the product or service as they become evident "from a careful, objective and comprehensive analysis of the facts"; (3) an immediate plan of action based on an appraisal of these opportunities, and (4) a future plan of action.

A session on marketing Tuesday featured Edwin Ebel, vice president of marketing, General Foods Corp., who noted that the marketing of each of the GF products is integrated with advertising and other marketing facets. Advertising agencies are leaned on heavily, he said, for marketing advice as well as their primary contribution: creation of advertising. He said that in budgeting, General Foods starts with its marketing expenditure, which then is broken down for each product as needed at the time. History of the product and the desire for the product govern what the breakdown will be, he said.



MR. EBEL

Peter Langhoff, vice president and director of research, Young & Rubicam, told the marketing group that research is needed to plan strategy toward maintaining or maneuvering for a competitive position. If the basic planning or marketing strategy is "off," Mr. Langhorf said, the best copy, sales and media departments will not help.

In a panel Wednesday, Herta Herzog, director of creative research, McCann-Erickson, said research cannot take the place of experienced creative judgment although it can help to guide the latter toward more successful long-range marketing decisions.

Another adherent of motivational research, Ben Gedalecia, director of research, BBDO, said it fits into nearly every agency research activity.

Also on Wednesday, David M. Potter, history professor and chairman of American studies at Yale U., said advertising's great social responsibility cannot be fulfilled by regulation and control but through leadership within the industry.

An unusual projection of what the total advertising expenditure will be 15 years hence was given Wednesday by Dexter M. Keezer, vice president and director of the McGraw-Hill Publishing Co. He predicted that the current annual rate of $8.5 billion would spiral to $14.5 billion in 1970. American consumers in that year will have some 80% more purchasing power. But he warned that advertising must become more effective since already consumers are under no immediate pressure, perhaps only as much as 40% of what is now produced. This pressure, he said, will get progressively less.

In other sessions: David P. Crane, vice president in charge of media, Benton & Bowles, urged account executives to "pull" not "push" and to lead the service departments of agencies. Pushing "tends to destroy the creative initiative within the service department," he said. He also suggested that the account man regard his service departments (media, merchandising, copy or research) as true partners.

The need for sound planning for agency growth was pointed up by President Bruce Payne of Bruce Payne & Assoc., New York management consultants, who said top management should be spending as much as one day a week on future planning.

Frederick P. Harvey, account supervisor, Fuller & Smith & Ross, discussed the pre-testing of industrial advertising and D. A. Packard, vice president and senior marketing executive, McCann-Erickson, joined those who advocated careful campaign planning in a speech on "the importance of a total marketing strategy in the successful selling of any branded product in today's market."

Closed-Door Session

CLOSED MEETING was held Monday morning by the officers of AAAA to review developments to date in the Dept. of Justice's anti-trust suit against the AAAA and five other media associations. A similar discussion takes place before each regional meeting, it was pointed out. Those attending last Monday were: Frederic R. Gamble, President, AAAA; Henry G. Little, Campbell-Ewald Co., chairman of the AAAA board; Robert D. Holbrook, Compton Adv., vice chairman, AAAA; J. Davis Danforth, BBDO, AAAA director-at-large, and George Link Jr., AAAA general counsel.

Tv Commercials Explored At Closing AAAA Workshop

CREATIVITY and production of tv commercials were explored from various angles at a closing workshop session of the AAAA Central Region in Chicago Oct. 14, with key speakers from the agency, station and writing fields.

Earle Ludgin, board chairman, Earle Ludgin Co., Chicago, offered suggestions for more effective utilization of the tv commercial (see condensed text, page 62).

George Heinemann, program manager of WMAQ and WNBQ (TV) Chicago, discussed the station's viewpoint on "how to put life in a live commercial," joined by Lincoln Schuerle, writer at J. Walter Thompson Co. Other features of the AAAA closing session at the Conrad Hilton Hotel [B•T, Oct. 17] were selection of the best commercials with tv personalities as salesmen and sample reels of British commercials. Peter Cavallo Jr., radio-tv director, J. Walter Thompson Co., and John H. Baxter, Ludgin vice president, served as co-chairmen.

THE FACTS AND FIGURES OF NETWORK ADVERTISING

AUTOMOTIVE CLIENTS SHOW HEAVY INCREASES IN JULY BUYING

THE AUTO INDUSTRY's Big Three—General Motors, Ford and Chrysler—attract attention in the Publishers Information Bureau's compilation of radio-tv network gross billings for July.

Tables prepared by B•T from PIB's computations show:

• General Motors captured the top spot list of the 10 radio network advertising leaders, displacing Procter & Gamble, which for the first time in years slipped to network radio's No. 2 position.

• Chrysler Corp. not only maintained a third spot in the top 10 list of tv network advertisers but compiled a total in its tv spending that alone was greater than General Motors' combined network tv and radio gross billing.

• Ford Motor Co. broke into the top 10 in network tv.

• A $3,613,563 gross billing by all three (compiling only figures which placed the auto makers in either of the top 10 advertiser lists).

• Domination of the three in the network tv top listing (two each of soap companies, toiletries and tobacco; one, foods) and in billings (P & G and Lever Bros. combined tv network gross totaled $3,373,122).

In the combined July gross billings of the top 10 advertisers in both network media (using only those figures which appear in either list of the leading 10), Procter & Gamble placed first with $3,177,518, followed by Colgate-Palmolive (nearly $2 million in network billings).

TV

ADVERTISING EXPENDITURES FOR NETWORK TIME, COMPARING JULY OF 1955 AND 1954 WITH JANUARY—JULY TOTALS

GROSS TV NETWORK TIME SALES BY PRODUCT GROUPS FOR JULY AND JANUARY-JULY 1955, COMPARED TO 1954

	July 1955	Jan.-July 1955	July 1954	Jan.-July 1954
Agriculture & Farming	$ 19,845	$ 39,690	$ 5,528	$ 83,492
Apparel, Footwear & Access.	145,920	1,960,681	99,126	1,792,400
Automotive, Auto Equip. & Access.	3,670,220	24,810,345	1,968,866	15,680,895
Aviation, Aviation Access. & Equip.	25,425	59,340	....	....
Beer, Wine & Liquor	614,871	4,305,825	513,639	3,909,396
Bldg. Materials, Equip. & Supplies	50,100	672,835	115,270	948,152
Confectionery & Soft Drinks	239,404	4,578,285	148,110	3,557,268
Consumer Services	....	752,796	19,171	476,976
Drugs & Remedies	1,771,320	12,310,515	1,043,086	7,803,714
Food & Food Products	5,829,496	46,295,708	5,228,510	35,093,469
Gasoline, Lubricants & Other Fuels	410,946	2,696,237	235,152	1,793,958
Horticulture	....	109,669	....	23,406
Household Equipment & Supplies	2,095,169	17,670,742	1,793,968	14,706,887
Household Furnishings	3,277	1,631,500	142,704	2,412,015
Industrial Materials	347,274	4,063,899	305,147	3,444,713
Insurance	13,190	1,045,890	54,971	957,927
Jewelry, Optical Goods & Cameras	174,305	2,718,606	100,679	1,576,756
Office Equip., Stationery & Writing Supplies	249,098	3,374,671	308,063	2,722,306
Publishing & Media	36,784	418,346	....	80,478
Radios, Tv Sets, Phonographs, Musical Instruments & Access.	388,371	5,158,161	456,022	4,881,997
Retail Stores & Direct by Mail	....	10,392	....	42,345
Smoking Materials	3,354,066	24,135,128	3,584,732	24,267,844
Soap, Cleansers & Polishes	3,416,355	24,815,323	2,484,005	19,258,830
Sporting Goods & Toys	....	45,927	....	42,502
Toiletries & Toilet Goods	6,990,529	41,445,986	4,139,218	25,170,900
Travel, Hotels & Resorts	59,715	300,150	38,010	637,430
Miscellaneous	90,999	1,745,901	160,826	1,591,801
TOTALS	$29,996,679	$227,172,548	$22,944,803	$172,957,857

Source: Publishers Information Bureau

LEADING ADVERTISERS IN RESPECTIVE GROUPS DURING JULY 1955

Pittsburgh Coke & Chem. Co.	$ 19,84
Knomark Mfg. Co.	62,55
Chrysler Corp.	1,503,17
General Dynamics Corp.	25,42
Joseph Schlitz Brewing Co.	220,86
Johns-Manville Corp.	50,10
Sweets Co. of America Inc.	88,17
American Home Prods. Corp.	675,15
General Foods Corp.	1,118,32
Gulf Oil Corp.	197,38
General Electric Co.	511,82
Paulsboro Mfg. Co.	3,27
Reynolds Metals Co.	159,60
Prudential Ins. Co. of America	13,19
Eastman Kodak Co.	167,91
Frawley Corp.	47,54
Cowles Magazines Inc.	14,48
Philco Corp.	163,81
R. J. Reynolds Tobacco Co.	1,113,05
Procter & Gamble Co.	2,053,73
Gillette Co.	1,474,8
Pan American World Airways	59,7
Polk Miller Products Corp.	39,4

The accompanying tables are taken from the report of Publishers Information Bureau on advertising expenditures for time on the nationwide radio and television networks during the month of July 1955.

TOP 10 TV NETWORK ADVERTISERS IN JULY 1955

1.	Procter & Gamble	$2,654,086
2.	Colgate-Palmolive	1,619,561
3.	Chrysler Corp.	1,503,173
4.	Gillette Co.	1,474,864
5.	General Foods	1,118,329
6.	R. J. Reynolds Tob.	1,113,051
7.	American Tobacco	888,732
8.	General Motors	787,591
9.	Lever Bros.	719,036
10.	Ford Motor Co.	715,725

TOP 10 RADIO NETWORK ADVERTISERS IN JULY 1955

1.	General Motors	$607,074
2.	Procter & Gamble	523,432
3.	Colgate-Palmolive	299,152
4.	Miles Labs	291,949
5.	National Dairy Prod.	277,527
6.	Swift & Co.	219,889
7.	P. Lorillard	211,161
8.	Gillette Co.	202,492
9.	Sterling Drug	202,060
10.	Texas Co.	200,689

Also on this basis, there were seven national advertisers spending more than $1 million (one, P&G, with more than $3 million) and three, more than $700,000.

In contrast, there were three advertisers spending more than $1 million (P&G more than $2 million), three above $900,00 and one over the $800,000 mark in July 1954. Also that month, only two automobile makers—General Motors and Chrysler—appeared in the lists, GM spending $320,425 in network radio but not appearing in the tv network's top 10 and Chrysler in seventh place in the tv network list that month with a billing of more than $600,000 (but not placing in radio's top 10) while Ford did not place in either list.

Comparing last July with that month a year ago, General Mills, General Electric and P. Lorillard were replaced in the top 10 tv network list by General Motors, Lever Bros. and Ford Motor, and in the radio network ranking, National Dairy Products, Swift & Co. and Texas Co. replaced General Mills, General Foods and Lever Bros.

In product group comparisons, of 19 categories appearing in network radio for both periods, 10 were up. Of some 21 categories appearing in network tv for both Julys, 14 increased in gross billings.

Network tv's gross billing for the January-July period totaled $227,172,548, more than $54 million above the comparable months of 1954. Gross billings in radio were $69,976,389, some $14 million below the comparable 1954 period.

AM

ADVERTISING EXPENDITURES FOR NETWORK TIME, COMPARING JULY OF 1955 AND 1954 WITH JANUARY—JULY TOTALS

GROSS RADIO NETWORK TIME SALES BY PRODUCT GROUPS FOR JULY AND JANUARY-JULY 1955, COMPARED TO 1954

	July 1955	Jan.-July 1955	July 1954	Jan.-July 1954
Agriculture & Farming	$ 50,152	$ 315,023	$ 49,860	$ 532,821
Apparel, Footwear & Access.	....	44,668	6,275	344,767
Automotive, Auto Access. & Equip.	828,645	5,908,231	761,232	5,789,870
Beer, Wine & Liquor	218,518	1,057,064	323,411	1,907,571
Building Materials, Equip. & Fixtures	5,009	28,726	114,104	1,060,555
Confectionery & Soft Drinks	225,990	1,303,533	295,558	1,600,373
Consumer Services	130,742	601,380	105,730	794,143
Drugs & Remedies	817,006	7,831,571	1,075,106	10,981,348
Entertainment	....	....	269	269
Food & Food Products	1,524, 245	14,173,419	2,157,661	17,283,500
Freight, Industrial & Agricultural Development	3,062	427,454	....	....
Gasoline, Lubricants & Other Fuels	571,897	3,406,766	460,313	3,266,712
Horticulture	....	79,408	....	124,643
Household Equipment & Supplies	222,917	1,687,129	255,784	2,287,793
Household Furnishings	17,670	248,162	....	224,901
Industrial Materials	....	....	....	386,167
Insurance	178,500	2,193,251	176,967	1,329,894
Jewelry, Optical Goods & Cameras	....	662,770	....	738,637
Office Equipment, Stationery & Writing Supplies	31,094	531,081	62,640	755,860
Political	....	7,998	....	302
Publishing & Media	47,646	793,610	17,232	401,589
Radios, Tv Sets, Phonographs, Musical Instruments & Access.	149,741	727,390	110,973	1,152,225
Retail Stores & Direct by Mail	70,620	138,499	....	....
Smoking Materials	783,447	6,267,924	574,823	6,374,415
Soaps, Cleansers & Polishes	712,183	7,122,840	1,079,636	8,864,194
Sporting Goods & Toys	....	1,349	....	294
Toiletries & Toilet Goods	818,711	8,164,008	1,184,112	12,009,329
Travel, Hotels & Resorts	....	193,500	8,385	622,784
Miscellaneous	865,570	6,059,635	747,258	5,258,687
TOTALS	$ 8,273,365	$69,976,389	$ 9,567,329	$84,093,643

Source: Publishers Information Bureau

LEADING ADVERTISERS IN RESPECTIVE GROUPS DURING JULY 1955

Allis-Chalmers Mfg. Co.	$ 43,631
General Motors Corp.	544,434
Anheuser-Busch Inc.	71,399
General Paint Corp.	5,009
William Wrigley Jr. Co.	130,807
Western Union Telegraph Co.	66,000
Miles Labs	291,949
National Dairy Products Co.	277,527
Bekins Van & Storage Co.	3,062
Texas Co.	200,689
General Motors Corp.	62,640
Burton-Dixie Corp.	17,670
Sears-Roebuck & Co.	80,255
Frawley Corp.	31,094
First Church of Christ Scientist	22,115
Radio Corp. of America	102,781
F. W. Woolworth Co.	70,620
P. Lorillard Co.	211,161
Procter & Gamble Co.	370,115
Gillette Co.	202,492
American Federation of Labor	110,632

SARNOFF FOR NBC, BARNES FOR CBS SQUARE OFF IN NETWORK RADIO DEBATE

Which shall it be: the 'Monitor' type program or the 'big name' show? Spokesmen defend their own concepts for Eastern Annual Conference of American Assn. of Advertising Agencies.

CLEAR-CUT lines were drawn between programming concepts of NBC Radio and CBS Radio at the radio-tv session Wednesday morning of the Eastern Annual Conference of the American Assn. of Advertising Agencies.

For NBC, Executive Vice President Robert Sarnoff said *Monitor* was hinged on the way people "live and listen over the weekend" while *Weekday*, which starts early next month, will attempt to blend with daytime audience habits, particularly the housewives. NBC Radio's



MR. SARNOFF

evening schedule, meanwhile, will sell top-rated shows on the "spread of announcement basis" under the network's "Top Ten Plan," according to Mr. Sarnoff.

For CBS Radio, Network Programs Vice President Howard Barnes said programming is based "on a very simple and virtually ineluctable precept of modern show business: 'the big name draws.'" He said the network offers a week-long, day-by-day schedule of big name stars and big name shows.

In a frank appraisal of network radio, Mr. Sarnoff said the medium needs only a "tiny fraction" of the estimated $8.5 billion level of the total annual national advertising expenditure in order to "survive and prosper" (also see box, this page).

While spreading network radio's linen in full view for agency representatives of million-dollar budgeted clients, Mr. Sarnoff tore away at what he described as "the spot side of the business," from which, he asserted, "we get a lot of opposition . . . now that we're changing to forms that will deliver big national circulation on a cumulative basis."

He traced the history of network radio from its peak days 10 years ago, when programs delivered a 30 to 40 million audience for the advertiser, through the present day when, he said, the audience relies on radio as a service for "companionship, reference, quick access to news, and for relaxed entertainment—with a shift from family to individual listening."

In the interval when network radio adhered to the same sales pattern, sponsorship fell off and interest in the medium waned with circulation per program unable to justify the favorable cost-per-thousand, Mr. Sarnoff said—"so the revenue went down and down, until it was threatening the economic survival of networks."

Also in this period, he asserted, spot radio moved into the national circulation field vacated by the networks and "siphoned out millions of national radio dollars" from network into spot. In 1948, the networks got 60% and spot 40% of the total national radio expenditure, but by 1954, he said, the percentages were more nearly reversed.

NBC, he said, was "privileged to absorb the first brickbats" when it set sales patterns along its "Tandem Plan" (sale of participations) about five years ago and when it took "a giant step forward" with *Monitor*. But, said Mr. Sarnoff, "all the networks have adopted similar sales patterns, with some differences in their programming approaches. As a result, they're all accused of poaching on the spot reservation, as though the spot business had some sort of protected rights to efficiency in delivering national circulation."

This opposition he termed "short-sighted"—"everybody in the radio business ought to be concentrating on getting more total nourishment for the medium, instead of fighting over diminished scraps." What would happen to spot representatives' business, as well as the whole medium, he asked, "if the radio networks couldn't find a way to survive?"

"Modernized" programming, Mr. Sarnoff said, can exploit the millions of new radio sets that have gone into rooms other than the living room and into automobiles. The new network forms, he said, "are simply a response to the realities of audience usage and advertising potential in listening."

"To us [at NBC] this means moving toward a continuing entertainment and information service, instead of sticking exclusively to the form of individual programs," Mr. Sarnoff said.

Mr. Barnes reminded his audience that "when you come to radio your circulation indices are several and varied, each having its own virtues and its own faults; but no matter where you "pays yer money" and no matter what "cherce" you make in surveys, you, along with the program practitioners have learned one truth . . . the big name builds circulation. And that's what we're offering to the advertisers as well as the public: a week-long, day-by-day schedule of audience-getting big name stars and big name shows."

In emphasizing CBS Radio's faith in its programming concepts, Mr. Barnes disclosed that the network's program budget for the current, fourth quarter was the largest in CBS' history, both pre and post tv, and nearly 2½ times that of the comparable period last year.

He shrugged off the need to "answer" competing networks' programming concepts, saying that CBS does not have to answer because the concepts are "their answers to our success and leadership in ratings and billings." He said CBS does not feel "that simply being new and



MR. BARNES

different just for the sake of being different is reason enough to toss out the lessons it has taken the industry some 30-odd years to learn."

One of these lessons, according to Mr. Barnes: listeners want to find their favorite shows where and when they want them at specific times.

Mr. Barnes noted that CBS Radio's nighttime schedule has an abundance of dramatic shows, which, he said, was "contrary to theory expressed in some quarters." But, he said, the network knows (as opposed to "theory") that 14 million non-tv homes exist in its listening areas—"they want drama"; that radio sets in tv homes are found in an average of more than 2½ other rooms in the house; that 30 million auto radios exist and this year about a million new radios per month—a rise of 40% over 1954—were being purchased by the listening public.

This audience, he said, demands "more than just music and news, they expect the same top grade varied entertainment network radio has always given them—they get it not only with our dramas, but with *Godfrey*, the *$64,000 Question*, and our comedy shows as well."

Bulk—or the more "heavily" as he expressed it—of the weekend audience is made up of auto radio listeners, Mr. Barnes said, and thus, the network makes use of news, weather and traffic information as well as entertainment. A plus factor, he said, is the "quality of 'immediacy'" which, he said, was pointed up in coverage of the recent floods in the Northeast.

Roger Pryor, Foote, Cone & Belding, who

(A&A continues on page 53)

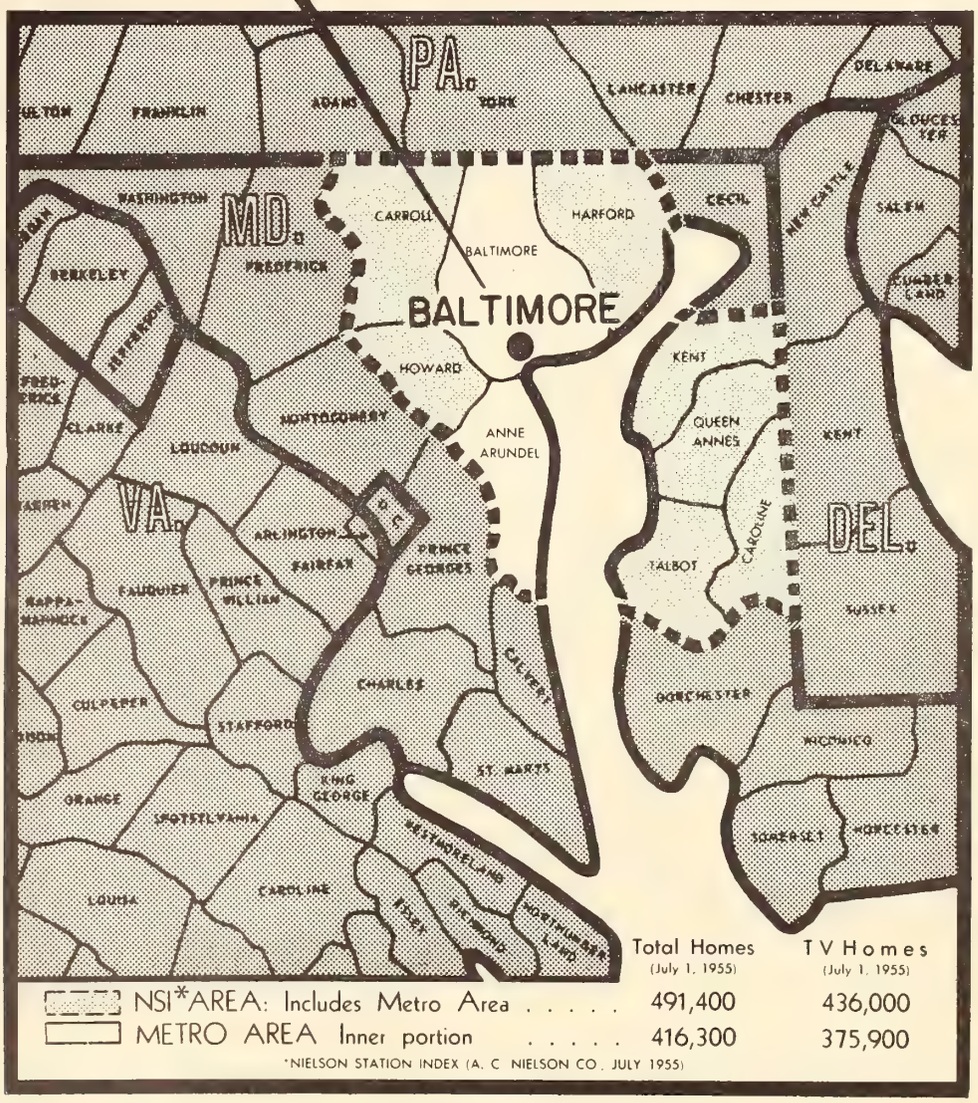
Radio's Necessary Net

WHAT does network radio need in terms of billing to "survive and prosper"? Roughly, annual *net* time sales of $85 million, according to NBC Executive Vice President Robert W. Sarnoff.

In his talk last week to agency executives, Mr. Sarnoff referred to the mark as being about "one percent of the total annual advertising expenditure" in the U. S. This expenditure Mr. Sarnoff placed at $8.5 billion.

Assuming that network radio now receives seven-tenths of one percent of the total advertising budget, this figure would translate into $59.5 million in net time sales, thus indicating that in Mr. Sarnoff's opinion, network radio would have to pick up some $25.5 million more in annual net time sales. For 1954, the four national radio networks totaled an estimated $76,219,000 in net time sales.

TV LEADERSHIP IN BALTIMORE



46.5% WATCH CHANNEL 2

6:00-6:45 P. M.
CARTOON FUNNIES and GENE AUTRY
★ ★ ★
WMAR-TV Share of Audience:
NSI AREA—51.6%

SHARE OF AUDIENCE—JULY 1955
Sunday thru Saturday—6.00 A. M. to Midnight
(Based on Quarter-hour Homes reached by THREE Baltimore TV Stations)

WMAR-TV Total Area (see map) . . . 46.5%
WMAR-TV NSI Area (see map) 44.8%

The Nielsen report embraces all viewing in the area shown on the above map, i.e., homes sampled include Baltimore City, small towns, farms; telephone and non-telephone, etc., on an accurate county-by-county basis

In Maryland Most People Watch **WMAR-TV**

CHANNEL 2 SUNPAPERS TELEVISION BALTIMORE, MARYLAND

Telephone MUlberry 5-5670 ★ TELEVISION AFFILIATE OF THE COLUMBIA BROADCASTING SYSTEM

Represented by **THE KATZ AGENCY, Inc.** New York, Detroit, Kansas City, San Francisco, Chicago, Atlanta, Dallas, Los Angeles

NIELSEN
PULSE
HOOPER

Take your choice

We don't care which rating service you prefer. Because W-I-T-H's big audience always puts us up with the leaders—night and day!

At W-I-T-H's low, low rates, this big audience means listeners for you at the lowest cost-per-thousand in town! Get your Forjoe man to tell you the whole W-I-T-H story!

In Baltimore buy

W-I-T-H
W-I-T-H
W-I-T-H

Tom Tinsley, President **R. C. Embry, Vice President**



TV DRAMA COMES HIGH: FIRST YEAR COSTS TIDY $5.5 MILLION

AFTER A YEAR on the air as a full hour, live tv series, *Lux Video Theatre* has compiled an impressive set of statistics which show the involved production necessary for a big-budget program. Not the least of these is money: production cost alone for one year of programming amounts to $2 million. Add another $3.5 million for time on more than 100 stations and you've got a costly package.

It must be worth it. The program has been a consistent top-tenner as a freshman, and promises the same for its sophomore year. It claims to be the highest-rated dramatic show in tv.

During *Video Theatre's* first full-hour year it presented 54 name stars in 52 productions. Of the 52, 41 were adaptations of already-released picture properties; 11 were previews of yet-to-be-filmed shows.

Other statistics:

Scripts: The story department is headed by Richard McDonagh. During the year that department processed 5,031 pages of script, 311,890 words of dialogue.

Sets: Directed by William Craig Smith and assistant Jerry Decker of NBC. For the year: 521 sets.

Costumes: In charge of Claudia Ingram. Involved: 1,778 costume changes for 554 performers.

Music: The work of Rudy Schrager, who conducts the orchestra, provides theme and background music and composes an original score for each production. For the year he turned out 123,200 notes comprising 52 scores, enough for 81 hit songs.

Rehearsals: Eight days for each show, six at Telepix Studios in Hollywood, two on camera at NBC-TV's Burbank studios. Cast and crews put in 55½ working hours in rehearsals each week.

In addition to the *Lux Video Theatre* production group, the crew consists of 17 men from NBC-TV's engineering department, 1 sound effects man, 1 stage manager, 4 prop men, 6 carpenters, 6 lighting men, 4 page boys, 2 makeup men, 1 hairdresser and 3 wardrobe people. Four tv cameras cover each show, each assigned from 1 to 3 cameramen.

PRODUCER of the 52 week, full-hour live *Lux Video Theatre* is Cal Kuhl (l). With him before an NBC-TV camera is executive producer Stanley Quinn.



LUX VIDEO THEATRE: $5.5 MILLION PACKAGE

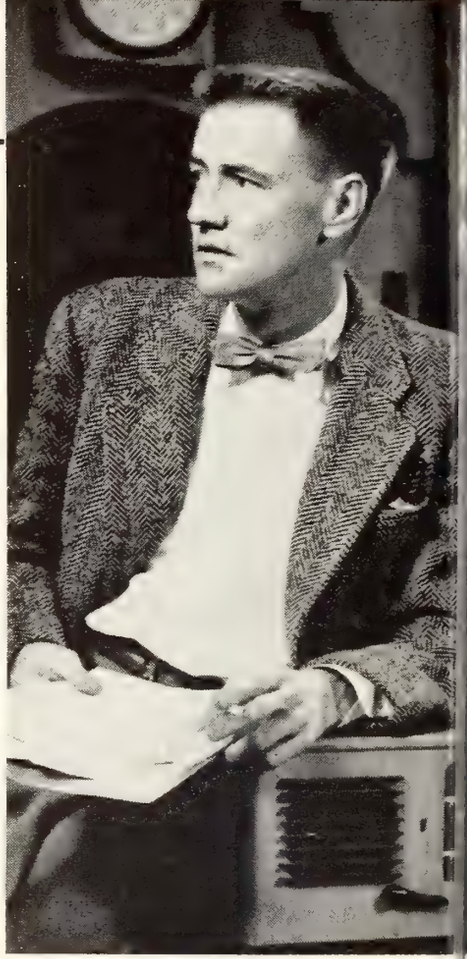
A B•T PICTURE STORY



RICHARD McDONAGH (r) heads the *Video Theatre* story department, which last year wrote 5,031 pages of script with 311,890 words of dialogue for 490 players. Sanford Barnett (l) writes most of the tv adaptations.



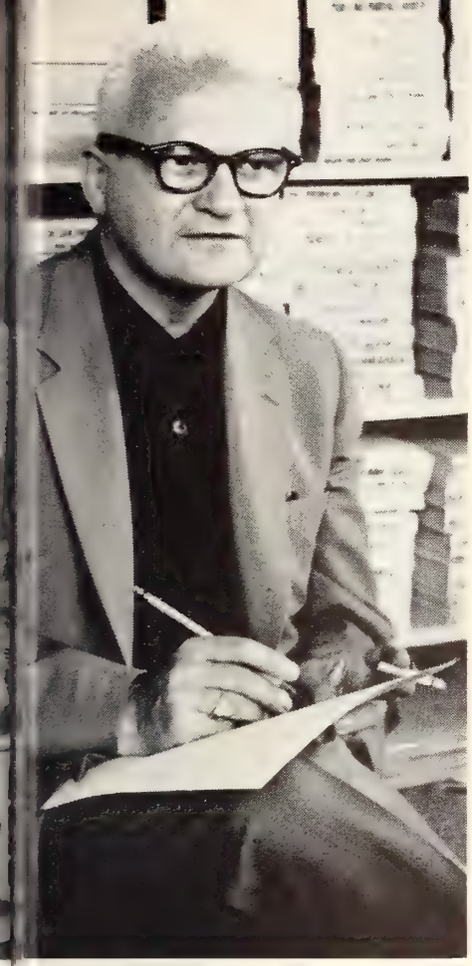
CORNWELL JACKSON, head of the J. Walter Thompson Co. Los Angeles office, checks the script for "A Place in the Sun" with stars Ann Blyth (l) and Marilyn Erskine.



ART AND SET director William Craig Smith created 521 sets for the 1954-55 season. He has been with the show since its start in New York in 1950.



COSTUME DESIGNER Claudia Ingram (standing at extreme left) checks each member of the cast for clothes on *Lux Video Theatre's* "Five Star Final." During the season she arranged 1,778 costume changes for 554 performerss.



MUSIC DIRECTOR Rudy Schrager checks a score from his library. For *Video Theatre's* first year as a full-hour show he composed 123,000 notes for 52 scores.

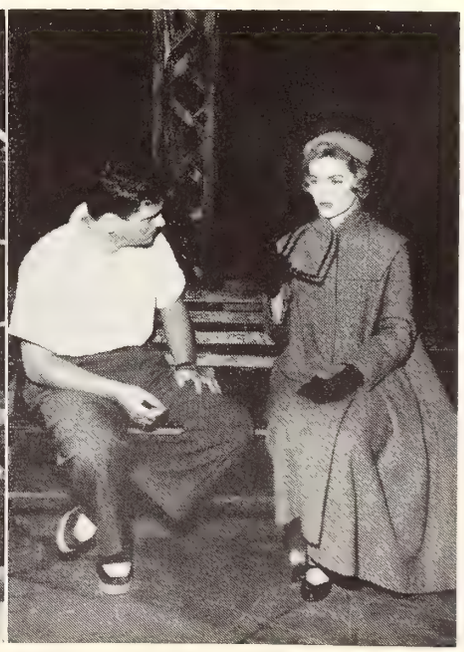




REHEARSAL at Telepix Studios (top left) goes on for six days; another two are spent "on camera" at NBC-TV studios. **AFTER** dress rehearsal for "Craig's Wife" (top right), director Earl Ebi goes over last minute instructions with stars Ruth Hussey and Philip Over. Each show requires 55½ hours of rehearsal. **THE CAST** of "Ladies in Retirement" takes a coffee break before air time while it gets final directions from Richard Goode (back to camera).



THE SET for "A Visit from Evelyn." The complicated, and costly production which goes into the *Video Theatre* series involves hundreds of people and runs up a bill of over $2 million a year.



DIRECTOR Buzz Kulik coaches Dorothy McGuire in her role for "To Each His Own."

HERE ARE THE *facts* ABOUT FOR TELEVISION

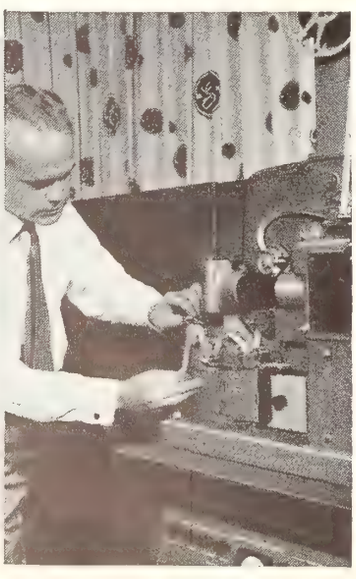
WHAT IT IS. The General Electric Film Center is a *complete* equipment package for your station projection room. It operates on the Scanner principle and consists of a 16 mm Continuous Motion Scanner; a 2x2 Dual Slide Scanner; and a Scanner Pickup. The entire equipment package is *newly designed*, specifically for color or monochrome operation—or both.

THE G-E SCANNER SYSTEM. G.E.'s Film Center, using the Scanner principle, features better picture quality, a simpler operating method, and, lower cost for operation and maintenance. No other type system offered today can match these high G.E. requirements. The G-E Scanner system gives your station the benefits of photo-electric pickup tubes which are simple, mass-produced, inexpensive—with a *record* of dependable performance. Sweep circuits or sync signals are not needed. Color registration, smear, or shading problems *do not exist.*

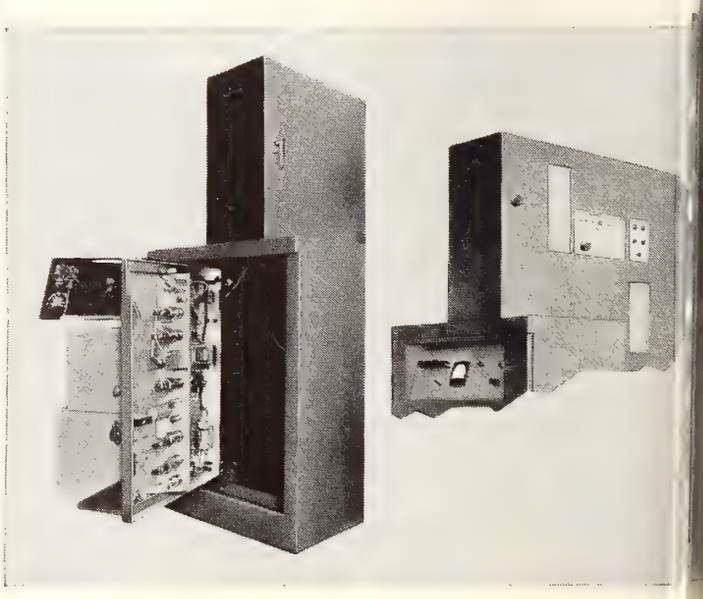
WHAT IT DOES FOR YOUR STATION. Your station can replace old equipment with a modern, G-E-designed package which will pay its way on monochrome service *now*—be on stand-by for color when you want it. With the G-E Film Center you can install basic units, block-build additional equipment as your needs and expansion plans dictate. Quality film and slide operations are assured, control monitoring is reduced. The overall operation is simplified and less costly than others. You owe it to the station to see this G-E system.



G-E Scanner Pickup—serves the same function as the film camera now used with B&W projectors. Dichroic mirrors break the light from the projectors into primary colors—photo-electric pickup cells convert it to electric signals.



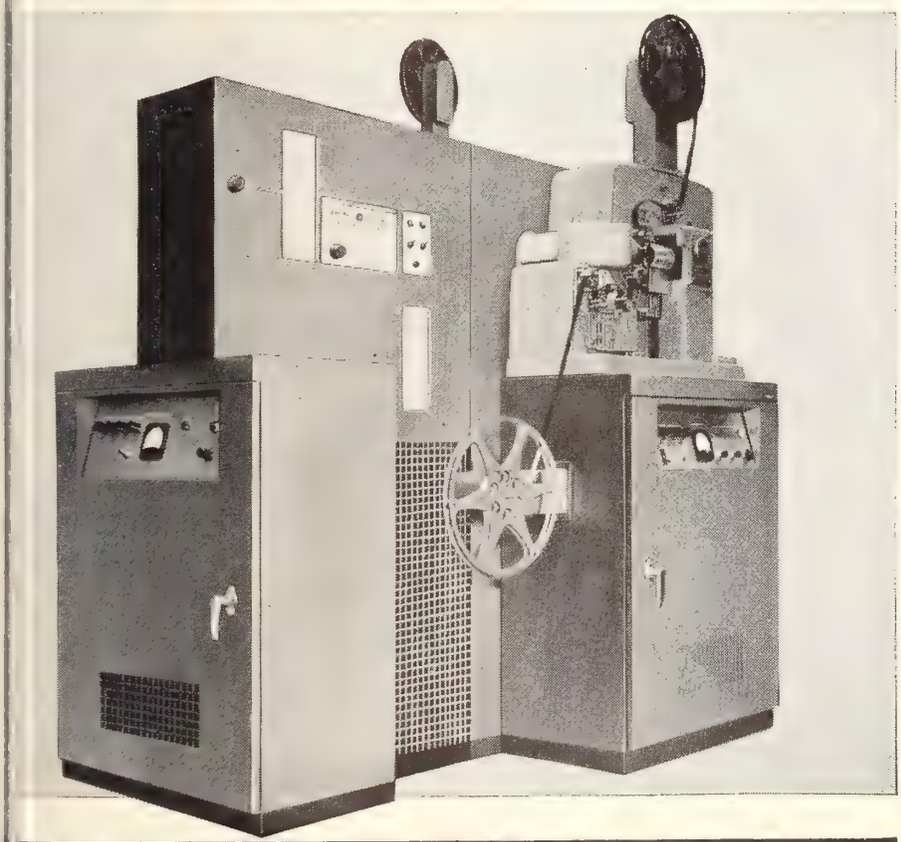
Film threading of the Eastman Continuous Motion 16 mm Projector is fast and easy. Light compensating mirrors, behind window, are out of the focal plane—eliminating dust problem—and rotate at 770 rpm.

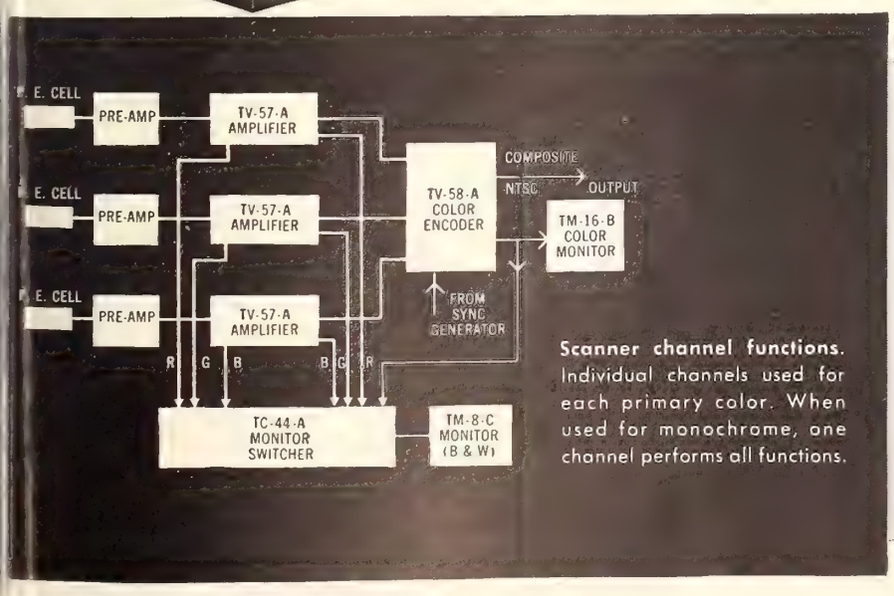


2 x 2 Dual Slide Scanner—handles up to 16 paper, metal, or cloth-bound slides with fast positive action change. Outside knobs provide quick focus control. Slide change controls can be at the scanner or at the console.

THE G-E COLOR FILM CENTER BROADCASTERS

The Completely New G-E Color Film Center.
A New System—A New Continuous Motion Projector.
For Monochrome Service NOW—Color When You Want It!





Scanner channel functions. Individual channels used for each primary color. When used for monochrome, one channel performs all functions.

See... Compare... Decide...

G.E.'s Scanner System coupled with the Eastman Continuous Motion Projector result in exceptionally high light transmission for the brightest, cleanest, sharpest color television pictures.

Many times the light output of other CM optical systems make it possible to obtain the best pictures from your "problem" films or slides—regardless of age or density.

Automatic film shrinkage compensation—virtually guarantees the same quality of projection time after time regardless of film shrinkage.

Double-duty—available for monochrome or color projection.

Block-Build. Start with 2 x 2 Dual Slide Scanner. Add one Continuous Motion Projector for limited film programming. Add a second projector, when needed, for monochrome or color film facilities.

Separate scanner tubes in each projector—assure reduced lost air-time in the event of tube failure.

Reduced maintenance and operating costs. Accessibility, simplicity of circuits, and minimum adjustments during operation cut manpower costs.

Masking amplifier actually can make the final picture better than original film.

FREE BOOKLET, SPECIFICATIONS!

For detailed information about the new G-E Color Film Center see your local General Electric Broadcast Equipment Manager, or, write to: *General Electric Company, Broadcast Equipment, Section X2105-24, Electronics Park, Syracuse, New York.* In Canada, write to: *C.G.E. Electronics, 830 Lansdowne Avenue, Toronto.*

Progress Is Our Most Important Product

GENERAL ELECTRIC

THE MUSICAL JINGLE AND WHAT IT CAN DO

JINGLEMAN KARL LANDT TAKES ARMS AGAINST THOSE WHO WOULD SCORN ITS SELLING POWER

IN THE FAMILY of creative writing, the musical jingle skulks hangdog at the bottom of the scale. One could never tell from its demeanor how popular it really is.

This depreciation of the jingle has caused some sensitive people, especially in the jingle business, to think that by changing the name to something with a more sober ring ("musical commercial," for instance) the curse might be taken off.

We feel, however, that the question is not one of semantics but of arranging what we know, and what we're sure nearly everybody else knows, about the jingle in a fresh pattern to afford a new slant. We hope that thereby the jingle will be invested with its proper splendid guise in the eyes of its detractors—and comfort its many friends.

We wish to develop the position that the jingle is the special gift of a wise Providence to the advertising business.

Most of today's advertisers have reached a sophistication in their ad-thinking which goes beyond that of painting on every board fence in town, "Always Ask for Stinson's Blowsers." The implication in the *modern* ad is that the advertiser makes a product of such special virtues for the betterment of mankind that to conceal the fact would be anti-social. It implies that the only reason for calling attention to the product is a SPECIAL reason. This presentation of the special is the burden of modern advertising, the theory being that by pointing to the product's specialness you urge its desirableness; and people becoming convinced become customers.

Of direct application to modern advertising is the jingle. Both verse and music—components of a jingle—are modes of communication reserved for special utterances. They were invented by man for those occasions when other means of communication, the every-day kind, failed him. As a result of a number of devices (hand-picked, highly charged words, rhythm, rhyme, melodic pattern, tempo, dynamics, etc.) built into each, verse attains an expressiveness beyond the reach of prose and music a sort of sublimated expressiveness that cannot be contained in words at all.

The fusion of these two specialized modes of communication results in a song—which is a jingle—and forms an alloy of tremendous power for conveying special thoughts and special emotion in a way impossible to any other mode of communication.

Therefore, the jingle is an ideal technique available to the ad man for expressing the specialness of his product and delivering it as an *advertisement* which has every ad value in the book.

We know that a good ad captures attention, stimulates receptiveness, delivers a message and implants it in the mind so that it may impel action. How does the jingle measure up—and why?

1. *A Jingle Gets Attention.* The opening note of a jingle has the power to alert the hearer. It is like the "ta-TA-A-A!" of a loud chord at a gathering, or the trumpet fanfare heralding the special event. In addition, we are all so inclined toward entertainment from a song that we meet a jingle's bid for attention halfway.

The current Chesterfield jingle (we didn't write it, we are sorry to say) with its "Stop!" opening command gets attention without doubt. But even before the command is given the instrumental introduction draws attention: it is musical—and being musical, it implies entertainment.

2. *A Jingle Stimulates Receptiveness.* Anything "regular" tends to be pleasing to us. We are attracted by regularity of features. We admire symmetry. We refer to a likable person as a "regular guy." Regularity induces in the mind a state of receptiveness and predisposes us toward a favorable reaction.

A jingle has this quality of regularity. In our Buick dealer spots (Kudner Agency) we say:

"Say, you'd *bet*-ter *buy* a *Bu*-ick *'Bet*-ter *Buy'* Used Car;
For a *Bu*-ick *'Bet*-ter *Buy'* is a *bet*-ter car . . ."

Its rhythmic and melodic pattern, with accents upon the italicized syllables, induces sensations of pleasantness, familiarity, predictability—all those feelings that tend to make us lower our guard, predisposing us to acquiesce.



AUTHOR Karl Landt wrote his first jingle in 1927 for a local advertiser in hometown Scranton, Pa. He is a veteran radio performer and a member of the Landt Trio & White singing group. Before forming Landt-Slants in 1948 he was with George R. Nelson Inc., where he wrote jingles for Benrus Watches, Block Drug, Blue Coal, General Electric, Mohawk Carpets, National Dairy and St. Joseph Aspirin. His firm currently produces jingles for Cott Beverages, New Oakite, Buick, Swanee Tissue and Kroger Stores.

3. *A Jingle Delivers Impact.* Rhyme is a great little contrivance for placing emphasis—its main function in verse. Rhythm, too, emphasizes by means of stresses it puts on syllables. Now aid and abet these by the other elements in a jingle—musical dynamics, sustained tones, etc., and if the message fails to register it has fallen on literally deaf ears.

Cott Beverages uses the slogan, "It's COTT to be good!" In our jingle assignment (Dowd, Redfield & Johnstone), part of our job was to "sell" that slogan. We end the jingle thus:

"So if it's Cott - - -
Yes, if it's Cott,
It's COTT to be COTT to be good."

In no other advertising technique would such a repetitious sentence be permissible or feasible. Yet this portion of the jingle, with four product mentions in about that many seconds, is the part that has caught the public fancy.

4. *A jingle induces retention in the memory.* "Thirty days hath September, April, June and November . . ." is easier to commit to memory than would be the prosaic statement, "April, June, September and November each has thirty days." It's unnecessary to labor the point. There's just this to say; there is no quicker or surer way of achieving product and sponsor identity than by means of a jingle.

To cap it all, a jingle functions not only as an ad technique but as a public relations instrument. Because it affects the emotions it can play the role of goodwill ambassador to the listener. It has the power, because it is a song, of being "entertainment" and giving a premium just for listening. In addition, the mood it generates may reflect back on the advertiser and exert a favorable effect in "interpreting" him to the audience. This has a long range, institutional value of great importance.

We have thus far spoken of values *inherent* in a jingle. They, ad values plus public relations factors, are the reasons why there is no such thing as a wholly ineffective jingle. But unless it expresses specialness it is a body without a soul.

It is at this point that jingle failure mainly occurs. The first note of a jingle promises us a special message. If the jingle fails to deliver, a vague sense of disappointment sets in—with negative results for the sponsor saleswise and public relations-wise. Specialness is an abstraction but nevertheless a practical consideration in this business. It is like the point of a story, the end toward which the teller strives. The greater the build-up the worse the fiasco if he blows the punch-line. You can sense when the quality of specialness is present in a jingle and you miss it when it isn't.

The chances are that the jingle is a good one if it's the product of a jingle specialist—a fellow (or organization) who has flair, craftsmanship, knowledge of ad concepts, knowledge of public relations objectives and knowledge of entertainment production. The perfect jingle might be turned out by an American equivalent of Gilbert & Sullivan after they have been seasoned by Madison Avenue, Carl Byoir and Max Liebman.

on the Pacific Coast,

"Women consider Don Lee more influential..."

from a survey by Dr. Ernest L. Dichter



Using techniques which have made Motivational Research a by-word in the advertising industry, Dr. Ernest L. Dichter and the Institute for Motivational Research, conducted a survey of Pacific Coast network radio for the Don Lee Broadcasting System.

EXCERPT FROM THE SURVEY: **"58% of all women responding mentioned a Don Lee station as the one most listened to; only 42% named all other stations combined. 66% of these respondents mentioned a Don Lee station as the most influential in shopping decisions."**

Don Lee is Pacific Coast Radio

That "Women consider Don Lee more influential" was only one of the many personality traits Dr. Dichter found responsible for the dominance of the Don Lee Broadcasting System in Pacific Coast radio. The Institute for Motivational Research was able to isolate and measure many such characteristics, which taken all together, constitute a new dimension to be added to the factors of cost and rating.

For a viewing of the film presentation, "The Depth of Penetration of an Advertising Medium," write to H-R Representatives, Inc., or to the Don Lee Broadcasting System, 1313 North Vine Street, Hollywood 28, California.

Mutual DON LEE RADIO

HOW TV CAN EXPLOIT THE NEWS ON SUNDAY

WDSU-TV'S 'SUNDAY SUPPLEMENT' FILLS A VOID—AND SELLS

AN ENTERPRISING project begun by WDSU-TV New Orleans to fulfill a "community need" and make the use of local television profitable for the advertiser of goods in the higher-priced bracket has brought the station new prestige; it also has brought the advertiser new customers in numbers that he hadn't dared to hope for when he joined WDSU-TV last February in a double plunge for high stakes on a half-hour Sunday news show, covering events on a local, statewide and national basis.

WDSU-TV's noble (and successful) experiment is *Sunday Supplement,* created by the station to fill what it considered to be a news-less void in the station's viewing area on the weekend. The sponsor is George Pattison, New Orleans Pontiac (new and used) dealer, who made the initial jump with eyes opened by sponsorship last December of the three evenings of play-by-play of Sugar Bowl basketball games on WDSU-TV.

The *Sunday Supplement* saga had its germination in the station's position that local television programming can be established as a sound advertising medium for the local business firm, regardless of the price range of what it has to sell. WDSU-TV decided to exploit these "broader and untapped capabilities" of local tv with a high-quality weekly news feature that would, at the same time, supply what it felt to be a need in the area for news coverage over the weekend.

In launching the series, WDSU-TV had a wide open field: Of the local newspapers one publishes a combined Saturday-Sunday edition on the streets early Saturday afternoon, while the other is a standard Sunday paper, its last edition off the press around midnight Saturday. Tv news coverage, although ample throughout the week via regular network and local newscasts, was at a bare minimum on the weekend.

Thus, when Mel Leavitt, WDSU-TV's sports and special events director, came up with a program idea to showcase national issues in relation to local impact as well as news and events throughout the state, station officials envisioned a Sunday afternoon series that would fill the gap in news programming and perform a service to the people.

Sunday Supplement (1:30-2 p.m.) takes full advantage of tv's ability to bring news and events directly into the home. Employing special on-the-scene films, live remotes and live studio presentations, the show covers news developments, provides an "in depth" treatment of some outstanding personality, event or issue of the past week, spotlights interesting and unusual communities and events in the state, goes behind the scenes of the state's interesting industries and resources and offers a variety of live entertainment featuring visiting celebrities and local personalities.

Although Mr. Leavitt technically presides over the series, *Sunday Supplement* utilizes all WDSU-TV's personnel and facilities. For example, *Supplement* relies upon News Editor Bill Monroe and his staff for its news segments. Mr. Monroe is in full charge, and whenever possible presents live studio discussions such as his round-table moderation of a debate between the mayor and city officials during a recent police shakeup.



M. C. MEL LEAVITT comes down to earth via helicopter sling after following the Navy's "Blue Angels" around New Orleans for WDSU-TV's *Sunday Supplement.*

For coverage of controversial subjects, such as a recent strike at the nation's largest sugar refineries located near New Orleans, the Tidelands debate, the problem of segregation and similar news issues with direct local bearing, Mr. Monroe sends his news staff and cameramen for interviews with both sides. He then personally edits and narrates an impartial film treatment of the issue for program presentation. *Supplement* also utilizes the fact that WDSU-TV is one of the few local stations with its own Washington correspondent, and often obtains special filmed statements from prominent officials for exclusive use on the show.

WDSU-TV's film unit supplies footage for news, sports and special events segments. And one cameraman is retained exclusively for special documentary films. About once a month another cameraman is engaged to film material in color.

Although currently used in black and white on *Supplement,* these color films are forming the nucleus of a color film library for the station. The client is charged a fractional cost for black and white usage of the color film, thus allowing the station to recapture some of its investment in color film and preparing for future color telecasts.

Sunday Supplement's format is flexible to permit coverage of a variety of subjects. In the past six months the show has covered such material as the first pictures of the Louisiana State U.'s 100-million-volt atom smasher in action and first tv exposure of the Coast Guard's security check of a foreign vessel; film cameras have gone 1,000 feet underground to explore the largest salt mine in the state, and Mel Leavitt has gone into the air with the "Blue Angels" to record the trip as they flashed over New Orleans at 650 miles an hour.

The show also has covered the unique industry of "Pogy" fishing in the state (this a documentary complete with chants of Negro laborers). When Fess Parker came to town, *Supplement* had five small "Davy Crocketts" in the studio to interview the star, and jazzman Dave Bruebeck illustrated his live interview with improvised piano passages. The show has scheduled remote pickups, including the opening of a million-dollar Van Gogh exhibition at the Art Museum and the colorful French Quarter Outdoor Art Exhibit, visited New Orleans' playground, Pontchartrain Beach, restaged an old fashioned New Orleans Easter Sunday parade, and covered opening day at the baseball stadium.

As a new concept of local tv programming, *Sunday Supplement* has had a far reaching effect into all corners of the state. Recently, Louisiana's Gov. Robert F. Kennon congratulated WDSU-TV ". . . for the work you are doing to bring Louisianians just a little closer to their state." Gov. Kennon also stated, "I appreciate the philosophy that inspired the institution of such a show and know it reflects an unusual awareness of what constitutes public service time."

Acceptance of *Sunday Supplement* as a worthwhile and entertaining feature is only half of its success story. It is proving a profit-

46% MORE CUSTOMERS

Business-wise Philadelphia station WCAU-TV realized that more *coverage* delivers more *customers* who spend more *cash* for advertisers' products . . . which brings in more *revenue* to the station.

So WCAU-TV management decided in 1954 to replace their 737-foot tower . . . acting on the good old American saying "Up and At 'Em" . . . UP with a 978-foot IDECO tower, AT 'EM with maximum 316 kw power.

Today this profitable combination is reaching into counties with 46% more customers . . . more than 2 million more people in twice the coverage area. WCAU-TV now taps for its advertisers counties with a total effective buying income of over 13.4 billion dollars.

2,014,800 MORE POTENTIAL VIEWERS

Your station, too, can benefit from this aggressive "up and at 'em" attitude. Whether it's a higher tower . . . or your new station's first tower . . . you can profit by IDECO'S long experience in tower design and construction.

Tall towers? Over 40% of the country's over-1,000-foot towers are IDECO, including the world's tallest structure at 1,572 feet. Other heights? Hundreds of under-1,000-foot IDECO towers are reliably serving stations all over the country. Guyed? Self-supporting? Fixed base? Pivoted base? Insulated? Yes, IDECO makes all types.

In fact, when it comes to towers you'd do well to come to IDECO. Write IDECO . . . or contact your nearest RCA Broadcast Equipment representative.

WITH **IDECO**®

DRESSER-IDECO COMPANY
One of the DRESSER INDUSTRIES
COLUMBUS 8, OHIO
BRANCH: 8909 S. Vermont Ave., Los Angeles 44, Calif.

CIVIL ENGINEERS career opportunities now available at Ideca . . . write for information.



978-foot IDECO tower for WCAU-TV, Philadelphia . . . 1,000 feet above average terrain . . . tower designed for later extension to 1178 feet. RCA TF-12BH antenna.

Tall or Short . . . for TV, Microwave, AM, FM . . . IDECO Tower "Know-How" Keeps You on the Air

able means of moving the product of its sponsor, Pattison Pontiac.

In Mr. Pattison's own words: "I underwrote the basketball telecasts with some doubts. It was a gamble, but one that certainly paid off." The favorable response sold Mr. Pattison on television and he instructed O. W. Joslyn, his agency, to scout for a regular series on the station. Last February, a few weeks after *Sunday Supplement's* initial telecast, Pattison Pontiac assumed full sponsorship of the weekly series.

This tv schedule represented a substantial increase in Pattison's advertising expenditure. The weekly production budget on *Supplement* is high compared to other local production costs.

Both George Pattison and "Chris" Joslyn, his agency executive, leave program topics entirely to the *Supplement* staff. Commercial copy, which is handled by the agency, is straight and honest and never the hard pitch type, WDSU-TV says. Many of them are institutional and are delivered both by a commercial announcer and Mr. Leavitt. Mr. Pattison feels an important part of his television advertising is coordination with his own sales force.

Mr. Pattison utilizes fully tv's immediacy and intimacy to promote his Sunday sales hours. At least once during the show customers are reminded that there are still "eight more hours" to bring the family to see the Pattison Pontiacs.

Is this local television series a profitable investment for Pattison Pontiac? Mr. Pattison proudly points out that in the first six months of this year his profits are up 100% over last year. Volume-wise, he says, that in new and used units sold his books show a 140% increase over last year. And in actual dollar volume, Mr. Pattison says, he has $1.7 million more in gross sales than last year at this time.



THIS is the staff WDSU-TV puts into production of *Sunday Supplement*.

To quote George Pattison, "All things considered, television is responsible for these gains. I've been in this business a long time and can judge trends. The rate of increase in sales for Pattison Pontiac is a direct result of my television show."

Currently Pattison Pontiac is the largest New Orleans car dealer in this price bracket. "Television put me there," says Mr. Pattison. And while Pontiacs are the No. 6 car in sales nationally, Pattison Pontiac is No. 3 in New Orleans (the first two are lower priced).

Tv also has expanded Mr. Pattison's trading area. Before tv, Pattison customers were local people. Today he has customers from Mississippi and the Gulf Coast, all motivated by his tv show. The success of Mr. Pattison's WDSU-TV schedule is stimulating other automotive dealers to use a regular program series (one even offered to take over *Supplement* if Pattison ever relinquished it!).

Mr. Pattison is so sold on tv that he purchased an additional half-hour dramatic series for six weeks to supplement his summer advertising. For his fall and winter promotion he is increasing his WDSU-TV schedule to include weekly sponsorship of the Friday night late show, 90-minute feature movies.

DO YOU REALLY WANT TO BUY A PLUM?

A BILLION DOLLAR PLUM . . .

WREX-TV



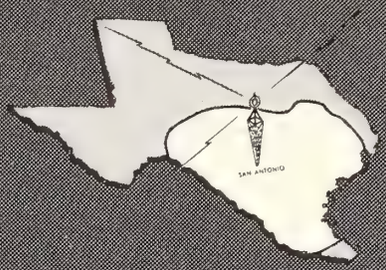
HERE IS *FRUIT* FOR THOUGHT:

- 256,600 TV sets . . . serving over a million people
- Only VHF station covering this billion dollar market
- Well outside the range of either Chicago or Milwaukee television signals (90 air miles).
- Only VHF station feeding top CBS and ABC network shows to this fruitful market
- Combined rural and industrial following . . . ideal for test campaigns.
- YES, THERE'S REAL SALES POTENTIAL IN REX-LAND

CBS ABC
AFFILIATIONS

WREX-TV channel 13
ROCKFORD, ILLINOIS
J. M. Baisch, General Mgr.
represented by
H-R TELEVISION, INC.

KENS



THE BIGGEST

KENS

DAYTIME COVERAGE

IN TEXAS

It takes power to give you coverage.

Power we got. And Coverage we deliver.

The powerful 50,000 watt voice of KENS at 680 kc. covers 109,737 sq. miles within its 0.5 mv. contour!

This Coverage area is equivalent to the states of New York, Connecticut, Pennsylvania, Delaware, New Jersey and a couple thousand square miles left over.

In this area live 4,271,400 Texans with nearly $6 billion annual income.

Get the facts from Free & Peters.

Express-News Station

KENS

680 CBS

50,000 WATTS 10 KW NIGHTS

SAN ANTONIO, TEXAS



THREE of the hundreds of messages Radio Liberation sends into the Soviet Union: (at left) Commemorating the 1945 meeting of U. S. and Soviet forces at the Elbe River are (l to r) Peter Pirogov, Russian pilot who flew a Red bomber to freedom; Sen. Paul H. Douglas (D-Ill.); Vice President Richard M. Nixon; Sen. Charles E. Potter (R-Mich.), and Paul Staub, one of the American patrol which met the Russians. Photos at right show General of the Army Omar N. Bradley and U. S. Socialist leader Norman Thomas at RL mike.

RADIO LIBERATION

IT BEAMS MESSAGES OF HOPE DEEP BEHIND THE IRON CURTAIN

A REAL-LIFE counterpart of "foreign intrigue" dramas is unfolding today in Western Germany where Soviet agents are cajoling, and often threatening, a band of dedicated emigres from the Soviet Union who believe that international radio can set the stage for a "democratic revolution" within the USSR.

There is no "cloak-and-dagger" maneuvering by employes of Radio Liberation, who work 24 hours a day on broadcasts to most of the European part of the USSR, Central Asia and Soviet occupation troops in Europe. It is their contention that the Soviet peoples themselves are discontented, and presentation of the unvarnished truth can contribute to the eventual overthrow of this "slave regime."

There are signs, however, that the Soviet Union does not regard this operation lightly. Not long ago the chief of RL's Azerbaijanian desk was found murdered in his apartment in Munich. This followed closely upon the strange and unexplained drowning of one of the members of the Belorussian desk. RL's staff is convinced that these acts of violence were the work of Soviet agents. They point out that over the past two years, other employes repeatedly have been approached by Red agents and strongly advised to "redefect."

Radio Liberation is supported by the American Committee for Liberation from Bolshevism Inc., which was founded in 1951 by a group of Americans prominently active in combatting Communism. The first broadcasts of RL went on the air on March 1, 1953, and within a few minutes the Soviets began to jam the transmitters.

RL is unlike either the Voice of America or Radio Free Europe. VOA is government-supported and beams programs to countries all over the world, including the Soviet Union. RFE concentrates on satellite countries. Radio Liberation is the only privately financed group that broadcasts exclusively to the Soviet Union itself, using former Soviet citizens of different nationalities who talk directly to their peoples in the homeland.

Programming and related operations work of RL are carried on in Munich. Transmitting facilities and technical operations are at Lampertheim (near Munich). At the end of 1954, nine transmitters (one 20 kw, two 3 kw and six 10 kw) were in operation in Germany, broadcasting on 15 different frequencies for a total of 162 transmitter hours a day. The short-wave broadcasts are designed to reach Soviet occupation troops in Eastern Europe and all the Soviet Union west of the Ural Mountains and to Turkestan beyond the Caspian Sea. Recently, RL began a "pilot" operation from an island off the China mainland to the Soviet Far East, utilizing facilities already in existence.

The languages in which RL broadcasts are Russian, Ukrainian, Armenian, Azerbaijan, Belorussian, Georgian, North Caucasian, Tatar - Bashkir and Turkestani — altogether 17 major tongues of the peoples under Soviet rule.

Since RL is primarily an anti-communist emigre-operated radio station with American technical assistance and support, its staff of 450 is comprised predominantly of former Soviet citizens with a small core of American and German technicians. Officials believe that the station has succeeded to a large degree in establishing itself as the free voice of the peoples enslaved in the USSR by constant use of former Soviet officers, soldiers and citizens speaking directly to their countrymen.

The programming consists largely of discussions of specific problems and aspects of dictatorship, with special appeals to various segments of the population. An RL official in New York observed that the programming is presented from the point of view of the interests of the peoples under Soviet domination, as contrasted with heavy coverage given by VOA to strictly American affairs and BBC to British affairs. The titles of some of RL's feature programs offer a clue to the propaganda content: "Land to the Peasants," "Forbidden Pages," "History of the Anti-People's Party" (i.e. the Communist Party), "Our Democratic Heritage" and "Our Comrades in Misery."

One indication of the effectiveness of RL, according to an official, is the ever-increasing intensity of Soviet jamming. Another is the six-month-old effort of the Soviet-sponsored Committee for Return to the Homeland, which has taken RL's lead and is broadcasting over a transmitter in East Germany to West Germany and Austria, appealing to emigres to return to their homes. Until 1954, the Soviet press studiously had refrained from mentioning Radio Liberation but lately tirades mentioning the "White Guardist microphone" and references to the emigres' activities have appeared in some Soviet newspapers. Pravda, however, still avoids mentioning RL by name.

RL has a long list of persons who "defected" after listening to the broadcasts, and in every instance these individuals recount stories of faithful listening by Soviet citizens. John Noble, an American who was repatriated last year after a number of years as a prisoner in the Vorkuta concentration camp, reported that foreign broadcasts were heard by those with radios in the concentration camp (chiefly guards and trustees), and news contained in the broadcasts was spread to inmates by "the grapevine." It was at Vorkuta that a revolt erupted several years ago, attributed in part to outside radio propaganda. A Greek citizen, recently repatriated after



Facing The Facts this month are many faces . . . thousands of faces that make up the 100,000 people who saw or took part in KFAB shows at the Nebraska State Fair this year.

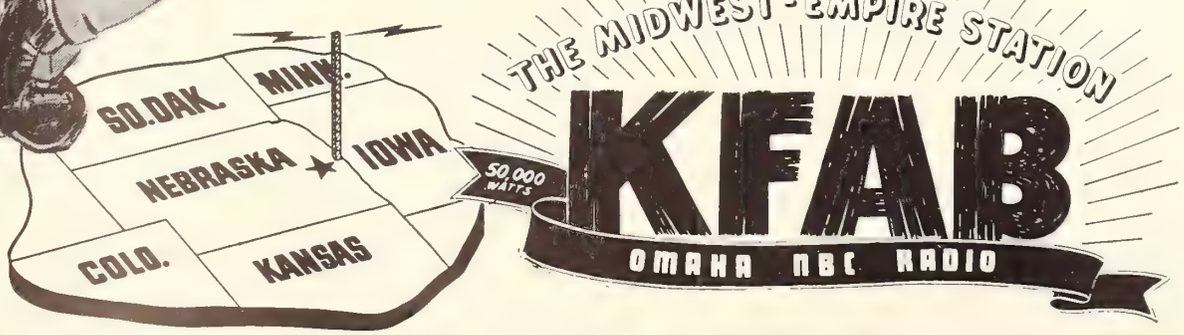
This year, as has been the case for 27 consecutive years, KFAB promoted the Fair to the hilt . . . and presented programs on the grounds amounting to eight hours daily for the entire week. KFAB's dominance above all media at the fair, over a period of many years, has resulted in the station becoming known as "the Nebraska State Fair Station."

It's one more example . . . one more proof of performance that KFAB is Nebraska's dominant station . . . the Number One Farm Station . . . and the most powerful influence in the daily lives of thousands of Midwesterners.

Face the Facts and find out more about KFAB and how it can help your sales chart curve upwards. Talk to a Free and Peters man . . . or check with General Manager Harry Burke.

OVER A QUARTER OF A MILLION PEOPLE ATTENDED THE NEBRASKA STATE FAIR THIS YEAR





Big Mike is the physical trademark of KFAB — Nebraska's most listened-to-station

slaving in Vorkuta, told of hearing RL broadcasts in the Soviet Far North. Letters received from inside the Soviet Union, sent to addresses in Western European cities which are given during broadcasts, have increased in number and indicate that RL has a growing audience.

The American Committee for Liberation from Bolshevism, which sponsors RL, makes its headquarters in New York. Howland H. Sargeant, former Assistant Secretary of State, is president. Trustees include William L. White, William Henry Chamberlain, J. Peter Grace Jr., H. J. Heinz II, Mrs. Oscar Ahlgren, Dr. John Studebaker, Philip H. Wilkie and Vice Adm. Leslie C. Stevens USN (Ret.).

Though the budget of RL is kept confidential, principal support is said to come from private foundations and individual contributions. RL currently is considering the possibility of a public fund-raising campaign to expand its services and intensify its broadcasting of messages such as this one:

"This is Radio Liberation.

"Listen to the free voice of your brother fighters from abroad. Listen to the true information which the Kremlin conceals from you.

"Pass along what you hear on Radio Liberation to your relatives, friends and acquaintances.

"This is Radio Liberation."



RADIO LIBERATION's antenna system at Lampertheim beams messages of freedom to deep within the Soviet domain.

A GALLOPING GUITAR AND A FRIENDLY VOICE

THEY SPELL SALES SUCCESS FOR ADVERTISERS WHO MAKE USE OF ARTHUR SMITH IN CAROLINA

THERE'S MONEY in music — Carolina music.

Over the Piedmont hills and Coastal plains the mellow strumming of a galloping guitar and the friendly voice of a native salesman are going into receptive homes — homes where Bunker Hill canned meats and Puffin biscuits are favorite foods. A dozen or so non-edibles, too, are bought regularly and in quantity because of a persuasive voice.

The singing salesman, whose radio and tv commercials are distributed over the facilities of WBT and WBTV (TV) Charlotte, N. C., is known around the Mid-South as Arthur Smith, head of the Crackerjacks and Crossroads Quartet, and the man whose "Guitar Boogie" recording is one of the all-time best sellers.

This merchandising musician daily communicates with his Carolina following on behalf of Bristol-Myers Sal Hepatica (Young & Rubicam), Lever Brothers (J. Walter Thompson Co.), Grove Labs. (Harry B. Cohen), Brown & Williamson Tobacco Co. (Ted Bates), Sterling Drug Co. (Carl S. Brown), Monticello Drug Co. (Chas. W. Hoyt), Scott Chemical Co. (Cox & Jackson), plus Puffin (Henri, Hurst & McDonald) and Sam McDaniel & Son's Bunker Hill meat (Walter J. Klein).

Arthur Smith's heavy radio and tv schedule has a waiting list of interested agencies who want this native Carolinian to discuss the merits of clients' products on his folk and religious music programs. They know their products will get a bonus in the form of mentions on his frequent personal appearances around an area radiating 200 miles from Charlotte (average audience exceeds 1,000).

M. W. Fortney, president of Puffin ready-to-bake biscuits, Los Angeles, told B•T, "We don't want to lose him."

The Puffin people, who distribute in 38 states (not yet in Northeast or Northwest), induced WBTV to put Arthur Smith, a WBT featured artist, on tv for them in 1952 as the first major live production created by the station, giving birth to a video phenomenon known to Carolinians as Station WEE-TV.

What has happened?

"Our sales in the Carolinas have tripled in the last several years," President Fortney said. "Arthur deserves a good part of the credit. We started him in tv because we knew his radio program and his popularity during personal appearances and performances at grocers conventions.

"He's unique and does more than merely make a few mentions on the air. Arthur Smith is good for us."

Bunker Hill meats are sold in eight South-



CHARLOTTE'S ARTHUR SMITH

Sales magic through country music

eastern states ranging from the Potomac to the Gulf. Robert Buckler, account executive of Walter J. Klein Agency, told B•T that Arthur Smith and His Crackerjacks "outsell in a quarter-hour tv segment as many as nine or ten other shows put together."

The Klein agency is one of the South's major tv production units, operating its own Charlotte studios and sound stages plus movie equipment to turn out over 40 video packages a week.

"The Charlotte area and on out around the WBTV market is Bunker Hill's hottest spot," Mr. Buckler said. "Before Arthur and WBTV started selling Bunker Hill meats we had two remote distributors in the area. It would have taken a week to find a can of Bunker Hill on a store shelf.

"All the chains handle it now—Colonial A&P, Dixie, Eden, Foodway. You can't find a store without it in North Carolina and a good part of South Carolina and Southern Virginia.

"Arthur Smith sells Bunker Hill in three states. I believe his success is due to his sincerity. His spiritual side is a beautiful thing. People believe in him. His WBTV show sells a good 65% to 70% of all Bunker Hill's total business. They've had to enlarge the Bedford, Va., plant twice since he went on for Bunker Hill, and now it's to be expanded a third time.

"They've had to take on additional trucks to distribute the three Bunker Hill items h



JAX *gives* KFJZ-TV *a $52,000. vote of confidence*

ROBERT FABACHER, advertising manager of the Jackson Brewing Company of New Orleans, signs the $52,000 contract for six 5-minute newscasts weekly making JAX BEER one of the many products being sold to the 2,000,000 plus people in the wealthy, fastgrowing Fort Worth-Dallas area through Texas' newest television station, KFJZ-TV. With Mr. Fabacher are Bill Thomas, director of radio and television for Fitzgerald Advertising Agency, and Gene L. Cagle, president of KFJZ-TV.

Texas' Only Independent Commercial Television

K F J Z - T V

Channel 11

FORT WORTH, TEXAS

Represented by H-R Television, Inc.—Clarke Brown Co. (South)

210,00 watts at 1074 feet

advertises—beef and beef stock, sliced beef with gravy and chunk beef with gravy.

"It's like turning on a faucet the way we can keep the case volume of these three quality items about equal. If we get behind in sliced beef sales, for example, we let Arthur promote them and catch up right away."

Mr. Smith's current schedule consists of an 11:30-11:45 a.m. WBT strip, a Saturday night WBT show and a Monday evening WBT period along with Tuesday and Thursday evening half-hours on WBTV.

The radio program has promoted Bristol-Myers Sal Hepatica six years. Recently Bernice G. Brilmayer (Young & Rubicam) said the Crackerjack's *Carolina Hayride* had made a good showing on another air check and deserved the tribute, "Great job." She added, "Arthur's sincere recommendation for the product . . . is such strong selling, it's lots more valuable than some of the 'nuts and bolts' in the copy. That sort of stuff will sell more Sal Hepatica than all the claims we can write."

In the industry, Arthur Smith's name became a Madison Ave. byword when his wartime composition "Guitar Boogie," which he recorded for Super Disc, burst out as a musical miracle. MGM, which took over the Super Disc catalog, estimates it at close to three million records.

The story of this singing guitarist starts with a homespun schoolboy trio playing picnics and other events around Kershaw, S. C. Daddy Smith was a music teacher and textile mechanic. Arthur played guitar and added violin, piano and assorted horns and other instruments. Sonny also played guitar and doubled in the familiar folk combination manner, with Ralph having both arms and hands busy on an accordion.

They went to WSPA Spartanburg, S. C., in 1939 as a Dixie outfit. This flopped so they switched to folk music and became a quick hit. When Walter Brown and A. B. Taylor bought WSPA, they put the troupe on at 5-6 a.m. on behalf of Taylor-Colquitt, lumber treating firm, and soon had farmers bringing their timber to the mill.

Ralph and Sonny went into the service. With the act broken up, Arthur got a job with Charles Crutchfield, WBT-WBTV vice president-general manager who then was WBT program director, as staff musician. He did singles and appeared in all of the station's folk music acts until the Navy beckoned.

All the time he had been indulging his favorite hobby—composing folk and gospel music.

This last year one of his gospel numbers, "I've Been With Jesus," was recorded on 10 labels. Another, "I Saw a Man," is on 10 labels.

At Bainbridge, Md., his naval career allowed time for composing. "I started 'Guitar Boogie' at WBT and completed it at Bainbridge," he recalled, adding that his buddies used to say they could listen to it by the hour.

One weekend he went to Washington to hear some of his old WBT cronies, the Tennessee Ramblers, do an act at the Atlas Theatre. "They insisted I do a number on the show," he said. "The next day they had a recording session for Super at the NBC Washington studios. They asked me to join them. We did three numbers. Since a recording session is usually four numbers, I said I had a guitar number of my own that I had called 'Guitar Boogie.' I played a few bars and it was accepted."

Postwar Reunion

After World War II, the three Smith brothers reorganized, adding a bass and returning to WBT. On MGM they appear as Arthur Smith and the Crackerjacks in vocal and instrumental numbers and as The Crossroads Quartet for gospel numbers. The latest gospel release came out Oct. 21. It is titled "The Fourth Man."

Puffin Biscuits put the Crackerjacks on WBTV in a program that's a tv station within a tv station. It's supposedly on WEE-TV, a 1½-watter in Happy Valley. Mail barrels in every week addressed to WEE-TV and never a week passes without a viewer commenting that WEE-TV on ch. 3 comes in every bit as good as WBTV.

There are plenty of viewers, judging by a comment made by Robert F. Davis, research manager of CBS-TV Spot Sales. He said, "WBTV's Arthur Smith program is the highest rated local live tv program in the country. This is based on latest Telepulse (August 1955) covering some 4 markets. Arthur Smith rated 40.9."

Arthur Smith is a genial Carolinian with a fetching smile and a sincere, convincing manner. He teaches a young adult's class in a Charlotte Baptist church. Last spring the local Gold Star Mothers named him "Father of the Year."

FACT No. 2

Pulse proves Leadership

WKOW-TV dominates a 15 county market with 13 of the 15 top rated once-a-week shows and 4 of the top 7 multi-weekly shows. (Telepulse Area Report, week of Aug. 15-21)

This is the Pulse market picture:

Retail Sales	– $714 million
Income	– 984 million
Income per family	– $5097

For details call or wire your Headley-Reed TV representative

WKOW-TV Channel 27
Madison, Wisconsin

A SPECIAL TV CHRISTMAS PACKAGE

for unlimited showing during Christmas week

NIGHT BEFORE CHRISTMAS

(11 Minutes)

As agile as ever in spite of his age, Santa Claus himself plays the leading role in a delightful re-enactment of "A Visit From Saint Nicholas". This nineteenth century American Classic has been filmed with an original musical score to accompany the famous poem that begins " 'Twas the night before Christmas".

CHRISTMAS RHAPSODY

(11 Minutes)

The heart-touching story of the littlest Christmas tree . . . as tender and warm as the meaning of Christmas. Photographed in one of America's most beautiful natural settings—near Brighton, Utah. The familiar music and carols of the Yuletide are woven throughout the film by a full symphony orchestra and chorus.

CHRISTMAS THROUGH THE AGES

(13 Minutes)

The story of Christmas, blended from Biblical history, myths, legends, and customs as old as the human race. Dramatic scenes trace the symbols of Christmas to their many sources and reflect the world-wide response to a holiday which celebrates goodwill and peace on earth.

SANTA AND THE FAIRY SNOW QUEEN

(26 Minutes)

The Fairy Snow Queen gives life to Santa's dolls on Christmas Eve. They dance and sing for Santa to the music of Tschaikovsky's Nutcracker Suite and The Sleeping Beauty.



Unlimited telecasts during Christmas week of all four of these fine Encyclopaedia Britannica Films can be yours for just 50% of your one time national Class A one hour rate.*

This Encyclopaedia Britannica Film special TV Christmas package is offered on an exclusive market basis subject to prior sale. Because of the strictly seasonal nature, no audition prints will be available and no orders may be accepted after December 7. The universally well known and respected names of Encyclopaedia Britannica Films and Associated Program Service are your assurance of complete satisfaction. There are no finer films of this type available anywhere.

To avoid disappointment, phone or wire or return the coupon below by air mail special.

* Minimum charge: $175.00.

CHRISTMAS PACKAGE RESERVATION

TO: ASSOCIATED PROGRAM SERVICE
221 FOURTH AVE., NEW YORK, N. Y.

We want the Encyclopaedia Britannica package for our station. Please rush contract for our approval. I understand this offer is subject to prior sale.

Name . . . . . .

Title . . . . . .

Station . . . . . .

Address . . . . . .

City . . . . . .



LET'S UNSHACKLE THE TIMEBUYER

MEDIA DIRECTOR CHAMPIONS A MADISON AVE. CAUSE

MEDIA DIRECTOR Roger C. Bumstead of David J. Mahoney Inc. went before Radio Advertising Bureau's first annual advertising clinic in New York Oct. 14 [B•T, Oct. 17] to talk about creative timebuying. In no uncertain terms he outlined the things he thinks necessary to create an agency atmosphere in which creative timebuying is possible.

Mr. Bumstead also gave evidence of what creative radio timebuying can do. To wit: how White Rock beverages got 100% distribution for a new pineapple soda after one week of saturation spots; how Brioschi Anti-Acid sales jumped 40% after four months of early morning radio; how Good Humor ice cream increased its unduplicated audience 20% by using weekend radio, and how Virginia Dare wine increased sales with an evening radio program.

Following is a condensation of his address:

EVERYONE talks about creative timebuying—but all too few people do anything about it. There are a number of reasons for this state of affairs.

First, the status of too many timebuying units is clerk-like in too many agencies. And the fault does not lie alone with agency management, in spite of protestations to the contrary. The major responsibility must lie with the media director of the agency. Media executives are all too anxious to hide their light under a bushel—except when they are talking to other media directors.

However, in a few isolated cases, a media director has been a great salesman, too. He has believed in his department, and its work, and he has fought for it tooth and nail. The result has been that ambitious young people have fought to get into his department. The result has been outstanding success for the agency. The result has been creative timebuying.

But how many broadcast media directors actively *sell* their departments? How much more often do we find the media director with the Univac timebuying approach? This gentleman's next move is to go to 57th St. and Madison Ave. and shop for his timebuyers at IBM World Headquarters. After all, IBM machines can add faster, compute faster, and get a lower cost-per-thousand faster than any human being. The only thing the IBM or Univac machine can't do is think—and who needs to think in a Univac timebuying department? Seriously, it seems ludicrous to me to see the utter dependence that some agencies put on the lowest-cost-per-thousand. Because the only guides to cost-per-thousand are rating and coverage services which are universally agreed to be woefully inadequate in both technique and sample. Timebuyers must be freed from the ridiculous shackles of fictitious cost-per-thousand research. Common sense must be allowed to exercise its influence over timebuying as it does in copy, contact, merchandising and art departments. Perhaps that is the key to creative timebuying—an encouragement to exercise common sense.

What else can a broadcast media director do to encourage creative timebuying? He can have the guts to resist attempts by inexperienced agency personnel outside the timebuying unit to dictate buys, station selections, or broadcast patterns. It is asinine to see an account executive who does not get up until 8 in the morning kill all spots scheduled before 8—because he does not believe that anyone listens to the radio until then. The timebuying unit is especially trained—or should be—to judge broadcasting facts *objectively*, not *subjectively*, like our late-sleeping account executive. When the timebuying department is right it should stick by its guns. Why? Because the client deserves it. Only the client gets cheated when a timebuyer fails to back up a correct decision.

The media director also can institute procedures and insist on complete briefings for his buyers on the client's campaign plans and objectives.

He should advocate better pay for associates—recognize and reward ability and experience regardless of sex or age.

And in time, if we concentrate on improvement *within* our own departments, we will be on our way to truly imaginative and truly creative timebuying.

Let's remember the following points and crusade for them:

1. Positively sell creative approaches to media selection and timebuying. Fight for radio, if you honestly believe it is the solution to the current problem.

2. Advocate better broadcast research—but in no instance depend on it as a face-saving crutch. Stress common sense as the key to inspired timebuying.

3. Stand up for your opinions—resist interference from untrained personnel.

4. Emphasize the need for better pay and more thorough training for media personnel and, in particular, our buyers.

To me, timebuying is one of the world's most exciting professions. It should call for intelligence, imagination, and daring. To see it reduced to a statistical brainwashing seems a shocking waste.

The people in this room have it in their power to help elevate timebuying to its rightful position in the advertising world. It's been done in a few agencies. Let's each do it in our own.

(A&A continues from page 32)

resided over the session, as well as the speakers, took note of the aroused and renewed interest among agency people in network radio as a forceful advertising medium. Said Mr. Barnoff: ". . . It's a good thing all around—including your clients' interests—that you're taking a long careful look at radio again."

Mr. Pryor noted that ABC Radio, invited to send a speaker to the AAAA session, had declined because its new radio programming restructure announcement Thursday (see story, page 86), would then have been "anti-climactic."

ABC Business News

IN WHAT was hailed as possibly the first use of network radio by an investment and brokerage house, Harris, Upham & Co., New York, has signed for a five-minute strip on ABC Radio, starting Oct. 31. Idea for the program was attributed to Bill Seth, vice president in charge of radio and television for Lewin, Williams & Saylor, and Wray Kennedy, vice president and account executive of the agency, which handles the Harris, Upham account. The program will feature Don Gardner in a review of daily activities of the New York Stock Exchange and news and views of business conditions, based on information gathered by the sponsor's research department. The show will be heard at 5:55-6 p.m. EDT Mondays through Fridays.

AAAA GROUP HEARS TOLL TV PROS, CONS

BMI's Kaye speaks against toll tv and Skiatron's Landis in favor of it at agency association's regional conference in New York.

AN UNUSUAL platform—that of the American Assn. of Advertising agencies, which held its Eastern Annual Conference in New York last week (see page 28)—was used to discuss in open debate the controversial issue of toll television.

The audience, made up largely of top executives in the agency field, were not disappointed. Two prominent lawyers, Sydney Kaye, vice president and general counsel of Broadcast Music Inc., and James M. Landis, who represents Skiatron Electronics & Television Corp., strongly advocated distinct and divergent views.

At one point Mr. Landis said that uhf is going down economically and cannot survive—but that toll tv would give it a chance to pull through.

The agency audience itself stirred the session by asking these pointed questions (summarized in brief):

Since certain companies [Skiatron] plan to retail a decoder [Mr. Landis placed the figure at about $50], will they, in effect, ask people to pay for the privilege of paying to watch tv? What happens when color comes along, with its additional cost? Isn't uhf's biggest problem that of a $35 converter?

If pay tv bids for certain talent would that not increase the cost of the programs while causing a decrease of audience? Ultimately, would not this increased cost be passed on to the consumer by the manufacturer (or sponsor) who must pay more to sell his goods?

Advertisers buy time on the basis of its costs and circulation—would not pay tv cut into the efficiency of tv as an advertising medium? What plans do toll tv people have to provide public service similar or equal to that programmed on the networks and financed by profits made in the selling of time to advertisers?

All of these questions were directed to Mr. Landis, whose answers also are summarized:

The decoder cost—this is similar to the telephone company eliminating its service charge for use of the telephone and asking customers to buy it outright and then charging for each call.

Programming cost increase—he couldn't tell now whether it would happen, but if it did, this would be in the "American tradition." He added that one could hardly presume that the networks are doing a "great service" to the country in keeping talent costs "down."

Similarity of uhf converter to vhf decoder—people will pay for a device if it will give them better programming, something, he intimated, they would not exactly receive on uhf in mixed vhf-uhf markets where the better network programs are on vhf.

Public service programming — one cannot deny the service the public receives from the networks. Public service is supplied to maintain programming service of a network or station to keep time valuable. Stations which have certain "toll hours" could use revenues

DON'T OVERLOOK THE FACTS

Fact Number 2 for the VITASCAN color TV system



TUBE COST... approximately 2¢ per hour

3 Keep watching this space for more revealing facts!

2 Camera employs simple cathode-ray tube—costing only $100. Life expectancy of 4000 to 5000 hours, or approximately 2 cents per hour cost.

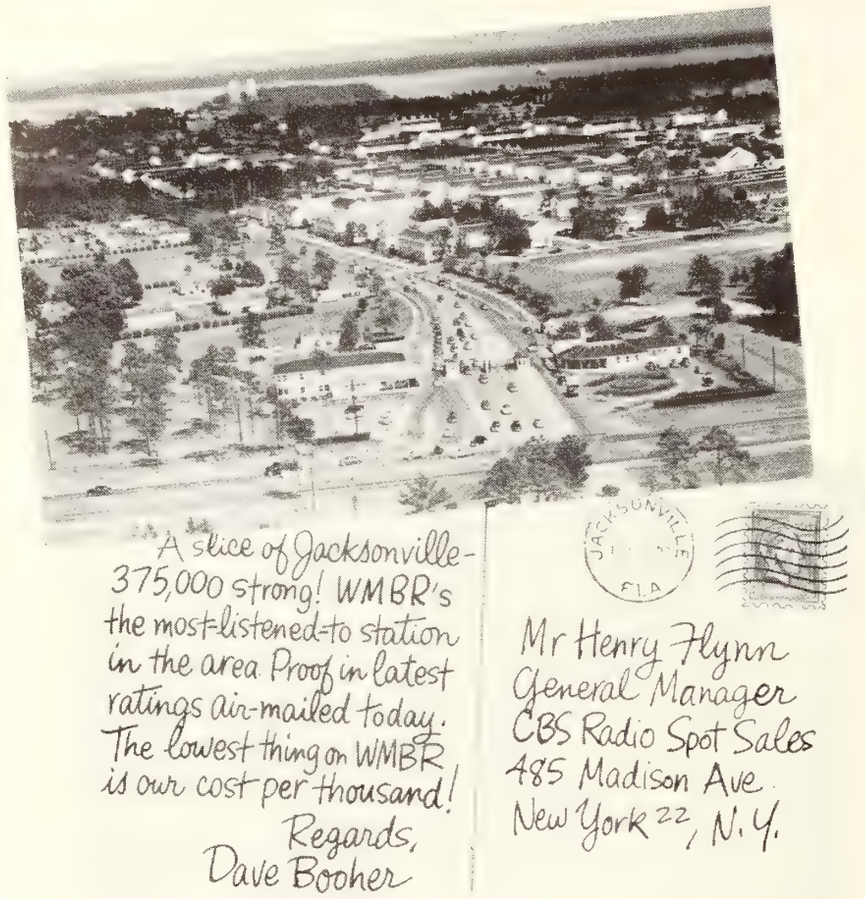
1 Permits color broadcasting on modest budgets. Costs no more than monochrome I.O. system. May be used for monochrome as well as color.

DUMONT®



VITASCAN

TELEVISION TRANSMITTER DEPARTMENT • ALLEN B. DU MONT LABORATORIES, INC., CLIFTON, N. J.



so gained for public service. For toll tv itself, it can provide public service by offering specialized knowledge—for example, medical telecasts to doctors. Programs of this nature could be on the air along with those of commercial tv, which he called "mass entertainment." Thus, toll tv could add to the amount of public service via video.

At this point, a member of the audience reminded Mr. Landis that there are only so many hours in a day, and because of this asked if toll tv would wish to put on a program of interest to only some 200,000 doctors for which it would collect $20,000 when a movie could be programmed collecting a dollar per viewer.

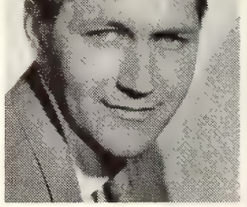
Mr. Landis said there are hours other than prime evening time when public service programs could be aired by subscription tv. He said the plans of what and when to program would depend on time available and that it was his thought that as much as six or even nine hours per week of "mass toll entertainment" would be difficult because of the economic factor.

Mr. Kaye, who had indicated that one of the arguments against pay tv was the contemplated use of existing commercial tv facilities, was asked by a member of the audience what his position would be if toll tv used its own facilities. Mr. Kaye said that "certainly would reduce the immediate impact."

Both men presented summaries of their positions. Additional time was allowed for them to question each other and the remainder of the time was given over to audience questions.

Suitt Named V.P., Principal; Wright-Campbell Change

INCORPORATION of Wright-Campbell Adv Chicago, into Wright, Campbell & Suitt, wit William W. Suitt as newly-appointed vice pres dent and principa was effected las Monday. Mr. Sui formerly was cre tive director wit Maxon Inc., Detroi and recently hel that post at Wrigh Campbell.


MR. SUITT

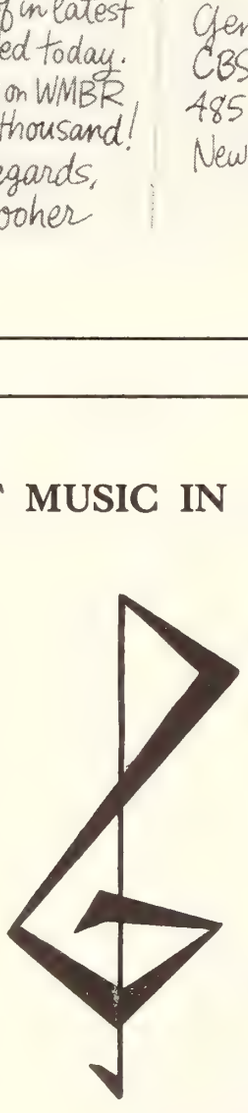
Under the inco poration, William Wright is presider Mr. Suitt and Do ald L. Campbell a vice presidents, Mi William E. Wright secretary and John Henning is treasurer. Mess Wright and Campbell and Mrs. Wright we principals in Wright-Campbell as a partnersh since 1949.

BBDO Gets Revlon Account

REVLON PRODUCTS has named BBD New York, to handle its advertising for Toy and Glow in addition to Satin-Set and I Curl Spray, effective immediately. Starti yesterday (Sunday), Revlon will sponsor, w Kent cigarettes, through Young & Rubica *Appointment With Adventure,* which in Dece ber will be replaced by *$64,000 Panel,* Sunda 10-10:30 p.m. on CBS-TV. Other Revlon pr ucts, placed by Norman Craig & Kumn agency for the majority of Revlon billi also will share billing on the new progr in addition to maintaining *$64,000 Questi*

THE BEST MUSIC IN AMERICA

a repertory of distinction



and an outstanding Transcribed Library

SESAC INC.
475 Fifth Avenue
New York 17, N.Y.



In less than 1 year, KTRK-TV has changed the Houston market.
At the daily children's hour between 5 o'clock p.m. and 6:30 p.m.
up to 60% of the audience watches Channel 13 . . . And they'll stay
for the great lineup of ABC family shows . . . Warner Brothers,
Disneyland, Lone Ranger, and Rin Tin Tin.
Good shows make good adjacencies—call us or BLAIR TV.

KTRK-TV THE CHRONICLE STATION, CHANNEL 13, P. O. BOX 12, HOUSTON 1, TEXAS — ABC BASIC
HOUSTON CONSOLIDATED TELEVISION CO., General Mgr., Willard E. Walbridge; Commercial Mgr., Bill Bennett
NATIONAL REPRESENTATIVES: BLAIR-TV, 150 E. 43rd St., New York 17, N. Y.



ARIZONA, DELAWARE, FLORIDA, NORTH CAROLINA, WYOMING

These preliminary state and county figures from the U. S. Census of Agriculture show the number of farms with television sets in October-November, 1954, when the census was made. Figures are projected from a survey covering 20% of all farms. B•T will present farm tv figures for each state as they are tabulated by the Census Bureau. Readers can clip and save these reports to accumulate a complete, county-by-county, state-by-state file.

	Total Farms	Farms With Tv	% Tv Farms
ARIZONA			
Apache	233	5	2.1
Cochise	904	87	9.6
Coconino	216	5	2.3
Gila	251	20	8.0
Graham	417	31	7.4
Greenlee	158	1	0.6
Maricopa	3502	2475	70.7
Mohave	145	---	---
Navajo	456	---	---
Pima	641	379	59.1
Pinal	1047	445	42.5
Santa Cruz	173	29	16.8
Yavapai	609	48	7.9
Yuma	569	284	49.9
TOTAL	9,321	3,809	40.9
DELAWARE			
Kent	1938	1145	59.1
New Castle	1130	906	80.2
Sussex	3229	1734	53.7
TOTAL	6297	3785	60.1
FLORIDA			
Alachua	1610	411	25.5
Baker	390	180	46.2
Bay	264	92	34.8
Bradford	617	205	33.2
Brevard	1017	256	25.2
Broward	408	197	48.3
Calhoun	523	52	9.9
Charlotte	148	29	19.6
Citrus	278	14	5.0
Clay	188	94	50.0
Collier	116	21	18.1
Columbia	987	269	27.3
Dade	1527	900	58.9
De Soto	505	63	12.5
Dixie	214	23	10.7
Duval	475	326	68.6
Escambia	1334	413	31.0
Flagler	100	73	73.0
Franklin	36	2	5.6
Gadsden	1024	70	6.8
Gilchrist	369	62	16.8
Glades	103	22	21.4
Gulf	98	15	15.3
Hamilton	747	140	18.7
Hardee	1114	99	8.9
Hendry	188	28	14.9
Hernando	387	42	10.9
Highlands	583	163	28.0
Hillsborough	4492	1458	32.5
Holmes	1481	79	5.3
Indian River	683	98	14.3
Jackson	2997	149	3.7
Jefferson	924	68	7.4
Lafayette	483	73	15.1
Lake	2920	820	28.1
Lee	458	144	31.4
Leon	910	92	10.1
Levy	498	78	15.7
Liberty	285	6	2.1
Madison	1104	102	9.2
Manatee	804	258	32.1
Marion	1853	357	19.3
Martin	186	56	30.1
Monroe	11	---	---
Nassau	205	88	42.9
Oklaboosa	863	81	9.4
Okeechobee	242	52	21.5
Orange	2726	991	36.4
Osceola	527	195	37.0
Palm Beach	874	309	35.4
Pasco	1036	317	30.6
Pinellas	758	315	41.6
Polk	4020	828	20.6
Putnam	622	252	40.5
Saint Johns	350	197	56.3
Saint Lucie	735	168	22.9
Santa Rosa	1202	212	17.6
Sarasota	349	68	19.5
Seminole	789	324	41.1
Sumter	761	117	12.2
Suwannee	1705	299	17.5
Taylor	323	38	11.8
Volusia	1173	283	24.1
Wakulla	242	2	0.8
Walton	1214	108	8.9
Washington	1003	57	5.7
Union	385	77	20.0
TOTAL	57,543	13,477	23.4
NORTH CAROLINA			
Alamance	2749	1211	44.1
Alexander	1504	521	34.6
Alleghany	1447	281	19.4
Anson	2238	502	22.4
Ashe	3754	792	21.1
Avery	1509	392	26.0
Beaufort	3194	1246	39.0
Bertie	3165	832	26.3
Bladen	3633	349	9.6
Brunswick	1976	250	12.7
Buncombe	4303	1082	25.1
Burke	1922	738	38.4
Cabarrus	1882	907	48.2
Caldwell	2165	972	44.9
Camden	434	233	53.7
Carteret	640	112	17.5
Caswell	2899	718	24.8
Catawba	2718	1283	47.2
Chatham	2844	890	31.3
Cherokee	1638	186	11.4
Chowan	895	241	26.9
Clay	864	70	8.1
Cleveland	4672	1662	35.6
Columbus	6051	671	11.1
Craven	2358	913	38.7
Cumberland	3002	198	6.6
Currituck	544	315	57.9
Dare	39	5	12.8
Davidson	3561	1547	43.4
Davie	1527	386	25.3
Duplin	5650	1080	19.1
Durham	1622	514	31.7
Edgecombe	3725	825	22.1
Forsyth	2927	1292	44.1
Franklin	4050	418	10.3
Gaston	1762	964	54.7
Gates	1166	432	37.0
Graham	757	55	7.3
Granville	3578	625	17.5
Greene	2945	1016	34.5
Guilford	4518	2120	46.9
Halifax	4244	468	11.0
Harnett	4684	922	19.7
Haywood	2818	555	19.7
Henderson	1998	653	32.7
Hertford	1761	647	36.7
Hoke	1560	121	7.8
Hyde	570	62	10.9
Iredall	3699	1358	36.7
Jackson	1813	211	11.6
Johnston	7822	1045	13.4
Jones	1515	415	27.4
Lee	1500	504	33.6
Lenoir	3529	1250	35.4
Lincoln	2333	1296	55.6
McDowell	1323	445	33.6
Macon	1896	160	8.4
Madison	3482	437	12.6
Martin	2888	1170	40.5
Mecklenburg	2787	1398	50.2
Mitchell	1763	431	24.4
Montgomery	995	374	37.6
Moore	2328	508	21.8
Nash	5461	960	17.6
New Hanover	376	103	27.4
Northampton	2879	614	21.3
Onslow	2064	335	16.2
Orange	1939	636	32.8
Pamlico	738	194	26.3
Pasquotank	791	442	55.9
Pender	2266	334	14.7
Perquimans	888	288	32.4
Person	3591	695	19.4
Pitt	5583	2191	39.2
Polk	997	339	34.0
Randolph	3578	1214	33.9
Richmond	1572	436	27.3
Robeson	8037	583	7.3
Rockingham	4188	1643	39.2
Rowan	2911	1388	47.7
Rutherford	3021	1117	37.0
Sampson	6822	894	13.1
Scotland	1241	83	6.7
Stanly	2244	1144	51.0
Stokes	3809	1137	29.9
Surry	4297	873	20.3
Swain	758	35	4.6
Transylvania	968	162	16.7
Tyrrell	499	156	31.3
Union	4415	1919	43.5
Vance	2106	302	14.3
Wake	5770	1323	22.9
Warren	2866	193	6.7
Washington	773	204	26.4
Watauga	2427	478	19.7
Wayne	4588	1182	25.8
Wilkes	4088	1275	31.2
Wilson	3919	1357	34.6
Yadkin	3148	818	26.0
Yancey	2153	237	11.0
TOTAL	267,906	70,560	47.2
WYOMING			
Albany	310	58	18.7
Big Horn	849	69	8.1
Campbell	509	4	0.8
Carbon	330	5	1.5
Converse	348	2	0.6
Crook	540	5	0.9
Fremont	12,71	17	1.3
Goshen	1154	134	11.6
Hot Springs	200	5	2.5
Johnson	320	3	0.9
Laramie	667	296	44.4
Lincoln	629	32	5.1
Natrona	274	17	6.2
Niobrara	381	2	0.5
Park	891	74	8.3
Platte	676	56	8.3
Sheridan	760	8	1.1
Sublette	204	3	1.5
Sweetwater	139	--	--
Teton	98	17	17.3
Uinta	301	60	19.9
Washakie	290	1	0.3
Weston	251	2	0.8
TOTAL	11,392	870	7.6

OTHER STATES REPORTED IN B•T

Arkansas	Oct. 10, 1955
Colorado	Oct. 17, 1955
Connecticut	Oct. 10, 1955
Idaho	July 25, 1955
Iowa	Oct. 3, 1955
Kansas	Aug. 29, 1955
Maine	Oct. 10, 1955
Massachusetts	Oct. 17, 1955
Minnesota	Aug. 15, 1955
Montana	Aug. 15, 1955
Nebraska	Sept. 12, 1955
Nevada	June 13, 1955
New Hampshire	July 25, 1955
New Jersey	Oct. 3, 1955
New Mexico	Oct. 10, 1955
North Dakota	Aug. 1, 1955
Oklahoma	Sept. 5, 1955
Oregon	Oct. 17, 1955
Rhode Island	Oct. 3, 1955
South Dakota	Aug. 15, 1955
Tennessee	Oct. 3, 1955
Texas	Oct. 10, 1955
Utah	Aug. 1, 1955
Vermont	July 25, 1955
Washington	Oct. 17, 1955
Wisconsin	Aug. 29, 1955

PAPER-MATE PLANS BIGGER CAMPAIGN

PAPER-MATE Pen Co., division of the Gillette Co., Boston, has been so successful with its national advertising campaigns—specifically radio-tv network and local spots—that it is going to buy more and more time this season.

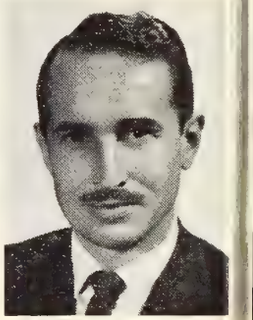
First on the company's agenda are plans to conduct the first national advertising drive for Paper-Mate refills with expectations, according to company spokesmen, to push refill sales to the 20 million-unit mark during 1955.

An entirely separate drive calls for an additional allotment of $400,000 to Paper-Mate's yearly advertising budget to be used above its normal expenditures in anticipation of heavy Christmas season sales. Latter campaign, built around the theme of "An Ideal Gift for Everyone," will utilize combined radio-tv-print media. Of the additional monies approximately $200,000 will go into air advertisements.

Through its agency, Foote, Cone & Belding, New York, Paper-Mate will buy a heavy spot schedule for local radio-tv in 22 major markets, spearheaded by special Christmas promotion on the 142-station NBC-TV *People Are Funny* program. The agency also has arranged for additional spot schedules in other areas on a dealer-station cooperative basis. Foote, Cone & Belding, Los Angeles, is also understood to be planning a separate spot campaign.

Charles Tennant Named Miles Labs Ad Director

APPOINTMENT of Charles W. Tennant Jr. creative director of Geoffrey Wade Adv. Inc. as director of advertising effective Nov. 15 has been announced by Miles Labs (Alka-Seltzer Nervine, Bactine, other products), Elkhart, Ind. The post is a newly-created one, with Mr. Tennant assuming new and former duties exercised by the late Oliver Capelle as advertising manager. Since Mr. Capelle's death, Perry L. Shupart, who will be Mr. Tennant's superior, has been assuming the responsibilities as vice president in charge of sales and advertising.


MR. TENNANT

Mr. Tennant became creative director a Geoffrey Wade Adv. upon promotion c Lawrence W. Davidson to product service d rector in a recent realignment of the agenc personnel involving several key appointmen [B•T, Oct. 17]. In the B•T story, Geoffre Wade Adv. was inadvertently referred to Geoffrey Adv.

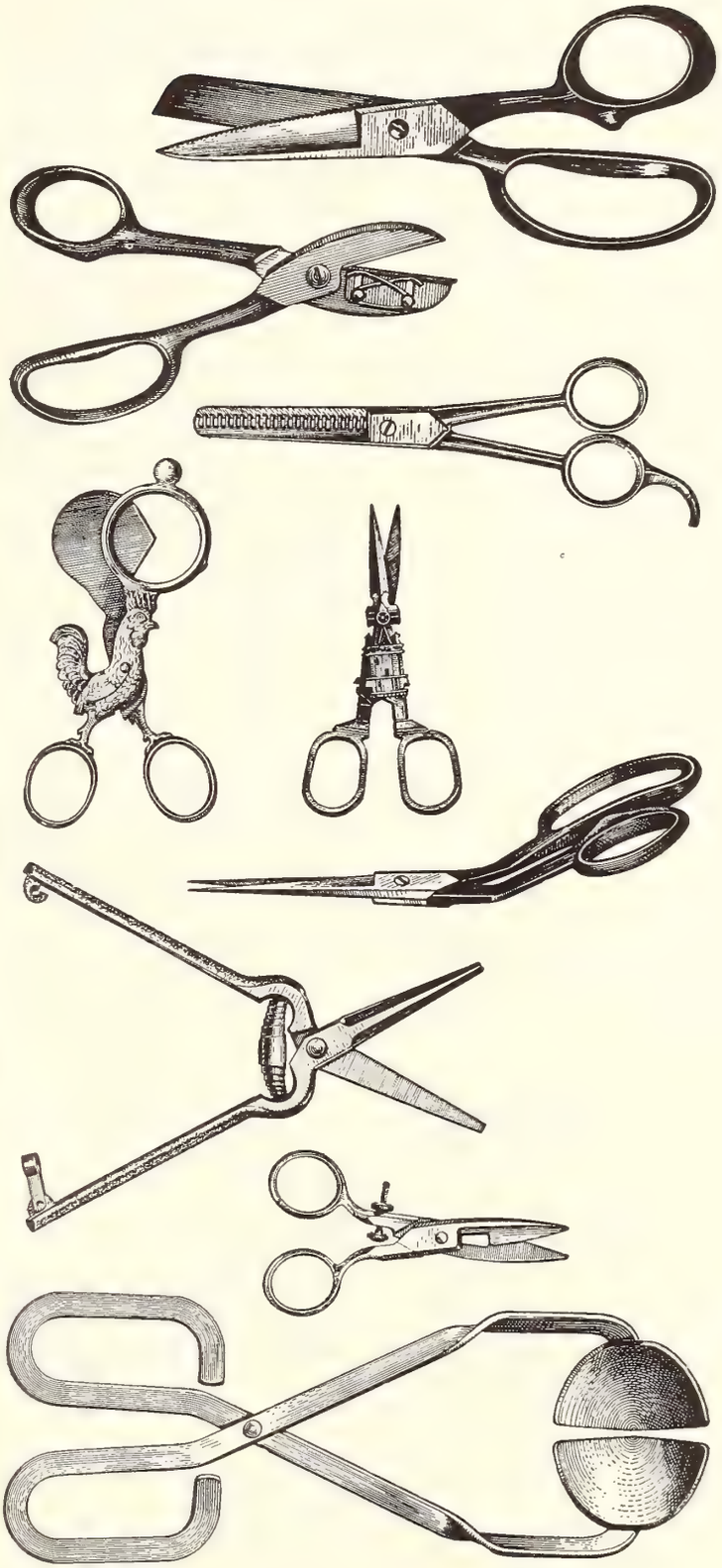
Radio Spot for Dromedary

DROMEDARY DATES, New York, a nounced last week that its radio spot campai two weeks before Thanksgiving and two wee before Christmas will cover 66 cities in states and will employ 20 or more announc ments per week for those two weeks [B• Oct. 10]. Lennen & Newell, New York, agency.

each one is different

The job to be done determines the design to do it. Like different pairs of shears, each quality television station is shaped to the job it must do — the need it fills — the market it serves.

For television stations, Harrington, Righter and Parsons' representation has special meaning. Our only concern — to interpret and sell the unique design of each quality television station we represent.



Harrington, Righter and Parsons, Inc.

New York
Chicago
San Francisco

television—the *only* medium we serve

WROW-TV	*Albany*
WAAM	*Baltimore*
WBEN-TV	*Buffalo*
WJRT	*Flint*
WFMY-TV	*Greensboro*
WTPA	*Harrisburg*
WDAF-TV	*Kansas City*
WHAS-TV	*Louisville*
WTMJ-TV	*Milwaukee*
WMTW	*Mt. Washington*
WSYR-TV	*Syracuse*

HEARST EXECUTIVE TRIES TO DEBUNK TV

Television is the American commercial counterpart of Russian roulette, according to H. James Gediman in address before Audit Bureau of Circulations. Arrows fly at tv's effectiveness, selling methods, rating services, spectaculars, etc.

TELEVISION was hauled to the woodshed last week and thrashed for alleged shortcomings as an advertising, entertainment and operating medium generally.

The woodshed was provided by the Audit Bureau of Circulations, holding its 41st annual meeting in Chicago, and the switch was administered by H. James Gediman, executive vice president of the *American Weekly* and *Puck*, the comic weekly. He spoke at a general session of the two-day meeting in the Drake Hotel Thursday.

To Mr. Gediman tv was the "American commercial counterpart of Russian roulette."

Gardner Cowles, president of the Register & Tribune Co. and Cowles Magazines Inc. and board chairman of the Cowles stations, took a considerably more tolerant view of the medium. Addressing the annual luncheon Thursday, Mr. Cowles foresaw a "golden decade for all media, all advertising and marketing services"—particularly for magazines and newspapers—for the next 10 years. Foreseeing more leisure time and spending power for consumers, he stated:

"Television will expand still more and possibly pre-empt a good share of the entertainment field—but in information, in solid news, in interpretation of news, in personality profiles, in discussion of ideas, in opinion, in science, in medicine, in child care, in religion—I believe the public will increasingly want the stability, the accuracy, the convenience, the more lasting permanence of the written word."

Cowles stations include KRNT-TV Des Moines, KVTV (TV) Sioux City, WNAX Yankton, S. D., WCCO-TV Minneapolis, and KTVH (TV) Hutchinson, Kan.

Mr. Gediman noted Audit Bureau 41 years ago introduced an "alphabet of fact and reason —our ABC's of communication and description." But in tv, he claimed, there is "almost nothing but the XYZ's, the unknown, the projected, the unofficial and unrestrained."

"The real villain of the print dip in the early 30's was not then, and never has been radio, or later tv, [it] was the depression," he asserted.

Mr. Gediman observed that "radio at its inception was a powerful enough medium not merely to survive but actually to flourish in a depression." He felt the aural medium was, "in many ways," more dramatic then than tv now in an era of commonplace miracles.

"Network tv's growth has been impressive and immediate like the radio cycle," Mr. Gediman conceded, "although television was not confronted with an economic depression. [There has been] a wholesale transfer of network radio billing to network tv, plus a thumping increase in total advertising expenditures."

Mr. Gediman asserted that while network television has capitalized on both circumstances, print media was the "beneficiary" of the "more important one"—total advertising investment.

• "About 90% of the national advertising that has been operative in these years of unprecedented progress has been in media other than network tv," he said.

Mr. Gediman claimed "the dollar volume of all advertising in newspapers alone was more than 100% greater than [that] on all tv and radio combined," and that the "100 leading national advertisers put $12 million more of their money into print in 1954 than into network radio and tv."

• "There are at least three different kinds of network tv and the extent of the differences among them is implicit in their time cost schedules."

Referring to class A, B and C time periods, Mr. Gediman suggested it is difficult to evaluate them without a procedure equivalent to the ABC. ("Class A embraces five hours, but the really desirable hours are the three beginning 8, 9 and 10 p.m. EST . . . now selling tv for these three hours . . . is at present like selling sex to sailors—but morning and afternoon network time is as available as whiskey at an American Legion convention.")

Mr. Gediman insisted that advertisers have only limited control over the "nature and size" of the network they buy because of a "sellers market" and must agree to take a "basic network of 54 stations, or whatever the minimum number may be, provided they can be cleared," thus getting a "number of stations you don't really want."

"The purchase of premium time commits you to the purchase of premium use of that time . . . is merely a sort of entrance fee."

Turning his guns on rating services, Mr. Gediman asserted, "There are not merely four rating services—there are four major kinds of ratings service."

Mr. Gediman charged that none is "industry-supervised" or subject to checks and balances by all parties (the medium, manufacturer and agent) but all are "private businesses . . . all out to please . . . the higher the rating, the more salable the service."

Mr. Gediman also scored the word "spectacular" as really meaning "expensive," and expressed doubt of sponsor association in the minds of viewers on some of the past programs. "Conditions are rampant in tv similar to those that preceded the foundation of the ABC . . . tv is getting too big to be without a system of weights and measures."

And yet, Mr. Gediman concluded in a charitable vein, "tv will find its place under the inexorable laws of the competitive market . . . tv serves a deep need, primarily for entertainment. . . ."

STATION SALES

KIDDER, PEABODY & CO.—

• Maintains close contact with all phases of the Television and Radio industry.

• Has an established relationship with most of the important sources of investment capital in the country.

—We invite the station owner to take advantage of this dual coverage when considering the sale of his property.

Address inquiries to:
ROBERT E. GRANT
Kidder, Peabody & Co.
First National Bank Building
Chicago 3, Illinois
Telephone ANdover 3-7350

KIDDER, PEABODY & CO.
FOUNDED 1865
NEW YORK BOSTON PHILADELPHIA
CHICAGO SAN FRANCISCO
Offices and correspondents in thirty other principal cities in the United States

Armour Shifts Accounts In Agency Realignment

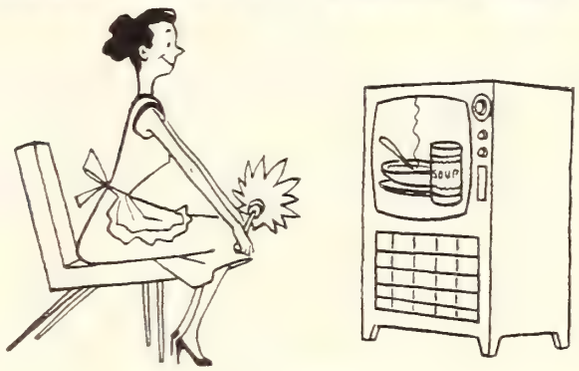
ARMOUR & Co., Chicago meat packer, has assigned a number of accounts previously handled by John W. Shaw Adv. to Foote, Cone & Belding and N. W. Ayer & Son [CLOSED CIRCUIT, Oct. 10; AT DEADLINE, Oct. 17]. The assignments were divided along edibles and laundry lines.

Foote, Cone & Belding, which handles Dial soap and shampoo for Armour Auxiliaries, adds Armour Suds, Perk granulated soap, Chiffon Flakes and a liquid detergent. Ayer gets the refinery products (lard and shortening), frosted meats, dairy, poultry and margarine products supplementing the Dash dog food account.

Tatham-Laird, which handles smoked meats hams and bacons, was not involved in the product realignment among agencies.

"SEE-PAY" TELEVISION!

2,770,528 People,





491,000 TV Sets
(As of July 1, '55)

in Kentucky and Indiana,

VIA



WAVE-TV CHANNEL 3 LOUISVILLE

Reaching As Many Families in Its Kentucky and Indiana Area As:

- *26 Daily Newspapers Combined!*
- *115 Weekly Newspapers Combined!*
- *12 Leading General Magazines Combined!*
- *16 Leading Farm Magazines Combined!*
- *14 Leading Women's Magazines Combined!*
- *All Home and Fashion Magazines Combined!*

Affiliated with NBC, ABC, DUMONT

NBC SPOT SALES
Exclusive National Representatives



Jacksonville, Florida . . . a City whose metropolitan area now has 363,000 residents. A city that has become the insurance center of the southeast; the industrial, financial and distribution capital of a vast southeastern area. Jacksonville has grown.

WJHP-TV
has grown too!

MORE . . . Spot Sales
MORE . . . Conversions
MORE . . . Satisfied Clients
MORE . . . Happy Viewers
MORE . . . Quality Programing

N B C AFFILIATE A B C

WJHP-TV
Channel 36
JACKSONVILLE, FLORIDA

Mulholland Urges New Formula for Buying

RADIO's place as "the largest potential mass audience advertising medium yet conceived," was described by a network executive to a group of advertising and agency representatives in Chicago last week.

The executive, John W. Mulholland, NBC Chicago tv spot sales manager, urged advertisers to abandon "the personal formula" for selecting programs, markets and methods and utilize all methods—audience research, merchandising and marketing—to ascertain the best broadcasting buys.

Mr. Mulholland addressed an advertising manager's workshop session of the Chicago Federated Adv. Club Tuesday evening. CFAC also explored tv production in a separate radio-television session marking the fourth week in its series of eight-week nightly clinics on various topics. The Women's Adv. Club of Chicago is co-sponsor with CFAC on the 1955 Advertising Workshop.

"The broadcast industry is now too complex and far-reaching to rely on the personal formula (personal contact and personal friendships with top broadcast media executives to deliver to them the best programs, the best announcements and the best buys)," Mr. Mulholland asserted. He suggested advertisers supply broadcasters "with enough accurate product distribution information so we then can accurately match the coverage either by radio, or television, or both."

As to radio, Mr. Mulholland noted announcements and programs pay off in different ways and are bought for different reasons, and "a good program buy is one which reaches the greatest number of the people whom you desire to reach."

Discussion of "Producing a Tv Show," either live or film, in different cities, was broached by a panel including Richard Johnson, NBC; Walter Colmes, Emerson Film Corp., and Les Weinrott, WBBM-TV Chicago.

'Kraft Tv Theatre' Sets $50,000 Award for Authors

KRAFT FOODS Co., Chicago, has established a $50,000 award for the author of the best original tv play produced on *Kraft Television Theatre* during the year ending Oct. 31, 1956.

Purpose of the award is to give proper recognition for distinguished achievement in the field of dramatic television writing, John McLaughlin, director of sales and advertising for Kraft, announced last week. "As sponsors of television's first full-hour dramatic show and of the oldest show in America's newest and greatest entertainment medium, we feel it particularly appropriate that Kraft recognize distinguished achievement by television dramatists," Mr. McLaughlin said.

Judges for the award will be Walter F. Kerr, drama critic *New York Herald-Tribune;* Helen Hayes, actress, and Maxwell Anderson, playwright. The Kraft tv show is on NBC-TV, Wednesday, 9-10 p.m. EDT.

GE Buys Holiday Parade

CBS-TV will present the "Thanksgiving Eve Parade of Lights," annual parade of Bamberger's Department Store in Newark, N. J., on Nov. 24 (6:15-6:54 p.m. EST) under the sponsorship of General Electric Co. This will mark the first time since 1931 that Bamberger's will stage the parade on Thanksgiving Eve instead of Thanksgiving Day. Unique feature of the two-mile parade is that many of its nine floats and 11 bands will be presented in "black lights." GE is sponsoring the special event on behalf of its lamp div., through BBDO, and its small appliance div., through Young & Rubicam.

LATEST RATINGS

NIELSEN

Top 10 Television Programs
Two Weeks Ending September 24, 1955
NUMBER OF TV HOMES REACHED

RANK	PROGRAM	HOMES (000)
1	64,000 Dollar Question (CBS)	19,302
2	Ford Star Jubilee (CBS)	15,667
3	Toast of the Town (CBS)	12,764
4	Disneyland (ABC)	12,363
5	Colgate Variety Hour (NBC)	12,190
6	Martha Raye Show (NBC)	11,687
7	Producers Showcase (NBC)	11,193
8	Climax (CBS)	11,001
9	Those Whiting Girls (Gen. Foods) (CBS)	10,906
10	Color Spread (NBC)	10,847

PER CENT OF TV HOMES REACHED
PROGRAM STATION BASIS

RANK	PROGRAM	HOMES %
1	64,000 Dollar Question (CBS)	60.3
2	Ford Star Jubilee (CBS)	48.7
3	Toast of the Town (CBS)	39.7
4	Martha Raye Show (NBC)	38.7
5	Disneyland (ABC)	38.3
6	Colgate Variety Hour (NBC)	37.3
7	Robt. Montgomery (Schick) (NBC)	35.8
8	Producers Showcase (NBC)	35.6
9	Climax (CBS)	35.5
10	Perry Como Show (NBC)	34.3

Copyright 1955 by A. C. Nielsen Co.

PULSE

Top 20 Regularly Scheduled Once-a-Week Tv Shows

	Rating Sept.	Aug.
$64,000 Question (CBS)	57.7	40.6
Toast of the Town (CBS)	36.9	32.8
Best of Groucho (NBC)	29.6	23.5
Robert Montgomery (NBC)	28.7	20.3
Lux Video Theatre (NBC)	28.2	24.4
Dragnet (NBC)	27.6	29.8
Godfrey's Talent Scouts (CBS)	26.2	21.8
Medic (NBC)	26.2	
G. E. Theatre (CBS)	25.8	24.4
I've Got a Secret (CBS)	25.6	24.3
Ford Theatre (NBC)	25.3	22.4
Two for the Money (CBS)	24.7	23.4
Climax (CBS)	23.8	19.3
Front Row Center (CBS)	23.1	
Disneyland (ABC)	22.7	20.4
This Is Your Life (NBC)	22.7	25.2
Burns & Allen (CBS)	22.1	20.1
Stage 7 (CBS)	21.9	20.7
Person to Person (CBS)	21.7	
Four Star Playhouse (CBS)	20.8	19.7

Top 10 Regularly Scheduled Multi-Weeky Tv Shows

	Rating Sept.	Aug.
Howdy Doody (NBC)	11.8	10.9
Guiding Light (CBS)	11.3	11.2
Love of Life (CBS)	11.0	10.4
Pinky Lee (NBC)	10.9	9.9
Search for Tomorrow (CBS)	10.7	10.6
CBS News (CBS)	10.3	10.2
Big Payoff (CBS)	10.2	9.7
News Caravan (NBC)	10.1	9.5
Eddie Fisher (NBC)	9.5	
Julius LaRosa (CBS)	9.5	
Strike It Rich (CBS)	9.5	9.8

TRENDEX

Top 10 Ratings for Evening Network Television
Week of October 1-7

Rank	Program	Homes (%)
1.	The $64,000 Question (CBS)	45.2
2.	The Honeymooners (CBS)	37.2
3.	I Love Lucy (CBS)	33.3
4.	Your Hit Parade (NBC)	32.0
5.	The Ed Sullivan Show (CBS)	31.1
6.	The Bob Hope Show (NBC)	30.7
7.	You Bet Your Life (NBC)	30.0
8.	Red Skelton (CBS)	28.6
9.	I've Got a Secret (CBS)	27.0
10.	Max Liebman Presents (Heidi) (NBC)	26.3
11.	This Is Your Life (NBC)	26.3
Special Events:		
	World Series Oct. 1 (NBC)	29.8
	World Series Oct. 2 (NBC)	37.2

IN CINCINNATI . . .

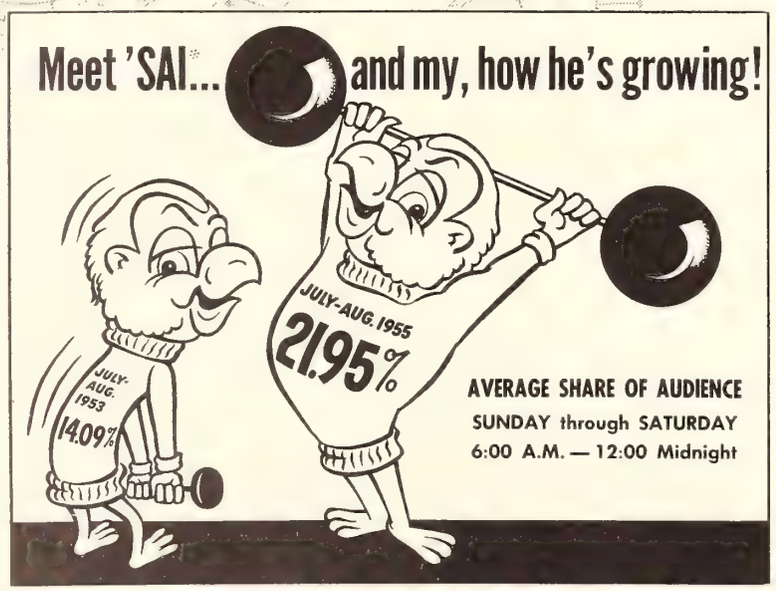
EVERYBODY LOVES MUSIC, NEWS AND SPORTS!

THAT'S WHY *EVERYBODY* LOVES

wsai

NO DOUBT ABOUT the appeal of Music, News and Sports! And Cincinnati's *1st Station* for Music, News and Sports is WSAI-Radio!

IF YOU WANT the station with the confidence of *more* local merchants, with spectacular rating increases from sign-on to sign-off, and with Cincinnati's most popular air salesmen, you *must* buy the station that sells Cincinnatians—WSAI-Radio.



* *Yes, 'SAI, our Weatherbird says, "There's always fair weather for bigger sales on WSAI-Radio!"*



wsai

SHERWOOD R. GORDON, PRESIDENT AND GENERAL MANAGER

National Representatives
for the new sound in Cincinnati
Weed & Company

THE NEW SOUND IN CINCINNATI HAS A CASH REGISTER RING!

New Agency For Purex Bleach

PUREX Corp., Ltd., South Gate, Calif., has appointed Foote, Cone & Belding, Los Angeles, to handle its advertising for Purex Liquid Bleach, effective Jan. 1. Liquid Bleach was formerly handled by McCann-Erickson, Los Angeles, which resigned the account effective Dec. 31. Foote, Cone & Belding also handles the Purex Corp.'s other products.

Reed to Address Ad Course

VERGIL D. REED, vice president and associate director of research, J. Walter Thompson Co., New York, will speak before the advertising and selling course of the Advertising Club of New York today (Monday) on "Getting the Most Out of Market Research."

Westinghouse Promotion

FOR its campaign pre-selling the 1956 line of tv and radio receivers, Westinghouse Electric Corp.'s television-radio division plans to spend more than $2.5 million this fall, according to Robert M. Fichter, division's advertising and sales promotion manager. Various media to be used include Westinghouse-sponsored *Studio One* on CBS-TV and local radio advertising.

NETWORK NEW BUSINESS

Pharmaceuticals Inc., N. Y., will sponsor *Ted Mack and the Original Amateur Hour* on ABC-TV, Sunday, Oct. 30. Agency is Edward Kletter Assoc., N. Y.

NBC-TV's *Zoo Parade* (Sun., 3:30-4 p.m. EDT) began new season Oct. 6 with alternate sponsorship by American Chicle Co., and Mutual of Omaha. Agency for American Chicle is Ted Bates Inc., N. Y., and Mutual's agency is Bozell & Jacobs, Omaha.

Curtiss Candy Co. (Baby Ruth, Butterfingers candy), Chicago, buys co-sponsorship with General Mills, Minneapolis, of *Tales of the Texas Rangers* on 64 CBS-TV stations, Sat., 11:30 a.m. EST, starting Oct. 29. Agency for Curtiss is C. L. Miller Co.; for General Mills, Tatham-Laird Inc.

Monsanto Chemical Co.'s plastics division will sponsor four special pre-Christmas telecasts of CBS-TV's *Winky Dink and You,* Saturdays, Dec. 10 and 17, 10:30-11 a.m. EST, and Sundays, Dec. 11 and 18, 12-12:30 p.m. EST.

Extensive advertising campaign on radio, television and in the printed media will be launched on behalf of RCA's newly introduced "Silverama" aluminized television picture tube, it was announced by Harold S. Stamm, manager of advertising and sales promotion, RCA Tube Div. Spot announcements on behalf of the tube will be carried on NBC Radio's *Fibber McGee and Molly* and *Monitor* programs. The new tube also will be highlighted on the RCA-sponsored *Producer's Showcase* color spectacular and the *Milton Berle-Martha Raye* shows on NBC-TV.

AGENCY APPOINTMENTS

Revlon Products Corp. names Emil Mogul Co., N. Y., for Silken-Net hair spray, Aquamarine shampoo and an unnamed product.

Fred Astaire Dance Studios Corp. appoints Al Paul Lefton Co., N. Y.

Harger-Haldeman Co., said to be largest Chrysler-Plymouth dealer in U. S., appoints Warwick & Legler, Los Angeles, to handle its advertising.

THOSE PRECIOUS SECONDS

INEFFECTIVE commercials are causing more and more viewers to snap off their tv sets, Earle Ludgin told the AAAA Central Region meeting in Chicago (see story, page 29). In his address, condensed herewith, the board chairman of Earle Ludgin & Co. offered some suggestions on the makeup of commercials so as to counteract audience apathy.

THOSE fleeting seconds of commercials are *precious* seconds.

First of all, when you buy a 60 second spot, by the odd mathematics of the tv industry, you don't get 60 seconds on the air. You get 58 seconds. Or to be exact, you film for 58 seconds audio and 60 seconds visual.

30 seconds are actually 28 seconds. 20 seconds come down to 18 seconds. And 10 seconds are literally 8 seconds of picture and 6 seconds of sound track.

So you have a fair deduction before you begin, just the reverse of the baker's dozen.

The next problem is that there are too doggoned many commercials on the air. As far as I'm concerned, I'd be happy to have the networks cut out the programs entirely and just run the commercials. That's all I'm really interested in. I'd be glad to see what other people are doing with commercials and the programs are just a series of interruptions.



MR. LUDGIN

Or do you suppose the networks and local stations heard me and decided to give me just what I asked for? Watching a spectacular the other night, the network announcer stated: "And now a brief pause while our stations identify themselves." My station identified a dog food, a beer and something I've forgotten. Two 20-second commercials and one 10-second I.D.

I'm not complaining. I just think that the greatest case for pay television is before our eyes every time we look.

I have in the past spent a great deal of time discussing "The Fatigue of Believability." It seemed to me that the conflicting claims made for similar products, the exaggerated reference to minor differences, weaken belief not just in the offending commercials, but in *all* advertising.

People are turning their minds off as our commercials appear. And we've got to turn them back on again.

Since these are the conditions that prevail, it means that we in agencies have to lavish more care, more patience and more ingenuity than ever—just to get heard and seen. If your commercial is going to be one of three in a row (as it often is) it has to invite attention and hold it.

Luckily, a great many commercials do. And they sell merchandise, in a way that makes the cost of time and cost of production, high as they are, a good investment.

The one quality that I think pays off best in commercials is unexpectedness.

If a viewer doesn't know what is coming next, his attention is more easily gained and more firmly held.

If a commercial can entertain while it sells, so much the better. But no part of the sell must be lost to entertainment.

Let me illustrate with some commercials of our own.

First, three films produced in Europe for Helene Curtis Spray Net. They are called "Holiday in London," "Holiday in Rome" and "Holiday in Paris." Against the romantic backgrounds of these enchanting cities, we sell Helene Curtis Spray Net in every frame. Even a rainy day in Paris was put to good service.

Another client, W. F. McLaughlin & Co., is one of the important coffee roasters in this area. They operate regionally, and it was our job to introduce an instant coffee for them, against considerable competition from national brands. The chains resisted a new instant. We had to get consumer demand and get it quick.

Probably you've seen McLaughlin commercials. If so, they won't seem as unexpected to you as they did a year or so ago when we first used them. They have no actors—no repayment fees—and they are a type of animation which had never been done before.

They got us demand in an amazingly short time.

Another group, I hope familiar to you, appeared on *What's My Line?*

As you see them, consider for a moment that advertising a deodorant is a delicate assignment. *What's My Line?* on Sunday night is a family show. We want to sell effectively, but we want to do so with good taste and discretion. And we try to change the format fairly frequently.

Canandaigua Industries Inc. (Wild Irish Rose wine), Canandaigua, N. Y., appoints Hutchins Adv. Co., Rochester, N. Y. Media to be used: radio, newspapers, tv. Stuart J. Rice is account executive.

G. F. Heublein & Bros., Hartford, Conn., appoints Joseph Katz Co., Baltimore, Md., for Heublein's Vatted Vermouths and BW Whiskey.

Jose Escalante & Co. (Corona cigars), **John B. Canepa Co.** (Red Cross macaroni) and **Terminal Radio International Ltd.** (export div. of Precision Radiation Instruments) have appointed Weiss & Geller, Chicago.

Parks Sausage Co. (country sausage), **Montebello Liquors Inc.** (Dairy Maid Old-Fashioned egg nog) and **Pompeian Olive Oil Corp.** (spaghetti sauce mix), all Baltimore, appoint Applestein, Levinstein & Golnick, same city. Radio-tv will be used.

American Chemical Paint Co., Metal-Working Chemicals Div., names Gray & Rogers, Phila. G&R also handles ACP's American Chemicals Div.

I.D.E.A. Inc., Indianapolis, Ind., manufacturer of Regency all transistor pocket radio and Monitoradio emergency communications receivers, appoints LaGrange & Garrison Inc., same city.

Sioux Steel Co., Sioux Falls, S. D., reappoints Lessing Adv. Inc. of Des Moines, effective Oct. 1. Ed LaGrave Jr. will again service the account.

Virginia State Apple Commission appoints Cabell Eanes Inc. of Richmond, Va.

A&A SHORTS

Harold Kirsch Co., adv., St. Louis, is opening offices in Greater Miami, Fla., area. New building is now under construction in Miami Shores, says Harold Kirsch, president, who is now residing there.

Lowe & Hall Adv., Greenville, S. C., recently elected to Affiliated Advertising Agencies Network, has opened new office in Asheville, N. C., at 19 Biltmore Plaza Ofc. Bldg. **Ray A. Ferguson** of Tryon, N. C., goes to Asheville as manager and account executive.

Joseph Pedott, formerly partner in Pedott & Peters, announces formation of own independent advertising agency, with headquarters at 20 N. Wacker Dr., Chicago 6. Organization will be known as Joseph Pedott Adv. Agency, with research and public relations departments.

M. M. Fisher Assoc., Chicago advertising agency, announces move from 134 N. La Salle St. to new and larger quarters at 79 W. Monroe St. Tel.: Central 6-6226.

Victor A. Bennett Co., advertising and public relations, will move from its present offices to larger quarters at 6 East 45th St., N. Y. The firm will occupy the entire 10th floor at the new location, doubling the space of its present offices. Among the accounts the agency handles is the Longines-Wittnauer Watch Co.

Limoges Lumber Co., Lewiston, Me., with promotion conducted exclusively on WLAM Lewiston, won honorable mention and cash prize in nationwide *American Builder* magazine contest. Lumber company and cooperating sponsors, furnishings, plumbing, etc., bought spot packages on WLAM to promote open house at Limoges model home during National Home Week, Sept. 11-17. Advertising drew estimated 2,000 home shoppers.

Brisacher, Wheeler & Staff is adding a third story to its headquarters in San Francisco with completion date expected March 1. Additional 4,000 sq. ft. of office space will be devoted to copy, food merchandising and radio-tv production departments.

Lucius H. Coleman, partner of Rubel & Coleman, N. Y., certified public accountants, appointed fiscal advisor to the League of Advertising Agencies Inc., league officials announced last week. CPA firm specializies in agency accounting and management problems.

A&A PEOPLE

Arthur M. Arlett, vice president and senior account executive, West-Marquis Inc., L. A. office, named manager of agency's San Francisco office, effective first of next month. Mr. Arlett has been with West-Marquis 10 years.



MR. ARLETT

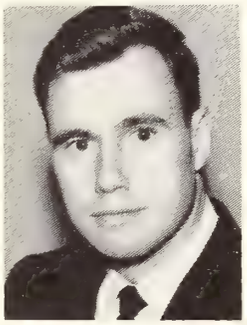
Walter C. Chamberlain appointed vice president and contact supervisor, Young & Rubicam, Detroit, effective Nov. 1. Mr. Chamberlain has been with the agency since 1946 as N. Y. account executive.

John Case, in charge of sales planning, Vick International, and **Joseph Elliff,** assistant brand manager with Toni Co., to contact department, Young & Rubicam. Transferees to contact department are **S. Brady Brown,** traffic, and **John Hatheway,** research.

Arthur W. Cowles, vice president and account executive, Henri, Hurst & McDonald Inc., Chicago agency, appointed to similar position, Marsteller, Rickard, Gebhardt & Reed, same city.

Edwin G. Foreman Jr., vice president and general manager, Al Paul Lefton Co., Chicago office, announced resignation, effective Oct. 20.

Roger M. Shea, WTTG (TV) Washington and WUSN-TV Charleston, S. C., producer-director, to Gordon Schonfarber & Assoc. adv., Providence, R. I., as radio-television director. He directed network productions in Washington, including award-winning *Georgetown University Forum* and White House newscasts.



MR. SHEA

Helen Black, Albright Assoc., N. Y., rejoins Weiss & Geller, New York, as media buyer.

Bruce Bryan, Advertising Specialty National Assn., Washington, to Kal, Ehrlich & Merrick adv., same city, as public relations director. He directed public relations for Washington Board of Trade until March, 1955.

Milton Hufflin Jr., general manager, Saks Fifth Ave., White Plains, N. Y., to Grey Adv., N. Y., as account executive.

Barbara Barrett, KMMJ Grand Island, Neb., continuity director, to Buchanan-Thomas Adv. Co., Omaha, as specialist in homemaker programs.

George Janda, tv copywriter, Leo Burnett Co., Chicago, to Grant Adv. Inc., same city, in copywriting capacity.

Herbert H. Rabke, comptroller, J. D. Tarcher & Co., for more than 20 years, to Harry B. Cohen Co., N. Y., in same position.

Ted Goodman, former Air Force public information officer, to Lennen & Newell, N. Y., in copy department.

Philip Feld, Shamus Coulahane, N. Y., film producers, to Ruthrauff & Ryan, N. Y., as film producer in radio-tv department.

Ray Huhta, Ruthrauff & Ryan, N. Y., to media department, Grey Adv., N. Y., as group head.

Norris Konheim, associate group supervisor, Kenyon & Eckhardt, N. Y., also to Grey, same city, as a copy group head. He will supervise national accounts.

Norman Bradford, Atherton & Currier, N. Y., to Product Services, N .Y., as creative director.

Merriom Pike appointed merchandising and publicity director of Lanolin Plus Inc., Chicago.

Frank J. Dvorak, attorney-c.p.a., to Salerno-Megowen Biscuit Co., Chicago.

George E. Hansen named manager of new Phoenix office of Alex Struthers & Co., Las Vegas.

Benjamin A. Colarossi, Biow-Beirn-Toigo, N. Y., to Geyer Adv. there, as tv art director.

COLORCASTING

Advance Schedule Of Network Color Shows

CBS-TV

Oct. 25 (9:30-10 p.m. NYT) *Red Skelton Show,* S. C. Johnson & Son through Needham, Louis & Brorby, and Pet Milk Co. through Gardner Adv. on alternate weeks (also Nov. 1, 8, 15, 22 and 29).

Oct. 29 (7-7:30 p.m. NYT) *Gene Autry Show,* William Wrigley Jr. Co. through Ruthrauff & Ryan (also Nov. 5, 12, 19 and 26).

Nov. 3 (8:30-9:30 p.m. EST) *Shower of Stars,* Chrysler Corp. through McCann-Erickson.

Nov. 4 (8-8:30 p.m. EST) *Mama,* General Foods through Benton & Bowles.

Nov. 6 (5-6:30 p.m. EST) *Omnibus,* inserts, Scott Paper Co. and Aluminum Ltd. of Canada through J. Walter Thompson (also Nov. 13).

Nov. 10 (8:30-9:30 p.m. EST) *Climax,* Chrysler Corp. through McCann-Erickson (also Nov. 24).

NBC-TV

Oct. 24-28 (5:30-6 p.m. NYT) *Howdy Doody,* participating sponsors (also Oct. 31-Nov. 4, Nov. 7-11, Nov. 14-18).

Oct. 25 (7-8:55 a.m. EDT) *Today,* insert from Greenfield Village, Dearborn, Mich. Participating sponsors. Also pickups in color Oct. 28, Nov. 9.

Oct. 25 (11 a.m.-noon EDT) *Home,* insert from Greenfield Village. Participating Sponsors. Also pickups in color Oct. 28, Nov. 3, Nov. 9.

Oct. 28 (7-8:55 a.m. EDT) *Today,* insert from Ann Arbor, Mich. Participating sponsors.

Oct. 28 (11 a.m.-noon EDT) *Home,* insert from Ann Arbor. Participating sponsors.

Oct. 29 (2:15-5 p.m. EDT) NCAA Football, Iowa vs. Michigan. Participating Sponsors.

Oct. 31-Nov. 4 (3-4 p.m. NYT) *Matinee,* participating sponsors (also Nov. 10-11, Nov. 14-18).

Nov. 5 (9-10:30 p.m. EST) *Max Liebman Presents,* "The Great Waltz," Oldsmobile through D. P. Brothers.

Nov. 6 (7:30-9 p.m. EST) *Sunday Spectacular,* "Constant Husband," participating sponsors.

Nov. 8 (8-9 p.m. EST) *Milton Berle Show,* Sunbeam Corp. through Perrin-Paus Co., and RCA and Whirlpool Corp. through Kenyon & Eckhardt.

Nov. 13 (4-5:30 p.m. EST) *Wide Wide World,* insert from Wright Patterson plant.

[Note: This schedule will be corrected to press time of each issue of B•T]

HOW MUCH DO RADIO SALESMEN MAKE?

NARTB releases Part II of Radio Wage Survey, covering sales managers and salesmen. Nationwide weekly average: $161 and $112, respectively.

NARTB last week mailed to member stations Part II of the association's Radio Wage Survey, a comprehensive study of wages, methods of compensation and commission rates for the two key sales jobs in the radio broadcasting industry—sales manager and salesman.

Charles H. Tower, NARTB employer-employe relations manager, said the survey is the second part of a three-part study covering all the key jobs in radio.

Mr. Tower said the study showed the average gross weekly wages on a nationwide basis for sales managers and salesmen to be $161 and $112, respectively. The size of the city in which a radio station is located seems to be the most important factor in determining the wage, Mr. Tower said (Table I) .

The average weekly wage for a sales manager runs from $235.59 in cities of over 2½ million population to $107.51 in cities of less than 10,000 people, Mr. Tower said. The corresponding range in wages for a salesman is $140.62 to $81.51.

The geographical region where the station is located is of secondary importance in determining wage levels, Mr. Tower said (Table II). Highest paying for both sales jobs is the North Central Region (average $149.85 and $113.38, respectively). Lowest for sales managers is the Northeast (average $137.50) while the South Central region is the lowest for salesmen (93.04). Cities with more than 1 million population are not reflected in these regional figures, however, since there is a significant variation from one region to another in the number of such cities.

On a nationwide basis, the most common method used by stations to compensate sales managers is on a salary basis, Mr. Tower said. On the other hand, the most common way of compensating salesmen is by salary plus commission, he said (Table III.)

While actual commission rates vary enormously for both sales managers and salesmen, Mr. Tower said, about half the stations using a straight commission method of compensation pay a rate of 15%. The most common method for stations using a salary-plus-commission plan is a percentage of gross sales above a specified quota.

TABLE I

City-size wage comparison—sales managers and salesmen in radio broadcasting, February 1955*

(Average gross weekly wages)

Population	Sales Manager	Salesman
Over 2½ million	$235.59	$140.62
1-2½ million	222.68	134.80
500,000-999,999	183.60	122.70
250,000-499,999	162.28	113.14
100,000-249,999	155.92	105.67
50,000-99,999	123.10	98.00
25,000-49,999	136.40	99.57
10,000-24,999	122.42	92.70
Below 10,000	107.51	81.51

*Based on population of standard metropolitan areas, January 1, 1955 (Sales Management, *Survey of Buying Power*)

TABLE II

Regional wage comparison—sales managers and salesmen in radio broadcasting, February 1955*

(Average gross weekly wages)

Region	Sales Manager	Salesman
North Central	$149.85	$113.38
Southeast	148.19	101.83
Mountain Pacific	146.56	100.84
South Central	138.07	93.04
Northeast	137.50	96.90

*Excludes cities of 1 million or more population.

TABLE III

Methods of compensating sales jobs in radio broadcasting, February 1955. (Nationwide)

Per cent of stations using the following methods:

Sales Jobs	Straight Salary	Straight Commission	Salary plus Commission	Draw against Commission	Other Methods
Sales Manager	39.0%	14.8%	32.7%	4.7%	8.8%
Salesman	17.7%	29.2%	35.7%	15.2%	2.2%

NEW YORK MEET FEATURES DISCUSSION ON MARKETS

Conducted by Radio and Television Executives Society, two media men discuss questions that a sound advertising plan must answer and value of Nielsen Food and Drug Index.

OPENING session of the 1955-56 Timebuying and Selling Seminar in New York last Tuesday was devoted to a discussion on markets, with the emphasis on most effective means of using broadcasting to reach the market for a particular client's product. This is the second year that the Radio and Television Executives Society has conducted such a seminar.

Harold H. Dobbersteen, vice president and director of media, Bryan Houston Inc., New York, stressed that a sound advertising plan must consider these questions: Whom are we trying to sell? What are we going to say? Where are they located? When are we going to reach them? How much is it going to cost?

A study of markets, Mr. Dobbersteen continued, can provide information on how much is being spent for a product in a particular region; seasonal considerations; distribution and dealer strength; composition of population with respect to sex, age and buying power, among other factors. Armed with this data, Mr. Dobbersteen said, an agency can proceed with a more satisfactory advertising program.

Mr. Dobbersteen noted that radio again proved itself as a vital medium of communications during the floods in the New York-New England area over the weekend of Oct. 15-16. In dramatic fashion, he said, radio's power was demonstrated to the many flood-bound advertising agency executives residing in the Fairfield County area of Connecticut, who "literally lived by radio." It was through radio, he observed, that the emergency functions of the police and other community agencies were fulfilled. He asserted that advertising will support radio when the medium fits the need.

Eugene Pettersen, vice president of the A. C. Nielsen Co., Food and Drug Div., described the value of the Nielsen Food and Drug Index as aids to the performance of marketing function by an advertising agency or an advertiser. This service, he said, provides a subscriber with such marketing data as consumer sales for all brands, including the subscriber's; consumer sales versus factory sales; location of markets and competitive position; sales by county sizes, and seasonal characteristics of consumer sales and advertising.

Though the Food and Drug Index is designed to assist top-level administrative and sales personnel as well as advertising executives, Mr. Pettersen continued, its value in the advertising function is in providing marketing information that will assist in planning a campaign that will be both effective and economical.

Head Named President Of Newly-Formed Group

FIRST president of the newly formed Assn. for Professional Broadcasting Education (APBE) is Dr. Sydney Head, radio-tv director for the U. of Miami, Coral Gables, Fla. Dr. Head and other officers were named at the first meeting of APBE's 10-man board of directors Oct. 11-12 at Chicago.

Other officers elected were vice president, Rex Howell, KFXJ-AM-TV Grand Junction, Colo., and secretary-treasurer, Russell Porter, U. of Denver, Denver, Colo.

The new organization is designed to serve as a cross section representation of industry and education, according to Frederick H. Garrigus, NARTB manager of organizational services.

Other directors, besides the officers are:

NARTB—Herbert Krueger, WTAG Worcester, Mass.; Lester W. Lindow, WFDF Flint, Mich.; Robert J. McAndrews, KBIG Hollywood, Calif., and Lee Ruwitch, WTVJ (TV) Miami, Fla.

Education—Dr. Robert Crawford, radio-tv education director, Michigan State U., East Lansing; Dr. Kenneth Harwood, telecommunications department chairman, U. of Southern California, Los Angeles and Prof. Leo A. Martin, communications arts division chairman, Boston U., Boston.

The board agreed on two plans to implement a better and more practical relationship between educators in the radio-tv training fields and commercial broadcasters: (1) establishment of an employment exchange to serve as a clearing house for graduates from APBE member schools and NARTB member stations, and (2) sponsorship of a Journal of Broadcasting (probably on a quarterly basis), to provide an outlet for studies of all aspects on broadcasting.

NARTB's representative presented a working plan for exchange of its published material for the use of member colleges and universities to keep them alert to the broadcasting industry's current problems and practices.

Inquiries on membership applications should be sent to Assn. for Professional Broadcasting Education, 1771 N St., N. W., Washington 6, D. C.



HEADLINE

starring

MARK STEVENS

NEW . . . For Local or Regional Sponsorship

39 Half-Hour Films From The Network Top-Ten Success, "Big Town" . . . Sponsored 5 Straight Years by Lever Brothers and General Motors on NBC Television.

Vivid Dramas of Newspaper Adventure New to Syndication . . . and with a Great New Star.

Act Now — "Headline" Your Product in the Market or Markets of Your Choice!

MCA TV

Film Syndication

AMERICA'S NO. 1 DISTRIBUTOR OF TELEVISION FILM PROGRAMS

9370 Santa Monica Blvd., Beverly Hills

TVB BROCHURES PLUG TV'S DYNAMICS

One shows that video's growth has far outstripped anything rabbits could have done; the other splits U. S. families into quintiles, contending that's the best way to rate them.

TELEVISION Bureau of Advertising last week released the first and second in a new series of special promotion brochures designed to show tv's wide dimensions and sales dynamics. The first, a "fable" titled "Even Rabbits Couldn't Do 'This' Well," compares the rabbit's prodigious multiplication with the growth of television homes between 1947 and 1955.

According to TvB's "Department of Eugenic Statistics," the total crop of rabbits out of two original (1947-dated) parents, would be 24,078,402. "Yet in the same period of time," TvB says, "Growth of television homes has actually zoomed from a few thousands in 1947 to over 32 million in mid-1955. (And remember, tv sets don't have litters of little tv sets.)" The rising centerfold of the booklet, symbolically mixing a picture of a surprised bunny with that of an indoor tv aerial (called "rabbit-ears") further points up that 96 out of 100 homes can now receive tv; that rural viewing per home exceeds urban; that the average tv family spends 4 hours and 57 minutes per day before the set, and that 70% more viewing time is done by young, bigger-buying people, than by housewives 55 years or older.

Thus, says TvB, "as any smart rabbit can tell you, the proof of the carrots is in the eating," pointing to tv's growth as America's number one medium among national advertisers, for growth depends upon consumption.

In "The Case of the Curious Quintiles," TvB questions the existence of an "average tv family," asserting that the best way to rate tv's effectiveness is through five families, or quintiles. With so many different factors involved (youth, income, urban vs. rural), the only thing 32 million set-owning families have in common is set ownership.

TvB goes on to say that there are so many differences that "pointing out a truly 'average' home is like hunting for five-leaf clovers. After all an 'average' is a hypothetical median based on overall characteristics, and—like the geographical center of the U. S.—when you locate it, the accomplishment is more academic than vital."

Hence, the bureau goes on to divide the U. S. audience into 1/5 of all tv families for the purpose of surveying. They find that the first quintile homes include almost 30% of all small tv families, 30% of housewives over 55 and 12% of large tv families, spending on the average 1 hour and 22 minutes per day before the set. Accounting for the second quintile are the lesser number of families who spend more (2½ times) hours a day than the first quintile.

Called "close to average" by TvB is the third quintile which consists of 20% of the tv families, doing 10%, or 4 hours and 44 minutes, of viewing per day. (The median, TvB points out, is 4 hours and 57 minutes.) This is the group of 3.5 persons, consistent customers—in short—the trend makers.

Between the "average" quintile and the "gluttons," or fifth quintile, figures indicate that the bigger the family, the more consistent the viewing and buying power. Though the fourth quintile consists of only 1/5 of all tv homes, it does ¼ of all viewing, 6 hours and 11 minutes of it. The "tv gluttons" according to TvB, do 36% of all tv viewing, day and night, or about 63 hours a week full. "It may be gluttony," says the bureau, "but it's happening in 6,400,000 homes and you couldn't ask for more powerful proof of what tv does to people."

TvB points out that its quintile statistics match those of the A. C. Nielsen Index, as contrasted to the American Research Bureau's "quartiles" (numerically equal fourths of U. S. tv homes).

NARTB'S REGION 8 CONFERENCE OPENS

Second half of this fall's series of meetings gets underway today in San Francisco. Three-day sessions follow the same tri-segmented pattern: separate radio, association and television days.

THE fifth of NARTB's eight fall regional meetings begins today (Monday) as the Region 8 Conference convenes at San Francisco's St. Francis Hotel. Region 8 sessions run through Wednesday.

Today is Radio Day, tomorrow Association Day and Wednesday Television Day. Region 8 comprises Dist. 15 (Calif., Guam, Hawaii, Nev.), Dist. 16 (Ariz., Calif., Nev.) and Dist. 17 (Alaska, Ore., Wash.).

Today's guest speakers include Mal Hansen, farm director of WOW Omaha, to talk on rural radio. Luncheon speaker is Raymond R. Morgan, president of Raymond R. Morgan Adv. Co., Hollywood.

Tomorrow, on Association Day, Judge Justin Miller, former NARTB board chairman, will discuss "Fair Trial and Freedom of Information." In the afternoon reports will be made by state broadcaster association representatives Richard B. Rawls, KPHO Phoenix, Arizona State Broadcasters Assn.; Philip G. Lasky, KPIX (TV) San Francisco, California State Radio & Tv Broadcasters Assn.; Richard M. Brown, KPOJ Portland, Oregon State Broadcasters Assn.

FCC Comr. Edward M. Webster will deliver the regional banquet address Tuesday night.

On Wednesday, Television Day, talks will be made by Dorothy Brown, continuity acceptance editor, ABC Western Division, Hollywood; Mr. Lasky, on "The Challenge of the Television Code"; Oliver Treyz, president of Television Bureau of Advertising, and Pete Cash, station relations director, will make a presentation, "Tv—the Selling Machine."

"The Business of Television," a panel discussion, will include Otto P. Brandt, KING-TV Seattle; John C. Cohan, KSBW-TV Salinas, Calif., and Harold P. See, KRON-TV San Francisco.

The Tv Day luncheon address will be delivered by Robert D. Swezey, WDSU-TV New Orleans. Clete Roberts, news director of KNXT (TV) Los Angeles, will speak on "Television Brings You the News."

Reports by NARTB staff executives, who are participating in all the conferences, will be

Lucky House Number

featured on several WAPI shows, averages a winner a week. This indicates how regularly people stay tuned to WAPI.



"I was ironing a dress" says pretty Nannette Parrish.

"Of course I had the radio tuned to WAPI. The program was Wright with Records. Suddenly I heard our own house number called. I put down the iron (not on my dress) and called WAPI. The next day I went to WAPI and Bill Wright handed me the check. I have given 10% to my church and the rest is in my education fund." Miss Parrish is a 15-year old Junior High student.

WAPI Birmingham

Represented by John Blair & Co.
Southeast, Harry Cummings



ARE YOU HALF-COVERED IN NEBRASKA'S OTHER BIG MARKET?

VIDEODEX JULY, 1955 REPORT
LINCOLN-LAND STUDY

Summary Table — Average Ratings — % TV Homes

		KOLN-TV	"B"	"C"	"D"
SUNDAY:	1:00— 5:00 P.M.	12.2	3.0	7.9	2.7
	5:00—11:00 P.M.	19.0	7.9	9.3	3.9
MONDAY THRU FRIDAY:					
	1:00— 5:00 P.M.	11.6	4.6	6.1	2.2
	5:00—11:00 P.M.	20.3	8.5	9.3	3.3
SATURDAY:	1:00— 5:00 P.M.	16.4	4.2	5.5	2.4
	5:00—11:00 P.M.	19.1	9.7	8.6	3.6
TOTAL:	1:00— 5:00 P.M.	12.3	4.6	6.2	2.4
	5:00—11:00 P.M.	19.9	8.5	9.2	3.4

KOLN-TV, one of America's great area stations, covers Lincoln-Land — 42 counties with 200,000 families — 125,000 unduplicated by any other station. Videodex proves that KOLN-TV gets 98.4% more afternoon LINCOLN-LAND viewers than the next station — 116.3% more nighttime viewers!

95.8% of LINCOLN-LAND IS OUTSIDE THE GRADE "B" AREA OF OMAHA. This market is farther removed from Omaha than South Bend from Fort Wayne, Hartford from Providence, or Syracuse from Rochester.

Let Avery-Knodel give you all the facts on KOLN-TV — the official CBS-ABC outlet for South Central Nebraska and Northern Kansas.

CHANNEL 10 • 316,000 WATTS • 1000-FT. TOWER

KOLN-TV

COVERS LINCOLN-LAND — NEBRASKA'S OTHER BIG MARKET

Avery-Knodel, Inc., Exclusive National Representatives

AM – TV – FM

The Fetzer Stations

WKZO-TV — GRAND RAPIDS-KALAMAZOO
WKZO RADIO — KALAMAZOO-BATTLE CREEK
WJEF RADIO — GRAND RAPIDS
WJEF-FM — GRAND RAPIDS-KALAMAZOO
KOLN-TV — LINCOLN, NEBRASKA
Associated with
WMBD RADIO — PEORIA, ILLINOIS





FORMIDABLE!

...is the word for Inspector Fabian of Scotland Yard (played by Bruce Seton), who has faced and foiled many a desperado in his career.

Equally formidable is the new syndicated film series, *Fabian of Scotland Yard,* which dramatizes Fabian's most exciting cases...and piles up big viewing audiences wherever it runs. Top-rated in its time period in such areas as Detroit, Salt Lake City, Syracuse and Milwaukee,* it became the *highest-rated syndicated film series in Milwaukee television within the space of four months!*

And in Ontario, where Inspector Fabian himself made a thirty-day speaking tour for his sponsor (he'll do the same for you, if you like!), Molson's Brewery chortled: "He greatly stimulated our sales. His appearance was nothing less than a personal triumph, from which we derived full benefit!"

Fabian of Scotland Yard—which Radio-Television Daily reviewed as "far superior"—can help you unravel your knottiest sales problems. To get down to cases, call us for details and a private eyeful.

CBS TELEVISION FILM SALES, INC.

New York, Chicago, Los Angeles, San Francisco, Dallas, Atlanta, Boston, Detroit, St. Louis. In Canada: S.W. Caldwell, Ltd.

*Latest Telepulse

made by: on Radio Day—John F. Meagher, vice president for radio; A. Prose Walker, engineering manager; Charles H. Tower, employer-employe relations manager; on Association Day—Harold E. Fellows, NARTB president, luncheon address; Joseph M. Sitrick, publicity and informational services manager; Vincent T. Wasilewski, government relations manager; on Tv Day—Thad H. Brown Jr., vice president for television; Edward H. Bronson, tv code affairs director, and Mr. Tower.

Host director for the Region 8 conference is William B. Pabst, KFRC San Francisco, Dist. 15 director. Other NARTB Radio Board members in Region 8 are Mr. Brown of KPOJ Portland, Dist. 17 director; H Quenton Cox, KQFM (FM) Portland, director at large for fm stations; Calvin J. Smith, KFAC Los Angeles, Dist. 16 director.

Paul Raibourn, KTLA (TV) Los Angeles, is the tv director from Region 8.

NARTB last week also announced the agenda for the Region 7 Conference, sixth in a series of eight fall meetings, scheduled for Tuesday-Thursday, Nov. 1-3, at the Broadmoor Hotel, Colorado Springs, Colo. Region 7 encompasses NARTB District 14 (Colo., Idaho, Mont., Utah, Wyo., western South Dakota).

Guest speakers on Tuesday (Radio Day) will be Jack Timmons, KWKH Shreveport, and Worth Kramer, WJR Detroit; on Wednesday (Association Day), Walter E. Wagstaff, KIDO Boise, Idaho, District 14 director and host for the meeting; FCC Comr. Robert T. Bartley; on Thursday (Television Day), Sheldon Peterson, KLZ-TV Denver; Herbert A. Carlborg, CBS New York; D. Lennox Murdoch, KSL-TV Salt Lake City; Messrs. Treyz and Cash, of TvB, and Campbell Arnoux, WTAR-TV Norfolk, Va.

RTES to Honor Goldwyn

THE Radio-Television Executives Society will honor Samuel Goldwyn, motion picture producer, at a luncheon tomorrow (Tuesday) at the Hotel Roosevelt in New York. Mr. Goldwyn will be interviewed by Edward R. Murrow of CBS.

KINTNER TO ADDRESS 46TH ANA MEETING

ABC president will represent radio-tv in Nov. 1 advertising panel at Oct. 31-Nov. 2 Assn. of National Advertisers convention in New York. Ad Council's Theodore Repplier will evaluate U. S. propaganda.

RADIO-TV's contributions in helping to achieve more productive advertising will be outlined by Robert E. Kintner, ABC president, at a Nov. 1 session of the 46th annual meeting of the Assn. of National Advertisers which meets Oct. 31-Nov. 2 at the Hotel Plaza in New York.

Mr. Kintner will represent radio and television on a panel of leaders from the newspaper, magazine and outdoor advertising fields, who will summarize the efforts of the various media in meeting the session's theme of "Creative Marketing—How It Can Make Your Advertising More Productive." The session will be preceded by the first showing of a film of the joint ANA-AAAA Committee, titled "The Challenge to America," which dramatizes the economic function of creative marketing and spotlights the constructive role of advertising in American life. Mr. Kintner and other executives will enumerate the steps their media have taken to meet the challenge.

A highlight of the convention will be a luncheon talk Nov. 2 by Theodore Repplier, president of The Advertising Council, on "The Idea War—Are We Losing It?" Mr. Repplier, who recently completed a six-month, round-the-world study of the communist propaganda system, will make the point that the communist regime is outstripping the U. S. in organization and in the use of advertising techniques in its worldwide propaganda program. Mr. Repplier also will provide a brief evaluation of American propaganda efforts.

A panel discussion Nov. 2 of new developments in advertising research will present William A. Hart, president of the Advertising Research Foundation; Fred Manchee, vice president of BBDO and ARF chairman, and Sherwood Dodge, vice president of Foote, Cone & Belding. Also that day, Gilbert H. Weil, ANA general counsel, will offer an appraisal of the Justice Dept.'s complaint against various advertising media associations.

Other executives who will speak at various ANA panel sessions are Russell H. Colley consultant to the ANA Advertising Management Committee; J. C. (Larry) Doyle, sales and marketing manager, special products, Ford Motor Co., and Stuart Peabody, assistant vice president Borden Co., and chairman of The Advertising Council.

The ANA business session and annual elections will be held during the Oct. 31 luncheon.

The association's annual reception, dinner and entertainment is scheduled for Nov. 1. Entertainment program is being arranged by CBS Radio and CBS-TV.

A pre-meeting for ANA members will be held at the Plaza on Oct. 30 at 6 p.m. Television receivers will be installed in the White & Gold Suite of the hotel through the courtesy of RCA.

Program arrangements were made by the ANA Program Committee, of which Don Frost vice president in charge of advertising for Bristol-Myers Co., is chairman.



RECIPIENTS of awards for "effective and creative radio advertising copy" at radio advertising Bureau's National Radio Advertising Clinic in New York [B•T, Oct. 17] were (l to r): seated, Harold A. Richmond, Metropolitan Life Insurance Co.; A. J. Housman, National Carbon Co. (Eveready flashlights); Charles Beacham, Ford Motor Co.; standing, W. L. Rusher, Esso Standard Oil Co.; Donald R. Dugan, American Tobacco Co.; Harold Masterson, Piel Bros.; Kevin B. Sweeney, president of RAB, which presented the awards, and Richard F. Goebel, Nestle Co. Coca-Cola Co. also received an award.

Hurley, Morris Head Independents' Group

JOHN J. HURLEY, WNEB Worcester, Mass. was elected chairman and David H. Morris KNUZ Houston, Tex., was named vice chairman of the Assn. of Independent Metropolitan Stations for 1955-56 at its fall meeting in Chicago last week. They succeed Robert D. Enoch WXLW Indianapolis, and Charles W. Barthrope, KITE San Antonio.

Radio's changing patterns were explored during a two-day session in the Edgewater Beach Hotel Oct. 19-20. Other phases of independent station operation, particularly in heavily saturated metropolitan tv markets, were aired. The spring meeting has been set for San Francisco.

AIMS also reported the addition of KXO Fort Worth, WBNY Buffalo and WRIT Milwaukee as new members. Its total membership is now 35 stations, according to Mr. Enoch.

Closed Circuit on Agenda Of Community Tv Meeting

THE subject of closed circuit operations for community television systems will be one of the key topics discussed at the second annual Western Regional Conference and Trade Show of the National Community Television Association in Colorado Springs Oct. 25-26.

Meeting will hear Paul McAdam, Livingston Mont., chairman of the NCTA closed circuit committee, tell how antenna systems can be used for program originations, production and technical problems, revenue possibilities and legal implications.

Other subjects scheduled to be discussed are the new business practices code, tv satellites and boosters, taxes, public relations, advertising and promotion, use of microwaves, radiation control, etc.

Seventeen manufacturers are scheduled to exhibit wares to NCTA members at this meeting.

IMPACT RADIO *ROLLS* IN THE GREAT SOUTHWEST

Because of Shows Like These:

LIVE TEXAS MUSIC FROM OUR STUDIOS



The "Cedar Ridge Boys" bring toe-tapping tunes, instrumentals and vocals . . . with plenty of friendly chatter to WBAP listeners. Here's a Texas musical show that's tops with everyone! Twice daily, 8:30 to 9:00 A.M. and 12:30 to 1:00 P.M. Contact your Free and Peters man.

DOROTHY KILGALLEN AND RICHARD KOLLMAR



"Dorothy and Dick"—with informal, neighborly half hour visits designed to please ladies of every age, 1:00 to 1:30 P.M. daily. Miss Kilgallen's popular newspaper column is carried in the Fort Worth Star-Telegram, with the largest circulation in Texas. Contact your Free and Peters man.

HERE'S HOW NBC "MONITOR" STACKED UP IN SEPTEMBER



Yes, here's how impact MONITOR scored in the Fort Worth metropolitan area, in September*. On weekends, MONITOR heads all radio programs on all radio stations heard in metropolitan Fort Worth.

MONITOR — first in 18 out of the 20 half hour periods carried on Saturday (8:30 A.M. to 10:30 P.M.)

MONITOR — first in 8 out of the 11 half hour periods carried on Sunday (12 noon to 10:30 P.M.)

Total weekend score . . . Rates first in 26 out of 31 half hours carried over all radio stations.

Contact your Free and Peters man.

*SOURCE: Conlan Radio Report 1,000 call co-incidental September 1955

YES, IMPACT RADIO ROLLS IN THE GREAT SOUTHWEST . . .

WBAP

Since 1922

STAR-TELEGRAM STATION

Amon Carter, Jr. — President

Harold Hough — Director

Fort Worth, Texas

So. Calif. Broadcasters Unfold Story in New York

IN the first phase of its efforts to acquaint eastern and midwestern advertisers with its growing market, the Southern California Broadcasters Assn. unveiled its all-sound sales presentation in New York [B•T, Oct. 3].

The SCBA provided a recorded market story by means of an "ultra phonic" sound system of multiple speakers and an Ampex tape unit. The live portion of the presentation was delivered by Frank W. Crane, SBCA president.

Following its New York appearance, the SCBA presentation will be made in Philadelphia on Oct. 24; Detroit, Oct. 27-28; Chicago, Oct. 31-Nov. 2; Portland, Ore., Nov. 9; Los Angeles, Nov. 15-16, and San Francisco in early December.

Radio-Television Lauded By Petroleum Institute

TRIBUTE was paid to radio and television stations throughout the country last week by the Oil Industry Information Committee, American Petroleum Institute, for their cooperation during Oil Progress Week, Oct. 10-17.

A committee spokesman estimated the number of films carried by tv stations and the number of radio programs devoted to the project "probably ran into the thousands." Though the committee maintains a year-round radio-tv effort designed to bring to the public the story of the oil industry's contributions toward progress in living, the campaign is intensified during oil progress week.

The committee makes available free to tv stations a large number of films, including "Barrel Number One," "The Story of Colonel Blake," "American Frontier," "Crossroads, U. S. A." and "Man on the Land," among others. They are obtainable from 14 district offices.

Tv Academy Monthly Meeting To Feature New Film Methods

NEW film techniques will be spotlighted at the monthly meeting of the Academy of Television Arts & Sciences, to be held Oct. 26 at the Walt Disney Burbank (Calif.) Theatre.

Featured speaker, Edward C. Tracy, sales manager of RCA broadcasting and tv divisions, will discuss RCA's latest tv developments and long-range plans.

Art Linkletter will be master of ceremonies; Loren L. Ryder, head of engineering and recording at Paramount Pictures, will chairman the meeting.

Montanans Ask Change In Copyright Regulations

MONTANA broadcasters want the copyright law amended to require all copyright owners "to conspicuously label all published music, records, transcriptions, films or other methods of reproduction." Meeting at West Yellowstone, Montana Radio Stations Inc. urged adoption of this requirement so commercial users can be apprised of ownership, "thus ensuring the payment to the proper owner of said copyright."

Another resolution urged state and national legislators to recognize the interference caused by high-tension power poles nearer than 1,000 feet to a highway, disabling auto radios and impairing their traffic-directing value in case of disaster. The resolution asked passage of legislation to prevent further installations close to roads and correcting present interference as new roads are built or power lines rerouted.

An invitation extended by John F. Meagher, NARTB vice president, to SESAC to help create a joint fact-finding committee to study SESAC's music distribution program, was discussed without action for the second year.

The following officers were elected: J. P. Wilkins, KFBB Great Falls, president; A. J. Mosby, KGVO Missoula, vice president; Charlotte H. Brader, KOJM Havre, re-elected secretary-treasurer.

Nunn Named New President Of Kentucky Broadcasters

NEW president of the Kentucky Broadcasters Assn. for 1956 is Gilmore Nunn, WLAP Lexington, who will succeed Sam Livingston, WKYB Paducah. Other new officers for 1956: Arthur Eilerman, WZIP Covington, first vice president; R. B. Helms, WHLN Harlan, second vice president; Hugh O. Potter, WOMI Owensboro, re-elected secretary-treasurer; and executive committee members, Neil Cline, WHAS Louisville, and Walter Dee Huddleston, WIEL Elizabethtown. They were elected at a KBA meeting in Lexington [B•T, Oct. 17].

Mack Describes His New Role In Address to Bar Association

HOW the broadcasting activities of the FCC look to a new commissioner whose background is public utility regulation was discussed by FCC Comr. Richard A. Mack, the Commission's freshman member, at a Federal Communications Bar Assn. meeting last week.

Mr. Mack, who was a member of the Florida Utilities Commission before appointment to the FCC, said that the difference between utilities and radio-tv were (a) the public pays no rates; (b) engineering is important in broadcasting, whereas in granting utilities' franchises it is not as significant, and (c) the language of the Communications Act is broader than utilities regulation statutes. Comr. Mack referred to the phraseology "public interest, convenience and necessity" as an example of what he meant.

The FCBA luncheon meeting also honored retired FCC Hearing Examiner Fanney N. Litvin. She was presented with a portmanteau by the organization.

Plans Advance for Forming Tv Film Distributors Assn.

THE LONG-PROPOSED tv film distributors association moved toward fruition last week when a steering committee called a meeting for Nov. 15, at which tv film distributors will be asked to ratify plans for the new organization.

The steering committee took this action following a meeting last Tuesday in New York at which a master plan was formulated, covering budget, membership requirements, dues and scope of operation for the association. Dwight Martin, vice president of General Teleradio Inc., is chairman of the steering committee.

It was believed that the total budget for the envisioned association has been set by the steering committee at about $160,000. It will be raised by membership dues, assessed on a sliding scale and based on gross billings of members. The steering committee reportedly has recommended the hiring of an outstanding executive in the tv film field to serve as director of the association.

Barrerre Outlines Basics Of Successful Trade Assn.

HISTORY and success of Radio & Televisic Executives Society Inc. in New York we traced by Claude Barrerre, BMI and RTE secretary, at the first fall session of the Broa cast Adv. Club of Chicago Wednesday.

Discussing the ingredients for a successf trade organization of this type, Mr. Barrer drew a leaf from one phase of broadcasting . "public service is public relations; public rel tions is public interest, and public interest self-interest."

Mr. Barrerre stressed that RTES is nation in scope. For an organization to be successfu he pointed out, it must serve its communit its industry and its own members. He outlin a formula for BAC on programming and oth activities, looking toward the strengthening its organization.

Peter A. Cavallo Jr., radio-tv director, Walter Thompson Co., presided over the initi luncheon meeting at the Hotel Sherman.

Officers Selected by Two North Dakota Associations

TWO North Dakota radio groups named office at business sessions in Grand Forks last fo night.

The North Dakota Associated Press Broa casters Assn. elected Manager Charles Bur of KFGO Fargo, president. He succeeds Gle Flint of WDAY-AM-TV Fargo. News Direct Ken Knutson, KLPM Minot was elected vi president.

Meeting at the same time, the North Dako Broadcasters Assn. elected Manager Jack Du of WDAY Fargo, president; Leslie Kleve KNDC Hettinger, vice president, and Les Ma plin, KLPM Minot, secretary-treasurer.

N. Y. AWRT Slates Meeting

AMERICAN Women in Radio and Televisi Inc.'s New York City chapter holds its f meeting tonight (Monday) at the WQXR N York auditorium. Following the general bu ness session, five members will discuss rad and tv facilities abroad. The five, Lillian Oku writer and director, WMCA; Josephine Hunt assistant to H. K. Harrison, radio-tv produ tion consultant; Caroline Burke, NBC; Hel Brattrud, CBS Radio, and Betty Stebma United Negro College Fund, will discuss rad and tv activities in the countries they visit last summer.

N. J. Bcstrs. Elect Giffen

GORDON GIFFEN, vice president of Sou Jersey Broadcasti Co. (WKDN Ca den), last week w elected president the New Jers Broadcasters Ass succeeding Ever Rudloff, gener manager of WJI Asbury Park.



MR. GIFFEN

Mr. Giffen w elected at the sociation's rece two-day annual c vention at Wil wood. The assoc tion's headquarters are in the Asbury P Bldg., Asbury Park.

Kaye, Livingston Buy Alexander Control

URCHASE of controlling stock interest in lexander Film Co., Colorado Springs, Colo., y Harold Kaye, who is involved in the owner- ip of five radio stations, and Monte Living- on, moving picture executive and attorney, was nnounced by Don M. Alexander, president of ie film company.

Mr. Alexander said the stock sale was de- gned to expand the company's operation, articularly on a national scale. The firm pecializes in the production and distribution f film commercials.

Mr. Kaye, who has been elected board chair- nan-vice president of the Alexander company, aid that no changes in staff, policies or oper- tion are contemplated. Don M. Alexander ill continue as president; Don Alexander Jr. s executive vice president; M. J. McInaney as ice president in charge of sales, and E. B. oster as secretary-treasurer.

Mr. Livingston, Hollywood attorney and ex- cutive vice president of the Lone Ranger Inc., as been elected to the board of directors under ie new operation.

Mr. Kaye owns interests in WORC Worcester. lass.; WLOW Norfolk, Va.; WMFJ Daytona each, Fla.; WINN Louisville, Ky., and WALT ampa, Fla.

The sale was handled by the Allen Kander rokerage firm, Washington, Chicago and New ork.

Mayers Named President Of Standard Television

TANDARD TELEVISION Corp., New York, as been formed as a tv film distribution and yndication organiza- ion with offices at 45 Fifth Ave., New ork 22. Head of his new company is archie Mayers, ounder and former resident of Unity elevision Corp.



MR. MAYERS

Mr. Mayers said hat Irvin Shapiro ill be associated ith him in the new enture. STC, Mr. Mayers added, is in he process of as- embling packages and also is developing a oint-of-sales plan which will be presented at later date.

The Secret's Out

WHEN *Dr. Hudson's Secret Journal*, film series based on the Lloyd Douglas book of the same name, made its debut on KTTV (TV) Los Angeles, a little light was shed on a much argued question: Does tv hinder the nation's reading habits? A few weeks after launching the show KTTV checked with 14 Los Angeles libraries to see if the book had shown a gain in readership. Each library called reported that every copy of *Dr. Hudson's Secret Journal* had been loaned out following KTTV's first program and that there was also a sharp increase in the demand for other Lloyd Douglas books.



JOHN COMMANDER, advertising manager for Colonial Food Stores, signs for the food chain sponsorship of NBC Film Div.'s *The Great Gildersleeve* in 11 Southern markets, while G. K. Liller (seated), president of Liller, Neal & Battle agency, Atlanta, and Sherman Adler, NBC Film salesman, look on.

Screencraft Announces Sales Of 'Judge Roy Bean' Series

SCREENCRAFT PICTURES Inc., film distributors, last week announced the completion and sales of its newest property, *Judge Roy Bean*, starring Edgar Buchanan, Jack Buetel and Russell Hayden. The series, based on the life of the legendary Texas lawmaker, was produced in Hollywood by Quintet Productions for both color and black and white showings.

Episodes started last week over WCAU-TV Philadelphia, sponsored by Adam Scheidt Brewing Co. (Valley Forge Beer, Ram's Head Ale) through Al Paul Lefton Inc., Philadelphia, as well as on XETV (TV) Tijuana, Mex., and KPHO-TV Phoenix under local sponsorship. Film series also has been sold to American Bakeries Co. (Tastee, Buttercolored, and Cookbook breads) in 42 midwest markets through Young & Rubicam, Chicago.

A Screencraft official pointed out that though color films are available, no contracts have been signed as yet.

Electronicam's High Speed Cited by DuMont Official

ALLEN B. DUMONT LABS' electronicam system, which has already been credited with being able to produce "live-looking" filmed shows, last week was praised as a speed demon by Werner Michel, director of electronicam productions.

Mr. Michel said four tv commercials ordered by Kenyon & Eckhardt, New York, for Beech-Nut Packing Co., were on their way to 20 tv stations across the country within six working days following completion of shooting. Originally shot in one day on 35mm film, 16mm reduction prints were delivered to New York airports for shipment to tv stations for delayed broadcasts, while the master films were integrated in the premiere of NBC-TV's *Dr. Spock* Oct. 9.

Kenyon & Eckhardt officials were reportedly so pleased with the dispatch with which the films were produced and delivered that they subsequently completed three more films and ordered facilities on a regular basis for the *Dr. Spock* program.

FOOD FOR THOUGHT



MORGAN BAKER

Morgan Baker's informal, but informative, sales appeals are backed by actual product testing by a panel of Boston housewives. There's no trick to selling with Morgan Baker . . . when he sells 'em . . . they BUY!

If you want your share of NEW ENGLAND'S No.1 MARKET use

WEEI

BOSTON

Ziv Sells Nine Features To Argentina Government

IN WHAT ZIV International spokesmen called "the first major break in several weeks in U.S. tv film sales south of the border," the company last week claimed to have been the first American videofilm producer to sell to Argentina. In a deal with Argentina's government-controlled tv interests a package of nine different Ziv film series, dubbed in Spanish, was sold to station LR-3TV, Radio Belgrano y Primera Cadena Argentina de Broadcasting.

Included in the package deal were Spanish versions of *Highway Patrol, I Led Three Lives, Mr. District Attorney, Science Fiction Theatre, Favorite Story, The Unexpected, Boston Blackie, Cisco Kid,* and *Yesterday's Newsreel.*

Millard Segal, a sales vice president of the international division of Ziv, reported he had been standing by in Rio De Janeiro, Brazil, for weeks, awaiting word from the Lonardi government to enter Buenos Aires in order to do business with LR-3TV under the new policy of economic cooperation with U.S. firms, many of which had been frozen out of the country by Peron-instituted import barriers.

With films also sold to tv outlets in Brazil and Guatemala, Ziv spokesmen report that "our Latin and South American business is now probably the most extensive in the U. S. film industdustry." The sponsors include such blue-chip clients as Procter & Gamble, Ford Motor Co., Richard Hudnut, Nescafe, General Electric, Goodrich Tires, General Foods, Borden Co., Westinghouse International and American Tobacco Co. overseas operations.

Ziv currently has over $2.5 million invested in foreign tv and points out that since 1952 its Latin American staff has grown from three to 67 people.

Ziv August-September Sales Top First Six-Month Total

COMBINED August-September sale of the filmed shows of Ziv Television Programs equaled the entire sales of Ziv Films for the first six months of 1955, according to M. J. Rifkin, vice president in charge of sales.

Mr. Rifkin reported that activity during September was heavy on both national and regional sales and for local level sponsorship, with the latter accounting for 62% of the business during the month. As an indication of the "tremendous" growth of film syndication in the past six years, Mr. Rifkin observed that the August-September combined business this year is three times larger than the total of Ziv's television sales for the 12 months of 1949.

Among the regional advertisers signed during September, Mr. Rifkin said, were Ballantine, Pfeifer Brewing, Kroger Stores, Duquesne Brewing, Hamm's Beer and National Brewing for *Highway Patrol;* Phillips Petroleum for *I Led Three Lives,* and Carter Products for *Mr. District Attorney.*

Screen Gems Names York To Head Merchandising

E. JAMES YORK, assistant to the special service department manager, King Features, has been appointed manager of the merchandising department, Screen Gems Inc., tv subsidiary of Columbia Pictures Corp.

At the same time, Screen Gems advertising and promotion director Henry S. White named Robert Cooper supervisor of premium merchandising and Joyce Selznick supervisor of merchandising exploitation. Both of these functions will fall under Mr. York's supervision.

Appointments were made in the wake of what company officials described as the overwhelming popularity of Screen Gems' *Adventures of Rin-Tin-Tin.* Syndicated series have brought forth an "unprecedented" number of requests for uniforms, hats, toys and other program-associated merchandise. Screen Gems reported that 35 Rin-Tin-Tin products are currently being manufactured, with negotiations underway between various manufacturers and the firm to license production of *Jungle Jim, Tales of the Texas Rangers* and the soon-to-be-released *Circus Boy* items.

MCA-TV Film Salesmen Meet in N. Y. Thursday

SEMIANNUAL regional sales managers meeting of MCA-TV Ltd., film syndication division, will be held in New York, Thursday through Sunday. The sessions, under the direction of Wynn Nathan, vice president in charge of sales, will concentrate on preparation of the 1956 sales campaign.

Regional sales managers slated to participate in the meeting include Aaron Beckwith, New York; Bob Greenberg, West Coast; John Rohrs, Midwest; Ray Wild, South; Hank Long, Midwest, and Tom McManus, East. Other sales personnel on hand will be Lou Friedland, vice president in charge of station sales, and DeArv Barton, vice president in charge of midwestern sales.

Other executives who will attend the meeting and discuss their activities are Stu Smith, vice president in charge of MCA-TV Canada; Frank Mincolla, vice president in charge of merchandising; Frank McMahon, advertising manager. Top MCA officials who will be present to help formulate plans for the film syndication division are Taft Schreiber, David Sutton, Maurie Lipsey and Herb Stern.

KENS-TV Purchases Films

KENS-TV San Antonio has purchased four film series, headed by 126 *My Little Margie* films for weekday noon showing. Also purchased were *Foreign Intrigue, My Hero,* starring Bob Cummings, and *Colonel March.* The station has added an Inspect-O-Film, which automatically inspects, cleans, edits, counts, splices and times film.

Terwilliger Process Shown

DEPTHDIMENSION, film process developed by Hollywood research scientist Melville Terwilliger, was unveiled in New York Oct. 14 at a special showing at the Museum of Modern Art. Half-hour showing of a rough-cut film was claimed by the inventor as "proof of the fact that 'structured likenesses' and 'image schematics' inherent in this picture presentation are far better than that existing on any television network or film show." No challenge whatsoever to Cinemascope, Cinerama, or Todd-AO, the Terwilliger process has a tinge of three-dimensionalism that can be had on flat screen without use of special glasses.

Jean Blake Heads Film Firm

MRS. JEAN BLAKE last week was elected president of George Blake Enterprises Inc., New York Film producers, following the death of her husband, George Blake [B•T, Oct. 17]. Other officers: Philip Frank, vice president in charge of sales; Richard Donner, vice president, and Theodore R. Lazarus, secretary-treasurer.

FILM SALES

WABC-TV New York has purchased package of 30 feature films from General Teleradio Inc. to be shown on the station Mon.-Sat., 1:30-3:15 p.m. starting Oct. 31. Package, under title *Million Dollar Movie,* had its first exposure in New York on WOR-TV.

Screen Gems Inc., subsidiary of Columbia Pictures Corp., has sold *Rin Tin Tin* to Serm Suk Co., Thailand distributors of Pepsi-Cola, for a 52-program run over the country's tv outlet Contract becomes effective Jan. 1, 1956.

FILM DISTRIBUTION

Interstate Television Corp., N. Y., has acquired distribution rights to the *Public Defender* tv series from the Hal Roach Studios. Series originally telecast on CBS-TV, consists of 6 half-hour films, and will be made available fo syndication by Interstate.

Sterling Television Inc., N. Y., announces will distribute nationally the new hour-long t filmed show, *Bowling Time,* which feature sports celebrities, including Bob Feller, Ott Graham and Tony Canzoneri as well as expe bowlers. Series already has been sold to loc sponsors for presentation over WGN-TV Ch cago, WHIO-TV Dayton, WEEK-TV Peori KTRK (TV) Houston.

ABC Film Syndication has acquired distributio rights to *The Three Musketeers,* filmed in Ita by Thetis Films, for sales availability as January 1956. Series to be shown in 26 hal hour programs.

FILM RANDOM SHOTS

Hygo Television Films Inc., N. Y., last we announced the acquisition of a package of western feature films for television. Film feature such stars as Tim McCoy, Jack Lude Russell Hayden, Bob Allen, Buck Jones a Ken Maynard, and are approximately one-ho long. Spokesmen for Hygo said that two wee ago the company and Unity Television Cor entered into agreement for a combined selli operation, though both firms remain auton mous. Since Unity also has large group westerns, the two firms will make available tv more than 140 subjects of this type.

Celebrity Playhouse, half-hour drama ser produced by Screen Gems Inc., N. Y., recen premiered in 60 cities. Falstaff Brewing C sponsors show in 42 midwest, southwest a western cities. Series features name stars Hollywood. Company also announces sale eight programs in Canada by subsidiary, Scre Gems (Canada) Ltd. They are: *Celebrity Pl house, Father Knows Best, Patti Page Sho Adventures of Rin Tin Tin, Jungle Jim, Yo All-Star Theatre, Top Plays of 1955* and *T Big Playback.*

Broadcast Information Bureau, N. Y., has issu report on available theatrical film for televisi titled "Tv Film Program Directory—Featu Films." Directory lists 4,649 titles (3,3 features and 1,287 westerns) and contains s tion listing theatrical films available in co It states that except for westerns and forei made films, there has been "a slowing down new theatrical features made available dur the past few months."

Film Council of America announces film formation service, "Film User's Guide," wh will publish tri-annual and yearly indices available 16mm films. Set to go into full-sc operation next month, service provides infor

portrait of a market

. . . where these factors combine for your sales' success



. . . a proven high-income industrial area . . .



. . . a proven year-round vacationland . . .



. . . where, with outstanding local and network productions, one station brings dreams to life for 446,200 television families.

Serving Albany, Troy, Schenectady, N. Y. and 30 counties of New York and New England

WRGB

A General Electric Television Station ★ Represented Nationally by NBC SPOT SALES

tion forms to producers for detailed title listings. Compiled guide then goes to 1,000 key film information centers. Producers pay $30 per title and can get reprints from FCA.

Screen Producers Guild recently presented $1,500 scholarship to University of California at L. A. department of theatre arts. SPG President Samuel G. Engel presented gift with "the hope of inspiring additional creative activity among student filmmakers."

Dynamic Productions Inc., new radio-tv commercial production company, has been formed in Chattanooga, Tenn. Active members of firm are Cliff Parman and Hal Eddy, ASCAP members, composers of "Pretend" and "If You See Me Crying," among other tunes. Luke Wilson, active in Chattanooga radio for six years, will be sales manager of company, which will serve national and local customers.

Animation Inc., L. A., producers of tv commercials and musical sound tracks, is now in larger quarters at 8564 Melrose Ave.

Interstate Tv, subsidiary of **Allied Artists Pictures Corp.,** to new executive and sales offices at 445 Park Ave., N. Y.

RKO Radio Pictures Inc. announces it has moved its advertising department from Hollywood to New York. Perry W. Liebler, national director of advertising, left Hollywood last week to headquarter in N. Y. office.

Reela Films Inc., moved to 17 N.W. 3rd St., Miami, Fla., reports expansion so fast that new quarters are already cramped.

FILM PRODUCTION

Television Programs of America announces arrangements have been completed with Chertok Television Inc., Hollywood, to produce well-known *Tugboat Annie* series for television. Edward Small, board chairman of TPA, bought tv rights to series in 1954 from estate of Norman Reilly Raine, author.

Screen Gems Inc., N. Y., announces production launched in Hollywood on new filmed series, *Circus Boy,* with Herbert B. Leonard and Norman Blackburn supervising production.

FILM PEOPLE

Bob Sanford, Official Films, N. Y., live packaging and talent division, appointed vice president. He joined the company in 1953 following 10 years with MCA Artists Ltd. radio-tv department.

Stan M. Cole, formerly president, The Cole Organization, N. Y., management consultants, to Mel Gold Productions, N. Y., as executive director, industrial films division.

Paul Blair, Ziv Television Programs Inc., to United Film Services Inc., as account executive in Chicago office.

Tom Shull, general manager of WTOM-TV Lansing, Mich., has joined New York sales staff of MCA-TV Film Syndication Div.

Marvin Korman, MCA-TV Ltd., film syndication division, promoted to supervisor of art and production.

Joe Bishop, associate director, Metropolitan Tv Productions, to production staff of Kling Film Productions, Chicago, as assistant director. **Peter Savides,** formerly radio-tv director, Century Adv. Agency, Wichita, Kan., to Kling as coordinator of production activities between firm's Chicago and Hollywood operations.

FCC WANTS HEARING ON NBC-WBC SWAP

Switch in ownership of Cleveland and Philadelphia stations seen indicating necessity of hearing because of concentration of broadcast interests and alleged network coercion.

NBC and Westinghouse Broadcasting Co. were advised by the FCC last week that their applications for Commission consent to swap their radio-tv stations in Cleveland and Philadelphia indicate the necessity of a hearing.

Principal concerns of the Commission's notification were matters relating to concentration of broadcast interests and alleged coercion by NBC in bringing about the exchange.

Involved is a swap of NBC stations WTAM-AM-FM-WNBK (TV) Cleveland for Westinghouse's KYW-WPTZ (TV) Philadelphia plus a payment to Westinghouse of $3 million. The firms have 30 days to reply to FCC's McFarland letter.

One of the key issues the FCC said is whether NBC "used its power to grant or withhold network facilities as an instrument to persuade Westinghouse to accept the proposed Philadelphia-Cleveland exchange."

The Commission also expressed concern over whether the proposed exchange "would substantially lessen competition or tend to create a monopoly in the broadcasting field. . . ."

The Commission said there is a serious question of whether further extension of NBC's ownership in the Philadelphia area would be in the public interest and in line with multiple ownership rules, citing the network's ownership of stations in New York, Washington, the recent purchase of ch. 17 WBUF-TV Buffalo, N. Y., approved by the FCC last month [B•T, Sept. 21], and the pending purchase of ch. 30 WKNB-TV New Britain, Conn. The network also owns stations in Chicago, Los Angeles (tv) and San Francisco (radio).

The NBC-Westinghouse swap has been opposed by WGR-TV Buffalo, N. Y., which charged that NBC coerced Westinghouse into the swap, and WSTV-TV Steubenville, Ohio, which said if Westinghouse acquired WTAM-WNBK Cleveland it would have too much economic power in Pennsylvania-Ohio and that there would be overlap between WSTV-TV and WNBK, in addition to the present overlap of WSTV-TV and Westinghouse-owned KDKA-TV Pittsburgh.

The FCC notification was sent over the dissent of Comrs. Rosel H. Hyde, John C. Doerfer and Robert E. Lee. They favored approval of the station exchange.

FCC Itinerary

FORMAL Wednesday meeting of the FCC has been cancelled this week because Chairman George C. McConnaughey and Comrs. John C. Doerfer and Richard A. Mack will be attending the annual convention of the National Assn. of Railroad & Utilities Commissioners in Asheville, N. C. Messrs. McConnaughey, Doerfer and Mack all are alumni of state utilities commissions and are members of the NARUC executive board. Mr. McConnaughey is a past president, and Mr. Mack present vice president of the association.

Other out-of-Washington engagements for FCC commissioners are:

Oct. 25, Comr. Edward M. Webster addresses NARTB regional conference in San Francisco (see story, page 66).

Nov. 8, Comr. Rosel H. Hyde is the featured speaker at the NARTB regional conference in Des Moines.

Nov. 16, Comr. Doerfer addresses the NARTB regional conference in Dallas.

Cowles' Hutchinson Purchase Approved

PURCHASE OF KTVH (TV) Hutchinson, Kan., for $1 million, by Cowles-owned Minneapolis Star & Tribune Co. (WCCO-AM-TV Minneapolis) was approved by the FCC last week. The acquisition increases Cowles' tv holdings to four stations.

KTVH changes hands from Hutchinson Tv Inc., a group of 16 local business and professional men, the largest block being held by Sidney F. and John P. Harris, to a new corporation, Wichita-Hutchinson Inc., owned 80% by the *Minneapolis Star* and *Tribune* [B•T, Aug. 1]. The remaining 20% will be owned, in part, by former KTVH stockholders including the Harrises; W. D. P. Carey, former president; Howard O. Peterson, general manager, and Bess Wyse Rickard.

Joyce A. Swan, vice president and assistant treasurer of the *Minneapolis Star* and *Tribune,* will be president of KTVH. Mr. Peterson will be retained as general manager and Ernest Dallier will continue as sales manager, the application for sale approval noted.

In addition to WCCO-AM-TV, owned 47% by the *Minneapolis Star* and *Tribune,* the Cowleses own KRNT-AM-FM-TV Des Moines, WNAX Yankton, S. D., and KVTV (TV) Sioux City, Iowa. Murphy Broadcasting Co., former owner of KSO-AM-FM Des Moines, holds an option to buy 40% of KRNT-TV. The Cowleses also publish the *Des Moines Register* and *Tribune* and *Look* magazine.

The Harrises own KFBI Wichita, KIUL Garden City and KSAL Salina, all Kan., and publish daily papers in Hutchinson, Garden City, Salina, Ottawa, Chanute, Kan., and Burlington, Iowa. Mrs. Rickard owns KWBW Hutchinson.

Channel 12 KTVH is affiliated with CBS and has been operating since June 1953.

Earned surplus of KTVH through last June was $112,351. Its net worth was $125,000. Book value of assets to be transferred was $324,602.

Of the $1 million purchase price, $180,000 is to be paid in cash, the remainder to be paid in four installments at 4% interest per year less payment to RCA of unpaid balance amounting to about $160,000.

FCC Approves Sales Totaling $436,500

FCC APPROVAL was given last week for ownership changes of four stations whose total selling price was $436,500 plus concessions.

Sales grants were:

• KCBQ San Diego, Calif.—Transfer of control from KCBQ Inc. to Bartell Broadcasters Inc. for $160,000 plus a six-month option to purchase KRUX Glendale, Ariz., for $70,000 in addition to $30,000 consultants fees, etc. Bartell is the licensee of WOKY Milwaukee and WAPL Appleton, both Wis.

• KGDM Stockton, Calif.—Assignment of license from E. F. Peffer to Golden Valley Broadcasting Co. for $162,500. Principals a

Riddle:

Why is nighttime radio like a rambunctious boy?



They've both been sent out of the living room!

The family isn't sitting in the living room listening to radio any more. People are listening *a new way* — in the bedroom, the workshop, the kitchen, the car. Radio listening today is a *personal* pleasure . . . an intimate activity for the individual rather than for the living-room group. Because of this new kind of listening — *personalized listening* — ABC Radio has developed a *new* kind of nighttime radio . . . *personalized programing!*

NEW SOUNDS FOR YOU

Starting Oct. 26 — and continuing every Mon. thru Fri. (7:30—10 PM, EYT). NEW SOUNDS FOR YOU are specially tailored programs for today's listener. Each *regularly scheduled* half hour is made up of *regularly scheduled* 5-minute and 10-minute feature segments . . . plus a 5-minute newscast. For the first time, listeners can tune in to five minutes of radio, ten minutes of radio . . . and get a complete unit . . . lively, informative, personalized listening on a continuing basis. Sponsorships of regularly scheduled segments of this NEW SOUNDS FOR YOU concept are available at a remarkably low price. Get in on nighttime radio's newest, most efficient buy. Phone ABC Radio today!

LISTEN

. . the new sound of ABC Radio

L. E. Chenault, Amelia Schuler, Alan L. Torbet, Richard C. D. Bell and Lindsey H. Spight [B•T, Oct. 3].

• KRXK Rexburg, Idaho—Transfer of control from Snake River Radio & Tv Co. to Alfred E. Shumate for $64,000. Mr. Shumate was formerly commercial manager of KSO Des Moines, Iowa.

• WBEX Chillicothe, Ohio—Acquisition of control by Truman A. Morris through sale by John E. and Marjorie B. Halliday of two-thirds interest in station to Mr. Morris for $50,000.

(For other sales see FOR THE RECORD, page 98.)

Five New Am Outlets Authorized by FCC

CONSTRUCTION PERMITS for five new am daytime only stations were approved by the FCC last Thursday.

Granted were:

Rocky Ford, Colo.—Arkansas Valley Broadcasting Co., 1320 kc, 1 kw. Principals are 70% owner David R. Worley, owner of KLEA Lovington, N. M., 20% owner of KDAV Lubbock, Tex., 20% owner of KTMN Tucumcari, N. M., and president-36% owner of a Lovington community tv system, and James L. Littlejohn, KLEA manager.

West Point, Ga.—Confederate Radio Co., 910 kc, 500 w. Among the owners are President Clement H. Murphy Jr., former general manager of WRLD West Point and Secretary-Treasurer Albert L. Stancel Jr., previously WRLD chief engineer.

Amite, La.—Amite Broadcasting Co., 1570 kc, 500 w. Louis Alford and Albert M. Smith, who each own one-third of WAPF McComb, and WMDC Hazlehurst, both Miss., are among the station principals.

Kalamazoo, Mich.—Joseph F. Butler and Ralph E. Patterson, 1470 kc, 500 w D. Mr. Patterson, 15% owner of the permittee, is a sales engineer with Gates Radio Co.

Elmira Heights and Horseheads, N. Y.—Elmira Heights-Horseheads Broadcasting Co., 1590 kc, 500 w. Among the principals are 36.3% owner Frank P. Saia, engineer at WCLI-AM-FM Corning, N. Y.

FCC Denies WTTV (TV) Plea To Keep NBC 'First Refusal'

ATTEMPT by WTTV (TV) Bloomington, Ind., to have the FCC permit it to retain NBC "first refusal" rights in Indianapolis was denied by the Commission last week.

Ch. 4 WTTV had claimed its loss of "primary" rights in Indianapolis will result in economic harm because it competes with other stations in that city. The Commission said the intention of FCC's new "territorial exclusivity" rule, effective last Aug. 1, was not to protect the competitive rights of small stations against big stations and vice versa. The new rules are intended to give overall freedom in assignment of network affiliations, the FCC said.

Information Hearings Slated

HEARINGS have been set in Washington Nov. 7-11 by the House Government Operations Subcommittee in a probe into the availability of information to the public and Congress from federal agencies, Chairman John E. Moss (D-Calif.), has announced. Leading newsmen have been invited for an "informal" discussion of the problem which will be announced later, Rep. Moss said.



EXCHANGING congratulations upon putting into use the Voice of America's new master control equipment at VOA's Washington studios are Theodore C. Streibert (l), director of parent U. S. Information Agency, and J. R. Poppele, assistant director for broadcasting as head of VOA.

VOA New Master Control Equipment Now in Operation

THEODORE C. STREIBERT, director of the U. S. Information Agency, Oct. 5 threw the switch that put into operation the Voice of America's new master control equipment which links the VOA's Washington studios, mobile crews and other program sources with shortwave transmitters on both coasts for broadcast abroad.

The Voice believes the control equipment, under construction since May 1954 and which replaces temporary facilities, to be the biggest and most flexible in the world. It was especially designed and built to handle VOA's more than 75 programs daily in 39 languages to all parts of the world. The Washington studios were opened last December after the Voice moved from New York.

The master control setup was built to VOA specifications by Gates Radio Co. and installed by Howard P. Foley Co. and VOA engineers. It is capable of selecting programs from 100 sources and handling 26 separate transmissions at once, but presently uses 29 sources for 14 simultaneous broadcasts. The programs are beamed overseas from 30 transmitters on the East and West Coasts and in Ohio.

Ohio Stations Say Papers Are Out to Kill Competition

TWO OHIO radio stations whose license renewals have been protested by competing newspapers fired back last week and told the FCC these newspapers have in the past tried to restrain competition and have engaged in monopolistic practices. The stations asserted that the newspapers have been denied broadcast licenses for these practices.

The stations, whose licenses were renewed Sept. 7, are WEOL Elyria, under attack by the *Lorain Journal,* and WMAN Mansfield, attacked by the *Mansfield Journal* [B•T, Oct. 10]. Both newspapers are owned by the same principals.

The newspapers asked that the license renewals be set for hearing, charging that the stations "pirated" news stories and broadcast and circulated false and malicious statements for the purpose of damaging the papers' prestige and earning capacity.

In replying to the charges last week the stations said the newspapers lack standing to protest. WEOL said the *Lorain Journal's* charges are not specific enough and that the paper's "sole interest is to destroy WEOL as its only competitor."

WMAN said "the injury, if any, which the *Mansfield Journal* will suffer is so indirect, speculative or attenuated as not to afford the newspaper standing as a party in interest."

WEOL categorically denied the *Lorain Journal*'s charges and said, "Throughout the entire history of these two newspapers, their principals, owners, and particularly Samuel Horovitz, have engaged in a constant campaign to eliminate any and all competition."

The Elyria station said in 1948 the FCC denied the applications of the *Lorain Journal* and *Mansfield Journal* for new radio stations because there was evidence that the owners "have sought to suppress competition in the dissemination of news and information and to achieve an advertising monopoly in the community through the use of exclusive advertising contracts."

Heaviest Radio-Tv Coverage Seen for '56 GOP Convention

RADIO-TV coverage of the GOP national convention, which begins next Aug. 20 in San Francisco's Cow Palace, promises to be the most comprehensive in history, Leonard W. Hall, Republican National Committee chairman, said last week.

Arrangements for the 1956 GOP nominating convention were announced as complete last week following a meeting of the Radio-Tv Correspondents Assn., radio-tv network representatives and party committee officials.

The GOP committee, as in 1952, granted authorization to set up pool radio-tv coverage of convention hall proceedings, with these services available to independent stations at a fixed charge. Accreditation and working space for radio-tv personnel will be handled through the Correspondents Assn.'s conventions committee headed by Bill Henry, and requests should be mailed to him at Room G-25, U. S. Senate, U. S. Capitol, Washington 25, D. C. This group also will handle tv newsreel credentials.

Mr. Hall said tv coverage is expected to go into 40 million homes.

FCC Approval Sought For WJVA, KVNI Sales

MULTIPLE STATION owner John L. Booth has filed with FCC for approval to purchase WJVA South Bend, Ind., for $103,000. At the same time sale of KVNI Coeur d'Alene, Idaho to Alan Pollock for $152,599 also was filed for Commission approval.

Booth Radio & Television Stations Inc. is buying WJVA (1580 kc, 250 w day) from St. Joseph Valley Broadcasting Corp., owned chiefly by F. R. Householder and Harry D. Weaver. Mr. Householder will be retained as general manager. Purchase of WJVA will bring Booth's am holdings to six stations. Booth owns WJLB WBRI (FM) Detroit, WBBC Flint, WSGW Saginaw and WIBM Jackson and has pending before FCC purchase of WTOD-WTRT (FM) Toledo from Edward Lamb [B•T, Aug. 22].

KVNI Coeur d'Alene is being bought by Mr. Pollock, who has an interest in KBET-TV Sacramento from Scripps Newspapers Inc. (*Idaho State Journal* and other papers), Burl C. Haggadone (KNEW Spokane, Wash.) and Harry Henke Jr. [B•T, Oct. 10]. KVNI operates on 1240 kc with 250 w.

FCC EXAMINER UPHOLDS UNLICENSED TV BOOSTERS

Bond says Washington State's low-power signals don't interfere with other broadcast facilities and shouldn't be acted against by the Commission.

UNLICENSED booster stations set up to extend tv to communities without video service are in the public interest and should not be proceeded against by the FCC, Examiner J. D. Bond ruled last week.

In what may be a precedent-making opinion, Examiner Bond issued an initial decision recommending that cease and desist orders directed against unlicensed booster operations not be issued. The unlicensed booster stations involved those set up to serve three Washington state communities: Quincy (R. E. Darwood and associates), Nespelem (H. J. Miller) and Bridgeport (C. J. Community Services Inc.).

In each case the community was picking up tv signals from Spokane and retransmitting them on the same frequency. Last March the FCC issued cease and desist orders and set hearings for May [B•T, June 6, April 4].

The examiner concluded that the tv booster stations do "not cause objectionable or harmful interference to any existing or authorized radio broadcast or communications transmission or reception. This new use of radio, in practice, affords a larger and more effective use of television broadcast channels so that many families in the area are provided with a better, dependable, and more economical television program service. The consequences of issuing a cease and desist order would be to take away from those who receive the booster station's signals the television service they now enjoy."

Examiner Bond added: ". . . The utilization of radio channels and the Commission's essential controls thereof are not impaired or threatened by the television booster station" involved in the three cases.

As to FCC jurisdiction over these stations, the examiner commented: ". . . The facts here disclose the operation of an unlicensed fixed low-power television signal booster installation . . .which radiates an amplified broadcast signal but does not transmit detectable energy or communications beyond the borders of that state. It is not here necessary to express an opinion that the courts and the congressional spokesmen and witnesses did or did not contemplate Commission regulation of an operation such as this Washington booster station. . . ."

Regulation for the sake of regulation alone is not the Commission's objective, he stated, adding that the "booster station operation does not impede or threaten to impede the exercise by the Commission of its allocation responsibilities under the Communications Act."

The matter of whether such booster stations may be licensed is not a question presented now, Examiner Bond commented.

Zone 1 Ruling Delayed

THE EFFECTIVE date of the amendment to the tv rules concerning antenna heights and power of vhf stations in Zone I was extended to Dec. 1 to permit the FCC more time to consider further filings in this proceeding [B•T, Oct. 3]. At present stations may use maximum power with towers 1,000 ft. or less in height. The new amendment, which has raised protests from the Defense Dept. and private air interests, would permit use of maximum power with towers 1,250 ft. or less in height.

the first 22 years were the greatest

Twenty-two years ago WFDF introduced the BLUES CHASERS to Flint. The show is still going strong today. Billy Geyer, on hand from the beginning, supplies organ melodies, and his partner, Bud Haggart, adds vocals. Both fill in with the kind of conversation that strikes the local fancy. About the only thing really different from the first BLUES CHASERS show is a full complement of commercials. Flint sponsors discovered the boys could sell. National sponsors, especially those with new products, found this old, accepted show a sure way to open doors here in Flint. It can do the same for you. There are a few participations from 12:30 to 1:30 each weekday afternoon. Katz has all the details.

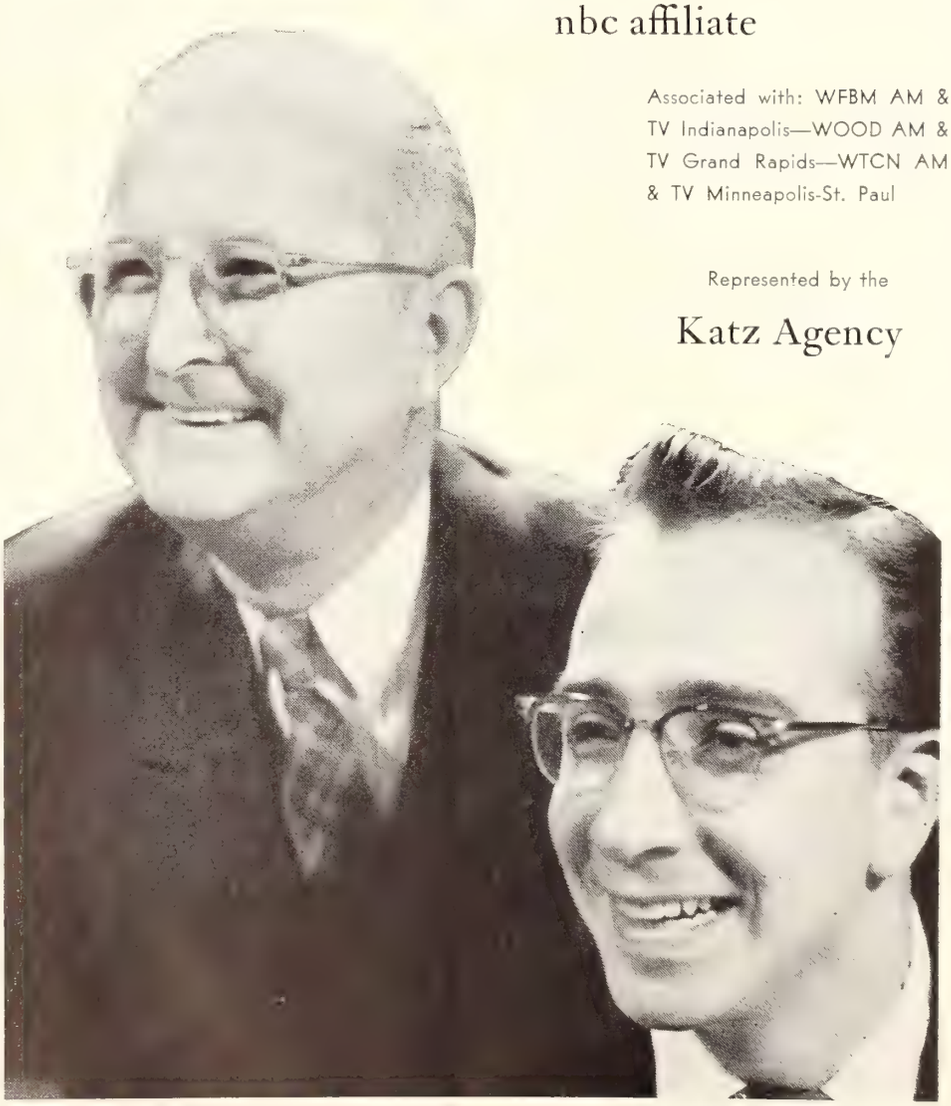
flint, michigan **wfdf**

nbc affiliate

Associated with: WFBM AM & TV Indianapolis—WOOD AM & TV Grand Rapids—WTCN AM & TV Minneapolis-St. Paul

Represented by the

Katz Agency



Lamb Attorneys Hit FCC License Finding

COUNSEL for Edward Lamb last week detailed their replies to a recommendation by FCC's Broadcast Bureau that the license of WICU (TV) Erie, Pa., owned by Mr. Lamb, should not be renewed because he falsely denied ever having Communist ties.

Mr. Lamb's attorneys—former Attorney General J. Howard McGrath and Russell M. Brown—said in their 115-page brief that broadcaster-publisher Lamb has always been anti-communist and that, contrary to assertions of FCC attorneys, he has never hidden or misrepresented any past activities.

The controversy over Mr. Lamb centers around an eight-month-long hearing into his background [B•T, Sept. 20, 1954, *et seq.*]. In August both Lamb counsel and the Broadcast Bureau issued their proposed findings as a result of the hearing [B•T, Aug. 22].

As to whether Mr. Lamb was ever a member or contributed to any organization that he knew "advocated un-American principles, Communism, or violent overthrow of the Government of the U. S.," the Lamb counsel quoted from Judge Luther Youngdahl's opinion in United States vs. Lattimore:

"The substance of such crime is a defendant's lack of belief in the truth of his testimony as of the moment he made it. For a jury to conclude that perjury has been committed, in fact, it must determine what the words meant to the defendant at the time he offered them as his testimony, and then conclude that the defendant did not at the time believe in the truth of such testimony according to the meaning he ascribed to the words and phrases he used."

Messrs. McGrath and Brown repeated Mr. Lamb's denial of evidence elicited by certain witnesses and qualified the weight to be given to testimony of professional witnesses to avoid investing them "with an inexhaustible draft on the public treasury anytime their conveniently tailored recollections may be found to have a market."

The proposed findings and Lamb replies are intended for use by FCC Examiner Herbert Sharfman, who presided over the eight-month inquiry, in preparing an initial decision recommending either renewal or denial of Mr. Lamb's WICU (TV) Erie license.

Mayoral, Cortada Apply For Puerto Rican Channel

APPLICATION seeking ch. 7 in Ponce, Puerto Rico, was filed with the FCC last week by George A. Mayoral and William Cortada, who were among the founders of WJMR-TV New Orleans. Mr. Mayoral, formerly 15% owner of the WJMR-TV, is now executive vice president and general manager of the station. Mr. Cortada at one time held 35% stock interest in WJMR-TV.

A fortnight ago, Supreme Broadcasting Co., licensee of WJMR-TV and applicant for a new tv permit in Caguas, P. R., asked the FCC to shift ch. 7 from Ponce to Caguas to break a deadlock caused by Supreme and American Colonial Broadcasting Corp. applications for Caguas ch. 11.

At Ponce, Messrs. Mayoral and Cortada asked for an effective radiated power of 1.4 kw visual and 704 w aural with an antenna 199 feet above average terrain. The station construction cost was set at $56,100, first year operating cost at $67,200, and revenue for the first year at $90,000.

WGBI-TV PLANS HIGH-POWER UHF TRIO

Scranton uhf outlet signs half-million-dollar contract with GE for equipment for 'mother' outlet there and for WKOK-TV Sunbury and WRAK-TV Williamsport, with WGBI-TV and WKOK-TV to be 250 kw and WRAK-TV 25 kw. WGBI-TV's eventual plans: 2 megawatts.



MADGE MEGARGEE HOLCOMB, vice president of Scranton Broadcasters Inc., signs what General Electric calls "the largest contract ever signed for uhf broadcasting equipment." Witnessing are Paul L. Chamberlain (l), GE general manager of broadcast equipment, and Dr. W. R. G. Baker, vice president-general manager of GE's Electronics Div.

WITH the purchase of more than a half-million dollars worth of broadcast equipment from the General Electric Co., ch. 22 WGBI-TV Scranton is moving toward the goal of transforming the 250 kw station into "the world's most powerful broadcasting facility" and serving as the "mother" station to two new associate tv stations at Williamsport and Sunbury, Pa. The purchase was a three-station project.

The blueprint of this ambitious plan was announced Saturday, coincident with the signing of the contract. The contract, described as "the largest single order for uhf television broadcasting equipment ever signed," is the first step in a move to enable WGBI-TV to broadcast with 2 million watts and provide the Sunbury and Williamsport areas with their first local tv stations.

Mrs. M. E. Megargee, president of WGBI-TV, pointed out that new stations at Williamsport and Sunbury will extend further the Class "A" coverage of CBS-TV-affiliated WGBI-TV into areas which now depend on community antenna systems. The two associate stations will have their own local staffs and will originate up to three hours of local programs daily. They will pick up CBS-TV network shows from WGBI-TV.

The WGBI-TV portion of the contract includes a 45 kw transmitter and a 50-gain helical antenna combination for boosting radiated power to 2 million watts. In addition, the station will acquire specially designed, completely automatic switching equipment for push button changing of transmitter and antenna combinations. The station will be equipped to transmit network color programs.

The Sunbury station, WKOK-TV on ch. 38, has bought a GE 12 kw transmitter and a 25-gain helical antenna, giving an effective radiated power of 250 kw. The Williamsport outlet, WRAK-TV on ch. 36, will acquire a 1 kw transmitter and a 25-gain antenna for an ERP of 25 kw.

Mrs. Megargee noted that WGBI-TV has requested authorization from FCC to telecast experimentally, using the full 2 million watts of power. The station received approval to transmit at 1 million watts last January. In its latest application, WGBI-TV proposes to furnish the Commission with reports on the comparative effectiveness of increasing radiated power from a quarter-megawatt to a half-megawatt, one megawatt and two megawatts. Field measurements will be made by the station in cooperation with GE.

George Joy, president of WRAK Inc., said the Williamsport station should begin programming activities about 60 days after the FCC grants approval. Similarly, Henry R. Smith, secretary and general manager of WKOK-TV, believes that the station will be on the air sometime in the spring of 1956.

Both the Williamsport and Sunbury areas currently are cut off from tv signals because of high mountains separating the city from nearby major cities. They receive television only through community antenna systems.

A GE one-hop microwave system is planned to pick up the WGBI-TV signal 22 miles southeast of Williamsport for beaming to the WRAK-TV station transmitter, which will rebroadcast it. Studio and transmitter are expected to be located in the Lycoming Hotel Williamsport, with the antenna mounted on a 100-ft. tower on top of the 10-story hotel.

At WKOK-TV, it is planned to have the WGBI-TV signal picked up directly, rather than via a microwave relay link. The WKOK-TV studio and transmitter will be located in a new building to be erected. The antenna will be mounted atop a 400-ft. guyed tower adjoining the building.

A CBS-TV spokesman said that a WGBI-TV official had discussed the rebroadcast project with the network but that no decision has been made. He pointed out that several CBS-TV affiliates, including KIMA-TV Yakima and KFBC-TV Cheyenne, fed network programs to satellite stations.

Myers Heads WNEM-TV

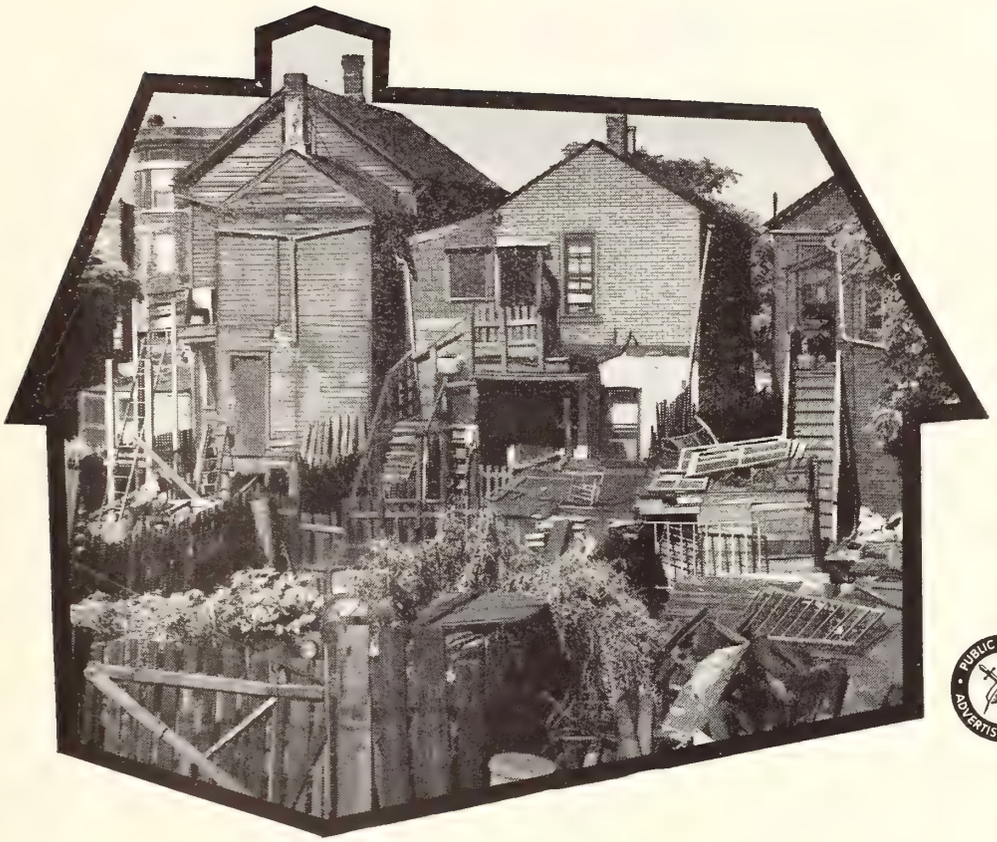
O. W. MYERS, vice president of Gerity Broadcasting Co. (WNEM-TV Bay City, WAB Adrian and WPO Pontiac, all Mich. has been appointe general manager c the company's Ba City outlet, WNEM TV, James Gerit Jr., Gerity Broac casting president, h announced.



MR. MYERS

Mr. Myers, wh has been with th Gerity Co. for eig years, succeeds Ha ry E. Travis, who r signed to accept position in Washington, outside the broadcas ing industry.

Mr. Myers takes over his new duties in mediately.



We have a house to put in order...

WE HAVE A HOUSE to put in order . . . and it's the house where America lives.

Of our country's many million homes, more than 1 out of every 10 are out-and-out slums. Nearly one-half of all American dwellings are in poor to "fair" condition, and urgently need basic repairs.

Something *must* be done—both to correct the slums of today and *prevent* the slums of tomorrow.

How do slums start? Usually just one house starts to slide downhill and soon a whole block changes. Pride is lost. Other houses are neglected, decay spreads.

So the 20 million homes in need of basic repair and improvements deserve equal attention. The time to stop the spreading blight of slums is *before it starts.*

What's your stake in stopping slums?

If you think your town is different, just look around you . . . If you think slums only affect persons who live in them, think again.

Slums raise taxes and lower property values of the whole town. They raise rates of crime, delinquency and disease. *Everyone* has a real stake in stopping slums. And *that includes you as a businessman.*

Your firm is certainly dependent on the welfare of the community where you do business. But it's more than good business—it's good citizenship to take part in efforts aimed at civic improvements. It's the *responsibility* of every business.

What can your firm do? The answer to America's housing problems starts with individuals. But to roll back slums is such a big job it's going to take more than individual effort. It will need the cooperation of your business and many others.

Some slums should be torn down and a fresh start made. Others can be remodeled and made to conform to better living standards. So it is up to you to support every sound program which seeks adequate housing for all our people.

New help is now available

There is a new national, non-profit organization called A.C.T.I.O.N.—The American Council To Improve Our Neighborhoods—which is designed to help all individuals or groups interested in putting America's house in order.

Send for a free copy of "ACTION." It explains what A.C.T.I.O.N. is and proposes to do. It lists booklets, research, check-lists, and other material which can help you. Address P. O. Box 500, Radio City Station, New York 20, N. Y.

ACTION

American Council To Improve Our Neighborhoods

RADIO-TV SHINES AGAIN AS NEW FLOODS HIT EAST

Networks and stations demonstrate once more their superiority as on-the-spot communications media with up-to-the-minute reports from inundated areas.

RADIO and television networks and stations were provided with another opportunity to demonstrate their pre-eminence as on-the-spot communications media when floods ravaged the northeastern part of the country for several days through last Monday.

From the time the emergency developed on Oct. 15, networks and stations carried frequent reports of latest developments. Many stations and all radio-tv networks assigned special reporters to hard-hit areas to gather and broadcast eyewitness accounts. Aside from coverage of the flood itself, stations presented frequent bulletins on the weather, road conditions and train schedules for the benefit of the thousands of commuters to New York.

Highlights of flood coverage as reported to B•T included:

Three CBS Radio correspondents—Douglas Edwards, Richard C. Hottelet and Walter Cronkite—were stranded in Connecticut over that weekend. Mr. Edwards was unable to return to New York to do his noon broadcast last Monday, but managed to reach Hartford where he broadcast a telephone report of flood conditions in the state. Mr. Hottelet, the network's Bonn correspondent on visit to the U. S., was picked up by helicopter and flown to New York for an appearance on a special tv show.

NBC news cameramen recorded the rescue of an expectant mother and several elderly ladies in flooded Stamford, Conn., on Oct. 16. Films of the rescue were shown the same night on the network's WRCA-TV New York and on NBC-TV news programs the next day. NBC-TV began broadcasting storm warnings as early as the night of Oct. 14. Gabe Pressman, WRCA roving reporter, visited the Connecticut and Westchester areas on Oct. 15-16, phoning in reports for use on NBC Radio's *Monitor*.

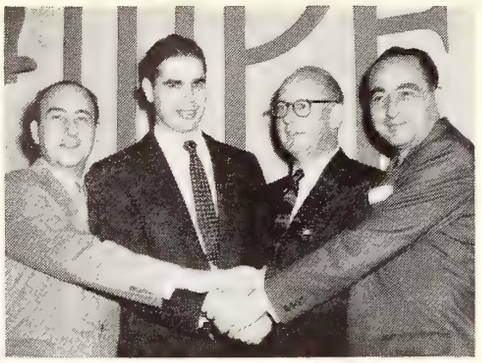
ABC-TV's WABC-TV stepped up its news of flood developments on Oct. 16 and last Monday by carrying special bulletins and periodic news summaries. In addition to regular newscasts, the station carried seven special programs on Oct. 16. WABC New York remained on the air all night Oct. 16, and presented special bulletins and programs, with the assistance of affiliates in flood areas. Contributors to the flood report were WGTH Hartford, WEAN Providence, R. I., WARM Scranton, WKIP Poughkeepsie, N. Y., and WSPR Springfield, Mass.

WKNB-AM-TV New Britain, Conn., launched their coverage on Oct. 15 and signed off at midnight, but as the storm became fiercer, the outlets' personnel was summoned back a few hours later. From 4:30 a.m. until after 11 p.m. on Oct. 16, the stations remained on the air with a steady stream of news flashes, bulletins, surveys and taped interviews with officials and rescue workers. Capping the coverage was an exclusive film of the flood story. Much of the news was simulcast to obtain the most rapid and widest listener-viewer spread.

Last Monday at 5:05 a.m. WCBS New York broadcast a "Commuter Special" program, with a hookup into the Grand Central Station, from which arrivals and departures of trains to and from the flooded areas were announced on the air. Jack Sterling, early morning d.j., who lives in Connecticut, was unable to reach New York, and arranged to broadcast his Monday program from WSTC Stamford. Singer Bob Haymes, who lives in Westport, was marooned at his home last Monday, and Bob Hite substituted for him.

WRCA New York last Saturday presented a special documentary about the Connecticut floods (6:35-7 p.m.), titled "What About the Next Flood?" The program was to be based on tape-recorded material gathered in Connecticut by roving reporter Gabe Pressman and reporter John Wingate.

(For earlier report from other stations in the flood area, see page 97).



ERWIN ROSNER (second from left) receives joint congratulations for being named WPEN Philadelphia general sales manager from (l to r) William H. Sylk, president; William B. Caskey, vice president-general manager, and Harry Sylk, vice president, all WPEN executives. Mr. Rosner formerly was WPEN local sales manager.



"Sorry, but they're all listening to KRIZ Phoenix."

Austin, San Antonio Stations Cover Senate Narcotic Hearing

KTBC-AM-TV Austin claim to be the first Texas stations to originate live simulcast coverage of a U. S. Senate Committee investigation.

The occasion was the opening in Austin Oct. 12 of hearings into the narcotics traffic in Texas, presided over by Sens. Price Daniel (D-Tex.) and John Marshall Butler (R-Md).

WOAI-AM-TV San Antonio originated pickups from the federal courtroom in that city when the hearings switched to San Antonio Oct. 13-14.

WLW to Cover World In New Program Plan

AN AMBITIOUS undertaking in radio programming will be launched Nov. 6 when Crosley Broadcasting Corp. and its WLW Cincinnati introduce *The World Now* show, a potpourri of music, weather reports, on-the spot news, features and special events which will take listeners all over the world.

A new building being constructed in down town Cincinnati, to be known as Comet (Communications Exchange), will serve as control center for the new program, housing latest electronic equipment and a full staff of specialists. The exchange will operate on an around the-clock basis.

A special plane will be based at Cincinnati' Lunken Airport, ready to go after on-the-spo reports from distant places, and a mobile uni equipped with telephone, two-way radio, tap recorders and remote broadcast units, will b ready to cover local news stories as they ar happening. Besides its New York and Wash ington correspondents, "stringers" located i key cities will feed reports to *The World Now*

The new show will be kicked off with exten sive publicity using radio-tv, magazines, news papers, car cards, etc. A $35,000 contest wi back up the promotion.

The inaugural program will feature NB and WLW stars, state and civic leaders and ex pected participation of the governors from th four-state area. The kick-off program will b fed to NBC's *Monitor*.

Broadcasting Boosts Meredith's '55 Revenue

ANNUAL report of the Meredith Publishin Co. for the fiscal year ending June 30 showe that broadcasting properties accounted for m jor portion of the company's gain in revenu

The broadcasting revenue of $7,318,724 f 1955 was 17.1% of the firm's total revenu compared to $5,236,736 and 12.7% for 195 Meredith's broadcasting properties, consistin of WOW-AM-TV Omaha, KPHO-AM-T Phoenix, KCMO-AM-TV Kansas City a WHEN-AM-TV Syracuse, N. Y., have a tot value of $3,435,708.

WXIX (TV) Has Record Mont

WXIX (TV) Milwaukee reports an avera increase of 24% for national spot and loc business combined during the four weeks en ing Oct. 1 over the previous record high mon of August. The CBS o&o outlet claimed a 23 boost in local business and 25% in nation spot. Separate weeks showed as much as 11 and 9% increases. WXIX (ch. 19) is the n work's first uhf station.

$53,752,000 IS A LOT OF HAMMERING!



THE MARKET
Pennsylvania Anthracite Region
Retail Sales—$885,484,000
Building Supplies—$53,752,000
THE BUILDERS—
WHWL and WISL
Complete Coverage of 9 Counties
Cost—60 Cents per 1000 Families
NAIL DOWN THIS RICH MARKET!
1954 Consumer Markets—SRDS
See FORJOE & CO.
WISL 1 KW—Shamokin, Pa.
WHWL 1 KW—Nanticoke, Pa.

WOR-TV Increases Rates, Adds Three to Sales Staff

AN INCREASE in rates ranging from 25% to 110% at WOR-TV New York was announced last week by Gordon Gray, general manager, who also reported the addition of three salesmen to the WOR-TV sales staff.

Mr. Gray observed that this represents the first rate increase since November 1952 and reflects "tremendous audience gain and spectacular upgrading in programming." He reported that billings are up 82% for the first nine months of 1955 over the corresponding period of 1954. This increased sales activity, he continued, prompted the addition to the sales staff of George Pamental and Warren M. Morton to the New York office and of Robert Bastian to the Chicago office.

The increase in rates, according to Mr. Gray, affects all time periods. As examples, the one-minute rates have been increased in class A time by 67%; class B 110% and class C 110%. For 10-second announcements, the rates have been increased by 60% in A and B time periods and 50% in class C.

Mr. Pamental, who has been added to the New York sales staff, formerly served NBC and the Fletcher D. Richards agency in sales capacities. Mr. Morton formerly was with ABC-TV and the Crosley Broadcasting Co., and Mr. Bastian held various sales posts in the manufacturing field in the Midwest.

Eugene Hill Named Manager Of WGTO Haines City, Fla.

EUGENE D. HILL has been named manager of WGTO Haines City, Fla., by KWK Inc., owner of the new station. Mr. Hill began his radio career in 1940 at age 17 as a combination announcer - engineer for WRUF Gainesville, the U. of Florida station. He has been general manager - sales manager of WORZ Orlando, Fla., since it went on the air in 1947.



MR. HILL

He is a director of the Central Florida Advertising Club and past chairman of the Orange County National Foundation for Infantile Paralysis.

Equipment Damage Slows WSAV-TV Construction

CONSTRUCTION of WSAV-TV Savannah was brought to a standstill last fortnight when a heavy piece of transmitter equipment being hoisted to the top of the Liberty National Bank Bldg. fell to the ground and was damaged beyond repair. The equipment was custom built for the ch. 3 outlet by RCA, which stated it will take three to four weeks to replace.

WSAV-TV had started construction, notwithstanding the appeal of WJIV Savannah against the FCC grant [B•T, Oct. 17]. Harben Daniel, general manager, said that WSAV-TV had arranged to use new steel "sleeves" on top of the bank building in order to comply with the condition on the grant which forbade use of existing sleeves. He also reported the station would be affiliated with NBC-TV.



JOHN McLENDON (r), owner of WKDL Clarksdale, Miss., which went on the air early this month, hands the studio keys to his new manager, Charles M. Quillian. At left is William A. Duke, assistant manager-program director. Mr. Quillian comes to WKDL from KHMO Hannibal, Mo.; Mr. Duke was with KDSX Denison, Tex.

Hodges Named KMAP Head

JIM HODGES, commercial manager of KWSO Wasco, Calif., has been named manager of KMAP Bakersfield, Calif., new station due to go on the air in about a month, Morrie Mindel, owner, announced last week. Mr. Mindel, whose Bakersfield station will operate on 1490 kc with 250 w, also owns KGST Fresno.

KFI Tells Defense Officials It Won't Air CD Records

KFI LOS ANGELES has advised civil defense authorities it will not broadcast records supplied for use during an enemy attack because they are out of date. A 50 kw NBC affiliate on 640 kc, the station assured civil defense it will cooperate in its Conelrad engineering function but in the event of an alert will switch to civil defense headquarters for programming. KFI explained that the records on hand ask citizens to go underground, which is all right for an atomic attack, but not suited for an H-bomb attack in which complete evacuation is the present policy. Civil defense frequencies are 640 and 1240 kc.

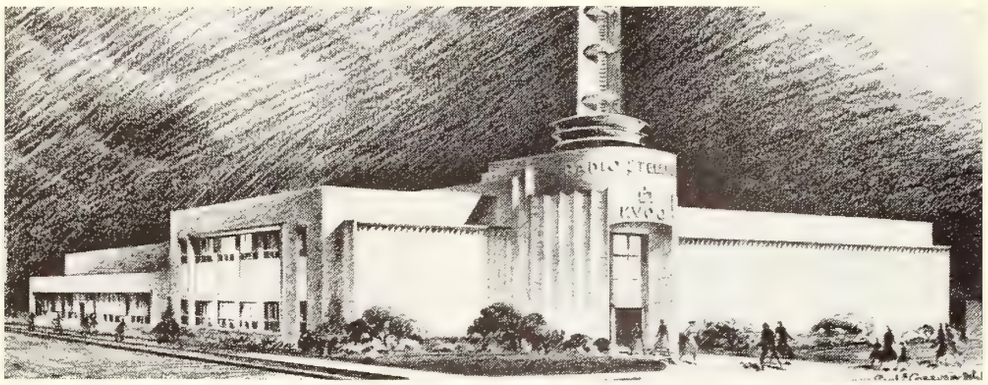
WCUE's Spot Rises

INCREASE of 46.3% in national spot billings for September 1955 over the same month in 1954 was the highlight of a nine-month financial report released by WCUE Akron, Ohio. For the full nine months, ending Sept. 30, total station billings were up 16.65% over the same period of 1954. Increases broke down as follows: Local, 13.69%; regional, 27.86%, and national, 22.08%.

WAUG Increases Power

USING a new RCA transmitter, WAUG Augusta, Ga., boosted its power from 250 w to 1 kw Oct. 8. The station, operating on 1050 kc, reports the transmitter has worked perfectly since its installation, without a single minute of lost air time.





ARCHITECT'S drawing of new offices and studios for KVOO-AM-TV Tulsa, scheduled for early June completion. The Tulsa stations' Broadcast Center will cost $1 million.

KVOO-AM-TV Tulsa Begins $1 Million Construction

WITH a June 1956 completion date planned, construction has started on Broadcast Center, a $1 million building to house KVOO-AM-TV Tulsa, at 37th and Peoria.

The building will feature a 190-ft. lighted aluminum tower and two walls will be constructed of louvred porcelain. The television studios will be equipped for color telecasting and special displays with a 25-ft turntable. Client-viewing rooms will be included for both broadcasting activities.

The ch. 2 outlet went on the air Dec. 5, 1954, and is operating with 100 kw from temporary studios at Fourth and Denver. KVOO, 50 kw on 1170 kc, has had studios in the Philtower since 1934.

NBC Spot Sales Stations Open Clinic in N. Y. Today

FOURTH ANNUAL promotion-merchandising-publicity clinic of stations represented by NBC Spot Sales will open in New York today (Monday) and continue through tomorrow (Tuesday). The clinic will consist of informal sessions, during which promotion, merchandising and publicity managers will exchange ideas and report on results in the field since a similar meeting a year ago in New York.

Thomas B. McFadden, vice president of NBC Spot Sales, and Charles R. Denny, vice president of NBC owned stations and NBC Spot Sales, will greet clinic members at the opening session. NBC Spot Sales personnel who will serve as co-chairmen of the meeting are Mort Gaffin, new business and promotion manager; Wilbur Fromm, advertising manager; Max E. Buck, merchandising director, and Don Bishop, publicity director.

Both Radio, Tv Business Boom at NBC o&o Outlets

AS FAR as NBC's owned & operated stations division is concerned, local radio and tv business is still rising. Charles R. Denny, vice president of the o&o division, reported last week that local radio sales jumped more than 44% between September 1954 and September 1955, and that tv sales were 36% above September 1954.

Leading in radio sales was WMAQ Chicago with an increase of 121%, followed by KNBC San Francisco, which reported a gain of 57%. For the first nine months of 1955 as compared with the same period in 1954, WTAM Cleveland showed the biggest increase with more than 39%, closely followed by WMAQ's 38%.

In tv local sales, KRCA (TV) Los Angeles led the group with an increase of 64%, but WRC-TV Washington was right behind with a gain of 63%. For the first nine months of 1955, KRCA again led the division with an increase of more than 32% over 1954, followed by WRCA-TV New York, which registered a jump of more than 17% over last year.

NBC o&o stations included in the report by Mr. Denny were WRCA-AM-TV New York, WRC-AM-TV Washington, WTAM and WNBK (TV) Cleveland, WMAQ and WNBQ (TV) Chicago, KRCA Los Angeles and KNBC San Francisco.

Color Rate Card Issued By KTLA (TV) Los Angeles

KTLA (TV) Los Angeles has issued a new rate card devoted exclusively to color programming, according to Klaus Landsberg, general manager of the ch. 5 outlet.

The card shows that a color program of 30 minutes will cost the sponsor $500 added to regular time and facility rates and $750 extra for a one-hour program. The station claims it is the first commercial rate card devoted exclusively to color.

WFIL-TV Sets New Rates

WFIL-TV Philadelphia has issued Rate Card No. 13, which became effective on Oct. 15 and raises one-time Class A one-hour-program (live and film) rates to $2,875 from a former $2,400.

Announcements, from 20 seconds to one-minute on a one-time basis in Class A time cost $575. Frequency discounts on weekly program strips remain 5% for 26 consecutive weeks up to 10% for 52 consecutive weeks.

Edward MacWilliams Dies

EDWARD N. MACWILLIAMS, 69, retired vaudeville and radio star, died at his home in Virginia Beach, Va., Oct. 14. Mr. MacWilliams pioneered in the question-and-answer quiz program field while with WJSV, now WTOP, Washington. In the 1930's he conducted *Askit Basket* for CBS and *Uncle Jim's Question Bee* for NBC.

New WAPG Names Staff

PERSONNEL have been announced for WAPG Arcadia, Calif., which went on the air Sept. 21. Martin J. Begley Jr. was named station manager, G. Kelley Lyons sales manager, Jack S. Chambers news director, Phillip Hull sports director and Adella L. Robertson women's director. WAPG is owned by H. F. McKee and operates on 1480 kc with 1 kw.

New Owners Name Page KGWA General Manager

PUBLIC Broadcasting Services Inc., new owner of KGWA Enid, Okla., has named Allan Page president-general manager. Other corporate officers named were T. R. Warkentin, vice president and R. H. Drewry, secretary-treasurer.

Mr. Page is a veteran Oklahoma broadcaster, having served with KVOO Tulsa, KOMA Oklahoma City and for six years as manager of KSWO Lawton. Just prior to joining KGWA he was with the Taylor Broadcasting Co. as commercial manager of KRGV-AM-TV Weslaco, Tex., and KANS Wichita, Kan.

REPRESENTATIVE APPOINTMENTS

KAFY Bakersfield, Calif. (formerly KBAK), names Daren F. McGavren Co., San Francisco, regional representative for that area.

KTVO Ottumwa, Iowa, names The Bolling Co., N. Y., exclusive national sales representative.

WDOK Cleveland, Ohio, appoints H-R Representatives Inc., N. Y., for national sales, effective this month.

STATION PEOPLE

William L. Kost, sales manager, WRDW-TV Augusta, Ga., to WABC-TV New York as account executive. Mr. Kost also served with TPA, syndicated film, and with Headley-Reed Inc., representatives.

E. A. Hassett Jr., WMT-TV Cedar Rapids, Iowa, national sales director, to KDUB-TV Lubbock, Tex., in similar post replacing **George Collie,** resigned. Mr. Hassett was formerly with WFMY-TV Greensboro, N. C.



MR. HASSETT



MR. LARSON

L. A. Larson, WISN-TV Milwaukee commercial manager, named assistant manager, WISN-AM-TV, to continue commercial tv duties. **George Inghram,** city sales supervisor, appointed WISN-TV local sales manager. **Ann Fitzsimmons,** WISN-TV film department, assumes film directorship.

Jerry Gordon, general manager, Muzak Corp., Washington, D. C., appointed national sales manager, KCSJ-TV Pueblo, Colo. **Jim Croll** Colorado Education Assn. public relations specialist, to KCSJ-TV as local sales manager.

Stuart Nathanson, assistant production manager KIMA-TV Yakima, Wash., to station satellite KEPR-TV Pasco, Wash., as production chief. **Robert Parnell,** KIMA-AM engineer, to KEPR-TV as chief studio engineer. **Hal Millen** Yakima newspaperman, to KIMA-TV as production assistant, succeeding Mr. Nathanson. **James Hinrichs** to KIMA-AM sales and **Kay Lamb** to KIMA-TV as traffic assistant.

Joe Ayares, WTTM Trenton, N. J., news editor, promoted to director of news and special events.

succeeding **Arnold Snyder** who is joining ABC news staff in New York.

Dick Jensen, WCCO-TV Minneapolis-St. Paul national sales representative, promoted to regional sales representative for Iowa, Wisconsin, Minnesota. **Doug Peterson,** WCCO-TV sales representative, to post vacated by Mr. Jensen. **Bob Phelps** to WCCO-TV sales service staff. **Merle Bjork,** WLOL Minneapolis chief engineer, to WCCO-TV as cameraman-engineer.

John H. Kimball Jr., commercial manager, WTAO Boston, to WEEI Boston with CBS sales.

Paul E. Johnson, United Film Service Chicago office head, to KGW Portland, Ore., sales staff.

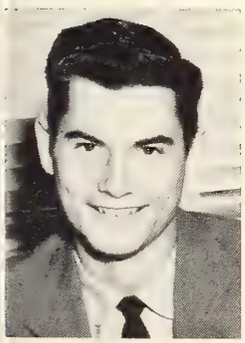
George G. Steele Jr., WCAU-TV Philadelphia production staff, to station sales department.

Richard H. Gravett, KFRC San Francisco sales staff, to KNBC same city, as account executive on local sales staff.

Ben Slack, Tucson, Ariz., to KANG-TV Waco, Tex.

Tom Hays, district sales manager for *Life* magazine, to KTBC Austin, Tex., sales staff.

Bill Enis, KELP El Paso, Tex., disc jockey, to KNOE Monroe, La., as program director.



MR. ENIS

Alan I. Alford, formerly with WEEK-TV Peoria, Ill., appointed continuity and promotion director of WLPO La Salle, Ill.

Al Chioda, Westchester County Publishers Inc., White Plains, N. Y., advertising sales staff to WFMY-TV Greensboro, N. C., as promotion director. He was formerly with WLWC (TV) Columbus, Ohio.

Thomas C. Sawyer, WWOR-TV Worcester, Mass., program manager, to WMUR-TV Manchester, N. H., as production manager.

Marty Mogge, of former *Lone Ranger* production staff, to WXYZ Detroit as publicity director.

Fritz Egger, previously with stations in California and Nevada, to KRWC Forest Grove, Ore., as program director, succeeding **C. S. Sherman** who has been promoted to commercial manager. **Rod Woita,** musical director, Pacific U., Forest Grove, to KRWC as record librarian and disc jockey. **John Knipe** appointed western record librarian and disc jockey.

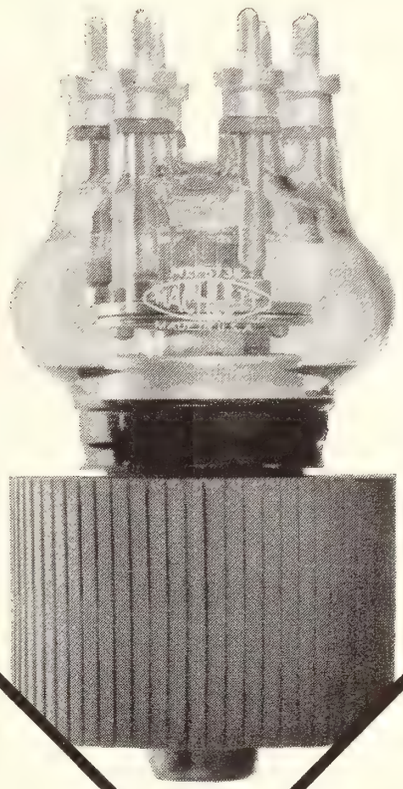
Kit Tyson, *TV Guide* magazine Baltimore representative, to WBAL Baltimore as assistant program manager. She previously was with WBAL-AM-TV as writer and performer.

Andrew W. Hilger to KCIM Carroll, Iowa, as news and sports director.

Donald Mac Isaac, WBSN New Bedford, Mass., to WKNY-TV Poughkeepsie, N. Y., as sales representative and sports announcer.

Jane Baker, KGO-TV San Francisco, to KNTV (TV) San Jose, Calif., as director of women's activities, with daily half-hour program.

Jack Barry, program director, WDOT Burling-



MACHLETT Now Makes Available a new 5736 electron tube for . . .

Final Stage 5 kW FM Transmitters

Driver Stages 5 kW and 50 kW AM Transmitters

Driver and Final Stages H.F. Communications Transmitters

The Machlett 5736 sets a new standard of reliability for this broadcast tube—the ML-5736 incorporates these design improvements:

- **Precise and stable alignment of electrodes:** for uniform operation, and to prevent cathode-grid shorts
- **Brazed radiator construction:** to eliminate hot-spotting and its effects
- **The Machlett quick "seal-in" process:** (The final "seal-in" of the tube is made in seconds by R-F heat, rather than in minutes by conventional flame heat.) to assure contaminent-free, stress-free tube: and to assure non-poisoned cathode

MAKE YOUR NEXT REPLACEMENT — The ML-5736 (Replaces directly any make 5736) . . .

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Available nationally from the Graybar Electric Company

MACHLETT MACHLETT LABORATORIES, INC., SPRINGDALE, CONN.

ton, Vt., returns to WPEN Philadelphia for daily show and other assignments.

Constantine Tsavalas, senior engineer, WGBB Freeport, N. Y., appointed chief engineer.

Miriam Stevenson, Miss Universe of 1955, to WIS-TV Columbia, S. C., making her debut Oct. 31 as hostess on 7 p.m. variety-talent search show, will have afternoon program for women beginning Nov. 14. Miss Stevenson, South Carolina farm girl, turned her back on Hollywood career last year after her international victory, returned home to Winnsboro and home economics studies at Lander College, Greenwood, S. C., where she was graduated last spring.



MISS STEVENSON

Syd Gathrid, Philadelphia *Daily News* critic-columnist, to WPEN Philadelphia as producer-director and public relations manager of *950 Club,* teenage show.

David K. Martin, Holland Adv. Co., Omaha, to KFAB Omaha news department as city reporter. **Elinor Seletos,** U. of Omaha student, to KFAB as night studio receptionist.

Peter Sterne, CBS-TV production staff, to KNXT (TV) Hollywood *Panorama Pacific* show as program coordinator. **Georgia Ingels,** N. W. Ayer Adv., Hollywood, to *Panorama* as script girl.

Dick Holbrook to WPRO-TV Providence, R. I., studio operations staff.

Patrick J. Romano to WMGT (TV) Pittsfield, Mass., as staff announcer.

Joe Graydon, KABC-TV Los Angeles singing personality, to KFMB-TV San Diego, Calif. Bill Green Trio, San Diego, will be in cast of hour-long *Joe Graydon Show.*

Roberta Jennings, recent Missouri U. journalism graduate, to KLZ-AM-TV Denver as promotion assistant. **Al Parry,** KKTV (TV) Colorado Springs, **Ward Crowley,** KGGM-TV Albuquerque and **Al Bodney,** Boise, Idaho, all to KLZ sales staff. **John Connors,** Betz Adv., Denver, to KLZ as sales-program coordinator. **Stan Brown,** KKTV, to KLZ-AM-TV news staff.

Richard V. Rozman, Creighton U. (Omaha) senior, to WOW-TV Omaha promotion department.

Harvey Morris, WMGE Madison, Ga., disc jockey, to WBIA Augusta as morning man.

Claude Boone, song composer ("Wedding Bells"), to staff of WNOX Knoxville, Tenn., *Midday Merry-Go-Round* and *Tennessee Barn Dance.* **Herb Marks,** WJBF (TV) Augusta, Ga., to WNOX production staff.

Joseph L. Tinney, executive vice president, WCAU Philadelphia, back from five-week European tour.

Dennis Kane, WPTZ (TV) Philadelphia director, father of twin girls. **Fred E. Walker,** WPTZ publicity director, father of girl, Catharine Kim.

O. L. Smith, WNOX Knoxville, Tenn., station director, appointed to three-year term on American Automobile Assn. board of directors.

ABC'S 'SOUNDS' GETS AGENCY ONCE-OVER

Radio network's new concept of programming previewed by agency executives at Thursday luncheon in New York.

SOME 200 agency executives last week got a preview of ABC's new "New Sounds for You" concept of radio programming [B•T, Sept. 26], which President Robert E. Kintner said involves the largest expenditure ABC has made in radio since the advent of television in 1948.

At almost the same time, the network announced that General Motors' Buick Div., through Kudner Agency, New York, had signed for four five-minute segments in the kickoff programs of the series Wednesday night.

The new programming will consist of highly diverse fare—somewhat like NBC's *Monitor*—but will be presented in uniform 5- or 10-minute segments, with programming of the same type being presented at the same time each night. At the outset the "New Sounds" programming will go into the 7:30-10 p.m. EDT period Mondays through Fridays, but the concept may be expanded later to other hours.

President Kintner said ABC felt that networks and also advertisers and agencies had failed to adjust, since television's rise, to a situation which, while including television, also still has radio as an important factor. The new concept, it was made clear, was designed to introduce "new sounds for a *new audience*—today's *radio* audience in the *television* home."

Mr. Kintner told the agency group, who previewed the concept at a luncheon Thursday at the Hotel Pierre in New York, that he could not say flatly that the new plan was "right." But, he said, "we do believe we're on the right track."

Durgin Traces Growth

Don Durgin, ABC director of sales development and research, traced the growth of radio and tv—which he projected to include nine television sets, 18 radio receivers and seven car radios for every 10 homes by 1957—and presented details of the "new sounds" plan.

The plan encompasses five 25-minute segmented programs and five 5-minute newscast strips in the evening hours from 7:30-10 p.m., all in fixed time periods each night.

Each of the five 25-minute segments will have a different theme. At 7:30-55 there will be "Events of the Day," consisting of "Today's Sensational Story," "Inside Washington," "Transatlantic Exclusive," "Personality of the Day," and "The News and You" in consecutive five-minute segments each night. The second 25-minute unit will deal with "The World and You" and similarly will be made up of regularly scheduled segments, interviews, trips to noted spots, etc. The same is true of the succeeding units: "Your Better Tomorrow" at 8:30 (philosophy, marriage and family counsel, etc.); "Soundmirror" at 9 (interviews, famous voices of past years, etc.), and "Offbeat" at 9:30 (humorous and unusual developments, readings, etc.).

There will be some exceptions to the "New Sounds" programming to accommodate existing commercial shows. For instance, *Voice of Firestone* will continue to be heard at 8:30-9 p.m. Mondays and Admiral Corp.'s *Life Is Worth Living* will be carried at 8:30-8:55 Tuesdays.

Mr. Durgin explained that the "New Sounds" programming is being offered for sale in individual segments, "exactly as it is programmed." Two five-minute segments a week cost the advertiser $1,600 gross; three a week, $2,400; five, $4,000; ten, $7,500; fifteen, $10,500. The ten-minute segments are priced at exactly double the five-minute segment rate.

A separate unit is being set up within the network program department to handle the "New Sounds" programming. Drex Hines, with ABC since 1953, is executive producer, and Nancy Mazur is assistant to him. Others named to the new sounds staff: Fred Sheehan, who will be news and special events producer; Bill MacCallum, production manager; Richard R. Rendely, Beth Hollinger, James Colligan, and Robert J. Clarkson, unit producers.

Charles T. Ayres, vice president in charge of the ABC Radio Network, presided over Thursday's luncheon.

Pontiac Changes Mind On Two Network Shows

IN a sudden switch of plans, Pontiac Motor Div., General Motors Corp., last week cancelled its planned sponsorship of *Project 20* series (three shows) on NBC-TV and *See It Now* (two shows) on CBS-TV because of a "budgetary misunderstanding." The latter program is expected to start this season on Wednesday while the *Project 20* series was to be launched next month but now is expected to be delayed until January.

Pontiac signed for sponsorship of the series assuming that both programs would go on the air in 1956, an agency executive told B•T, but discovered that both shows were due to start this year, before Pontiac's 1956 budget was ready.

No official reason, other than the budgetary one, was given to either network for the cancellations, it was understood.

NBC-TV, however, was not too unhappy by the cancellation, since that network is currently in negotiation with Electric Companies of America, which is understood to be interested in underwriting nine programs instead of the three Pontiac would have sponsored. N. W. Ayer & Son, New York, agency for the Electric Companies, is expecting a positive decision late this week.

Meanwhile CBS-TV has an industrial chemical account interested in participating in the Ed Murrow *See It Now* series, but its starting date would not be for the opening show.

Another possible factor in Pontiac's backing



DODGE Div. of the Chrysler Corp. has signed for full sponsorship of the Cotton Bowl football game from Dallas, on NBC-TV Jan. 2, 1956. Closing agreement are (l to r): George H. Frey, vice president in charge of NBC-TV network sales; William J. Martin, NBC-TV salesman, and Jack W. Minor, Dodge advertising director.

ut of both programs may have been the pros-ect of controversial material in the scripts on ie shows. Mr. Murrow's first show was to eal with the vice presidency in documentary reatment; there was some feeling this might ause embarrassment in view of the President's ecent heart attack. The first of the series for *roject 20* dealt with the Russian Revolution i 1917 in a documentary manner.

MacManus, John & Adams, New York, is the gency for Pontiac.

McAvity Cites 'Spectacular' Audiences for Big Tv Shows

BC-TV's fall series of spectaculars are cap-uring "spectacular" audiences, according to homas A. McAvity, vice president in charge f NBC-TV.

Asserting that 60 times as many people—) million—saw last Monday's production of Cyrano de Bergerac" on *Producers' Showcase* s saw the 1946 and 1953 Jose Ferrer Broad-ay productions, Mr. McAvity commented: It is rewarding and gratifying proof to NBC hat its presentation of vehicles generally con-dered to be serious entertainment are so en-husiastically received."

NBC-TV spokesmen also said that the ielsen report for "The Skin of Our Teeth" nowed 10,847,000 homes and 30 million people) have been reached by the telecast. "Our own," presented on the Sept. 19 *Producers' howcase,* was seen by an estimated 29 million iewers.

These figures, Mr. McAvity declared, indi-ate that programming taste in general is being ncreasingly upgraded through "NBC's concept f 'making the average man the uncommon nan.' "

NBC's Eiges Lauds Radio-Tv As Public Relations Tool

ADIO and television are "the most challeng-ng of the media" for a public relations practi-oner, and, though complex, they are also the most rewarding" as far as campaigns go, ydney Eiges, vice president in charge of press nd publicity for NBC, says in the 10th an-iversary issue of the *Public Relations Journal,* ublished by the Public Relations Society of merica, New York.

In his article Mr. Eiges advised public rela-ons counselors to use radio because it is becoming a more personalized medium, tend-ng towards programs of debate, discussion and onversation," providing an even wider forum o: discussion of public relations ideas.

Other points made by Mr. Eiges: though etwork placement may be impressive, local tations, because of their size in coverage, ssure the deepest penetration; more and more ndustries are cutting down the margin between institutional advertising and public relations through air media, and one depends on the other; sponsorship of new and precedent-breaking tv programs helps to win friends in the community, and lastly, institutional motion pictures, produced to standard tv specifications, will afford public relations people the use of as many as 200 stations.

TV AUDIENCE ACCEPTS USE OF OFFBEAT WORDS

Original Hemingway dialogue in NBC-TV's presentation of 'The Battler' brings no rash of public protest.

ONE "hell," at least one "damn," and one "honest to God" got into NBC-TV's production of "The Battler" last Tuesday night and, according to network spokesmen, caused not a stir from the viewing audience.

Officials explained that it was deemed necessary in the context of the play to keep at least some of the original dialogue from Ernest Hemingway's story and that the ordinarily avoided words and phrases that were retained were not used in a "profane" sense. Many others were cut out.

They also released an interdepartment memo, written some months ago by Stockton Helffrich of the continuity acceptance department, spelling out guideposts as to when to allow "damn." The memo said in part:

". . . We've had some letters suggesting that a use of the word 'damn' is unthinkable in broadcast material no matter what the circumstances, the context, the hour of broadcast, etc. Don't anybody get the idea the bars are down in this always delicate area of public relations.

"The context of certain language not only has to be just right but supportable both in public relations terms and even legally. To be sure things don't get out of hand a broadcaster has to reserve to himself, without meaning to be arbitrary about it, the right to decide where certain words are acceptable and how close a saturation point for the audience has been reached in accepting them."

The memo quoted from a reply which it said NBC had sent to a protesting minister from Portsmouth, Ohio:

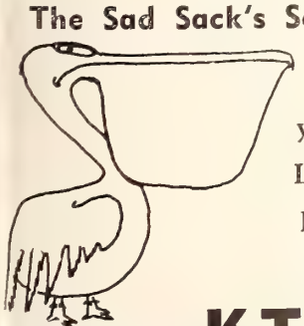
"While generally speaking excess realism of any sort which might be offensive is avoided on our facilities, we do from time to time in very specific context and for purely artistic reasons feel the expression of strong emotions sometimes justifies carefully handled exceptions. Our understanding of the regulations which govern broadcasting is that an expletive use of certain words borders on profanity if such use seems to be an 'imprecation of divine vengeance' or seems to 'imply divine condemnation.' I am quoting in each case from a U. S. court decision. The words 'damn' and 'hell' appear often in British films released in this country but considerably less in American output whether it be in the motion picture area or in broadcast material. . . ."

AB-PT Quarterly Report Shows Profit Increase

ABC Division of American Broadcasting-Paramount Theatres Inc. showed a "marked improvement in the third quarter, operating at a profit this year as against a sizable loss in the same period of 1954," according to AB-PT's third quarterly report, issued last week by President Leonard Goldenson.

The estimated net operating profit of AB-PT after taxes for the first nine months of this

The Sad Sack's Socko!



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Si Willing, *Gen. Mgr.*
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Nat'l. Rep.

KTLD
TALLULAH, LA.

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KNOK
FT. WORTH-DALLAS
formerly KWBC

WMRY
NEW ORLEANS

1 order delivers the Negro Population of the South's 3 Largest Markets ...cuts cost, too!

negro radio South

Gill-Perna, Inc., Nat'l Representatives
Lee F. O'Connell, West Coast

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IN THIS STABLE $140,000,000.00 MARKET



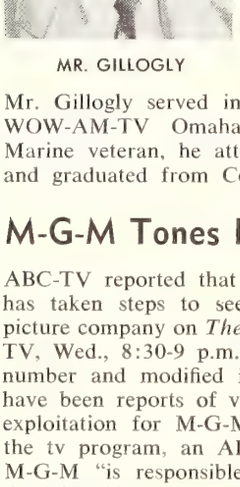
167 Mountainous Miles from Spokane

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year is 68% ahead of the same period last year—$5,254,000 as compared with $3,127,000. This gain was reflected in the $1.20 per share dividend declared on 4,137,993 shares outstanding as compared with 68 cents per share on 3,967,493 shares outstanding at the end of the same period of 1954. Net profit after taxes for the 1955 third quarter was $1,889,000 or 43 cents per share as compared to $1,373,000 or 31 cents per share for the third quarter of 1954.

ABC-TV Names Gillogly Eastern Sales Manager

WILLIAM C. GILLOGLY, ABC-TV's central division account executive will assume the position of network eastern sales manager in New York, Slocum Chapin, vice president in charge of sales for ABC-TV, announced last week.



MR. GILLOGLY

Mr. Gillogly, who fills a position vacant for over a year, reports to Charles R. Abry, ABC-TV national sales manager, Oct. 31.

Prior to joining ABC in August 1951, Mr. Gillogly served in a sales capacity with WOW-AM-TV Omaha. A World War II Marine veteran, he attended Notre Dame U. and graduated from Colgate U.

M-G-M Tones Down Tv Plugs

ABC-TV reported that Metro-Goldwyn-Mayer has taken steps to see that "plugs" for the picture company on *The M-G-M Parade* (ABC-TV, Wed., 8:30-9 p.m. EDT) are reduced in number and modified in tone. Though there have been reports of viewer complaints about exploitation for M-G-M's motion pictures on the tv program, an ABC-TV spokesman said M-G-M "is responsible for cutting down on the 'plugs.'"

Taylor Defends Standards Of Network, Advertising Men

DEFENDING network executives, advertising men and radio-tv producers as editors of sorts and "privately answerable to God," Davidson Taylor, NBC vice president in charge of news and public affairs, asserted last week that most of these editors whom he has met in mass communications "are good people, not bad. They want to do serviceable things and are opposed to doing harm."

Mr. Taylor appeard on a radio-tv panel at a "Church and Work Congress" held Wednesday through Friday in Albany, N. Y., by the Albany Diocese of the Protestant Episcopal Church. FCC Comr. Robert E. Lee was a member of the panel at which Mr. Taylor spoke.

Mr. Taylor said he knew of no responsibly placed "editor" who "regards his public simply as customers to be exploited." Nor did he know of any such editor, he added, who was truly "satisfied with the discharge of his rsponsibility." Reasons for this lack of satisfaction, he said, include problems arising from the expense of mass communications, which can lead to the choice of "giving the public what it wants" or "what we think they should have;" insufficient numbers of "creative people who have not only quality but popular acceptance . . . who can write for and speak to the masses, without pandering to the vulgarities of taste;" and problems of "censorship of uninformed public opinion, censorship of official disapproval and censorship of our own cowardice of refusing to recognize the devil."

KVTH (TV) to Join CBS-TV

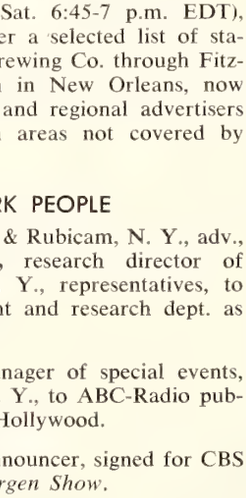
KVTH (TV) LITTLE ROCK, Ark. (ch. 11), joins CBS-TV as a secondary interconnected affiliate on or about Nov. 15, Herbert V. Akerberg, CBS-TV vice president in charge of station relations, announced last week. The station becomes a primary affiliate on April 1, 1956, when it will replace KATV (TV) in the Little-Rock-Pine Bluff area. KVTH is owned and operated by the Arkansas Television Co.

Miss Truman on 'Weekday'

MARGARET TRUMAN, daughter of the former President, and Mike Wallace, veteran radio-tv m.c., announcer and actor, will be hostess and host of NBC Radio's new *Weekday* program, which gets underway Nov. 7., network officials announced last week. An expansion of the controversial *Monitor* concept of programming and sales, *Weekday* will be presented from 10 a.m. to 6 p.m. Mondays through Fridays.

NBC Promotes Meyers

PROMOTION of Joseph O. Meyers to the newly-created post of manager of NBC News was announced last week by Davidson Taylor, NBC vice president in charge of public affairs [CLOSED CIRCUIT, Oct. 17]. Mr. Meyers, who has been associated with NBC since 1942 in various capacities in the news operation, served most recently as chief of NBC's Central News Desk in New York, headquarters for the network's combined radio-tv news staff.



MR. MEYERS

NETWORK SHORTS

MBS' *Bob Neal's World of Sports* (Mon.-Fri., 9:05-9:15 p.m. EDT; Sat. 6:45-7 p.m. EDT), which is sponsored over a selected list of stations by the Jackson Brewing Co. through Fitzgerald Adv. Co., both in New Orleans, now being offered to local and regional advertisers as a co-op feature in areas not covered by Jackson beer.

NETWORK PEOPLE

Alistair Wregg, Young & Rubicam, N. Y., adv., and **Ralph Broitman,** research director of Headley-Reed Co., N. Y., representatives, to ABC sales development and research dept. as presentation writers.

Robert L. Palmer, manager of special events, R. H. Macy & Co., N. Y., to ABC-Radio publicity-promotion staff, Hollywood.

John Hiestand, CBS announcer, signed for CBS Radio's *The Edgar Bergen Show.*

Bill Warner, Ziv tv program sales dept., named sales representative, NBC Film Div., reporting to western sales manager Cliff Ogden. Prior to joining Ziv in 1951, Mr. Warner managed KSVC Richfield, Utah.

Film Talks Resume, Accord Seen Unlikely

NEGOTIATIONS between the major televisio networks and Writers Guild of America have re sumed in Hollywood but prospects of an earl tv film agreement appeared unlikely. Talks wer interrupted Sept. 20 when network officials re turned to New York.

At concurrent meetings in Hollywood an New York Oct. 7, members of the televisio branch of WGA took a unanimous vote autho izing the councils East and West to take wha ever steps may be required to support the com mittee in its negotiations with the network ir cluding strike action if necessary.

Also approved at the Oct. 7 meeting wer the demands soon to be made on the televisio subsidiaries of the major Hollywood film st dios.

The film tv contract with the major studi expires Nov. 17 and the new demands wi be presented prior to that date. The curre two-year contract was delayed in drafting an formally signed only last month. WGA sa as a result all members served this contract wi be receiving additional payments, retroacti to November 1953.

A third contract to be negotiated will repla the current pact with the Alliance of Tv Fil Producers. It expires Feb. 20, 1956. Ne demands will be made on the ATFP and oth independent producers well ahead of that dat WGA said.

Key issue in the negotiations, it is unde stood, is whether or not film writers will recei extra payments for additional showings of t product.

The guild is said to be demanding 75% minimum for each of the second, third a fourth runs and 50% of minimum for each r thereafter. Under its present agreement wi the alliance, film writers get extra payment on on the third, fifth, seventh, ninth and eleven showings.

Additionally the writers are seeking high original minimums for television film pla It is reported they seek $1,100 for a half ho show and $2,000 for a one hour program.

AFTRA Goes on Record Against Subscription Tv

THE American Federation of Television & R dio Artists (AFL) last week went on rec as opposed to pay television because "it w reduce the employment opportunities of c members, affect adversely the entire enterta ment industry, and is not in the public terest."

A statement issued by Frank Nelson, pr dent of AFTRA, on behalf of the unic national board, voiced the belief that toll might benefit a limited group of perform but would reduce the number of artists e ployed and the average income of all perfo ers. It reached this conclusion by reason that if a fee is charged for programs during choice evening hours, the total free audie would be "substantially reduced." The c sequence, the statement said, would be expenditure for sponsored programs and sustaining programs. It contended that television would not compensate for the los employment that would arise in free tv.

The effect of pay television on other branc of the entertainment field also would be di trous, the statement continued. It cited st

ents from promoters of pay tv, claiming they pect to attract from American families more oney than presently is spent for admission to forms of entertainment in the U. S. As a sult, the statement said, every branch of the tertainment industry would suffer.

The AFTRA position also pointed out that hany millions of families have bought televi-on sets in the reasonable expectation that they ould thereby be able to enjoy television with-it having to pay further for the privilege of ewing programs. The union claimed the effect toll tv would be that many tv stations would closed during the choice evening hours to tizens who are unwilling or unable to pay r the program. It concluded that it "must op-se a proposal which threatens such an in-stice not only to members of our profession it to the general public as well."

creen Actors Guild Sets lew York, Hollywood Meets

NNUAL meeting of the Screen Actors Guild ew York branch will be held Nov. 29 at the otel Sheraton-Astor, at which time members ho have not participated in the mail referen-um for branch officers may deposit their bal-ts.

Nominees for one-year terms are: Norman acKaye, president; Bob Fitzsimmons, Philip oster, Bill Gibberson and Tom Shirley, vice esidents; Joseph Bell, recording secretary, and azel Mack, treasurer. Order of vice presi-ents will be determined by plurality.

The west coast branch annual meeting will e held in Hollywood Nov. 20. Officers nomi-ated for a one-year term are: Walter Pidgeon, resident; Leon Ames, first vice president; Dana ndrews, second vice president; William Lundi-an, third vice president; Paul Harvey, recording ecretary, and George Chandler, treasurer.

— PROGRAM SERVICES —

ranscription Firm Adds 00 Stations in 6 Months

TANDARD Radio Transcription Services as announced the addition of nearly 100 ew station subscribers the past six months for s monthly "Shorty Tunes" releases simul-neously with a rate reduction for the series.

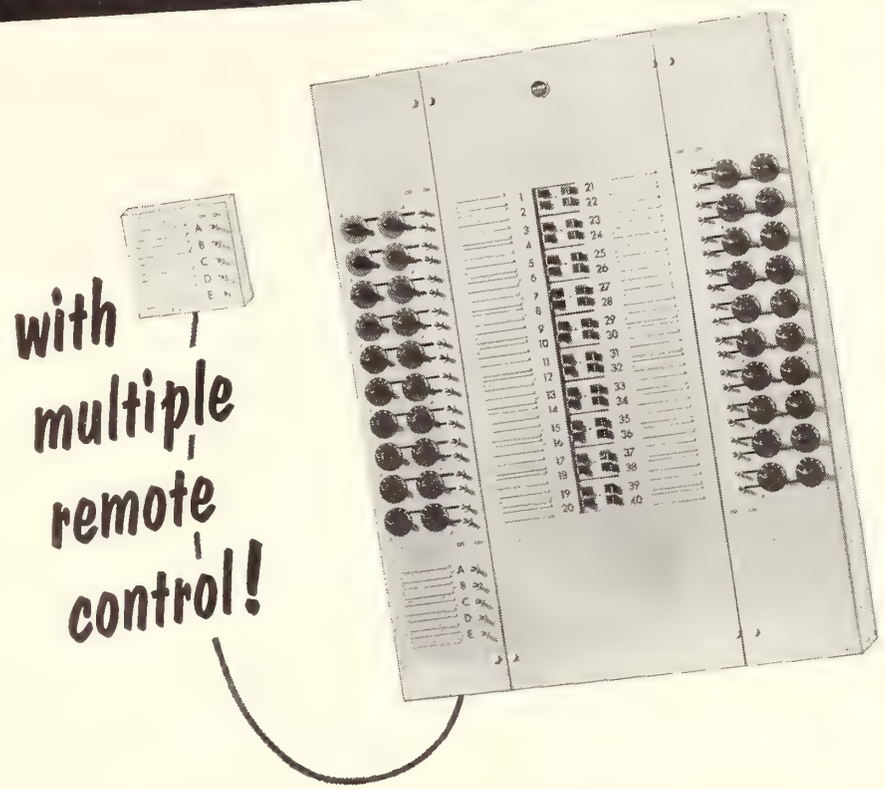
Milton Blink, SRTS president, said rates for he series have been cut to $8.50—nearly a 0% reduction in some instances. He stated, We are now certain that the idea of the one-nd-a-quarter-minute average transcription time as earned a permanent place in the broad-asting picture." Mr. Blink said stations have ncreased their spot business in "rush periods" y using the short musical units.

SRTS has been producing and releasing the eries for the past year and now claims nearly 00 stations and Mr. Blink predicts 500 by the nd of the second year.

McNeely AT&T Exec. V. P.

UGENE J. McNEELY, director, operations nd engineering dept., American Telephone & elegraph Co., has been appointed executive ice president of the company, succeeding Hal . Dumas, who plans to retire next summer. he appointment is effective immediately. ucceeding Mr. McNeely will be H. I. Romnes, lected vice president last week. Mr. Romnes as been chief engineer in AT&T operation and ngineering since 1952.

NOW... save space—save costs with the rust TV studio lighting CONTROL PANEL

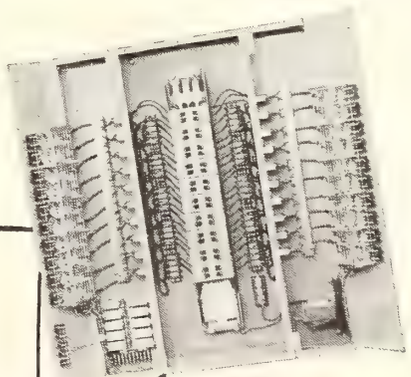


Here is the most recent development in TV lighting control — ideal for new or expanding stations.

The Rust Studio Lighting Control Panel is a compact, versatile unit, which furnishes five pre-set combinations of 40 lighting circuits from one or more control points.

Five pre-set control positions each accommodate from 1 to 40 circuits. Five master control switches on lighting panel may be paralleled with as many other remotely located control units as desired with a small eleven-conductor cable.

Low-voltage control circuits are completely isolated from power circuits. The unit may be flush mounted in studio or control-room wall, requiring a minimum of valuable space and costly high-current wiring.



SPECIFICATIONS

Forty 20 ampere, 120 volt circuits normally supplied for 120/208 volt, four-wire distribution system. Five pre-set selections plus one local control. Remote control switching unit. Outside dimensions, main unit: 38¼" high, 28¾" wide, 4¾" deep. Shipping weight: 260 lbs.

PRICE* $1090.00

*F.O.B. Manchester, N. H. complete with one remote control unit.

the rust INDUSTRIAL CO. industrial company, inc.
130 SILVER STREET MANCHESTER, N.H.

RCA'S 9-MONTH VOLUME IS NEW RECORD

Year's volume through September just shy of three-quarters of a billion. For the third quarter alone, the total came to $252 million.

RCA set a new record volume of $749,662,000 in sales during the first nine months of 1955, it was announced last week by Brig. Gen. David Sarnoff, chairman of the board of RCA and NBC. The figure was said to represent an increase of $80,277,000, or 12% over the previous record, established in 1954.

Earnings before federal income taxes were reported at $62,593,000, described also as "an all-time high." After providing $31,598,000 for taxes, net profit amounted to $30,995,000, an increase of 3,438,000, or 12%, over the corresponding period of 1954. Net earnings per share of common stock for the first nine months of 1955 were listed at $2.04, up 24¢ over the same period last year.

During the third quarter of 1955, RCA sales of products and services also achieved a record volume of $252,112,000, according to Gen. Sarnoff. Common share earnings in the third quarter this year amounted to 58¢, he said, compared with 54¢ last year.

The consolidated statement of income of RCA and subsidiaries for the third quarter of 1955 and the first nine months of the year, with comparative figures for the corresponding periods of 1954, follows:

	1955	1954
For the quarter ended Sept. 30	$	$
Products and services sold	252,112,000	215,976,000
Cost of products and services sold and other operating costs	233,870,000	199,156,000
Profit before federal taxes on income	18,242,000	16,820,000
Federal taxes on income	9,308,000	8,531,000
Net profit for the quarter	8,934,000	8,289,000
Preferred dividend	789,000	789,000
Balance for common stock	8,145,000	7,500,000
Earnings per share on common (14,031,016 shares)	.58	.54
For the nine months ended Sept. 30		
Products and services sold	740,622,000	660,345,000
Cost of products and services sold and other operating costs	678,029,000	603,922,000
Profit before federal taxes on income	62,593,000	56,423,000
Federal taxes on income	31,598,000	28,866,000
Net profit for the nine months	30,995,000	27,557,000
Preferred dividend	2,365,000	2,365,000
Balance for common stock	28,630,000	25,192,000
Earnings per share on common (14,031,016 shares)	2.04	1.80

Net profits reported above are necessarily based in part on approximations and are subject to audit and year end adjustments.

'55 Radio Set Shipments Surpassing Pace of 1954

ALMOST three million radio sets, excluding auto radios, were shipped to dealers in the first seven months of 1955, a 13% increase over the number shipped for the same period of 1954, the Radio-Electronics-Tv Manufacturers Assn. reported last week. During July, RETMA said, 475,500 radios were shipped to dealers compared to 338,572 in July of 1954.

The following table shows radio set shipments to dealers from January to July of this year:

State	Total	State	Total
Alabama	33,503	Nebraska	21,011
Arizona	14,501	Nevada	5,358
Arkansas	14,995	New Hampshire	19,259
California	258,543	New Jersey	166,966
Colorado	19,315	New Mexico	11,740
Connecticut	44,411	New York	447,518
Delaware	11,215	North Carolina	46,959
District of Columbia	35,366	North Dakota	8,474
Florida	64,515	Ohio	178,040
Georgia	53,102	Oklahoma	23,267
Idaho	6,163	Oregon	20,732
Illinois	209,773	Pennsylvania	213,620
Indiana	61,977	Rhode Island	25,773
Iowa	32,241	South Carolina	25,820
Kansas	27,995	South Dakota	9,498
Kentucky	39,574	Tennessee	34,098
Louisiana	37,914	Texas	121,437
Maine	23,833	Utah	8,002
Maryland	52,619	Vermont	16,967
Massachusetts	103,525	Virginia	46,535
Michigan	145,740	Washington	38,425
Minnesota	44,069	West Virginia	16,023
Mississippi	16,675	Wisconsin	62,014
Missouri	59,544	Wyoming	3,894
Montana	8,769	U. S. TOTAL	2,991,307

Mycalex Corp. Saluted On 'Cavalcade of Progress'

HISTORY of the Mycalex Corp. of America, New York, manufacturers of glass-bonded mica products, will be presented on the *Cavalcade of Progress* program over WRCA-TV New York Saturday (12:30-1 p.m. EDT). Mycalex manufactures insulation products that are used widely in the radio-tv-electronics field.

The 15-minute program will consist of an interview by Bob Considine with Jerome Taishoff, Mycalex president, plus film footage showing views of the plant, offices, manufacturing processes and products. Cavalcade Productions, New York, produces the series, which recounts the success stories of U. S. industrial firms.

RCA Hosts Symposium On Tv Engineering

RCA LABS, Princeton, N. J., last Thursday played host to 125 engineers representing most of the nation's television set manufacturers at a special symposium on tv circuit engineering.

The meeting, held at the David Sarnoff Research Center, was one of a number which RCA has held during the past few years to share improved technical data developed by RCA on an industry-wide basis. The engineers were given news of the latest technological advances made by RCA in circuit engineering for both black-and-white and color set design.

Special emphasis was placed on the rapid advances of color television. E. C. Anderson, executive vice president, RCA Commercial Dept., told the visitors that "the result . . . of the concerted drive for introduction of color . . . is certainly going to be a lively and swiftly growing public demand for color sets . . . a demand that everyone in the industry will be called upon to meet."

RCA Shows Color Television For Millions at Texas Fair

SOME 2.5 million Texans saw color television —many of them for the first time—during a mass demonstration held in conjunction with the Texas State Fair at Dallas, Oct. 7-23.

Color tv was presented at the Fair by the RCA Color Tv Caravan in cooperation with the Dallas Power & Light Co. During the sixteen days visitors saw between four and seven hours of color tv daily. Some of the programs originated at a fully equipped color tv studio established by the RCA unit on the fairgrounds. Others originated with WFAA-TV and KRLD-TV Dallas and with WBAP-TV Fort Worth. The color shows were shown on 24 RCA 21-in. color receivers placed throughout the grounds and in a miniature theatre which used a three-color tv projector to show the pictures on a 15x20-ft. screen.

The RCA Color Caravan consists of a 32-ft. trailer truck that serves as a complete control room, two color cameras and other equipment for the production of live and filmed color programs. A staff of 18 RCA engineers, technicians and production personnel are part of the Caravan. It made its public debut at the Mid-South Fair in Memphis, Tenn., in September 1954. This is its first visit to the Southwest.

RCA, Zenith Dealers Clash On Commercial Cut-Off Issue

SEMANTIC dispute involving tv remote control devices flared between Zenith Radio Corp and RCA last week.

According to Zenith, a Toledo RCA distributor had dispatched letters to area Zenith dealers scoring them for allowing themselves to be "connected" with a Zenith ad in the *Toledo Blade* promoting its "Flash-Matic" equipped receivers which permit, among other things, the silencing of "annoying commercials."

Then last week an RCA Victor advertisement in the *Saturday Evening Post* called attention to the company's new "Magic Brain" remote tv control device for arm-chair tuning.

Zenith dealer V. J. McGranahan, president of McGranahan Dist. Co., wrote other Zenith dealers that "this RCA gadget will do what the 'Flash-Matic' does, including the elimination of annoying commercials." The great difference, he added, is that RCA's gadget is connected by a wire while Zenith's is remotely controlled by a beam of light.

"RCA is in the strange position of selling advertising time to tv advertisers, and then selling to the public a gadget that will erase the advertisers' commercials," Mr. McGranahan asserted.

153 Exhibit Wares At New York Audio Fair

SEVENTH annual Audio Fair was held at the Hotel New Yorker Oct. 13-16, with 153 exhibitors showing their latest developments in high fidelity equipment. Some 25,000 persons visited the fair, considered "a high turnout" by sponsors of the event in view of the storm weather in the New York area.

The fair, as is customary, was held in conjunction with the seventh annual convention of the Audio Engineering Society.

Four floors of the hotel contained exhibits from manufacturers, displaying equipment designed to bring high-quality sound to the public by means of radio, tv and recording devices. Exhibitors included RCA, Ampex, Altec Lansing, General Electric, Zenith, Stromberg Carlson, Columbia Records, Reeves Soundcraft, Audio Devices, Audio & Video Products Corp., Magnecord, Webster-Chicago and Gray Research.

For the fourth straight year, WQXR New York was the only radio station represented at the Audio Fair. Its room featured music from the station received through a high fidelity set and also contained an exhibit showing photographs of the station's personalities and data about the station, including its new 50 kw transmitter, soon to be placed in operation.

Newly elected Audio Engineering Society officers for 1955-56 are Col. R. H. Rang, president; Walter Stanton, executive vice president; Ewing D. Nunn, central vice president; Ray A. Long, western vice president; C. LeBel, secretary, and R. A. Schlegel, treasurer.

Record Installation

SPEED record for complete maximum-power installation of a TV station—from cameras to antenna's tip—has been claimed by RCA and KARD-TV Wichita (ch. 3). Latter went on air 30 days after breaking ground for transmitter building. RCA equipment shipped from Camden, N. J., 10 days after KARD-TV broke ground; 20 days later the station was installed and on air with test pattern. Commercial service started Sept. 1.

Automation Built Industry, Mitchell Tells Subcommittee

IT HAS BEEN only through automation that the electronics industry, "as we know it, exists at all," Don G. Mitchell, president and board chairman of Sylvania Electric Products Inc., New York, told a Congressional subcommittee last week.

Testifying Tuesday before the Economic Stabilization Subcommittee of the Joint Congressional Committee on the Economic Report, Mr. Mitchell said the increasing use of automation, "which already has met unprecedented public demands for goods and services, will have to be stepped up even more rapidly in the future if a serious labor shortage is to be averted."

The subcommittee is studying the effects of automation on the national economy.

Mr. Mitchell said the growth of the electronics distribution and service industry, with a volume of $3 billion annually, is an example of the influence of mechanization. He predicted broader use of automation processes would boost the electronic industry's present $9.5 billion in annual sales and revenue to $20 billion by 1964-65.

Underwood to Distribute New Miniature Prompter

NEW portable version of the TelePrompTer, designed for use by public speakers, will be distributed nationally by the Underwood Corp.

Called the TelExecutive, the electro-mechanical device resembles a pint-sized TelePrompTer, the script prompter used in the tv and motion picture industries. The instrument will be manufactured by TelePrompTer Corp., which developed it.

The entire unit, including a leather case, weighs 18 pounds 9 ounces, while the TelExecutive itself weighs 11 pounds, 2 ounces. The TelExecutive is operated by a palm-sized hand control unit which enables the speaker to regulate the speed of the script as it moves across the illuminated viewing face of the device.

DuMont Sales Expansion

ALLEN B. DUMONT LABS Inc. television transmitter sales department reported last week establishment of a "hard-hitting sales organization" through franchisement of five separate corporations to sell DuMont broadcasting equipment. As part of overall move to set up more independent dealers, department manager Kenneth Petersen named Television Transmitter Supply Co., 500 Fifth Ave., New York Klindworth-Midwest Co., 6117 St. Johns Ave., Minneapolis; Western Transmitter Equipment Co., 7940 Fareholm Dr., Los Angeles; Electronic Applications, 254 E. Paces Ferry Rd., N. E., Atlanta, and Southern Video Broadcasting Co., 3628 Marquette Ave., Dallas.

Color Tv Advances Merit Status Reappraisal—Galvin

EVOLUTION of color television is "proceeding along orderly lines" and its status should be reappraised because of recent significant activity in programming and "at the market place," Robert W. Galvin, executive vice president of Motorola Inc., asserted last week.

Mr. Galvin noted some 212 stations are now color-equipped, NBC-TV and CBS-TV are offering combined over an hour of color each day and some consumers are showing interest in color receivers. He added:

"Engineering advances during the past year have made it possible for prices of most makes to be reduced about 20%.

Programming of nationally popular events and renewed marketing efforts, notably by RCA, have helped stimulate interest in color, he said. Mr. Galvin felt it likely color tv set sales may hit 50,000 this year and climb to 300,000 in 1956, with the price range settling in $600-$900 category. In 1957, Mr. Galvin predicted a $500-$600 range and the sale of as many as one million units.

'Hi-Frequency' Transistors Announced by Motorola

A TECHNIQUE for the production of "high frequency" transistors, looking toward application in television receivers, home and automobile radio sets and military and industrial products, was claimed by Motorola Inc. last Monday.

The new transistor was described by Paul V. Galvin, Motorola president, as "the most significant advance thus far in the transistor art" and one which oboletes "earlier, low power transistor types" which heretofore have been limited mostly to the lower radio and audio frequencies.

The new "hi-freq" device will eventually "replace the tube market," according to D. E. Noble, vice president over communications and electronics.

Pilot production is now underway and the transistors will be produced "by the millions in one or two years" at Motorola's forthcoming $1.5 million plant in Phoenix, Ariz. Company officials anticipate general use when production can match vacuum tubes in competitive price.

"We not only have a high frequency transistor," Mr. Galvin said, "but it is one that can be produced in volume with a uniformity of characteristics. The new transistor, of a diffused base type, offers performance potential in the very high frequency and ultra high frequency ranges up to 1,000 million cycles per second."

Transistors have been tabbed by industry authorities as the eventual replacement of vacuum tubes in conventional sets because of their long life, small size and weight and use of a small amount of power.

Another firm, Raytheon Mfg. Co., has pioneered in transistorized radios and is now producing them for the market. Raytheon introduced its transistorized twin speaker radio (2,500 hours on one "A" battery without tubes) last summer [AT DEADLINE, Aug. 22].

DuMont Labs Sales Rise

ALLEN B. DUMONT LABS has reported a 23.5% increase in sales of tv sets for the four-week period ended Sept. 10 compared to the same period of 1954. F. P. Rice, manager of television receiver division, attributed the gain to a stepped-up advertising campaign keyed to increase housewife traffic in dealer showrooms.

RCA Promotes Sampson

APPOINTMENT of Robert B. Sampson as manager, market research, RCA Tube Div., Harrison, N. J., was announced last week by Harold F. Bersche, manager of marketing services. Mr. Sampson, who joined RCA in 1942 as senior auditor for the RCA Victor Div., Camden, N. J., has served the company in various commercial posts, most recently as administrator of distributor finances, corporate staff in Camden.

Magnetic Tape Explained

ORRADIO Industries Inc. is offering free a new folder "How Magnetic Tape Is Made," which describes and illustrates the steps in the manufacture of magnetic recording tape. Copy may be obtained by writing ORRadio Industries Inc., Dept. 30, Opelika, Ala.

MANUFACTURING SHORTS

Rogers Assoc., Springfield, Mass., sales firm, appointed New England sales representative for Haydu T.V. picture tubes.

Allen B. DuMont Labs reports shipment of a complete monochrome multi-scanner to WEAR-TV Pensacola, Fla.

Raytheon Mfg. Co. has started limited production of new 21-inch color tv receivers intro-

L. B. Wilson INCORPORATED
WCKY
CINCINNATI O.

IN CINCINNATI
There is ONLY ONE
50,000 watt station
Which gives you
BOTH!

Daytime:
The Cincinnati Audience
Nighttime:
The Outside Audience

Ask Us for Facts and Figures

duced Aug. 30. Two table and two console models comprise the Raytheon line, with suggested retail prices of $795 and $895, respectively.

Emerson Radio & Phonograph Corp., N. Y., has expanded production facilities by adding tape recorders and Italian-made sewing machines to its list of consumer products, according to a statement made by company officials last week. In 1953, Emerson began its diversification program by entering the field of residential and commercial air conditioners, and the move to act as the U. S. distributor for Vigorelli sewing machines is the first to take the company out of the "strictly-production" class.

CBS-Columbia, manufacturing division of CBS, has increased its retail prices on four 21-inch tv console models and one 24-inch tv console receiver by $10-$20. Harry Schecter, vice president in charge of sales, attributed price rises to higher material and wage costs, adding that new prices would mean increased profit margins for CBS Columbia distributors "consistent with company policy."

Telectro Industries Corp., Long Island City, N. Y., has published new 24-page facilities brochure, introducing company engineering personnel, plant and production facilities, with product illustrations, including tape and wire recorders, signal generators and modulators, public address systems, intercom systems, photographic dryers and other technical gear. Copies are available from Telectro at 35-16 37th St., Long Island City 1. Company also announces new Model 728 radio field strength measuring set for fixed and portable use. Model 728 can be used to measure field intensities of both am and fm transmitting stations and meets military standards.

RCA announces new remote control unit that operates tv recorder adjustments from 30 feet away. According to E. C. Cahill, president of RCA Service Co., new "magic brain remote tv control," retailing at $59.95, can turn set on, change stations, adjust volume, picture and fine tuning and then turn set off. Unit, marketed through RCA Victor tv dealers, can be installed on post-1951 RCA models.

General Electric Co., Syracuse, has added 20 w amplifier to its line of high fidelity components, to be sold at $99.95, suggested price. Two-chassis unit can be used in single cabinet or separated into two units and is adaptable to phonograph, tape recorder, tv and radio combinations.

JOS. WEED & CO.,
579 Fifth Ave., New York
Know About the
5000 Watt Transmitter
Now in Use at
CHNS
HALIFAX NOVA SCOTIA
The Maritimes
BUSIEST
Commercial Station

Pilot Radio Corp., Long Island City, N. Y., offers new 35 w high fidelity amplifier, Pilotone model AA-905. Model priced at $129.50, was designed for new systems or to equip existing systems for multiple speaker installations. Pilot also announces series of metal and wood enclosures for company's amplifiers and tuners, designed to protect chasis parts and give finished look to units on open surfaces.

RCA Tube Div. has issued a revised edition of "Power & Gas Tubes" booklet and a new booklet, "Receiving-type Tubes for Industry and Communications." Copies of the booklets, priced at 20 cents each, may be obtained from RCA tube distributors or from Commercial Engineering Dept., RCA Tube Div., Harrison, N. J.

Motorola Inc. has mailed advertising-merchandising packets to dealers for company's Christmas promotion campaign with theme of "Holiday House". Company will support drive with tv spots in major markets in late November. Packets include data needed by dealer to prepare his store for Christmas season—integrated national and local advertising, direct mail, window displays and a gift wrap kit. Spot scripts and ad mats will be available for local level emphasis.

MANUFACTURING PEOPLE

Frank Mitchell, general sales manager of Remington Corp. (air-conditioning machinery), named sales manager for air conditioning by the Emerson Radio & Phonograph Corp., N. Y.

Peter Maler to Astron Corp. (capacitors, RF filers), E. Newark, N. J., as sales promotion manager.

Herbert F. Berg, production control manager of Allen B. DuMont Labs Transmitter Div., appointed production control manager of company's Technical Products Div. Mr. Berg, with DuMont since 1941, succeeds **Morris Harris,** named resident counsel.

Martin W. Rogers, quality control engineering manager, Raytheon Manufacturing Co., Waltham, Mass., to National Co., Malden and Melrose, Mass. (electronics manufacturer), as director of quality control.

John B. Merill, 45, vice president in charge of operations for electronics, tungsten and chemical, atomic energy and parts division of Sylvania Electric Products Inc., and **James E. McGarr,** 45, general manager of the tungsten and chemical division of the company, were among 66 killed in the United Airlines crash near Laramie, Wyo.

Vernon W. Moritz appointed district sales manager, General Electric's radio and tv department, Dallas, replacing **Philip H. Weit,** who becomes district sales manager in New York.

Herbert W. Cole, project engineer, Federal Telecommunications Labs, appointed industrial and military tube specialist in General Electric Co. tube department's regional headquarters, Schenectady, N. Y.

J. E. Landy transferred from RCA broadcast marketing dept., Camden, N. J., to Cleveland region am field sales, RCA.

Richard J. Bambery, formerly assistant advertising manager of Admiral Corp., Chicago, appointed sales manager of company's freezer-air conditioner division.

Harvey T. Harrod, assistant sales manager for defense products, Westinghouse Electric Corp., appointed manager of government contract administration for company's electric tube division.

Kintner to Be Honored

ROBERT E. KINTNER, ABC President, chosen by Pulse Inc. as "Man of the Year" in communications industry, will be honored when Pulse holds annual reception-luncheon, marking its 14th birthday, at Hotel Plaza, New York, Oct. 16.

AWARD SHORTS

WBT Charlotte, N. C., for its embossed match book advertising, received match book trade's 1955 "Joshua" plaque for radio-tv class. Runners-up were NBC Spot Sales, WMGM New York and CFRB Toronto. WBT's entry with slogan, "serving one of every two radio homes in the Carolinas." was picked by a panel of advertising executives. "Joshua" award is named for Joshua Pusey, inventor of match books.

WCBS New York radio personalities last week were cited for volunteer work in behalf of the Greater New York Fund by Lt. Gen. Willis D. Crittenberger, U. S. A. (Ret.) at special ceremony. Honored were Galen Drake, John Henry Faulk, Bob Haymes, Bill Leonard, Lanny Ross, Jack Sterling and Martin Weldon. Special citation went to General Manager Carl Ward.

WGN-TV Chicago received a "certificate of appreciation" from the U. S. Army for its "contribution to our national defense effort" in connection with the station's *Fifth Army* public service series.

Drayton Hastie, president, WUSN-TV Charleston, S. C., received Community Chest "Oscar" award at station's first birthday celebration recently. Recognition was for service begun last year when WUSN-TV dedicated its opening ceremonies to Chest and repeated this year on its birthday.

WSB Atlanta won Georgia Farm Bureau Federation's first annual award for radio service to agriculture. Mike McDougald, WSB farm director, accepted statuette from George L. Rankin, vice president, A & P Food Stores, trophy donor.

James Fassett, supervisor of music, CBS Radio, received citation and decoration Oct. 14 from Arthur Lehtinen, Finland's consul general, in New York, on behalf of Finland's President.

Kani Evans, ABC radio and tv announcer, received 1955 Television Award of Advertising Sportsmen's Club of America at its annual banquet in New York.

Bill Stout, KNXT (TV) Hollywood newsman, received "Citation for Outstanding Service" from Los Angeles County Conference on Community Relations for "continued and substantial contributions to the betterment of human relations in this (L. A.) area."

WINA Charlottesville, Va., won first place in commercial division of Sixth Annual Apple Harvest Festival parade with truck carrying donkey and lettered caption, "Everybody listens to WINA except me and you know what I am!"

5,000 WATTS Day and Night
WESTERN MICHIGAN'S
WKNK
MUSKEGON, MICHIGAN
LOW RATES
ASK HIL F. BEST

DENVER EDUC. TV PLANS JAN. START

KRMA-TV, Denver educational station on ch. 6, has set a January target date, according to Henry H. Mamet, manager. Other personnel named include Tom Morrissey, chief engineer; Scotty Cullen, chief technician, and Jim Case, producer-director.

The station inaugurated closed-circuit telecasts a fortnight ago with the presentation of a workshop in employe-management relations in cooperation with the National Office Managers Assn.

Scholarship Program Set For Emerson Employes

EMERSON Radio & Phonograph Corp., New York, last week announced the establishment of the Emerson Employe Scholarship program backed by funds made available by the company's Radio Charitable and Educational Foundation. In the first phase of the program, 18 company employes have received scholarships for courses at New York's New School for Social Research.

The Emerson Radio Charitable and Educational Foundation, which contributes funds to non-commercial educational tv stations, last year distributed $100,000 to 10 FCC-authorized stations, at $10,000 each, in accordance with the terms of the Emerson Educational Television Grant.

Dr. Newsom to Educ. Tv Post

DR. CARROLL V. NEWSOM, executive vice chancellor of New York U., has been elected board chairman of the Metropolitan Educational Television Assn., a non-profit organization representing schools and colleges on all levels for development of educational tv.

Dr. Newsom succeeds Dr. David D. Henry, former executive vice chancellor of N. Y. U., now president of the U. of Illinois. The META is currently developing plans to establish a production center in New York for origination of educational tv programs.

WKAR-FM Plans Power Boost

STATE BOARD of Agriculture, governing body of Michigan State U., has appropriated $15,585 for structural changes and equipment purchases looking toward a power increase for the university's WKAR-FM.

Station has received FCC approval to boost its power ten-fold to 100 kw, effective next spring. WKAR-FM operates simultaneously during daylight hours with WKAR. Robert J. Coleman is director of the stations.

Biederman Heads College

LES BIEDERMAN, president of the Midwestern Broadcasting Co., which owns and operates one tv and five radio stations in Michigan, has been elected president of the Board of Trustees of Northwestern Michigan College. Midwestern was instrumental in getting the college started, which is in its fifth year.

Fla. College Aids Tv Applicant

EDUCATIONAL Television Inc., applicant for educational ch. 7 in Jacksonville, Fla., announced that Jacksonville Junior College has agreed to permit use of facilities located in the new college auditorium for the production of live tv programs. The facilities include a stage, small studio, production workshop and dressing rooms.

Kids and Tv

TV doesn't hurt studies of school children, according to a survey by California Congress of Parents & Teachers in Los Angeles and San Francisco. With 51% response to 2,000 random questionnaires, the poll showed 82% of parents believe school work has not suffered because of tv while 10% said it has. Thirty-one percent said tv has improved school work but 40% think not. Poll showed 96% of homes responding have tv and average age of child viewer is 10 years. He looks at tv average of two hours daily. Survey showed 87% of parents think some programs benefit children, 6% do not; 13% think some shows upset youth, but 79% disagree. Total 69% of parents said they check programs to decide if kids should see them.

Church Leader Decries Trend To Denominational Programs

DECRYING the trend of radio-tv religious programming towards "being tagged denominational," Dr. Truman B. Douglass, executive vice president of the Board of Home Missions, Congregational Christian Churches, last Tuesday charged church officials with "fostering an ominous return to sectarian imperialism."

Speaking before 1,000 delegates attending the Congregational Church's 27th annual midwest regional meeting, Oct. 18, at Madison, Wis., Dr. Douglass praised the broadcast media as "affording the free church the most extraordinary instrument" to communicate with those Christians beyond church life. Yet, Dr. Douglass said, the sense of mission has become completely lost due to the determination of some church officials to "paste a denominational label on the messages they preach" over the air.

EDUCATION SHORTS

National Association of Educational Broadcasters last week released its revised listing of major publications and recordings available to NAEB members and the general public. Loose-leaf mimeograph brochure may be ordered from NAEB, 14 Gregory Hall, Urbana, Ill.

Guild Films Co. has presented to the New York Board of Education a film of the *Florian Za-Bach Show*, covering both classical and jazz numbers, for use in 150 schools throughout New York City. It was said to be the first time that a tv program has been incorporated in the school curriculum in New York.

WCAU-AM-FM-TV and U. of Pennsylvania are cooperating to offer course in radio-television, called most comprehensive of its kind ever offered in industry. WCAU staffers give 30 weekly seminars covering production, direction, writing, with students using studio facilities. Final exam will be a student-produced closed circuit telecast.

KPHO-TV Phoenix, Ariz., offers what is described as Arizona's first college credit course on television with *Crafts for the Elementary Teacher* on Sunday afternoons from 1:30 to 2 p.m. Programs are produced by Arizona State College at Tempe and will earn viewers two hours of college credit. Gwen Burgess, ASC assistant professor of art, conducts the program.

NEW **PAN CINOR** ZOOMING LENS GIVES

through-the-lens viewing •
four-to-one ratio •
finer optical quality •

You get better zooming, dolly, and follow focus effect with these two completely new zooming lenses by Som Berthiot: Pan Cinor-70 and Pan Cinor-100. These 14-element lenses offer crystal-clear, corner-to-corner sharp images. Both have through-the-lens viewing, giving sharp, brilliant field of view—regardless of aperture!

Ideal for news shots, grab shots of any subject, and for sports filming. Both lenses are optically sharp at F:2.4.

No parallax problems; focusing is from 7′ to infinity; from 32″ using close-up attachments.

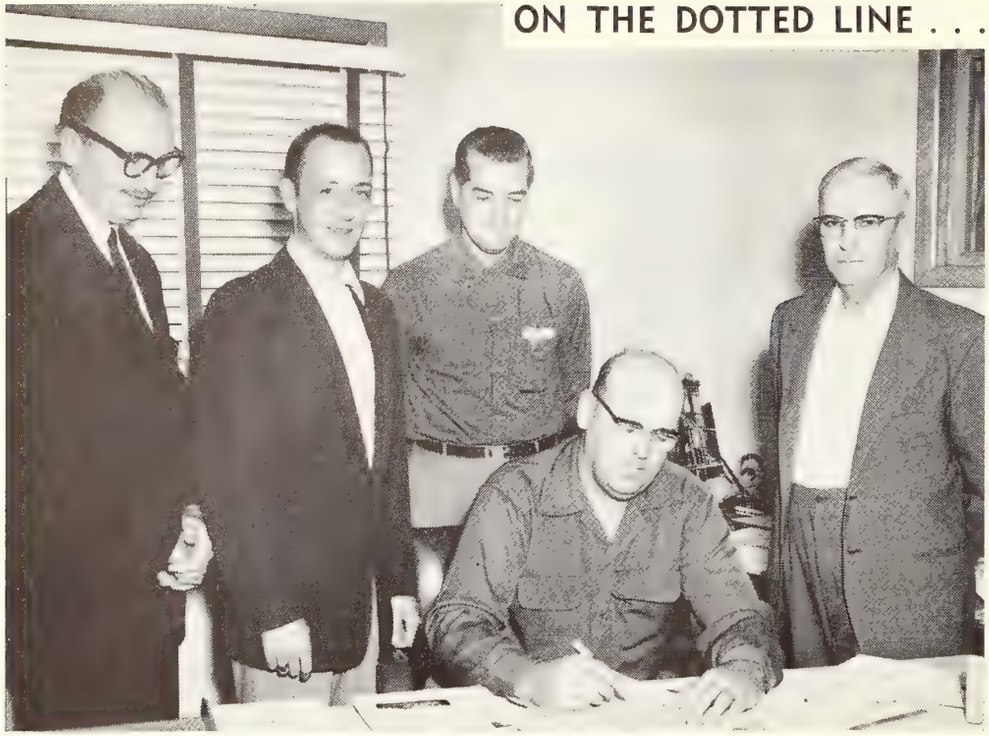
Pan Cinor-70 zooms from 17.5 mm to 70 mm—wide angle to telephoto. Price incl. leather case is $449.50. Pan Cinor-100 zooms from 25 mm to 100 mm—standard extreme telephoto. Price with leather case is $750. Pan Cinor-100 is not available for immediate delivery. For full details, write address below or see your Bolex dealer.



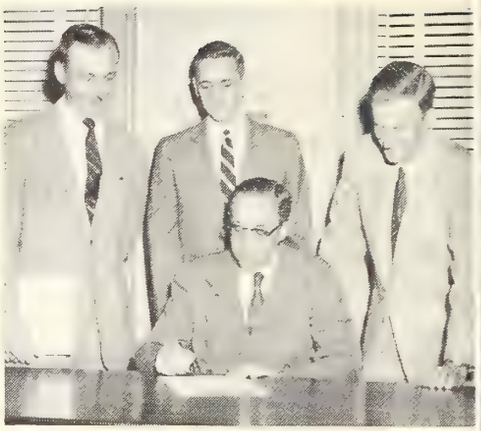
BOLEX
PAILLARD PRODUCTS, INC., Dept. BT-8
100 Sixth Avenue, New York 13, N. Y.

B-169-A

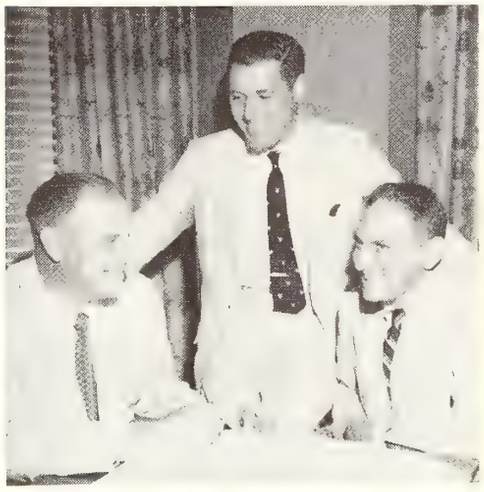
ON THE DOTTED LINE . . .



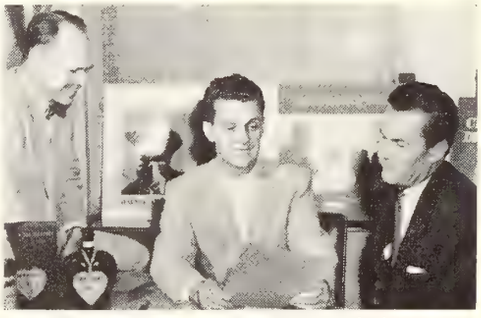
SIGNING for Blue Valley (fertilizer) sponsorship of two 5-minute programs on KWBE Beatrice, Neb., is Wendell Glaspey, president of the sponsoring firm. Looking on l to r: Bud Pentz, KWBE general manager; Andy Grauer, KWBE; C. W. Wright, Patterson-Wright advertising agency, Topeka, Kan., and Jack Bayless, Blue Valley sales manager. Programs to be sponsored are news at 7 a.m., Monday through Saturday, and *Local Farming Conditions* at 12:25 p.m., Monday through Friday.



OSCAR KRANICH, president of International Jewelry Co., signs for sponsorship of Red Kain shows, carried exclusively by WSBA-AM-TV York, Pa. Witnessing are (l to r): Philip K. Eberly, WSBA-AM-TV sales manager; Louis J. Appell, president of Susquehanna Broadcasting Co., licensee of the stations, and Mr. Kain, *(Red Kain Comments on the News,* Mon.-Fri., 11 a.m. and 5 p.m., Sun., 6 p.m., WSBA; Wed., about 10:45, WSBA-TV; *Red Kain Presents,* Thurs., 8:30 p.m., WSBA-TV).



AMEDOR R. FIORI, vice president of the Delaware Valley Corp., home builders, signs the contract to sponsor *The Couple Next Door,* a weekly show over WPTZ (TV) Philadelphia. Looking on are Rolland S. Kampmann Jr. and Alexander W. Dannenbaum, WPTZ commercial manager.



PAUL MASSON INC. (wines and sherries), through Geyer Adv. Inc., has signed for *San Francisco Beat* and *City Detective* on alternate weeks on WPIX (TV) New York. Looking over plans are (l to r): Ralph Robertson, vice president and marketing director for Geyer; John F. O'Connell, Paul Masson president, and Fred M. Thrower, WPIX vice pres.-gen. mgr.



KUTV (TV) Salt Lake City has completed arrangements to carry *Celebrity Playhouse* under sponsorship of Kennecott Copper Co. At the contract signing (l to r): Bert O. Strand, Kennecott advertising representative; Tom Seehof, Western sales representative for Screen Gems Inc.; Nat Berlin, Adamson-Buchman agency account executive, and B. H. Kirk, KUTV station manager.

CONTRACT for one-quarter of eight NCAA football games on U. of Notre Dame's WNDU-TV South Bend, Ind., under NBC-TV co-op policy was consummated by U. S. Rubber Co. of Mishawaka, Ind., for its Naugahyde & Koylon Div. Present for pact-signing were (l to r): seated, T. V. Vernasco, WNDU-TV account executive; George H. Callum, and Edward G. Nagle, sales managers of the Naugahyde and Koylon divisions, respectively; standing, M. W. Miller and Ted Randecker, advertising and sales promotion managers, respectively, of the two divisions; William MacKenzie, WNDU-TV director, and William T. Hamilton, station's commercial manager. ➤



French Group Plans Commercial Video

FRENCH National Press Federation is contemplating the establishment of a privately-owned television network which would operate on a commercial basis [B•T, Oct. 17]. Present French Television Service is non-commercial, state-controlled and is financed from receiving license fees.

Planned commercial network (called Tele-Presse) would rely on revenue from commercial broadcasting and, as a supplement, on government money. Plan came into the open when discussed by M. Albert Bayet at a recent FNPF meeting.

'Our Miss Brooks' Leads Canadian Network Radio

ONLY two evening network radio programs are listed in the National Ratings report of Elliott-Haynes Ltd., Toronto, for September. *Our Miss Brooks* was most popular program with rating of 9.7, and *Championship Fights* followed with rating of 6.3.

Evening selective programs, recorded, carried nationally, are led by *People Are Funny* with rating of 10.7, followed by *The Lone Ranger* 4.7.

Daytime radio network programs, 10 in number, were led by *Ma Perkins* 12.6, *Pepper Young's Family* 11.6, *Guiding Light* 11.1, *Right to Happiness* 10.2, and *Road of Life* 9.4.

Three French-language evening radio network programs are listed for September, *Un Homme et son Peche* 24.1, *Colette et Roland* 14.4, and *Un Docteur de Chez-nous* 13.6. Of 12 daytime French-language radio network shows, the leading five were *Je Vous ai Tant Aime* 21.3, *Francine Louvain* 21.1, *Rue Principale* 19.2, *Quelles-Nounvelles* 17.2, and *Face a la Vie* 14.5.

1.5 Million Canadian Tv Sets

CLOSE to 1.5 million tv sets were in use in Canada at the end of September, according to tabulations of the Radio-Electronics-Television Manufacturers Assn. of Canada and All-Canada Television, Toronto. Figures released early in October showed total of 1,483,151 sets. Regionally the Atlantic Coast provinces accounted for 59,043 sets, Quebec province 427,650, Ontario province 763,269, the three prairie provinces 121,384 and British Columbia province 111,805.

Canadian Radio Set Sales Up

GROWING demand for radio receivers in Canada is noted in sales for the first eight months of 1955 totalling 280,750 sets compared to 250,433 sets in the similar 1954 period, according to reports of the Radio-Electronics-Television Manufacturers Assn. of Canada.

IN AMERICA'S
9th MARKET it's TV's
New Queen



316,000 watts of V. H. F. power
WHTN-TV BASIC ABC
Greater Huntington Theatre Corp.
Huntington, W. Va. Huntington 3-0185

33 Years of Music

WHEN A. J. Wickens made the Oct. 16 broadcast of recorded music from his home in Moose Jaw, Sask., a 33-year-old program came to an end over CHAB that city. The CHAB predecessor, 10AB asked Mr. Wickens, a local lawyer, for the use of his records, which he refused but offered to put on a concert from his home. Since then, a broadcast has originated from his home every week, with the selections coming from Mr. Wickens' collection of between 18,000 and 19,000 records.

Germans Seek Better Fare

GERMAN tv set manufacturers, said to be dissatisfied with Germany's non-commercial tv programs which they believe scare away large number of potential set buyers, will raise $200,000 and put it into a "Better Tv Programs" campaign. A viewers' organization will be financed from the funds and the official networks are due for rough criticism, openly and with wide public support.

Seven Join Canadian Assn.

SIX RADIO and one television stations have joined the Canadian Assn. of Radio & Television Broadcasters, bringing the total to 135 radio and 26 tv stations. New members are CKSB St. Boniface, Man.; CFMS Saskatoon, Sask.; CFRG Gravelbourg, Sask.; CKBC Bathurst, N. B.; CJMS Montreal, Que.; CJET Smith Falls, Ont., and CKGM-TV North Bay, Ont.

AFN Seeks German Tv Permit

AMERICAN FORCES NETWORK has filed an application with the Bonn government for a tv transmission license. AFN is now operating a network of small radio stations throughout the former U. S. occupation zone in Germany. Officials said future AFN tv stations in Germany plan to supplement U. S. programs with shows produced in German tv studios.

Swedish Tv by July 1, 1956

SWEDISH Tv Service plans to switch present tv test transmissions to regular programming by July 1, 1956. Schedule will comprise 15 hours weekly and tv service is likely to be affiliated with Eurovision (film) network to which most of West European tv networks contribute. At the present time there are 1,500 tv sets in Sweden.

139,000 Tv Sets in Japan

THERE are 139,000 television sets in operation in Japan, according to estimates by Dentsu Advertising Agency. Figure includes estimates of domestically manufactured and imported sets. Japanese capital, Tokyo, is credited with a total of 88,789, and the estimated total Japanese tv audience is 2,282,365.

INTERNATIONAL SHORTS

CKCO-TV Kitchener, Ont., on Oct. 30 plans to go on the air with increased power of 54 kw video, with signal emanating from a new 650 foot tower 2,090 feet above sea level.

Benton & Bowles Inc. has formed a new Canadian branch, replacing a previous service office. New office will be located at 1407 Yonge St., Toronto, with William E. Barfoot, formerly of Ross Roy Canada Ltd., Windsor, as manager. Agency will handle Studebaker-Packard, Procter & Gamble, and Florida Citrus Commission accounts. Ralph S. Butler Jr., has been transferred from the New York office as radio-tv director of the Canadian office.

CKX-TV Brandon, Man., has issued its second rate card, effective January 1, with Class A time starting at $170 an hour and one-minute announcements at $37.

INTERNATIONAL PEOPLE

Ken R. Thomson, owner of CKGB Timmins, Ont., and president of Kirkland Lake Northern News and Thomson Newspapers, Toronto, to director of the Canadian Press, filling vacancy left by resignation of his father, Roy Thomson.

Ted Abrams, promotion manager of CFCF Montreal, to Associated Screen News Ltd., same city, to do film scripts, public relations and sales promotion.

Mrs. Prayunsiri Premabut, director of news and program planning for Educational Radio Broadcasting System of Thailand, has enrolled at U. of Kentucky to study radio techniques and observe operation of university's station, WBKY.

Rev. Placid Jordan, O.S.B., internationally known as Dr. Max Jordan, former NBC news correspondent who was ordained as priest in 1951, is scheduled to return from Germany to U. S. next year for a two-month lecture tour on international affairs.

BMI

"According to the Record"

Continuities for November

A daily almanac . . . each a five-minute program packed with information about the important happenings throughout the world.

November's "*According to the Record*" includes stories about Thanksgiving Day, Sadie Hawkins Day, the Lewis and Clark Expedition and other significant and entertaining highlights and sidelights of the years past.

BMI's "*According to the Record*" package contains a full month's supply of continuities . . . Highly commercial . . . Now in its 11th successful year.

For sample scripts please write to Station Service Department

BROADCAST MUSIC, INC.
589 FIFTH AVE., NEW YORK 17, N.Y.
NEW YORK • CHICAGO • HOLLYWOOD • TORONTO • MONTREAL

ABC CUES IN 'NEW SOUNDS'

WITH the advent of ABC-Radio's "New Sounds For You" program concept, the old cue, "This is ABC Radio Network" is no more. At least, not as much as it used to be, since starting Oct. 26, the daytime cue will be:

"Newer than New
New Sounds for You
L-I-S-T-E-N . . .
Listen, Listen, Listen . . .
Keep Listening to ABC."

Nighttime cues will also plug the "new sound" theme.

WCUE SOUNDS OFF EDITORIALLY

WCUE Akron, Ohio, last week launched a schedule of regular air editorials believed to set a radio "first" for Akron. They are heard Tuesday and Thursday mornings at 7:10 and 8:15. Station's editorial board contacted some 50 community leaders to learn their thinking on subjects considered before taking its stand. First topic was the CIO-sponsored referendum on increasing unemployment compensation benefits, slated for November.

WMAQ DELINQUENCY REPORTS

"SORDID and shocking recitals of crime" are claimed by WMAQ Chicago in a new juvenile delinquency series titled *They Talked to a Stranger*. Ten programs were tape-recorded by Len O'Connor, newsman at WMAQ and WNBQ (TV), for use in a special two-week series which started last Monday. Cooperating with police authorities, Mr. O'Connor spent several months interviewing 16-20 year old youths—"graduates" of parental schools, reformatories and prisons—whose offenses ranged from petty thievery to armed robbery. WMAQ emphasizes that programs are broadcast so that listeners may get the facts, looking toward remedial measures on delinquency problems.

RAYTHEON HITS SALES JACKPOT

RAYTHEON Mfg. Co reports successful completion of its incentive "Jackpot Contest" designed to increase the firm's dealerships and boost sale of its radio-tv receivers. Raytheon claims it was able to add 50% more dealers to its marketing organization. Company awarded "super jackpot" bonuses to four salesmen who opened the largest number of dealerships and made the most tv set sales (two categories); gold-plated clock-radios to four distributors who closed the highest percentage of "open quota dealerships" and four others who sold most tv sets, and a choice of prizes to wholesale salesmen who sold the highest percentage of quota of tv sets.

WSBT-TV SHOWS STORK GIFTS

WSBT-TV South Bend, Ind., has incorporated a new "stork report" feature into *The Afternoon Show*, displaying photographs of new born babies, taken for identification purposes at hospitals within 24 hours after birth. At least one mother reportedly ordered a tv set installed in her hospital room to see her baby, and others joined her. Program also includes piano music, newscasts, weather and chatter.

BREAKS PROMOTION RECORD

WXIX (TV) Milwaukee will utilize some 300 radio announcements each week as part of a "record" advertising campaign through Dec. 31 to promote its new lineup of shows, the station has reported. The station's promotion department will place ads in area newspapers (some 50,000 lines) and use its own facilities to stress programming and promote proper antenna installations. The campaign will supplement CBS-TV space allocations in the *Milwaukee Journal* and *Milwaukee Sentinel*. WXIX (TV) also will use space in *TV Guide*.

UNIVERSITY SHOW ON WGN-TV

NORTHWESTERN U.'s *The Reviewing Stand*, a radio series for the past 21 years now carried by MBS, is being televised on alternate weeks by WGN-TV, the *Chicago Tribune* station. Program is seen every other Saturday, at 7 p.m., according to Kathryn Johnson, producer. Opening telecast was devoted to a discussion of "Crisis in the Suburbs."

SIGNBOARDS PLUG KTNT-TV

SEATTLE posters are heralding the fall programming of KTNT-TV Tacoma, Wash. The station has purchased 50 posters in Seattle, each of the large signboards plugging a different CBS or local show.

RAB ADDS SUCCESS STORIES

ADDITIONS to Radio Advertising Bureau's series of promotion pieces on nighttime radio are "State Street Fights Back—With Radio," Chicago success story, and "Currie's Played a Two-Night Stand in Minneapolis." The State Street folder tells how radio reversed a downward trend in Chicago shopping last year claiming 71% of consumers identified the State Street slogan after the campaign. "Currie Played a Two-Night Stand in Minneapolis" documents results of a random check by The Pulse Inc. after a two-night spot campaign selling a brand of ice cream known only to California. In its radio penetration experiment RAB found a high identification percentage of the product consumers could learn about only from the 1 radio spots played on the two-night Minneapolis stand. The brochures were released to advertisers, agencies and RAB members.

WBRC-TV Goes to the Fair

WBRC-TV Birmingham, Ala., originated all of its live programs, including stations breaks, from the Alabama State Fair grounds during the fair's six-day run.

"Channel 6 Television City" was set up in a 60 by 120 ft. tent, and over 100,000 people attended the broadcasts. A glass enclosed director's and engineer's booth, through which fair patrons could watch the inner-workings of a tv program, was built.

Four Alabama models serving as hostesses gave out 40,000 match covers, 12,000 *WBRC-TV Channel 6 News* magazines and over 8,000 pictures of station personalities.

R. H. McIntosh, general manager of the Alabama State Fair stated, "Ch. 6 participation at the fair greatly increased the attendance and increased interest throughout the state."



SHARON RICHIE, reigning Miss America, prepares to cut the tape opening "Channel 6 Television City" at the Alabama State Fair. Assisting Miss Richie is J. Robert Kerns, vice president-managing director of WBRC-TV Birmingham.

KSL-TV CAMERA FIRST AT WRECK

FIRST cameraman on the scene of the nations' worst air disaster this month was KSL TV Salt Lake City cameraman Gael Boden In an Air National Guard plane he reached the crash scene a few hours after wreckage had been identified and his films were aired on KSL-TV 12 hours after the discovery.

VICTIM'S MOTHER ON WCTC

WCTC New Brunswick, N. J., presented Mrs Mamie Bradley of Chicago, mother of the 14 year-old Negro, Emmett Till, slain in Mississippi, in her first radio appearance. She appeared on the station's *Weekend* program Oct 9 in short interviews aired throughout the day.

NBC-TV BIOGRAPHS HOOVER

NBC-TV Special Events' "A Conversation With Herbert Hoover," to be telecast Nov. 6 a 2-3 p.m. (2:30-3:30 p.m. PST) is being described by network spokesman as "virtually constituting an autobiography" of the 81-year old ex-President. The filmed conversation, sho this past summer in Mr. Hoover's office in Stanford U.'s Hoover Library on War, Revolution and Peace, grew out of a planned 30 minute "wisdom" program, according to David son Taylor, NBC vice president in charge o public affairs. "However," Mr. Davidson said "the former President devoted so much attention and time to the project that it was decided that the document should be shown as an hour long special event."

CANADIAN STATION BIRTHDAYS

FIRST BIRTHDAYS for three Canadian television stations were marked by a small brochure mailed by All-Canada Television, national representative firm, to advertisers and agencies throughout Canada. Birthdays were featured for CHCT-TV Calgary, Alta., CFPA-TV Port Arthur, Ont., and CJCB-TV Sydney, N. S. Data on each station's market, number of tv homes and operating hours were included in the birthday announcement.

TWO-NATION NEWS TEAMWORK

TWO Mexican radio stations, XEO Matamoros and XEOR Reynosa, Tampico, serving the border area of the Rio Grande Valley, teamed up with the U. S. Air Force's "Emergency Airlift" to bring spot-coverage of the hurricane hit Tampico disaster area to the valley's 76% Spanish-speaking natives. Stations' bilingual newsstaff, under direction of KTXN Austin Tex., General Manager Robert N. Pinkerton flew to the disaster area and then shuttled by airplane between points in the flood-stricken area to develop coverage. The initial broadcast proved so successful that it was re-aired over the Texas-Spanish language network, of which the two stations are affiliates. Network also includes four Texas stations: KIWW San Antonio KUNO Corpus Christi, KTXN Austin and KRGV Weslaco.

WTVJ PROMOTES ROAD SAFETY

MIAMI, Fla., auto drivers never know what's in store when the long arm of the law reaches for them. It might be a traffic ticket, and then again it might be the wristwatch given to the "Safe Driver of the Week" on the new WTVJ (TV) show, *You May Be Next*. The station and local police cooperate every Wednesday at 6 p.m. to dramatize the safety issue and reward careful drivers.

CBS COLOR SERVICE COURSE

CBS-COLUMBIA, set manufacturing division of CBS, has begun training seminar courses in servicing CBS' color tv line. Courses are held at the firm's home office in Long Island City, New York. Courses, directed by Daniel Newman, product service director, supplement black-and-white servicing held in the field periodically.

LURES KIDS WITH NEWS COMICS

WKY-TV Oklahoma City is executing what it calls a "strip-tease" to build audiences for afternoon kids' programs. City newspaper readers this month are seeing a daily comic strip featuring station personalities 3-D Danny and Deputy Chris who emcee film shows of *The Little Rascals, Gene Autry* and *Roy Rogers*. To produce the strips the station photographed the two live personalities and built art work around them.

KFWB ENTERTAINS 150,000

KFWB Hollywood recently was host to an estimated 150,000 fans at Los Angeles Lincoln Park. The outing was staged in conjunction with Thrifty Drug Stores as part of contest promotion for Allen's Formula Food Supplement. KFWB presented a four-hour continuous stage show featuring Bob Hope, Spike Jones band, singer Helen Grayco and 20 other recording artists backed by five name bands.

WESTINGHOUSE SALES CONTEST

TO FAMILIARIZE salesmen with its product story, Westinghouse Electric Corp.'s Television-Radio Div., started its own version of *What's My Line?* Competition, called "On Record," asks retail tv and radio salesmen throughout the country to tape-record their knowledge of the Westinghouse product line. The contest will run through October, with salesmen taping actual sales presentations as they would be made on the dealer-level, for awards at local, regional and national levels. The seven regional finalists will receive trips to Westinghouse's television and radio plant at Metuchen, N. J., where grand prizes of $1,000, $750 and $500 will be awarded to the top three winners.

KTVH (TV) COVERS FAIR

KTVH (TV) Wichita claims comprehensive coverage of the 1955 Kansas State Fair last month, reporting it devoted over seven and a half hours to remote telecasts from the fairgrounds, plus highlighting on 17 KTVH programs. Virtually all KTVH staff members participated in fair coverage.

WABC ANIMAL CARICATURES

WABC New York has revised the format for its bi-monthly printed program-schedule, with covers featuring animals as attention-getters. The first one shows a caricatured fox holding a microphone and saying "You have to be real cunning to make people laugh as much as Ernie Kovacs does." Subsequent program schedule cover will feature animals promoting various WABC personalities.

Old Songs—Today's Hits

VETERAN New Jersey radio broadcaster, pianist and song writer Jimmy Shearer is providing WATV (TV) Newark with a musical bonanza—a twice-weekly show that features old-time songs. After his first six shows, Mr. Shearer received more than 30,000 letters and cards from viewers praising the program.

Mr. Shearer, long-time principal stockholder and president of WHBI Newark, found WATV (TV) officials skeptical of the format idea for his show when he outlined it to them, but since it's been on the air station executives are astonished —and gratified—by the response, pointing out that "there has never been anything like this mail pull in this market, even with the network stations."

The program consists of old-time songs played by Mr. Shearer, with chatter restricted to a minimum. He uses songs that are at least 25 years old. Mr. Shearer offers no premiums to viewers and does not suggest writing of letters, except to ask them if they like old songs.

The program is alternately sponsored by Koos Bros., Rahway, N. J., furniture store, and General Electric Co.

Based on the letters and reports from Koos Bros., which made its tv debut as original sponsor of the show, the audience is composed mainly of persons over 40, who learned the songs when they were youngsters or heard them from their parents.

Currently carried on Monday and Thursday (9:30-10 p.m. EDT), the program may be extended to a three-times-a-week basis, according to a WATV (TV) official. He said the station currently is negotiating with two advertisers for sponsorship of the third segment.

WESTINGHOUSE 'SELLATHON'

THREE-DAY "'Sellathon" conducted by Waco appliance and television stores in Atlanta spurred on by double truck newspaper ads and tv spots on 10 minute intervals over WLWA (TV) there, netted the store 100,000 shoppers in 75 hours. Westinghouse regional sales and consumer products representatives, coordinating the "Sellathon," reported sale of 200 Westinghouse tv receivers, 100 radios and 30 hi-fi instruments.

KFRO MOBILE PROMOTION

PROMOTION department of KFRO Longview, Tex., keeps station name in front of area traffic with ad posters between headlights of public buses. Station message now rides on 10 transit vehicles. KFRO also reports reaching some 75,000 at Gregg County Fair with its booth on the grounds, originating about 15 remote broadcasts during fair week.

MAKES PITCH TO JUVENILES

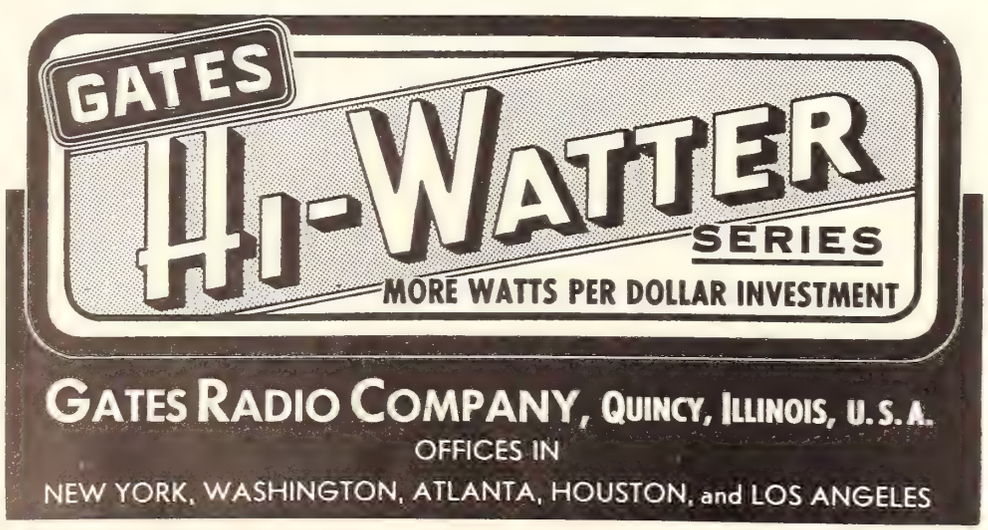
SCREEN GEMS Inc. apparently believes it's good business to appeal not only to advertiser, agency, and tv officials, but also to their children. SG has prepared a sales promotion booklet on *Tales of the Texas Rangers* (CBS-TV, Sat., 11:30 a.m.-12 noon EDT), designed to stimulate sales on the series in markets not covered by the network sponsorship. After making its "pitch" to adults, the booklet, patterned after a "Golden Book" for children, continues with a complete Texas Rangers tale. The booklet was entirely the work of Screen Gems personnel, produced under the direction of Henry S. White, director of advertising and promotion.

WEAW-FM FAIRY STORIES SELL

FAIRYTALES are the stock in trade of Rosalind Ashley and Eleanor Marinell who appear Saturday noons over WEAW-FM Evanston, Ill., as the *Bunnygraph Story Ladies*. Their own brief radio careers took a fairytale twist recently when their sponsor, the Bunnygraph Photography Studio, signed them for 52 weeks. This was the culmination of an urge felt a year and a half ago by the two housewives who took some library material and a borrowed recorder and parlayed them into a popular small fry show. Writing their own commercials the ladies found the program a commercial success from its inception last month.

NEW FLOOD COVERAGE RALLY

NEW ENGLAND stations, with the last floods only two months behind them put in long hours of public service coverage again the weekend of Oct. 14. WTIC Hartford, Conn., broadcast 68 consecutive hours with flood waters in its transmitter building coming within two feet of power transformers. WBZ-AM-TV Boston shot more than 800 ft. of film at flood scenes and had immediate reports from 12 correspondents. WFGM Fitchburg, Mass., featured extensive coverage for its own listeners and acted as origination point for other New England stations throughout the weekend. WNAC-AM-TV Boston flashed flood bulletins on the air and screen hourly and broad-



cast traffic conditions, official interviews and event cancellations. WAVZ New Haven, Conn., scrapped its whole Oct. 16 schedule to broadcast on-the-scene flood reports. WTRY Troy, N. Y., coverage, lasted all night, was highlighted by direct broadcast from a listener in the Virgin Islands describing Hurricane Katie, in the Indies at that time. WHDH Boston featured an exclusive report from Howard Moulton, New Haven Railroad publicity director, in addition to hourly flood coverage.

CLOISTERED NUNS TO SING

CHOIR of the cloistered Passionist Nuns, Dunmore, Pa., will be heard for the first time Oct. 30 on *The Hour of the Crucified* over some 200 stations carrying the weekly program produced by the Passionist Fathers, West Springfield, Mass. This "first" is being presented with permission of the Most Rev. Jerome Hannan, D.D., Bishop of Scranton, Pa.

TELERAD APPLIES FOR JOBS

TELERAD INC., broadcast management firm headquartered in Pueblo, Colo., has issued a brochure "applying" for new station management jobs. Booklet says, "My name is Telerad. This is my application for general manager of your broadcast property or properties," and goes on to introduce Telerad station specialists in pictures and background sketches. Management achievements listed in the presentation are profit operations for KCSJ-AM-TV Pueblo and KGA Spokane, Wash. The brochure also contains references and fees.

CBC FEATURES KING WHYTE

NEW OUTDOOR sports show is being aired Saturday evenings on CBC Tv Network following national hockey telecasts. *The King Whyte Show* features fishing and hunting news and adventures by outdoor writer King Whyte. Guests include specialists on fish and animals from government departments, museums and universities, who discuss outdoor films shown on the program. Sponsor is Whitehall Pharmacal (Canada) Ltd., New Toronto.

TOURISTS REMEMBER CKCW

CKCW Moncton, N. B., has been using a small folder as a souvenir for summer tourists interviewed on station's *Tourist Talks* program. Folder includes a polaroid camera photo of visitor being interviewed at station by the CKCW emblem, Lionel the Lobster. Data on CKCW-AM-TV is included in the folder.

Station Authorizations, Applications

(As Compiled by B • T)

October 13 through October 19

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

Cp—construction permit. DA—directional antenna. ERP—effective radiated power. vhf—very high frequency, uhf— ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw kilowatts. w—watts, mc—megacycles. D—day. N—night. LS — local sunset. mod. — modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SSA—special service authorization. STA—special temporary authorization.

FCC Commercial Station Authorizations
As of September 30, 1955 *

	Am	Fm	Tv
Licensed (all on air)	2,757	521	144
Cps on air	14	17	†329
Cps not on air	113	17	108
Total on air	2,771	538	473
Total authorized	2,884	555	581
Applications in hearing	150	2	169
New station requests	219	7	28
New station bids in hearing	95	0	112
Facilities change requests	143	6	38
Total applications pending	727	131	256
Licenses deleted in Sept.	0	5	0
Cps deleted in Sept.	2	0	3

*** Does not include noncommercial educational fm and tv stations.**

† Authorized to operate commercially, but station may not yet be on air.

Am and Fm Summary Through Oct. 19

	On Air	Licensed	Cps	Appls. Pending	In Hearing
Am	2,769	2,765	175	254	154
Fm	540	522	41	14	3

Tv Summary Through Oct. 19

Television Station Grants and Applications Since April 14, 1952

Grants since July 11, 1952:

	Vhf	Uhf	Total
Commercial	291	313	604[1]
Noncom. Educational	17	17	34[2]

Total Operating Stations in U. S.:

	Vhf	Uhf	Total
Commercial on air	334	103	437
Noncom. Educ. on air	13	4	17

Applications filed since April 14, 1952:

	New	Amend.	Vhf	Uhf	Total
Commercial	950	337	750	536	1,287[3]
Noncom. Educ.	59		32	27	59[4]
Total	1,010	337	782	564	1,347[5]

[1] 153 Cps (30 vhf, 123 uhf) have been deleted.
[2] One educational uhf has been deleted.
[3] One applicant did not specify channel.
[4] Includes 34 already granted.
[5] Includes 638 already granted.

FCC ANNOUNCEMENTS

New Tv Stations . . .

PETITIONS

Allocations standards-assignments—ABC petitions FCC to revise tv allocation standards and table of assignment by: (1) accomplishing partial de-intermixture by removing ungranted vhf channels from cities where there are existing uhf stations having good chance for survival and reassigning vhf channels to cities where they are needed; (2) permitting additional vhf stations to be established in markets having two or more commercial vhf channels; (3) reassigning unused vhf educational channels as commercial in those markets where there are two vhf assignments and where additional vhf assignments could not be secured and (4) making continuity of service where vhf channels are added. Filed Oct. 14.

Caguas, Puerto Rico—Supreme Bcstg. Co. petitions FCC for transfer of unused ch. 7 at Ponce, P. R., from Ponce to Caguas-San Juan area. Also assigning chs. 2, 4, and 11 to San Juan-Caguas area, ch. 9 to Ponce area and chs. 3 and 5 to Mayaguez area. Filed Oct. 14.

Existing Tv Stations . . .

ACTIONS BY FCC

WTVH (TV) Peoria, Ill.—Granted mod. of cp to change ERP to 191 kw vis., 129 kw aur. install new ant. system and make other equipment changes. Ant. 610 ft. above average terrain. Granted Oct. 13; announced Oct. 17.

WTTV (TV) Bloomington, Ind.—FCC denied request of station for waiver of Sec. 3.658(b) of Commission "territorial exclusivity" rules to permit WTTV (TV) to retain "first refusal" clause with respect to Indianapolis in its affiliation contract with NBC. Denied Oct. 19.

WDMJ-TV Marquette, Mich.—Granted mod. of cp to change trans. site to point 13 miles southwest of Marquette, specify studio location in city, change ERP from 24.5 kw vis. and 13.2 kw aur. to 100 kw vis. and 60.3 kw aur. and increase ant. from 630 to 790 ft. Granted Oct. 19.

KHOK-TV Hayes Center, Neb.—By letter, FCC denied request for waiver of Sec. 3.652(a) of rules insofar as vis. station identification at beginning and ending of each time of operation is concerned. Denied Oct. 19.

APPLICATIONS

WJIM-TV Lansing, Mich.—Seeks cp to change trans. location to Vanatta Rd., near intersection of Cavanaugh Rd., approx. 7.5 miles from Lansing city limits, make ant. and other equipment changes. Ant. height above average terrain 1,000 ft. Filed Oct. 18.

WDSM-TV Superior, Wis.—Seeks mod. of license to change studio location to 230 East Superior St., Duluth, Minn. Filed Oct. 18.

WORA-TV Mayaguez, Puerto Rico—Seeks mod. of cp to change corporate name to Supreme Bcstg. Co. of Puerto Rico, change studio location to Darlington Bldg., Mayaguez, change ERP to 100 kw vis., 50.12 kw aur. and make equipment changes. Ant. height above average terrain 1,994 ft. Filed Oct. 19.

New Am Stations . . .

ACTIONS BY FCC

John Day, Ore.—FCC dismissed Radio 395 application for cp for new am to be operated on 1230 kc, 250 w unl. per Sec. 1.381 of rules. Dismissed Oct. 14.

Lakeview, Ore.—FCC dismissed Radio 395 application for cp for new am to be operated

(Continues on page 104)

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To Be Seen by 75,956* Readers
—among them, the decision-making station owners and managers, chief engineers and technicians—applicants for am, fm, tv and facsimile facilities.
* 1953 ARB Projected Readership Survey

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Payable in advance. Checks and money orders only.

Deadline: Undisplayed—Monday preceding publication date. Display—Tuesday preceding publication date.

Situations Wanted 20¢ per word—*$2.00 minimum* • Help Wanted 25¢ per word—*$2.00 minimum.*

All other classifications 30¢ per word—*$4.00 minimum* • Display ads $15.00 per inch

No charge for blind box number. Send box replies to

BROADCASTING • TELECASTING, 1735 DeSales St. N. W., Washington 6, D. C.

APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING • TELECASTING expressly repudiates any liability or responsibility for their custody or return.

RADIO

Help Wanted

Managerial

Want working sales manager (am station) with proven selling record who can earn $12,000-$18,000 yearly on salary plus monthly bonus. High degree freedom. Among top half dozen Carolina cities. Our staff knows of this ad. Box 187E, B•T.

Immediate opening for sales manager experience in competitive market. 5 kw, southeast. Salary plus commission. Box 194E, B•T.

Manager-salesman combo wanted for clean small market daytimer. Salary and commission. Tell all including minimum earnings expected, references, photo, tape. Box 296E, B•T.

Manager, young, aggressive, strong on sales with experience in small market as sales manager or manager for metropolitan station. Box 299E, B•T.

Salesmen

Florida coastal 5000 watt independent wants experienced sales representative. Potential excellent. Ground floor—20% protected accounts. Box 104E, B•T.

Experienced salesman wanted for kilowatt independent in rich midwestern market. $400 per month guarantee. 15% commission. Protected account list. Potential $6000 per year and up to hard worker. No local tv or radio competition. Applicant must seek personal interview. Box 184E, B•T.

Regional station in south-southwest market has immediate opening for experienced man. This job is worth about $6-7,000 a year to the right party. Guarantee. 15-25%. Box 242E, B•T.

New station has openings for salesmen. Guarantee and liberal commission. Must be experienced in radio or TV sales. Box 243E, B•T.

Midwest station operating 24 hours a day needs topflight salesman who, over long haul, is capable of earning more than general manager. $100.00 per week guarantee, 15% commission above guarantee. Should earn in excess of $7,000.00 first year, $9,000.00 second year. No ceiling except as imposed by time and ability. Heavy drinkers and floaters need not apply. Give full details first letter. Box 254E, B•T.

250w network affiliate southeastern Massachusetts. Salary, commission and mileage allowance. Good opportunity for aggressive young man. Box 292E, B•T.

TV
ACCOUNT EXECUTIVE
2-3 Years
Selling Experience
A Must
WXEX-TV
Sales Office:
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Richmond, Va.
Phone: 88-2837

RADIO

Help Wanted—(Cont'd)

Time salesman to sell and service key accounts. Salary and commissions. State minimum salary expected. Send detailed information. Golden opportunity for hustler seeking managerial opportunity. Box 295E, B•T.

Unusual opportunity for salesman. Married, 25-35 to become sales manager metropolitan station and eventually manager of one of group stations. Box 298E, B•T.

Experienced salesman-announcer, who can handle early morning show for 500w independent. 6:00 AM to 9:00 AM Monday-Saturday shift only. Balance of time selling and servicing. Salary plus commission. KCHE, Cherokee, Iowa.

Experienced radio time salesman. **Guarantee** $380. Commission. Send experience, photo, references. KCHJ, P.O. Box 262, Delano, California.

Local account salesman with announcing experience. Salary plus commission. Good market. ABC station. KFRO Longview, Texas.

Salesman—Wisconsin independent looking for creative salesman. Good income to right man. Send photo, and details, first letter, Write Manager, WCHF, Chippewa Falls, Wisconsin.

Business is good! We need a young, aggressive, creative salesman immediately. Salary plus commission. Terrific opportunity to grow with progressive station. Write Manager, Radio Station WELL, Battle Creek, Mich.

Announcers

Announcer needed by 5000 watt fulltime regional in North Carolina. Write letter including experience, education and salary requirements. Box 180E, B•T.

Top-flight morning man for radio who would like to do an afternoon show on a full power NBC-TV affiliate. Immediate opening. Salary limited only by ability to produce. Send pic, tape, full history and salary requirements to Box 209E, B•T.

Southern California's finest community outstanding in climate and culture. Kilowatt affiliate needs exceptional announcer with first ticket. Must have good voice, experience and persuasive sell. Send resume, snapshot and tape which will be returned. Box 250E, B•T.

DJ for combo operation. Must have expert knowledge of popular music field and be topnotch air salesman. Should have more than passing interest in news, community services. Excellent opportunity for man with ideas who concentrates on work rather than clock watching. No beginners, no floaters, no politicians considered. Work with most congenial, mature staff. Finest new equipment in studios as modern as tomorrow. Midwest. Give full story in first letter which will be treated confidentially. Box 255E, B•T.

Morning personality for established am in growing Michigan market. If you can sell on the air and keep sponsors happy let us know about your background and experience. Send tape and photo. Box 289E, B•T.

Aggressive five kilowatt independent expanding. Will hire top announcers . . tv in future . . we start $90.00 . . rest is up to you. Tape and qualifications. G. F. Roberts, KBIM, Roswell, New Mexico.

Topflight announcer-operator for station where quality and production important. Up to $80 for right man. Opportunity for additional income in sales if desired. Don't apply unless experienced and versatile. Send tape and details immediately to KRSN, Los Alamos, N. M.

Experienced Negro DJ for spiritual, RB show. Top Negro market. Send tape, details. Radio Station WFEC, Miami, Fla.

Combo announcer-engineer with emphasis on announcing. Immediate opening. Forward tape and full particulars to V. G. Balkcum, WGBR, Goldsboro, N. C.

RADIO

Help Wanted—(Cont'd)

KWBY-Colo. Springs top-rated station, all musi and news, wants inde-experienced, responsible straight announcer with first ticket (also withou ticket apply), enthusiastic delivery, know Gate operation. Excellent salary, conditions, perma nent. Air mail tape, photo and information t John Buchanan, Pres., Music Broadcasting Corp P. O. Box 764, Colorado Springs, Colorado.

Announcer-salesman. Good voice, desire to sell Experience not necessary. Prefer southerner Salary, commission, expenses. Personal inter view required. Call Bill Duke, WKDL Clarks dale, Miss. Main 4-4908.

Wanted: Staff announcer with ability to hel gather and write local news. $60.00 weekly for 4 hours. Contact WLBG, Laurens, South Carolina

Announcer: Experienced with restricted license Send full information first letter. WLPM-Suffolk Va.

Combination announcer—first phone engineer Central Pa. university town. Station Manager WMAJ, State College, Pa. Write or phone Adam 7-4959.

Young announcer for staff and assist with news Excellent opportunity with kilowatt independen Apply with tape. WMIX, Mt. Vernon, Illinois.

Immediate opening; experienced announcer. Sen tape, full details and salary requirements firs letter. WMLT, Dublin, Georgia.

WPIK, Alexandria, Virginia, metropolitan Wash ington, D. C. area independent wants good an nouncer. Must be experienced, capable, depend able. Looking for man with ability to sell on ai Send tape and resume, first letter, WPIK Alex andria, Virginia.

Personality announcer—Immediate opening fo topflight announcer who has proven record a successful DJ as well as all-around staff abilities Possibility for some on-camera work in tv. Sen complete information background, experience past and expected earnings, tape and photo WSAV, Savannah, Georgia.

Announcer with first class license. Immediatel WVOS, Liberty, N. Y.

Outstanding southern West Virginia independen has immediate opening for all-around announcer Emphasis on ad-lib and DJ personality show Give full details first letter and audition tap if possible. WWNR, Beckley, W. Va.

Technical

Chief engineer for Pennsylvania station. Mu have full knowledge of all equipment. Be a excellent maintenance man and good gener worker. Good starting pay with regular increase Write Box 910C, B•T.

Wanted: Chief engineer with first phone ticke and know-how, prefer single man with aut Must be willing to work short hours and goo pay. With 5000 watt independent daytime statio Box 188E, B•T.

Chief engineer—experienced in remote contr transmitter. 5 kw southeastern station. Sen resume and salary expected. Box 195E, B•T.

Nebraska daytimer has opening for chief eng neer, with emphasis on announcing. Only goo clean, experienced fellows need apply. Will pa up to $400.00 a month for the right man. Bo 272E, B•T.

Chief-engineer-announcer — new — beautiful equipped 1000 watt daytimer—top position, pa vacation, working conditions—progressive, sou and solvent station—we'll wait for good ma Send resume, tape, WBOF, Virginia Beach, Vi ginia.

Chief engineer—some announcing if possib WESO, Southbridge, Mass. Letters. No pho calls. Include salary and references.

Opening for experienced chief engineer-a nouncer. Send full details immediately—WPM Pascagoula, Miss.

Engineer-announcer. Immediately. WVOS, Libe ty, N. Y.

Fred O. Grimwood and Company, Inc., Railw Exchange Bldg., St. Louis, Missouri, second ol est consulting radio engineering firm in t United States needs additional allocation e gineers with experience in all types of appli tion engineering work.

RADIO

Help Wanted

Engineer, contact Edwin Kennedy, 920 King, Wilmington, Delaware.

Programming-Production, Others

Creative, thorough and experienced program director required for one of the midwest's great independent 5000 watt stations. Send work resume, snapshot and tape (if air work is strong). Box 212E, B•T.

Kansas station in urgent need commercial copywriter. Excellent opportunity for one who wants permanent location work with congenial efficient staff in new studios as modern as tomorrow. Good starting salary. Give complete background first letter. Box 240E, B•T.

North Carolina 250 Mutual affiliate needs experienced copywriter who can also gather, write local news. Car essential. Air mail complete data. References, starting salary needed, availability. Box 277E, B•T.

SITUATIONS WANTED

Managerial

General manager of successful, independent, competitive major market, desires to grow with similar operation in major or secondary market. Experienced all phases radio from FCC application through profitable management. Salary commensurate with right community and ownership policies. Glad to talk over your offer. Box 276E, B•T.

Announcers

Ten years radio-television. Degree, family, veteran. Want job with a sales future. Available immediately. Box 221E, B•T.

Announcer, DJ. 3 years experience. College grad. Married. Seeks permanent position with future. Box 228E, B•T.

Good voice, no experience, willing to learn, self taught. Will send tape. Box 251E, B•T.

Yankee yearns to work in wonderful west Texas. Box 252E, B•T.

Announcer — 3½ years experience. Pleasant, easy-going deejay. Selling commercials. Objective newscasts. Tape. Box 257E, B•T.

Experienced announcer. Presently at midwest station, DJ news, sports. Single, car, vet. Wish to relocate, permanent position, tape, resume. Box 259E, B•T.

Experienced announcer. Heavy sports, play-by-play—all phases news, DJ, working midwest station, wish to relocate tape, resume, available immediately. Box 260E, B•T.

Experienced announcer, first class ticket. Top DJ, popular or western. Morning man past 4 years. 5 years with same employer. Box 261E, B•T.

Experienced staff announcer, two years in present position, wishes advancement. Box 262E, B•T.

Capable staff announcer. Two years experience. Ambitious, reliable. Salary $65. Box 264E, B•T.

Experienced DJ-announcer 7 years. Married. Presently employed. Minimum $125. Tape on request. Box 266E, B•T.

Experienced staff announcer. Classical music only. Top Pathfinder graduate. College. Tape, details upon request. Box 269E, B•T.

Eleven months experience as staff announcer. Now desires relocation to east or midwest. Married, veteran, third ticket. Presently employed. Tape upon request. Box 270E, B•T.

Attention northeast—employed announcer, 1½ years experience. Vet, single, 23. Box 280E, B•T.

3 years radio-tv sports—5 years present position. Desire to relocate before basketball season. Only top sports job considered. Locality secondary to job opportunity. Address all replies Box 281E, B•T.

Year-round sportscasting position wanted. Basketball specialty, also baseball, football, experienced, vet, married, 24, degree, prefer midwest or northeast. Box 282E, B•T.

Morning man or feature announcer—not just another DJ, but a community and sales-minded broadcaster. 10 active years in the industry. Thoroughly seasoned and experience plus. Dependable, sober, well recommended. Interested in working with you. Married, family on way. For resume, picture and tape write, giving your story, to Box 283E, B•T.

Announcer. 24, veteran, DJ, news sports, references, tape. Will travel. Box 284E, B•T.

Staff announcer. Married. Recent broadcasting school graduate. Versed all phases. Will travel. Tape, resume. Box 285E, B•T.

RADIO

Situations Wanted—(Cont'd)

Staff announcer. Vet. Married. Recent broadcasting school graduate. Will travel. Box 286E, B•T.

Experienced staff and DJ man desires to relocate in college town for purpose of attending school. Presently working for top 5 kw midwestern station. Single, draft exempt, top quality work. Prefer Ohio. Box 287E, B•T.

Attention: 250-500 watt, graduate Midwestern, good news, smooth DJ, much potential, tape, resume, photo on request. William Altiere, 2424 N. Lowell, Chicago, Ill.

Attention: 250-500 watt, graduate Midwestern, good news, smooth DJ, much potential, tape, resume, photo on request. Nick Celozzi, 3133 W. Lexington Street, Chicago, Ill.

DJ, sports play-by-play, versatile, 2 years experience, married, 27, vet, Pete Franklin, 73 Propp Ave., Franklin Square, L.I., N.Y., Phone: FL 2-6286.

Top DJ, staff anouncer. Former AFRS traffic manager, SRT graduate. Limited civilian experience. Married, 25. Steve Hodges, 4849 N. Mulligan Ave., Chicago 30, Ill.

Negro announcer—DJ, ideas, trained voice, married, sober, reliable. Available immediately. Tape, resume, will consider all offers. Leonard Willoughby, 17 Herkimer St., Brooklyn, N. Y.

Top play-by-play basketball announcer available immediately. Five years experience also doing staff, baseball, football. Write—Wire Mike Wynn, 201 West 77 St., N. Y. C.

Combination announcer-engineer. Experienced independent and network operation. Minimum $75. Box 1208, Stewartville, Minnesota. Phone: 5791.

Technical

Radio-television, four years, transmitter engineer. 1st class license, car. Box 227E, B•T.

First phone. 8 years radio—2 tv. Desires chief in small station. Midwest-west. Box 258E, B•T.

Chief engineer—Now chief of daytimer looking for full-time station. 16 years experience all phases am-fm and studio including construction. Box 265E, B•T.

Present chief — directional — desires position in Carolinas. No announcing ability. Box 273E, B•T.

First phone, experienced, pediculous, lazy, shiftless, no account. Immediate availability. Box 279E, B•T.

Chief engineer-announcer, 6 years experience, desires permanent position with southern station only. Full details first letter. Box 294E, B•T.

Programming-Production, Others

Top experienced young man. NBC regular staff production-director. Also small station experience, all phases. College graduate. Desire responsible production or administrative position, radio or tv. Box 955C, B•T.

Program director desires change. Three years experience in directing, announcing and producing. Box 133E, B•T.

Young woman, seven years experience as radio copywriter, desires position with future in competitive market. Will consider tv or agency, $100 weekly. Presently employed. Box 213E, B•T.

Farm director with tv experience interested in locating on west coast. Box 253E, B•T.

Sports director. Ten years radio, three years television experience. Excellent play-by-play sports. Top references. Minimum $150 a week. Box 267E, B•T.

Writer-producer-announcer professional quality recorded commercials. Unique, humorous, proven successful. Major market experience. Seeking midwest metropolitan connection. Box 297E, B•T.

Program director—resigned after 3½ years at southeastern 5000 watt CBS affiliate. 16 years experience every phase of radio station operation—9 years as program director. Qualified and capable to manage operations. Imaginative, creative and a hard worker. No drifter. Seeking comparable position at good station. Salary open. For full details write or call for interview and references —Frank Hubbs, 902 W. Pine Street, Rossville, Georgia. Telephone 89-4675.

Program director-producer. In radio since 1927. Former actor, announcer, dramatic director, program director. Four years as station manager. Recently completed State Department assignment as consultant-advisor to Radio Baghdad. Robert E. "Bob" White, 558 Audubon Avenue, Pittsburgh 34, Pennsylvania.

TELEVISION

HELP WANTED

Salesmen

Permanent, experienced television salesman for regional sales with new station in excellent market. Outstanding opportunity for a progressive man. Contact Ray Carow, Mgr., WCTV, Thomasville, Ga.

Announcers

Disc jockey, here's a chance to break into tv. One of the midwest's top network radio and tv operations needs personalities with voice and drive. Work radio shifts plus tv. Send pic, tape, full history and salary requirements to Box 210E, B•T.

VICE PRESIDENT

in charge of SALES

We offer an exceptional opportunity to a seasoned sales executive. We seek a top calibre business associate of unquestionable personal reputation to assume a major position in our company and in our community. This is a newly created, but permanent position.

The man selected will have a good background and experience in creative selling, sales leadership, and proven ability to inspire and direct a sales staff. TV experience not required but intimate working knowledge of marketing, distribution, and retailing is essential. Agency and national contacts secondary to ability in creation and development of retail and other local TV advertising revenue.

We want a mature thinker who shares our vision and unabounded faith in the future of TV and the new south. Being all southerners, we naturally prefer a man whose personality and experience fits him for doing business with southern business men.

Ours is the dominant area station in coverage, audience, and billings. Market keenly competitive but profitable for both stations. We are sound, well financed, with many years successful experience in radio-TV. Augusta is a major southeastern market with metropolitan population 250,000. Our station serves over a million.

Remuneration will be based on salary and direct participation in growth of our business. Man we seek is now probably making $9-$12 thousand, but is confident he has the sales and administrative ability to be worth $20-$25 thousand to a station like ours in just a few years.

Your interest in this position will be kept *absolutely confidential,* and no investigation will be made without your permission. Write to J. B. Fuqua, President, Georgia-Carolina Broadcasting Company, Box 490, Augusta, Georgia.

100,000 watts NBC-ABC

WJBF 6

CHANNEL...

AUGUSTA • GEORGIA

TELEVISION

Help Wanted—(Cont'd)

Do you have a good radio announcing background? Would you like to get into television as a director-announcer? Are you neat in appearance—willing to work? Send recent photograph and audition tape to WCSC-TV 485 East Bay St., Charleston, S. C. Attention: Charlie Hall.

New station on Channel 10 in El Dorado, Arkansas, has openings for experienced announcers. Call Union 2-3480 or write Box 791, El Dorado, Arkansas.

Technical

Southeastern vhf tv station needs experienced first class engineer. Send complete qualifications, references, photograph and salary requirements. Box 191E, B•T.

Tv engineer, familiar with RCA microwave. Good position, excellent chance for advancement. WHIS-TV, Bluefield, West Virginia.

Chief studio engineer wanted for low-channel vhf now under construction. Must be thoroughly conversant with operation and maintenance all studio gear. Send complete information including background, experience, photo, WSAV-TV, Savannah, Georgia.

Maximum power Channel 2 station needs transmitter supervisor. Must have complete knowledge of maintenance and operation of General Electric transmitter equipment TT10A and TF3A. Address reply to Inter-American Publications, Inc., 41 East 42nd Street, New York 17, New York.

Two excellent opportunities at top television station. 1. tv control room technician. 2. transmitter operator, 1st class license. Apply P. O. Box 1153, Charleston 24, West Virginia.

Programming-Production, Others

For expanding schedule, need director, continuity writer and traffic girl. Send photo and complete information. KTIV, Sioux City, Iowa.

Copywriter—WKOW-TV, Madison, Wisconsin needs experienced commercial writer. Mail complete details and samples.

TELEVISION

New station on Channel 10 in El Dorado, Arkansas has openings for men or women in continuity, news, and film departments. Call Union 2-3480 or write Box 791, El Dorado, Arkansas.

Situations Wanted

Announcers

Woman commentator, 4 years N.Y.C. experience, interested in job commentating and/or woman's director of tv station. Coast, southeast, southwest. Box 275E, B•T.

TV student—N. Y. C. wants any job in television field. College graduate in business administration. Melvin Lippman, YMCA, 356 W. 34th St., New York City.

Technical

Studio technician: RCA graduate. First phone, first telegraph, ham. Ten years electronic field. Vet, single. Box 263E, B•T.

TV supervisor of maximum power vhf, desires position as assistant chief engineer. Have constructed three stations, strong on maintenance, experienced on G.E., RCA, DuMont. Box 268E, B•T.

1st phone, no experience, vet, 32, grad radio television school, can travel. Peter Cap, 233 Cook Ave., Yonkers, N.Y.

Programming-Production, Others

Young family man, seven years radio-television experience announcing, directing, producing. Earning $6,500 annually. Box 134E, B•T.

Gal Friday—Experienced television, films, theatre, advertising. Extremely capable handling production details. Box 271E, B•T.

FOR SALE

Stations

Exclusive. Semi-metropolitan am. Beautiful transmitter site, owned outright. Located outstanding southwestern city, mild climate. Available to competent am executive only, best terms. Ralph Erwin. Broker. Box 811. Tulsa.

FOR SALE—(Cont'd)

Stations

Free list of good radio and tv station buys now ready. Jack L. Stoll & Associates, 4958 Melrose, Los Angeles 29, California.

Have many profitable southeast radio and tv stations for qualifying buyers. J. T. Snowden, Box 129, Augusta, Georgia.

Equipment

For sale: Radio broadcasting or microwave equipment. Complete radio broadcasting power house—converters—motor generators—compressors, transformers—electrical controls and switchboards. 13 towers, 150 ft. to 700 ft. high—some guyed, some self-supporting. Box 967C, B•T.

For sale—one type 70-C2 RCA turntable original black and grey finish, in first class condition—$225.00. Box 181E, B•T.

New unused Magnecorders display models guaranteed perfect. One each PT6GAHP, PT6VAH, 30% discount. Box 192E, B•T.

Memovox recorder/reproducer. Dual unit, 2 recorders, 2 amps, 2 reproducers, excellent reference recorder, top condition, $75.00. Box 290E B•T.

Type 78 Wincharger am tower 150 feet standing $200.00 or best offer. WCMC Wildwood, N.J.

1 RCA—250 K transmitter. 1 composite 250 watt transmitter. 1 RCA antenna unit-type AZ-4293 1 Blaw-Knox tower—150'. Also miscellaneous items—all in good condition and in operation up to several weeks ago. No reasonable offer refused. WDAS Broadcasting, Belmont Avenue and Edgely Road, Philadelphia 31, Pa.

Several Sagmo capicitors—I have .0001-10M .0002-20M, and .002-10M. I need four .00025-25—30 or 35-M. 3 kw fm transmitter Federal telephones with antenna and coax—cost $17,000.00 will take $4500.00. Write WETO Radio Station, Box 937 Gadsden, Alabama.

Gates 500 watt transmitter 1 year old, like new $2800. WFAR, Farrell, Pa.

BROADCASTERS THROUGHOUT THE COUNTRY FIND...



Time, worry and expense can be saved by calling Northwest *First*. John Birrel, our Employment Counselor may have just the person you need. There's no charge for this service and you are assured of well-screened, professionally trained people.

Here's why Broadcasters prefer Northwest's graduates...

- Over 16,000 square feet devoted to studios, control rooms, and student servicing.
- Five complete image orthicon camera chains.
- Six complete control rooms with professional consoles, rack-mounted tape recorders, disc recorders, turntables, monitors, switchers.
- Film editing equipment
- An outstanding staff of professional instructors who are presently working at network affiliates—NBC, CBS, ABC.
- Practical training. Professional trainees learn by doing — actually participating in closed-circuit productions.

Your collect wire or call is always welcome. Call Northwest *first*. Our Employment Counselor . . . John Birrel . . . assures you of immediate, personal attention.

SUBSCRIBER TO NARTB

NORTHWEST RADIO & TELEVISION SCHOOL HOME OFFICE: 1221 N. W. 21st Avenue Portland, Oregon • CA 3-7246

HOLLYWOOD, CALIFORNIA 1440 North Highland HO 4-7822

CHICAGO, ILLINOIS. . . . . 540 N. Michigan Avenue DE 7-3836

WASHINGTON, D. C. . . . . 1627 K Street N. W. RE 7-0343

FOR SALE—(Cont'd)

Equipment

Western Electric fm antenna for sale. A real buy. WHOS, Box 1127, Decatur, Alabama.

Three used RCA 44BX velocity microphones with desk stands—good condition—WIEL, Elizabethtown, Kentucky.

RCA 86-A1 limiting amplifier with RCA recommended modifications. WRFD, Worthington, Ohio.

WANTED TO BUY

Stations

We are principals and want to deal with principals only for a station with annual net income in excess of $25,000 after taxes. All replies confidential. Box 770C, B•T.

Experienced broadcasters looking for daytimers with potential. Replies confidential. Box 288E, B•T.

Experienced program director-announcer. $15,000 to invest as part owner southern television station. Box 291E, B•T.

Equipment

**50, 100 and 250 watts fm transmitters, broadcast-ing quality. Guarantee Radio Supply Co., Laredo, Texas.

INSTRUCTION

FCC license training—correspondence or resi-dence. Resident classes held in Hollywood and Washington. Beginners get FCC 1st class license in 3 months. For details write Grantham School, Dept. 1-N, 821 19th Street, N.W., Washington, D.C.

FCC first phone license preparation. Positive results technical, non-technical. Evenings, Sat-urdays. Monty Koffer, 743 Hendrix St., Brooklyn 26, N. Y.

FCC first phone license. Start immediately. Guarantee coaching. Northwest Radio & Televi-sion School, Dept. B, 1221 N.W., 21st Street, Port-land 9, Oregon.

MISCELLANEOUS

Grantham School graduates, Allen, Bigows, Binker, Callahan, Chaudoin, Clark, Coffman, Farrow, Dragin, Duque, Figueras, Fleming, Grey, Hove, Hatch, Hobkirk, Inglish, Kleckner, Le-Moine, Lewis, Livingston, Lovejoy, Medeiros, Melton, Mullen, Myers, McClarty, Nelson, Neville, Oliver, Phillips, Porter, Reeves, Schaberg, Scott, Sherrick, Sydney, Street, Wallington, Wiborn, Wheeler, Williamson, Wing, Young, Zuiderweg: Please inform us of your present addresses to bring our files up to date. I would like to hear from other graduates also. Write me at our Washington division. Don Grantham, 821 19th St. N. W., Washington 6, D. C.

RADIO

Help Wanted

Managerial

COMMERCIAL MANAGER

Needed by Nov. 1st at 250 Mutual in 17,000 N. C. market. No high pressure, floaters, drunks need apply. Must have proven sales ability. Permanent position with management future. Guaranteed draw, commission, expenses to start; profit percentage added for right man. Tell all air mail. Box 278E, B•T.

Announcers

Iowa 1 kw radio immediately needs announcer holding first class ticket for news and play-by-play sports. Full schedule of basketball, football and baseball. Wonderful opportunity in sports and news field. No engineering duties. All air work. Give complete information in first letter, when available and expected salary. Contact Manager, Radio Station KOKX, Keokuk, Iowa.

Help Wanted—(Cont'd)

Salesman

» » ATTENTION, SALESMEN! « «
DETROIT POWER STATION
offers
UNUSUAL OPPORTUNITY
* Increased Earnings
* Unlimited Possibilities
* Ever-growing Market
* Hunting & Fishing Paradise
* Year round Vacation Land

Ability more important to us than long experience. Don't delay, write today. Sell yourself, first letter.

Box 244E, B•T

Situations Wanted

Managerial

CONFIDENTIAL

Well known broadcaster with top-rated sales record wishes to relocate with progressive operation. Can produce first rate sales and low operating costs. Have thorough knowledge of the industry (both Radio and Television)—Agency—Buying—Construction, etc. All replies will be held in strict confidence.

Box 237E, B•T

TV STATION MANAGER OR SALES MANAGER

Well-known manager seeking change. Complete knowledge of overall management, strong on sales, budget-minded. Ten years experience top agencies, reps and networks—both radio and television. Box 293E, B•T.

FOR SALE

Equipment

T-V EQUIPMENT FOR SALE!

All General Electric: Line monitor, control console and mixing equipment ..... $ 4,105
Film Camera Channel, complete $11,500
16 MM. Projector ..... $ 4,700
Slide Projector ..... $ 2,750
2 G-E Power Supplies .. $ 1,360
Also: Dumitter ..... $ 550

Will sacrifice lot for cash offer. Contact RADIO KXOA, Sacramento 15, California.

TOWERS
RADIO—TELEVISION
Antennas—Coaxial Cable
Tower Sales & Erecting Co.
6100 N. E. Columbia Blvd.,
Portland 11, Oregon

FOR SALE—(Cont'd)

Equipment

NEW EQUIPMENT

RECTIFIERS; Power Supply type RA-87, tapped at 90 to 220 volts, 50-60 cycles, good for small 115 volt DC applications up to 46 watts and for 115 volts AC up to 500 watts, input 115/230, size 7½" x 8⅜" x 7½". $75.00 ea.

SWITCHBOARD CORD, testing, green cotton braid, 6' lg, type 2W15B with 2 clips on one end and one each type 241A plug at other end. $3.00 ea.

Metropolitan Telephone Supply Corp.
254 Navy Street, Brooklyn 1, N. Y.

WANTED TO BUY

Stations

SELL OR LEASE

Experienced operator wants to buy AM Station or lease with option to buy. Must be in market of 300,000 or more. Northeastern States only. All replies from principals answered promptly and held in confidence. This is not a broker's ad.
Box 932C, B•T

STATIONS WANTED NOW
— — — COLORADO — — —
Texas, Oklahoma, Missouri, Kansas, and Arkansas. Complete office facilities in Texas and Oklahoma.
RALPH ERWIN
Box 811 Broker Tulsa

Equipment

WANTED TO BUY

1 G.E. 10 KW-FM Amplifier

Write Box 256E, B•T
giving all particulars in detail

INSTRUCTION

FCC 1st PHONE LICENSES IN 5 TO 6 WEEKS
WILLIAM B. OGDEN—10th Year
1150 W. Olive Ave.
Burbank, Calif.
Reservations Necessary All Classes—
Over 1700 Successful Students

EMPLOYMENT SERVICE

PR* vs *PR

We'll match your PERSONNEL REQUIREMENTS, against the PROVEN RECORDS of qualified people.
A confidential service to Radio and TV Stations, and program producers, anywhere.

Palmer-DeMeyer (Agency)
50 E. 42nd Street, N.Y.C.
MU 2-7915
Paul Baron, Dir.: Radio-TV-Film-Adv.
Resumes welcome from qualified people.

(Continues from page 98)

on 1230 kc, 250 w unl. per Sec. 1.381 of rules. Dismissed Oct. 14.

APPLICATIONS

Thomasville, Ala.—J. Dige Bishop, 630 kc, 1 kw D. Post office address P. O. Box 29, Andalusia, Ala. Estimated construction cost $15,440, first year operating cost $26,000, revenue $32,000. Mr. Bishop owns 20% of **WCTA-AM-FM Andalusia,** 40% of **WDOB Canton, Miss.,** and has pending before FCC application for disposal of his interest in **WVIM Vicksburg, Miss.** Filed Oct. 14.

Branson, Mo.—The Hill Bcstg. Co., 1220 kc, 250 w D. Post office address West Plains, Mo. Estimated construction cost $15,690.15, first year operating cost $36,000, revenue $42,000. Principals are equal partners **Robert F. Neathery,** owner of **KWPM-AM-FM West Plains, Mo.,** 95% owner **KALM Thayer, Mo.,** and 95% owner of new fm in **Mammoth Spring, Ark.,** and **L. C. McKenney,** owner of **KMDO Fort Scott, Kan.,** and **KRMO Monett, Mo.,** and manager of **KICK Springfield,** and **KLRS Mountain Grove,** both Mo. Filed Oct. 14.

Willow Springs, Mo.—Radio Station K—1330 kc, 1 kw D. Post office address Radio Station **KWPM West Plains, Mo.** Estimated construction cost $11,567, first year operating cost $32,000, revenue $36,000. Principals are **Robert F. Neathery** (95%), see Branson, Mo., application above, and **Robert Neathery Jr.** (5%), 5% owner, **KALM.** Filed Oct. 19.

Gretna, Va.—Central Virginia Bcstg. Co., 730 kc, 1 kw D. Post office address Rt. 4, Box 454, Danville, Va. Estimated construction cost $22,631.89, first year operating cost $45,000, revenue $58,000. Stock is owned by 74 people, none of whom owns more than 7.4% interest. They have no other broadcast holdings. Filed Oct. 18.

Vieques, Puerto Rico—Calvary Baptist Mission of Puerto Rico, 1370 kc, 1 kw unl. Post office address Box 338, Vieques. Estimated construction cost $23,563, first year operating cost $13,200, revenue $22,500. Applicant is non-profit missionary organization. Filed Oct. 14.

APPLICATION AMENDED

Abilene, Tex.—Key City Bcstg. Co. amends application for cp for new am to be operated on 1570 kc, 50 w D to specify 860 kc and 100 w. Amended Oct. 14.

Existing Am Stations . . .

ACTIONS BY FCC

WSUI Iowa City, Iowa—Granted permission to reduce hours of operation from unl. to minimum of six hours daily from Dec. 19 through Dec. 31, inclusive, in order to observe regular university vacation period. Granted Oct. 11; announced Oct. 17.

WJJL Niagara Falls, N. Y.—Granted cp to change ant.-trans. location. Granted Oct. 11; announced Oct. 17.

KGFT Grafton, N. D.—Cp for new am to be operated on 1370 kc, 1 kw unl. with DA-N forfeited and call letters deleted. Deleted Oct. 18.

WMLP Milton, Pa.—Granted authority to modulate trans. with audio tones of 12 kc with approx. 5% modulation in order to remote control am trans. for period of 90 days. Granted Oct. 10; announced Oct. 17.

WTIV Titusville, Pa.—Granted mod. of cp to move ant.-trans. location 960 ft. north of present site. Granted Oct. 10; announced Oct. 17.

WABA Aguadilla, Puerto Rico—Granted mod. of cp for decrease in power from 500 w to 250 w. Granted Oct. 10; announced Oct. 17.

APPLICATIONS

WGOV Valdosta, Ga—Seeks cp to change from DA-2 to DA-N only. Filed Oct. 14.

WRAW Reading, Pa.—Seeks cp to change ant.-trans. and studio locations; operate trans. by remote control and make ant. system changes (increase height). Filed Oct. 19.

WPRE Prairie du Chien, Wis.—Seeks cp to change from 1280 kc to 980 kc and ant. system changes. Filed Oct. 18.

Existing Fm Stations . . .

ACTIONS BY FCC

WBOW-FM Terre Haute, Ind.—Granted cp to change ERP to 12 kw. Granted Oct. 14; announced Oct. 17.

WSOC-FM Charlotte, N. C.—Granted mod. of license to change ERP from 38 kw to 35 kw. Granted Oct. 14; announced Oct. 17.

KDKA-FM Pittsburgh, Pa.—Granted cp to change trans. location; ERP to 47 kw; ant. height to 890 ft. make ant. system changes; trans. may be operated by remote control from Grant Bldg., Pittsburgh. Granted Oct. 14; announced Oct. 17.

APPLICATIONS

WBOW-FM Terre Haute, Ind.—Seeks cp to change ERP to 12 kw, ant. height above average terrain to 233 ft. Filed Oct. 14.

WBNY-FM Buffalo, N. Y.—Seeks cp to change ERP to 94 kw; ant. height above average terrain to 572 ft. and ant. changes. Filed Oct. 18.

WSOC-FM Charlotte N. C.—Seeks mod. of license to change ERP to 35 kw. Filed Oct. 14.

PETITION

WHOM-FM New York—Petitions FCC to amend Sec. 3.261 so as to permit fm station to be silent on Sunday. Filed Oct. 14.

Ownership Changes . . .

ACTIONS BY FCC

KCBQ San Diego, Calif.—Granted transfer of control to **Bartell Broadcasters Inc.** for $160,000 plus six-month option to purchase **KRUX Glendale, Ariz.,** for $70,000 in addition to $30,000 for consultants fees, etc. Bartell is licensee of **WOKY Milwaukee** and **WAPL Appleton,** both **Wis.** Granted Oct. 19.

KLOK San Jose, Calif.—Granted assignment of license to Radio KLOK Inc. Corporate change only; no change in control. Granted Oct. 13; announced Oct. 17.

KGDM Stockton, Calif.—Granted assignment of license to Golden Valley Bcstg. Co. for $162,500. Principals are Pres. **L. E. Chenault** (17.5%), 20% owner **KYNO Fresno, Calif.,** 20% owner **KONG Visalia, Calif.,** and minority stockholder of **KSTN Stockton,** which interest he will sell; Sec. **Bert Williamson** (17.5%), 15% owner **KYNO,** 15% owner **KONG; Amelia Schuler** (17.5%), 65% owner **KYNO,** 65% owner **KONG;** Vice Pres. **Alan L. Torbet** (18.6%), west coast manager of Headley-Reed Co., station representatives; Treas. **Richard C. D. Bell** (18.6%), holds 1.33% stock in Columbia Empire Telecasters Inc., unsuccessful applicant for tv station in Portland, Ore., which is appealing case in court, and **Lindsey H. Spight** (10.3%), vice president and Pacific Coast manager of Blair-Tv Inc., tv representative. Granted Oct. 19.

KRXK Rexburg, Idaho—Granted transfer of control to **Alfred E. Shumate** for $64,000. Mr. Shumate is former commercial manager of **KSO Des Moines, Iowa.** Granted Oct. 19.

KTVH (TV) Hutchinson, Kan.—Granted assignment of cp to Wichita-Hutchinson Co., 80% owned by *Minneapolis Star* and *Tribune* for $1 million. Papers are part of Cowles interests which own **WCCO-AM-TV Minneapolis, KRNT-AM-FM Des Moines, Iowa, KVTV (TV) Sioux City, Iowa,** and **WNAX Yankton S. D.** Granted Oct. 19.

WVIM Vicksburg, Miss.—Granted transfer of control to **John F. Shea** for $30,000. Mr. Shea is chief engineer of **WSGN Birmingham** and is applicant for new am at Montgomery, Ala. Granted Oct. 19.

WTRX-AM-FM Bellaire, Ohio—Granted assignment of license to WTRX Inc. Corporate change only; no change in control. Granted Oct. 13; announced Oct. 17.

WBEX Chillicothe, Ohio—Granted acquisition of control by **Truman A. Morris** through sale by John E. and Marjorie B. Halliday of two-thirds interest in station to Mr. Morris for $50,000. Granted Oct. 19.

KCNY San Marcos, Tex.—Granted transfer of control (87.53%) to Gonzales Bcstg. Co. for $20,000. Principals are **Lawrence M. Walshak** and **Frank Wilson Jr.,** owners of **KCTI Gonzales, Tex.** Granted Oct. 19.

APPLICATIONS

KBID-TV Fresno, Calif.—Seeks assignment of license to **John Poole Bcstg. Co.** No change in ownership; corporate change only. Filed Oct. 19.

KVNI Coeur d'Alene, Idaho—Seeks transfer of control to Alan Pollock for $152,599.78. Mr. Pollock is 6.5% owner and program manager of **KBET-TV Sacramento, Calif.** Filed Oct. 14.

WJVA South Bend, Ind.—Seeks assignment of license to **Booth Radio & Television Stations Inc.** for $103,000. Booth is licensee of **WJLB Detroit, WBRI (FM) Detroit, WBBC Flint** and **WSGW Saginaw,** all Mich., and is applying for new tv in Parma, Mich., new am in Lansing, and transfer of control of **WTOD-WTRT (FM) Toledo, Ohio.** Filed Oct. 14.

KRTN Raton, N. M.—Seeks assignment of license to Colfax County Bcstg Co. for $50,000. Sole owner is **W. Lloyd Hawkins,** 20% owner **KTNM Tucumcari, N. M.,** and 50% owner **KHOB Hobbs, N. M.** Filed Oct. 19.

KRCT Baytown, Tex.—Seeks transfer of control to **W. D. Christmas.** Mr. Christmas already owns 45% interest in **KRCT** and is purchasing additional 35%. Besides Mr. Christmas' 35%, stock also is being sold to **Robert C. Jones** 2%, **John H. Touchstone** 5% and **Bay Bcstg. Co.** 13%. Stock being sold for total price of $55,000. Filed Oct. 14.

KGVL Greenville, Tex.—Seeks assignment of license to Radio Station **KGVL** Inc. **Truett Kimzey,** station owner, will retain 89% control, with 10% going to station manager **Leo Hackney** for $5,000. **Mrs. Kimzey** will own remaining 1%. Filed Oct. 14.

KERB Kermit, Tex.—Seeks transfer of control to **Homer V. Brinson, Earl S. Walden,** and **Paul B. Greenwood** for $80,000. Mr. Walden (50%), is chinchilla raiser; Mr. Brinson (25%), is 50% owner of oil field testing firm, and Mr. Greenwood (25%) is salesman for **KJBC Midland, Tex.** Filed Oct. 19.

Hearing Cases . . .

INITIAL DECISION

Washington State—Hearing Examiner J. D. Bond issued initial decisions in which he held cease and desist orders should not be issued in cases of three unlicensed tv "booster" stations in central Washington State, and, accordingly, would dismiss proceedings against them. Hearings resulted from Commission orders of March 30 directing C. J. Community Services Inc., Bridgeport; R. E. Darwood, et al., Quincy; and H. J. Miller, Nespelem to show cause why they should not stop operating without licenses, without licensed operators, and rebroadcasting programs without authority of originating stations.

OTHER ACTIONS

Clarksdale-Greenville, Miss.—Oct. 19 FCC (1) denied petition by Cotton Belt Bcstg. Corp. of Mississippi, Clarksdale, Miss., for acceptance of late appearance in proceeding involving its application and that of Delta-Democrat Pub. Co., Greenville, Miss., each seeking new am on 900 kc, and (2) dismissed with prejudice Cotton Belt's application.

NBC Cleveland, Ohio Westinghouse Bcstg. Co. Philadelphia, Pa.—Have been notified applications for exchange of properties indicate necessity of hearing. Involves applications for (1) assignment of licenses of **WTAM-AM-FM** (also cp of latter) and **WNBK (TV),** from NBC to Westinghouse and (2) assignment of licenses of **KYW** and **WPTZ (TV),** from Westinghouse to NBC. Comrs. Hyde, Doerfer and Lee dissented; favored grant.

Galveston, Tex.—Oct. 19 FCC denied in all respects petition for further oral argument filed by **KTRK-TV Houston, Tex.,** ch. 13, requesting that parties in proceeding on application of Gulf Television Co. for mod. of cp of **KGUL-TV Galveston, Tex.,** ch. 11, be allowed additional 10 minutes of oral argument for purpose of clarifying certain alleged conflicts in transcript of Sept. 27 oral argument.

Routine Roundup . . .

October 12 Decisions

Renewal of License

WICA-FM Ashtabula, Ohio; WKSU-FM South Lincoln, Ohio; WAKR-FM Akron, Ohio.

October 13 Decisions

ACTIONS ON MOTIONS
By Chief Hearing Examiner James D. Cunningham

WDAY Fargo, N. D.—Granted petition for

Western Network

$25,000.00

Here is an opportunity to acquire a good facility with $10,000.00 down. 1954 gross over $50,000.00. Ample industry, growth and healthy mountain climate.

Appraisals • Negotiations • Financing

BLACKBURN - HAMILTON COMPANY

RADIO-TV-NEWSPAPER BROKERS

WASHINGTON, D. C.	CHICAGO	SAN FRANCISCO
James W. Blackburn Clifford Marshall	Ray V. Hamilton	William T. Stubblefield
Washington Bldg. Sterling 3-4341-2	Tribune Tower Delaware 7-2755-6	111 Sutter St. Exbrook 2-5671-2

ave to intervene in hearing reapplication Kossuth County Bcstg. Co., Algona, Iowa. tion Oct. 11.

By Hearing Examiner H. Gifford Irion

Gave notice of prehearing conference re plication of Iredell Bcstg. Co., **(WDBM), Statesville, N. C.**, on Oct. 20. Action Oct. 11.

KBOL Boulder, Colo. Broadcast Bureau—anted motions of **KBOL** to declare am applint Garden of the Gods Bcstg. Co., Manitou prings, Colo., in default and in part motion of unsel for Broadcast Bureau to continue hearg indefinitely with respect to Taylor Bcstg. ., Colorado Springs, Colo., which hearing was ntinued to Dec. 1. Action Oct. 12.

By Hearing Examiner Thomas H. Donahue

KSEM Moses Lake, Wash.—Granted petition r various corrections to transcript of hearing ch. 43 proceeding involving application of asin Tv Co. **(KBAS-TV), Ephrata, Wash.** Action t. 12.

By Hearing Examiner Hugh B. Hutchison

Broadcast Bureau—Granted petition to move aring from Washington, D. C., to Boston, ass., with exact time and place to be announced subsequent notice, re application of The orthern Corp. **(WMEX), Boston, Mass.**, for newal of license. Action Oct. 7.

By Hearing Examiner Basil P. Cooper

WHLN Harlan, Ky.—Granted motion for varus corrections to transcript of hearing re plication of **KY-VA** Bcstg. Corp. **(WKYV), arlan, Ky.**, and ordered that time for filing of oposed findings of fact and conclusions of w remains unchanged; namely, due Oct. 17. tion Oct. 10.

October 14 Applications

ACCEPTED FOR FILING

Remote Control

KCHR Charleston, Mo.; WICE Providence, R. I.; KLC St. Albans, W. Va.

License to Cover Cp

KGO-TV San Francisco, Calif.—Seeks license cover cp which authorized changes in facilis of existing tv station.

WRDW-TV Augusta, Ga.—Seeks license to cover which authorized new tv station.

WKKO Cocoa, Fla.—Seeks license to cover cp hich authorized increase in power.

KSUL Sulphur, La.—Seeks license to cover cp hich authorized new am station.

Modification of Cp

WEEK-TV Peoria, Ill.—Seeks mod. of cp (which thorized new tv station) to extend completn date to 3-31-56.

WBOC-TV Salisbury, Md.—Seeks mod. of cp hich authorized new tv station) to extend mpletion date to 5-11-56.

October 17 Decisions

BROADCAST ACTIONS

The Broadcast Bureau

WAFB-TV Baton Rouge, La.—Granted Extenn of completion date to 4-26-56.

WCOU-TV Montgomery, Ala.—Granted extenn of completion date to 5-10-56.

WFMJ-TV Youngstown, Ohio—Granted extenn of completion date to 5-13-56.

KARK-TV Little Rock, Ark.—Granted extenn of completion date to 4-20-56.

Actions of October 14

WNOW FM York, Pa.—Granted license covering anges in licensed fm station; conditions.

Following were granted extensions of comtion dates as shown: **WEEK-TV Peoria, Ill.**, 4-25-56; **WBOC-TV Salisbury, Md.**, to 5-11-56; **AIQ (TV) Andalusia, Ala.**, to 5-9-56.

Following stations were granted authority to erate trans. by remote control. **WICE Provience, R. I.; WKLC St. Albans, W. Va.; KCHR arleston, Mo.**

Actions of October 13

WMAG Forest, Miss.—Granted license for am tion.

Following were granted extensions of comtion dates as shown: **KTTV (TV) Los Angeles, lif., to 5-3-56; WTOK-TV Meridian, Miss.**, to -56; **WNAO-TV Raleigh, N. C.**, to 5-7-56; **KA-TV Pittsburgh, Pa.**, to 5-10-56.

Following were granted authority to operate ns. by remote control: **KGAS Carthage, Tex.**; **AE Pittsburgh, Pa.**, while using non-DA ant.

Actions of October 12

WPFM (FM) Providence, R. I.—Granted license fm station.

WNBF Binghamton, N. Y.—Granted license covng change in D non-DA location (employing posed tv tower and ground system).

WSFA Montgomery, Ala.—Granted authority to erate trans. by remote control while using n-DA.

KFUO Clayton, Mo.—Granted extension of comtion date to 1-16-56, condition.

Actions of October 11

WEVA Emporia, Va.—Granted license covering ange of facilities, and change in ant. and ound system.

Following were granted extensions of comtion dates as shown: **WPNX Columbus, Ga.**, to 12-9-55; **KTVI (TV) St. Louis, Mo.**, to 5-9-56.

Actions of October 10

KNER (FM) Dallas, Tex.—Granted license for noncommercial educational fm station.

WMYN Mayodan, N. C.—Granted extension of completion date to 2-2-56.

ACTIONS ON MOTIONS

By Comr. E. M. Webster

St. Louis Telecast Inc., Broadcast House Inc., 220 Television Inc., St. Louis, Mo.—Granted joint petition for extension of time to Nov. 7 to file exceptions to initial decision and to Dec. 5 to file replies to exceptions in ch. 11 proceeding, St. Louis. Action Oct. 13.

By Chief Hearing Examiner James D. Cunningham

Samuel Elman, Hartford, Conn.—Granted petition of Aug. 15, insofar as it seeks dismissal of his application without prejudice and dismissed insofar as it requests acceptance of limited appearance filed late. Action Oct. 13.

By Hearing Examiner Basil P. Cooper

WHLN Harlan, Ky.—Granted petition for extension of time to Oct. 24, to file proposed findings of fact and conclusions in am proceeding re application of KY-VA Bcstg. Corp. **(WKYV), Harlan, Ky.** Action Oct. 14.

By Hearing Examiner J. D. Bond

Oceanside-Carlsbad Bcstg. Co., Oceanside, Calif.—Granted petition for leave to amend its am application so as to substitute as exhibits therewith separate balance sheets for two partners, dated July 21 and Sept. 7, in order to provide current information upon the partner's financial condition. Action Oct. 13.

By Hearing Examiner Elizabeth C. Smith

WNYC New York, N. Y., WCCO Minneapolis, Minn.—Granted joint petition for continuance of hearing from Oct. 18 to Jan. 4, re application of WNYC for SSA to operate additional hours from 6 a.m. (EST) to sunrise New York City and from sunset Minneapolis, to 10 p.m. (EST). Action Oct. 14.

By Hearing Examiner Annie Neal Huntting

Ordered that hearing examiner's ruling re exhibits admitted by Drew J. T. O'Keefe are clarified to show that O'Keefe exhibit 15 is admitted in record unconditionally. Action Oct. 14.

October 18 Applications

ACCEPTED FOR FILING

License to Cover Cp

WHAB Baxley, Ga.—Seeks license to cover cp which authorized increase in power.

KAYT Rupert, Idaho—Seeks license to cover cp which authorized new am station.

WCRE Cheraw, S. C.—Seeks license to cover cp which authorized increase in power.

KOSF Nacogdoches, Tex.—Seeks license to cover cp which authorized moving trans. location 900 ft. east of present site; move studios to 300 East Main St., Nacogdoches and operate trans. by remote control from studio location.

KUHF (FM) Houston, Tex.—Seeks license to cover cp for replacement of expired cp.

Modification of Cp

WCOV-TV Montgomery, Ala.—Seeks mod. of cp to extend completion date to 5-10-56.

KARK-TV Little Rock, Ark.—Seeks mod. of cp to extend completion date to 4-20-56.

WAFB-TV Baton Rouge, La.—Seeks mod. of cp as mod. to extend completion date to 3-29-56.

WFMJ-TV Youngstown, Ohio—Seeks mod. of cp to extend completion date to 5-13-56.

Cp

KUHF (FM) Houston, Tex.—Seeks cp to replace expired cp which authorized changes in existing station.

SCA Returned

KSJO-FM San Jose, Calif.—Application for subsidiary communications authorization returned (incorrect name and signature).

October 18 Decisions

KSTF (TV) Cheyenne, Wyo.—Granted extension of completion date to 4-18-56.

October 19 Applications

Accepted for Filing

License to Cover Cp

WMRP Flint, Mich.—Seeks license to cover cp which authorized change frequency and increase power.

WMSL-TV Decatur, Ala.—Seeks license to cover cp which authorized new tv station.

Renewal of License

WOPA Oak Park, Ill.; WNAM Neenah, Wis.

Modification of Cp

KRBC-TV Abilene, Tex.—Seeks mod. of cp to extend completion date.

KFJZ-TV Fort Worth, Tex.—Seeks mod. of cp to extend completion date.

KSTF (TV) Scottsbluff, Neb.—Seeks mod. of cp to extend completion date.

October 19 Decisions

KRBC-TV Abilene, Tex.—Granted extension of completion date to 4-15-56.

KFJZ-TV Fort Worth, Tex.—Granted extension of completion date to 5-17-56.

KPOO Aptos, Calif.—Granted mod. of cp to change ant.-trans. studio location.

KOYN Billings, Mont.—Granted license to cover cp which authorized new am.

WAPG Arcadia, Fla.—Granted license to cover cp which authorized new am station.

KBGF Great Falls, Mont.—Granted license to cover cp which authorized new am station.

UPCOMING

OCTOBER

Oct. 24-25: Central Canada Broadcasters Assn. Annual Meeting, London Hotel, London, Ont., Canada.

Oct. 28: Ohio State U.'s 12th Adv. Conference, Deshler-Hilton Hotel, Columbus, Ohio.

Oct. 29-Nov. 3: N. C. Assn. of Broadcasters, Aboard M. S. Stockholm (Bermuda Cruise).

Oct. 31-Nov. 2: Assn. of National Advertisers Meeting, Hotel Plaza, New York.

NARTB Regional Meetings

Region 8 (Dist. 15, 16 17, Wash., Ore., Calif., Nev., Ariz., Hawaii, Alaska)	Oct. 24-26	St. Francis Hotel, San Francisco
Region 7 (Dist. 14, N. M., Colo., Utah, Wyo., Idaho, Mont., Western S. D.)	Nov. 1-3	Broadmoor Hotel, Colorado Springs
Region 5 (Dist. 10, 11, Minn., N. D., Eastern S. D., Iowa, Neb., Mo.)	Nov. 7-9	Fort Des Moines Hotel, Des Moines
Region 6 (Dist. 12, 13, Kan., Okla., Tex.)	Nov. 15-17	Baker Hotel, Dallas

BROADCASTING • TELECASTING

THE NEWSWEEKLY OF RADIO AND TELEVISION

1735 De Sales Street, N. W., Washington 6, D. C.

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- ☐ 52 weekly issues and BROADCASTING Yearbook-Marketbook 9.00
- ☐ 52 weekly issues and TELECASTING Yearbook-Marketbook 9.00
- ☐ 52 weekly issues and both Yearbook-Marketbooks 11.00

☐ Enclosed ☐ Bill

name *title/position*

company name

address

city *zone* *state*

Please send to home address — —

Dividends for All

NOT ONLY the stockholders of American Broadcasting-Paramount Theatres Inc. but the public in general should be pleased by the news that the broadcasting division of the company is operating this year at a profit.

It assures ABC of a stronger position in radio and television network competition. The more networks that are able to survive and flourish, the better and more varied the programs which the public can see and hear.

An ABC in the black is not only an asset to broadcasting; it is a virtual necessity. However successful and ingenious they may be, two networks cannot do the work of three in television nor three the work of four in radio.

It is especially gratifying that ABC should turn the profit corner in a year of unprecedented competition among networks.

In radio the going is tough for all. At least one and perhaps others of the four radio networks are losing money. All are making efforts to adjust their programming and operations to the new patterns of radio listening, and there is reason to believe and certainly to hope that their efforts will not fail.

In television the competition is particularly fierce because of the enormous amounts of money involved and particularly difficult because of the awkward distribution of facilities.

The inability of four networks to find comparable outlets in many major markets was an important reason for the withdrawal of DuMont from the live networking field. The three survivors still cannot get into a number of key centers on an equal footing.

The tremendously improved ABC-TV programming, which is both a cause and result of improved financial position, will in turn strengthen the network's affiliates, including those whose facilities may not be as desirable as those of their competitors affiliated with CBS-TV and NBC-TV. To that extent the entire television system will be strengthened.

Past and Future

AN EXPANSION of opportunities for television stations (and hence networks) to compete successfully is, of course, the primary problem now before the FCC.

In its consideration of that problem, the FCC has already received a number of suggested cures and considerable advice. Among the items of information now in the commission's possession is a study by Sidney S. Alexander, CBS Inc. economist, theorizing that the present economic limit of tv stations is 600 plus some satellites. *(Full text of Mr. Alexander's study was presented exclusively in B•T Oct. 17.)*

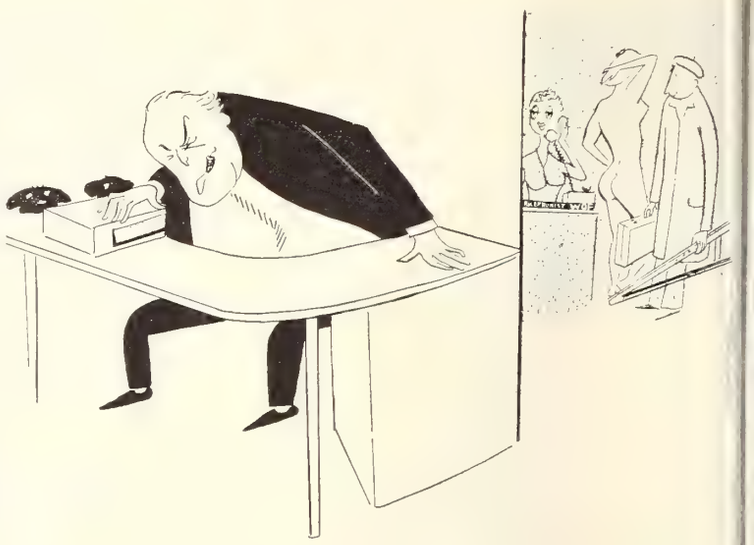
In Mr. Alexander's view, there are only 217 potential U. S. television markets which can support one or more stations. Of those, 78 can support four or more, 30 can support three, 57 can support two and 52 can support one. Accordingly, by his reasoning, the theoretical maximum of television markets in which three networks can find exclusive, healthy affiliates is 108.

Mr. Alexander points out that 86.4% of the nation's families live within those 108 tv markets, meaning that if his theories were to turn into facts each of three television networks would have access to 86.4% of the total potential U. S. market. That probably is as large a potential coverage as most network advertising budgets can accommodate.

To an FCC which is harried by many pressures and—at least for the moment—by almost complete lack of unanimity among its members as to how its television allocations should be repaired, a study as well-reasoned and clearly presented as Mr. Alexander's may seem tempting. Although his work wholly disregards spectrum assignments, it would be possible to read into it a solution to the vexing uhf-vhf crisis. If 600 program originating stations are the most the U. S. advertising economy can support, why provide allocations for more?

To find equitable facilities for only 217 localities with only 600 stations certainly would be an infinitely easier job than the FCC undertook in its 1,800-plus commercial allocations of 1952 or will undertake if it attempts to revise those allocations without significantly reducing their total. As is often the case, the easy way here is not the best.

Both the virtue and the weakness of Mr. Alexander's study lie in the facts upon which his theorizing is based—the financial historie to date of U. S. television stations. The virtue is that the use c known and irrefutable facts gives special substance to theorizin The weakness is that television history is short. As Mr. Alexand himself points out, the future may bring new economies of televisio station operation and new sources of revenue. It is that kind c future that the FCC must make allowance for.



Drawn for BROADCASTING • TELECASTING by Duane McKen

"He wants to do a painting on tv? How many people will look at that?

It would be as wrong to tailor the future pattern of television t the measure of television's inconsiderable past as it would have bee for the directors of General Motors to plan their manufacturin capacity for 1955 on the basis of automotive sales in 1915. If the had done so and had been obliged to adhere to such plans, th company would be out of business.

Yet as long as the FCC is intent upon maintaining some sort c fixed allocations plan, it is binding the industry to indefinite oper tion within the limits of that plan. The difficulties of altering planned economy such as the FCC has worked out for tv are glarin ly apparent right now. Assuming suitable repair is accomplishe in the present proceedings, one cannot hope for another major repa job for some time.

To be sure, economic potentials cannot be ignored by the FC The allocation of seven vhf stations to a cross-roads in Texas woul of course, be idiotic. But neither can present economics be d pended upon as a finite guide to the television system of the future.

It is not a simple job that the FCC faces. It would be wrong f the commission to be tempted into thinking it is.

Friendly Criticism

BROADCASTERS interested in getting more national busine (which one isn't?) would be wise to heed some advice offere them a few days ago from two different platforms.

BBDO's Frank Silvernail, speaking at an NARTB regional mee ing in Roanoke, asserted candidly that in "too many cases" radi stations have been derelict about selling local distributors and dea ers on the importance of radio advertising. "What good does do for us to recommend the use of radio in a specific market whe we know it would be an asset," he asked, "if the district manage report that their big dealers are more or less lukewarm about it?

At Radio Advertising Bureau's National Radio Advertising Clini in New York, the identical point was made by Milner Products Co. president, Howard S. Cohoon, a man whose faith in radio is matche only by his success with it: "I am sold on radio—but it would hel me a lot if my brokers and customers understood its value as I fe that I do. The responsibility is yours. No one else can do it."

It is not a new lesson. RAB, among others, has been preachin it for a long time. Many broadcasters are practicing it. It is el mental, not only in radio but also in television. And when adve tiser and agency executives such as Messrs. Cohoon and Silverna consider such a fundamental point to be still needing emphasis, i behooves broadcasters to sit up and listen—and then go out and ac

• Nighttime Sock in the Daytime

. . . on WWJ-TV, of course!







"HOUR OF SHOWS"

WITH

JOHN CONNOLLY

12:30 to 1:30 P.M.

• *Monday through Friday*



Chalk up another powerful sales-maker for Michigan's First Television Station!

"Hour of Shows" presents two outstanding productions back to back . . . features Dane Clark, Melvyn Douglas, Ann Rutherford, Cesar Romero, Marjorie Reynolds and other headliners. To add still more glamor, the "Hour of Shows" host is matinee idol John Connolly who has sung his way into the hearts of hundreds of thousands of Detroit-area women.

Here's the quality, the appeal, the salesmaking sock of nighttime programming at daytime rates. Here's where your Detroit participation budget belongs. For availabilities on "Hour of Shows," phone, wire or write your nearest Free & Peters office or WWJ-TV direct.

In Detroit . . . You Sell More on channel 4 **WWJ-TV**

NBC Television Network
DETROIT

Associate AM-FM Station WWJ

FIRST IN MICHIGAN • *Owned and Operated by* **THE DETROIT NEWS**

• *National Representatives:* **FREE & PETERS**



they listen while they work



Availabilities

EARLY BIRDS
7:15 – 8:30 a.m.
820

LADIES FIRST
10:00 – 10:30 a.m.
570

ROSEMARY JOHNSON SHOW
11:45 – 12:00 noon
820

MELODY-GO-ROUND
(minute participations)
1:15 – 3:00 p.m.
570

Whatever else they're doing, women-folks in North Texas are *also* listening to WFAA! They keep their radios tuned while they're sewing . . . cleaning . . . cooking . . . and looking after little North Texans. No other station in Radio Southwest offers such a variety of on-the-go entertainment. And no other station has as many listeners as WFAA.*
Music and drama, news and sports, grand opera and soap opera, WFAA gives busy people their own brand of listening enjoyment.
Why not tell them *your* brand of merchandise? They've got money to spend, and time to listen . . . when you're selling on WFAA.
Ask the Petry man for details.

** Source: 1955 Whan Study*

A Clear Channel Service of the Dallas Morning News

WFAA *Dallas*

50,000 WATTS

NBC

Alex Keese, *Manager*
Geo. Utley, *Commercial Manager*
Edward Petry & Co., Inc., *Representative*

TOBER 31, 1955

35c PER COPY

BROADCASTING TELECASTING

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$4 Million
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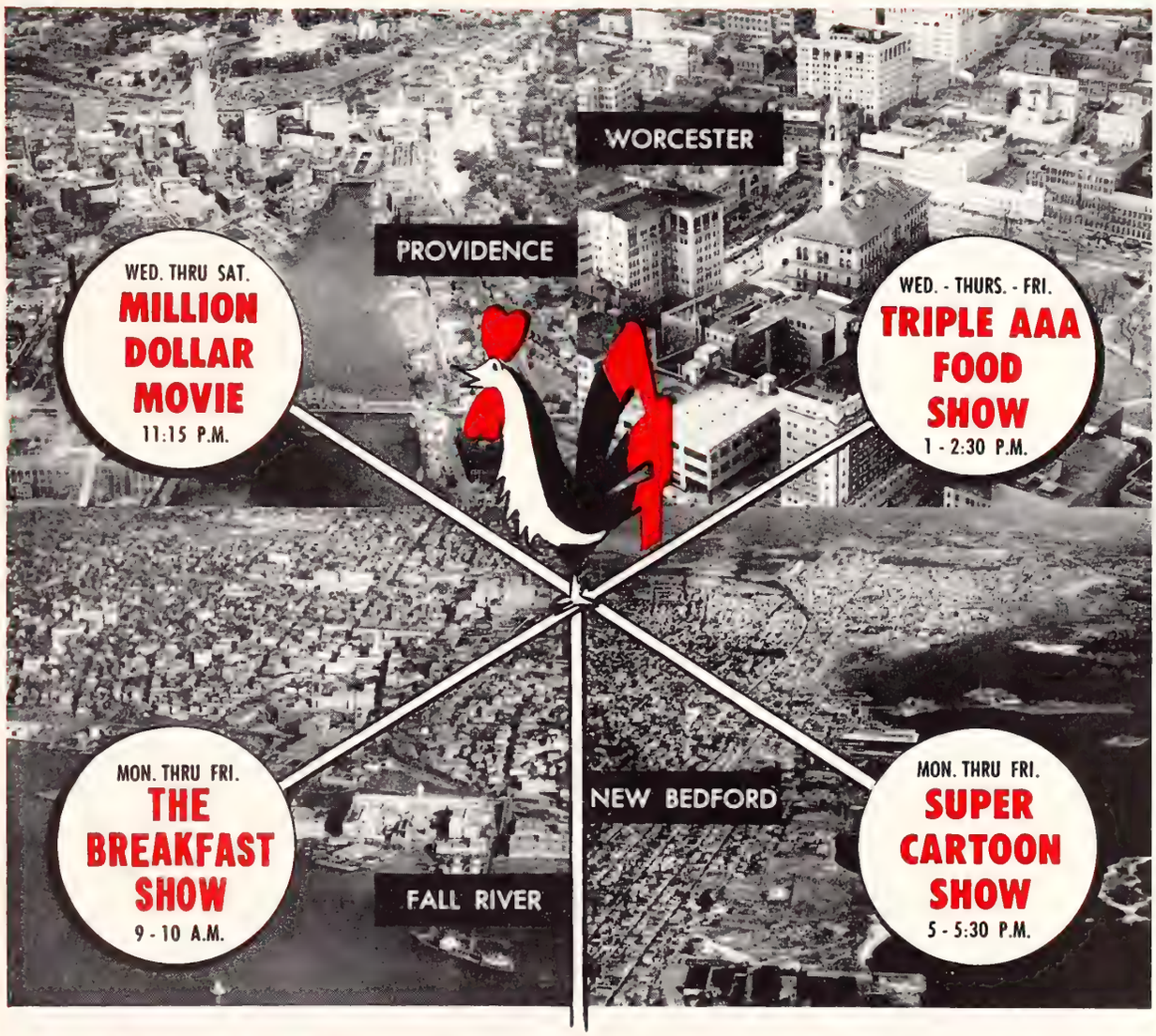
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NEWSWEEKLY
RADIO AND TV



Big 4 Shows! Big 4 Markets!

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WJAR-TV DOMINANT 10

★ Embraces All Of Southern New England . . . PLUS Brockton, Taunton, New London and The Cape as well. Details on BIG 10's BIG 4 from any WEED TELEVISION office.

WJAR-TV PROVIDENCE, RHODE ISLAND
Represented by WEED TELEVISION

KSLA-FULL POWER -NOV. 15

CHANNEL 12 SHREVEPORT
COVERING THE RICH ARK-LA-TEX AREA

LOWEST COST PER THOUSAND

...because present low rates are in effect for established clients through June 1956!

CBS-ABC NETWORK SHOWS

Sure-fire attractions to draw this huge new audience to KSLA's top-notch local programming.

22 MONTHS ON THE AIR

Shreveport's only experienced television staff, with 22 months of telecasting to its credit.



Louisiana's TALLEST TOWER — 1,442 Feet Above Sea Level

BUSINESS IS GOOD in the rich ARK-LA-TEX MARKET...
More people with a higher spendable income! Over $203 million in grocery sales, $27 million in drug sales, $236 million in automotive sales. 77,390 farms with a gross income of $171,155,000.

...and now, great new 48-COUNTY—3-STATE COVERAGE!

KSLA'S 316 KW Market Picture

Population	1,178,450
Households	311,235
Shreveport Mkt. Circ.	150,830*
Spendable Income	$1,275,069,000
Income per household	3,411
Retail Sales	$ 876,193,000

Source: SRDS 1955 Consumer Markets *TELEVISION MAGAZINE

PAUL H. RAYMER COMPANY, INC. National Representatives
New York • Atlanta • Detroit • San Francisco • Hollywood • Dallas • Chicago

FIRST IN SHREVEPORT, LOUISIANA

KSLA CHANNEL 12

Affiliated with CBS and ABC



Represented nationally by the Bolling Company — New York — Chicago

Published every Monday, with Yearbook Numbers (53rd and 54th issues) published in January and July by Broadcasting Publications, Inc., 1735 DeSales St., N.W., Washington 6, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

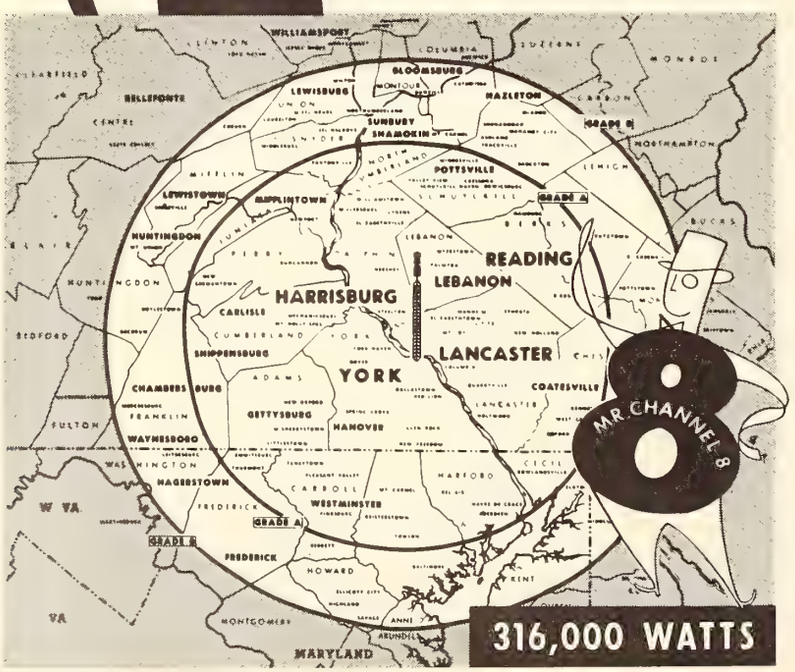


your go-sign for sales

in the great Channel 8 Multi-City Market

WGAL-TV

LANCASTER, PENNA. NBC and CBS



This market offers you a unique sales opportunity, and here's why. It is a *multi-city* region, a diversified, prosperous area, a spending market. It is the home of 3½ million people who own 912,950 TV sets and have an effective yearly buying income of $5½ billion. Follow the sign for sales. Buy WGAL-TV.

Steinman Station — Clair McCollough, Pres.

Representatives:

MEEKER TV, INC.

New York • Chicago • Los Angeles • San Francisco

closed circuit

POLITICAL PRICE TAG • NBC may sell its 1956 political convention and election coverage in one of three different ways. If single advertiser takes whole package, price will be $5 million. If two advertisers split it, their cost will be $2.75 million each. And if there's three-way sponsorship, price will be $2 million each. Philco, which sponsored in 1952, is expected to take one share if it's multi-sponsored (early story page 29). Package will include two hours on Sunday preceding elections—one for Democrats, called *Donkey*, and one for GOP, called *Elephant*—in addition to coverage of both nominating conventions and election returns.

B•T

PACIFIC Telephone and Telegraph Corp. has started $1 million installation of radio and tv lines in San Francisco's Cow Palace in anticipation of special event coverage of Republican nominating convention to begin next August. There now are two tv lines and six radio lines permanently installed. Between now and next August these facilities will be upped to 40 tv circuits and at least 100 radio channels, more if needed. Aside from Cow Palace links, PT&T must connect major hotels where various candidates will headquarter. Phone officials describe it as the greatest technical installation to date. Two hops are required for tv circuits, most of which will be microwave relays, because of hilly terrain.

B•T

ANTI-FREEZE • Don't look for action this week by FCC on deintermixture or rule-making proceedings involving tv allocations, in pursuance of tentative votes taken during Oct. 17 week. One highly placed legislator, concerned over reports that FCC might invoke "soft freeze" this week in line with some pending petitions, was assured by one of three FCC members in Washington by long distance that there was little prospect of any definitive action now and that he was confident no freeze would be imposed.

B•T

LOOKS as though freshman Commissioner Richard A. Mack may be swing man on vhf-uhf allocations decisions. Although not hard and fast, line up as of moment seems to be like this: For immediate action on pending deintermixture and vhf grants—McConnaughey, Lee and Doerfer. For delay on these while rule-making proceeding is instituted—Hyde, Webster and Bartley. That leaves Comr. Mack in middle. Florida commissioner has tried to wade in slowly while he acquires background on problems, but he may have to cast vote in order to break tie.

WHILE IRON IS HOT • Revlon Products, New York, will put stock on public sale in next two weeks. Conversion to public stock company has been considered for some time, but fabulous success of its television property, *$64,000 Question*, is believed to have been deciding factor in making public offer now.

B•T

MEANWHILE, Revlon has quietly appointed Norman, Craig & Kummel, New York, as its agency for new product, Silicare, hand cream, with budget of around $1 million. Agency, which handles major portion of Revlon account, will place newest product on $64,000 Question.

B•T

JWT'S NEW MEDIA SETUP • Ruth Jones, timebuyer supervisor on Procter & Gamble account at Compton Adv., New York, is leaving to join J. Walter Thompson Co., New York, as a head group timebuyer, marking reorganization of JWT's entire media department. Details will be announced shortly, but new plan understood to include group associate media directors. Bert Mulligan, timebuyer at Compton, reportedly is in line to succeed Miss Jones at that agency as supervisor for P & G, although no replacement has been announced officially.

B•T

FLURRY of excitement last week over NBC letter to Westinghouse-owned WPTZ (TV) Philadelphia giving 90-day cancellation notice of affiliation was clarified Friday when it developed notice was more technical than otherwise. NBC contract with WPTZ has automatic renewal provision and NBC wants to renegotiate some clauses. At first, thought was that cancellation notice had connection with NBC-Westinghouse stations sale-swap, now pending at FCC, but this was vigorously disclaimed by officials on both sides.

B•T

BLACK SHEEP • Although Westinghouse isn't too happy with NBC Radio's new *Weekday* expansion of *Monitor* sales and programming concept, one of its stations, WOWO Fort Wayne, is among those affiliates which have signed new affiliation contracts that embrace such new sales principles (also see INTERVIEW with NBC's Robert W. Sarnoff, page 35). Other NBC Radio affiliates in Westinghouse group reportedly have been given cancellation notices but these are said to be technical moves to permit further negotiations on specific terms—a la notice to WPTZ (see above)—and to have been issued before new affiliation forms were distributed.

B•T

HIGH COMMAND of Radio Advertising Bureau may embrace two rather than single top executive in event Kevin Sweeney, incumbent president, decides to leave to enter private station ownership or accept offer from one of networks (it's understood both NBC and CBS have talked with him). Mr. Sweeney, who has been offered attractive new five-year contract, may decide to remain and, if he does, he probably will be buttressed by executive vice president. If he leaves, selection committee proposes to appoint two executives as president and executive vice president, respectively.

B•T

QUICK SERVICE PLAN • To spell out how FCC can immediately serve public in number of major markets by expediting action on pending cases thus providing additional urgently needed tv outlets, Robert H. Hinckley, ABC's Washington vice president, will submit "feasibility list" to FCC this week. He will follow approach of ABC President Robert E. Kintner, that there should be no arbitrary limitation of stations and that evolution of tv may see four or five networks rather than three (story page 51).

B•T

FEARS that NARTB President Harold E. Fellows had suffered relapse last week when he returned to Boston hospital were quickly dispelled when it was learned he merely was having routine checkup after attack of virus pneumonia. Mr. Fellows will be unable to attend this week's regional meeting at Colorado Springs but staff associates hope he will be able to attend last two meetings at Omaha and Dallas.

B•T

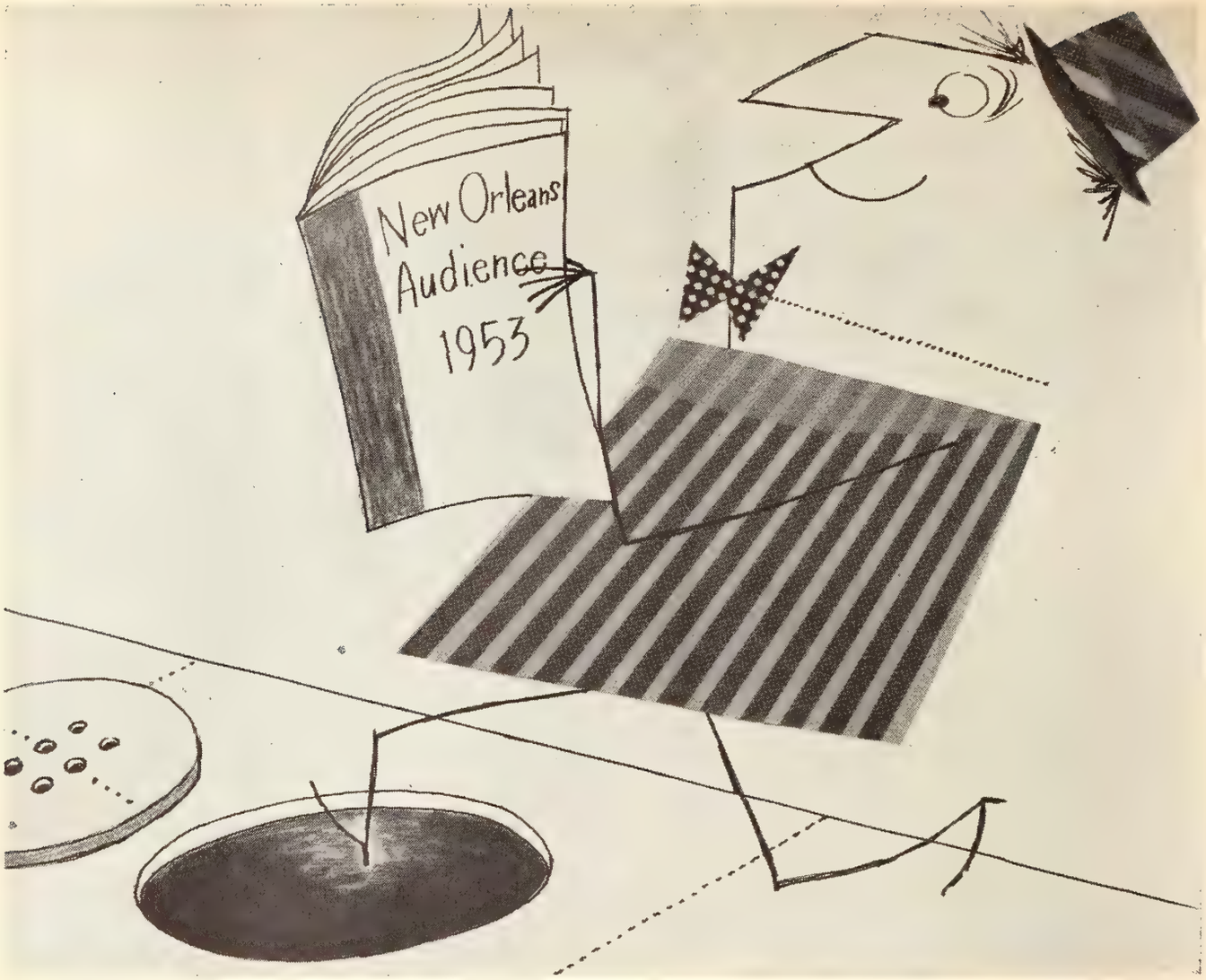
SAFE SEPARATION • Some surprise has been expressed regarding prospective assignment of Hartford's ch. 3 to Providence as this would conflict with 60-mile separation required for adjacent channels. Ch. 2 is assigned to Boston, only 46 miles from Providence. However, proposed assignment for Hartford's ch. 3 is Westerly, R. I., more than 35 miles southeast of Providence, well over 60 miles from Boston. There was no attempt to disguise fact that those favoring moving ch. 3 to Westerly are, in fact, aiming to use it for Providence.

B•T

DAN POTTER, television executive, William Esty & Co., New York, expected to join Edward Kletter Assoc., New York, as executive vice president.

B•T

AUTOMATION PROGRESS • While technical data on performance of 50 kw non-directional and directional radio transmitters in remote control tests are being kept under cover until experiments are complete, it's known that results surpass fondest hopes of engineers.



Living dangerously . . . in New Orleans

You can do a lot of living in New Orleans' lot of past . . . but in radio it's dangerous. Not *could* be. *Is*

Because until as recently as two years ago the heretofore showed a radio station named WTIX smack on the bottom of an eleven station market.

Then Mid-Continent took over and ten months later WTIX was New Orleans' number 1-rated station.

It's been at or near the top ever since.

A drastic upset in time-buying habits has followed this upheaval in the New Orleans listening habit. How old is your New Orleans story? That old? Call Adam J. Young, Jr., or WTIX General Manager Fred Berthelson.

MID-CONTINENT BROADCASTING COMPANY
President: Todd Storz

KOWH, Omaha
Represented by
H-R Reps, Inc.

WHB, Kansas City
Represented by
John Blair & Co.

WTIX, New Orleans
Represented by
Adam J. Young, Jr.

the new WTIX
New Orleans 16, La.

at deadline

CA to Seek $100 Million h First Public Financing

LANS to offer $100 million of 25-year con- rtible subordinated debentures to RCA com- on stockholders in November being an- unced today (Mon.) by Brig. Gen. David rnoff, RCA board chairman. Offering is bject to market conditions and other factors.

According to RCA, debentures will com- ise only outstanding senior obligation except r $150 million of promisory notes 1970-77 ld to insurance companies. Subscription ghts will be mailed to common stockholders out middle of November with debentures fered in ratio of $100 principal amount for ch 14 shares of common stock held of record.

RCA said offering represents its first public ancing. Registration statement covering pro- sed offering was filed Friday with Securities Exchange Commission. Lehman Bros. and zard Freres & Co. will manage nationwide oup of investment bankers to underwrite ering.

Some of proceeds will be for working capital eded for expanded business volume, with part proceeds, supplemented by other RCA nds, to be used for property additions and provements as well as for further "expansion d development" in electronics research, manu- cturing and services. RCA said 80% of its siness this year will be in products and serv- s introduced during past 10 years; that sales products and services in first nine months 1955 reached $740,662,000, for 12% in- ase over comparable period last year (1954 s largest volume of RCA business) and hest in any like period in RCA's history. is year's sales volume is expected to go over billion, RCA said.

olor's Potential Cited / NBC's Eiges

OLOR tv's unusual opportunities for public ations profession and its "perfection" as dium in that field should encourage public ations people to start planning color tv use w, Sydney H. Eiges, NBC vice president in rge of press, said Friday.

Speaking before second annual Middle At- tic Public Relations Conference, Washing- , D. C., sponsored by Public Relations Soci- of America, Mr. Eiges said tv, with color ded, "takes on an even greater role in the mmunications picture." He cited public re- ons possibilities of color documentaries, such travel films, studies of industries and trades, well as fashion, home decoration and garden- programs.

Mr. Eiges said NBC programs more than hours live color monthly with color signals w available in areas covering more than 90% all U. S. tv homes.

CA Cites Color Demand

A reported Friday that survey of its dis- butors and dealers throughout country in- ates "unprecedented demand for color tv eivers." C. P. Baxter, general manager, RCA tor television division, said demand for sets ntinues with possibility of color receivers in rt supply "during months ahead."

Mr. Baxter said survey showed that during rld Series period, 68 RCA color sets were sold in Cincinnati; 109 in Philadelphia; 181 in Los Angeles. He attributed demand for color sets to expanded color tv programming and RCA's stepped up advertising campaign.

TOLL TECHNIQUES

TECHNICAL discussion set for Wednesday on pay tv techniques, featuring Jerrold Electronics Corp., Philadelphia, and Skiatron Electronics & Television, New York, by New York section of Institute of Radio Engineers at auditorium of Engineering Society Bldg., 33 W. 39th St., New York at 7 p.m. [CLOSED CIRCUIT, Sept. 12]. Slated to appear: Donald Kirk Jr., vice president and director of research and development, Jerrold, who will emphasize technical as well as economic aspects of wired subscription tv system and will suggest how scrambled tv system codes can be broken; William J. Shanahan, chief engineer, and John H. Laub, consulting physicist and director, Skiatron, who will give technical description of firm's pay tv system.

NARTB Region 5 Agenda Announced; Meet Set Nov. 7-9

AGENDA was released Friday for NARTB Region 5 Conference at Fort Des Moines Hotel, Des Moines, Monday-Wednesday, Nov. 7-9. Region includes Districts 10 and 11, representing broadcasters from eastern S. D., Iowa, Minn., Mo., Neb., and N. D. Speakers are:

Monday (Radio Day): A. Prose Walker and Charles H. Tower, NARTB engineering and employer-employe relations managers, respectively; John McDonald, farm director, WSM Nashville; Henry B. Clay, KWKH Shreveport, NARTB Radio Board chairman.

Tuesday (Association Day): Joseph M. Sitrick and Vincent T. Wasilewski, NARTB publicity-information and government relations managers, respectively; Harold Fellows, NARTB president, FCC Comr. Rosel H. Hyde.

Wednesday (Television Day): Thad H. Brown Jr., NARTB tv vice president; Floyd Kalber, news director, KMTV (TV) Omaha; W. D. Rogers Jr., KDUB-TV Lubbock, Tex.; Mr. Tower.

IT'S MUTUAL

PROOF that people are people with common likes wherever they are came last week in first Nielsen report on British tv audiences, revealing that among families whose sets are equipped to receive new commercial service as well as BBC programs, top ranked show was *I Love Lucy*, with 94% share of audience. Second was *Sunday Night at the Palladium* (all-star variety show) with 93%. Other commercial tv programs, in competition with BBC fare, varied from *Lucy*'s 94% high to low of 11% of audience. Homes with old unconverted sets can receive only BBC programs, but Nielsen reports this number steadily dwindling.

• BUSINESS BRIEFLY

HUDNUT TO SSC&B • Hudnut Sales Co., N. Y., appoints Sullivan, Stauffer, Colwell & Bayles, N. Y., to handle advertising for its cosmetic division, including DuBarry treatment, makeup and hair products and Richard Hudnut light and bright hair preparations. Media plans as yet undetermined.

NETWORK SATURATION • Studebaker-Packard Corp., South Bend, reportedly has purchased $100,000 one-week "saturation" campaign on NBC Radio (Nov. 20-26) on behalf of 1956 Studebaker. Placed through Benton & Bowles, N. Y., order calls for 78 commercial announcements on such NBC Radio shows as *Monitor, One Man's Family, People Are Funny, Dragnet, Great Gildersleeve, Fibber McGee and Molly, Radio Theatre,* and several news shows.

INTRODUCTORY CAMPAIGN • National Biscuit Co., N. Y., placing five-week tv introductory campaign for its Shredded Wheat Jr., effective Nov. 10, in 35 southwest markets, using live participations in children's shows, and starting Nov. 15 in 30 southeastern markets for Wheat and Rice Honeys, using participations in women's and children's shows. Kenyon & Eckhardt, N. Y., is agency.

MORE FOR MATINEE • Latest advertisers reported to have signed for participations on NBC-TV's *NBC Matinee Theatre* (Mon.-Fri., 3-4 p.m., EST), which will be launched today (Monday) are Block Drug Co. and Sylvania Electric Corp., pushing "pre-sold" gross billings of series to about $3,650,000. Block Drug and Sylvania said to have purchased 30 participations each, raising number of participations already sold to 436. Pre-sold gross billings figure tops $2 million mark attained by *Home* before it went on air.

FLUFFO SPOTS • Procter & Gamble Co., Cincinnati, buying varied schedule of 13 to 36 weeks of radio-tv spots for Fluffo shortening in 50 southern markets, using approximately 75 stations, beginning Nov. 7. Agency is Biow-Beirn-Toigo Inc., N. Y.

TELEGRAM FOR B&B • Western Union Telegraph Co. appoints Benton & Bowles, N. Y., as its advertising agency for radio and television advertising, effective Nov. 1, and for all other media effective Jan. 1.

STUDIO SALES • Studio Films Inc. has sold its musical transcription library to 33 tv stations, and *Showtime* musical comedy series to KIDO-TV Boise, Idaho, for Sexty's (jewelers); KLAS-TV Las Vegas for Famlee Bread; WHUM-TV Reading, Pa., and KEYT-TV Santa Barbara, Calif.

CBS-TV Gets Basketball

SCHEDULE of 15 basketball games featuring Big Ten colleges, plus two National Invitation Tournament contests and one appearance by Harlem Globetrotters, will be on CBS-TV (Sat., 3-4:45 p.m. EST), starting Dec. 3 and ending March 4. NIT appearance is said by network to be first time in history of tournament that games will be telecast over national tv network.

There's A Best Buy In Every Market...

and in

KANSAS CITY SYRACUSE PHOENIX and OMAHA

it's **The Meredith Station:**

Here's Why

Smart programming . . . selling know-how . . . well-planned merchandising . . . experienced talent and management — these are the things which make one station stand out in every market.

The 8 Meredith stations have all of these factors. That's why discriminating local advertisers buy their local Meredith station. National spot buyers also know that the smart buy in Kansas City, Syracuse, Phoenix and Omaha is the Meredith station!

Like we've been telling you, "It's easy when you know how" . . . and Meredith people do know how to make your advertising dollars most effective.

MEREDITH *Radio and Television* STATIONS

affiliated with **Better Homes and Gardens** and **Successful Farming** magazines

KANSAS CITY		SYRACUSE		PHOENIX		OMAHA	
KCMO	KCMO	WHEN	WHEN	KPHO	KPHO	WOW	WOW
RADIO 810 kc. ABC	TV Channel 5 CBS	RADIO 620 kc. ABC	TV Channel 8 CBS	RADIO 910 kc. ABC	TV Channel 5	RADIO 590 kc. CBS	TV Channel 6 NBC

Represented by KATZ AGENCY INC. — JOHN BLAIR & CO. — BLAIR TV, INC.

at deadline

Pittsburgh Ch. 11 Grant Stayed by Appeals Court

GRANT of ch. 11 Pittsburgh to WWSW Inc. tayed Friday by U. S. Court of Appeals in Washington. Court said stay remains in effect ntil five days after FCC acts on petition for econsideration filed last summer by ch. 16 VENS (TV) Pittsburgh. Stay was argued Thurs- ay (see story page 83) and was second request or stay filed by Pittsburgh uhf station. WENS led application to change to ch. 11 after hear- ng between WWSW and WJAS, both Pitts- urgh, had begun. Grant came after competi- ors agreed to merge.

Commission returned WENS application on round filing was too late. WENS appealed his action, asked for stay, but was denied. VENS filed protest against grant but FCC said rotest procedure was erroneous since grant ame after hearing. Stay issued Friday based n appeal by WENS from this FCC ruling. riday's court order means WWSW must cease onstruction for period of stay.

More Allocations Shuffling Asked by FCC Petitioners

MORE requests for tv allocations changes in- olving deintermixture, partial deintermixture nd one drop-in handed FCC Friday.

Most controversial request was that of ch. 6 WTSK-TV Knoxville, Tenn., which asked ommission to deintermix that city. Move ould involve shifting to Knoxville of ch. 7 om Spartanburg, S. C., which is presently as- gned to Spartan Radiocasting Co. Spartan- urg ch. 7 station is not yet on air because f hearing on proposed transmitter site move. n addition to WTSK-TV, Knoxville has one f station operating (ch. 6 WATE [TV]).

WGBR Jessup, Ga., asked FCC to add ch. to Brunswick. W. Glenn Thomas Sr., WGBR wner, urged Commission to adopt plan of ch.) WOBS-TV Jacksonville, Fla., creating par- al deintermixture in Jacksonville by shifting h. 7 to Savannah, Ga., thus making it possible add ch. 8 to Brunswick and meet separation quirements.

At Lubbock, Tex., Texas Technological Col- ge requested FCC to change commercial des- nation of ch. 5 there to make it available for ducational use.

N. Y. State Appoints Broadcast Advisory Group

ORMATION of 11-member New York State ept. of Commerce radio-television advisory ommittee announced today (Mon.) by state ommerce commissioner Edward T. Dickenson. ommittee is headed by Michael R. Hanna, HCU Ithaca general manager and president New York State Assn. of Radio and Tv roadcasters. Others on committee are: Hamil- n Shea, WRCA-AM-TV New York; Robert anna, WRGB (TV) and WGY Schenectady; eorge Dunham, WNBF-AM-TV Binghamton; J. Bernard, WGR-AM-TV Buffalo; Simon oldman, WJTN Jamestown; Nathan Strauss, MCA New York; Carl Ward, WCBS New ork; Morris Novik, WOV New York; Glover elaney, WHEC-AM-TV Rochester, and E. R. adeboncoeur, WSYR-AM-TV Syracuse.

AFTER YOU, ALPHONSE

POLITICAL candidates don't always jump, *per se*, at chance to appear on television free—at least not in televised debate.

This rare fact was disclosed in considerable detail in Philadelphia where WPTZ (TV) has offered rival Democratic and Republican mayoralty candidates hour for televised debate.

It all began with WPTZ newsman Taylor Grant reporting campaign between Thatcher Longstreth, Republican candidate, and Richardson Dilworth, his Democratic opponent for mayor.

WPTZ General Manager Rolland V. Tooke decided to climax Mr. Grant's televised journalism by offering candidates an hour on station to debate issues.

Both accepted, with reservations. Each insists that other speak first. Mr. Dilworth wants 15-minute speaking periods. Mr. Longstreth wants 12. In following question and answer period from studio audience, each candidate wants to talk only on certain subjects. Both have stipulations about how questions will be answered and to whom they may be directed. Other differences are whether candidates shall talk only about each other and issues or "whole ticket and the party." Mr. Dilworth insists debate not be held on Sunday.

Mr. Grant is ready to moderate debate when, and if, candidates can agree.

Three Radio Sales Filed With Commission

CHANGES in ownership of three radio stations involving total considerations of $160,000 were filed with FCC Friday.

Biggest sale involved transfer of control of KFOX Long Beach, Calif., by F. A. Fetsch to W. T. McDonald for $75,000. Mr. Fetsch sells 45% interest to Mr. McDonald, increasing latter's holding to 90%. KFOX operates on 1280 kc with 1 kw.

WTIK Durham, N. C., is being sold by WTIK Inc. to Hugh Holder for $5,000 plus assumption of $69,000 in obligations. Mr. Holder is one-third owner of WMYB Myrtle Beach, S. C. James L. Howe is WTIK president. WTIK operates on 1310 kc, 1 kw day and 500 w night.

In Monterey, Calif., Frederick A. Gwynn is selling 75% interest in KMBY to B. P. Timothy, sales manager, for $10,000. Mr. Gwynn will retain 25% interest. KMBY operates on 1240 kc, with 250 w.

UPCOMING

Oct. 31-Nov. 2: Assn. of National Advertisers Meeting, Hotel Plaza, New York.

Nov. 6: Indiana Radio-Tv Newsmen Semi-Annual Meeting, WIRE Studios, Indianapolis.

Other Upcomings See Page 105

PEOPLE

DONALD D. BURR, 33-year-old vice president in charge of sales, Hazel Bishop Inc., N. Y., for past three years, elected president of cosmetic concern, **RAYMOND SPECTOR,** chairman, announced. Mr. Spector is also head of Raymond Spector agency, which services Hazel Bishop account. He also announced that sales and earnings for current quarter which ends this month are running well ahead of any previous quarter in history of company. Hazel Bishop will spend approximately $3 million in radio and television for coming year. Firm sponsors *This Is Your Life* on NBC-TV, tv spot campaign and has just purchased daytime segments on CBS Radio (see story, page 62).

NEWMAN F. McEVOY, vice president and director of media, Cunningham & Walsh, N. Y., elected to agency's board of directors. Mr. McEvoy has been with C&W since 1928.

JACK BARD, director of media and media research, Weiss & Geller Inc., Chicago, appointed vice president.

JOHN E. SURRICK, formerly assistant to president, WAKR-AM-TV Akron, named local sales manager of WPEN Philadelphia. Before joining Akron stations he was vice president and general manager of WFBR Baltimore and before that with WFIL Philadelphia.

LEO A. JYLHA, formerly with WBCK Battle Creek and WJIM Lansing, appointed general manager of WBCM Bay City, Mich. **CHARLES A. ANTHONY,** former program director of station, named WBCM commercial manager, and **ROBERT BENKELMAN,** former staffer, promoted to program director.

PERRY B. FRANK JR., formerly with DuMont tv spot sales, named ABC-TV sales department account executive. He reports to **WILLIAM C. GILLOGLY,** recently appointed ABC-TV eastern sales manager.

RICHARD C. DAWSON, formerly with Paul H. Raymer Inc., station representatives, named salesman, NBC-TV.

PAT McDERMOTT, CBS-TV press information manager, Hollywood, resigns effective Dec. 1.

Small Economy Size Tv Sought in Puerto Rico

NEW low-power tv station on ch. 9 at Ponce, Puerto Rico, is sought by American Colonial Broadcasting Corp., FCC announced Friday. Station would operate with 826 w visual and 413 w aural and will be equipped with Adler Communications Labs' complete small tv station package costing $15,937.

Total construction cost estimated at $18,937, first year operating cost at $45,000 and first year revenue at $90,000. American Colonial, owned by Ralph P. Perry, is licensee of WKVM San Juan and applicant for new ch. 11 tv station at Caguas, P. R.

Another Merger Talked

EXPLORATORY discussions looking toward merger of Stewart-Warner Corp. (electronic, automotive equipment), Chicago, and McGraw Electric Co. (toasters, heaters, electric utility goods), Elgin, Ill., reported underway Friday. Purpose of merger would be to effect diversification, economy of operation and financial strength. Firms described as of relatively same size, with S-W recording sales of nearly $93 million and McGraw $134 million last year.

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*Reg. U. S. Patent Office

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ratings...

HANDLE WITH CARE

Ratings, improperly used, can cause disaster. Properly employed, they can be invaluable to the telecaster, the advertiser, and, ultimately, to the viewer himself. When based on modern sampling techniques, today's ratings reach a standard of accuracy which more than fulfills the industry's needs.

Ratings are a *guide* . . . a means to an end and not the end itself. They are a highly sensitive audience measurement to be used side-by-side with experience, good judgment, and an awareness of all pertinent programming and marketing facts.

There's a good deal more to ratings than meets the casual eye. Quite often, important facts are hidden behind seemingly simple figures, and specialized knowledge is required to interpret their real meaning.

In the interest of better understanding of audience research, ARB offers some basic rules which will help assure more intelligent and profitable use of today's audience measurement figures:

- Use a reliable service and know the company behind it.
- Never base a firm decision on a single rating if it can possibly be avoided. Any one sample can fluctuate, unusual conditions may occur, and any program can have temporary audience gain or loss. Two or three reports will bring stability to most rating pictures.
- Know what is meant by standard deviation. Do not consider any rating difference meaningful unless it exceeds the plus-or-minus confidence range. For example a rating of 8.0 produced by a 400 home sample must vary nearly three points before the change should be considered significant.
- Study audience composition as well as the rating. A 5.0 rating with 50% of the viewers men will deliver a total of many more men than a 15.0 rating where only 10% of the viewers are men.
- When using more than one service, remember that different techniques measure different levels of viewing. Also, surveys not measuring the same weeks or the same geographic areas should not be expected to show the same result.

AMERICAN RESEARCH BUREAU, INC.

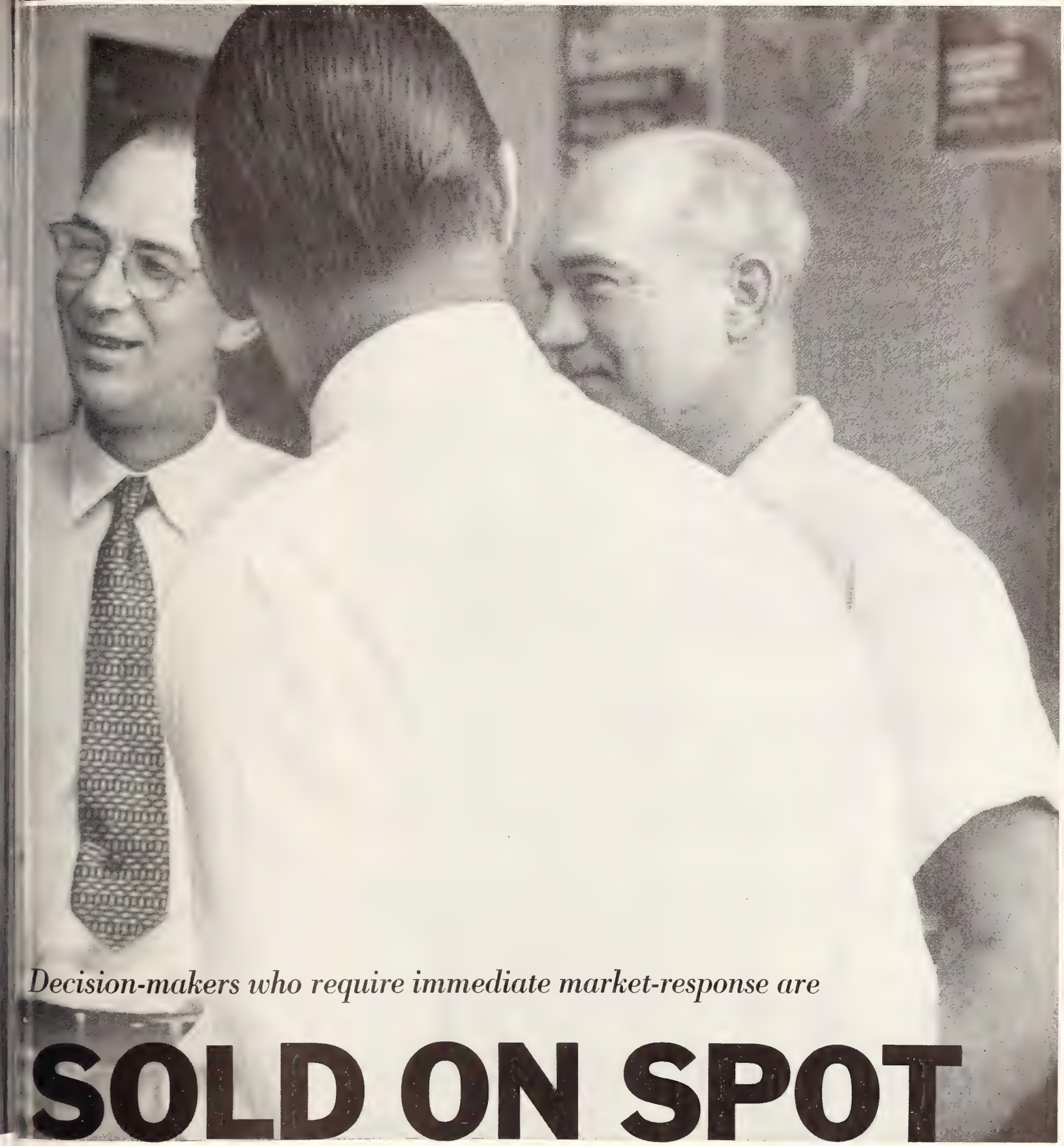
WASHINGTON • NEW YORK • LOS ANGELES



Florida Citrus Commission and its agency, Benton & Bowles, Inc., are Sold on Spot as a basic advertising medium

To move Florida fruit, processed or fresh, the Florida Citrus Commission puts more than 50% of its advertising budget into Spot Television. The use of day and night Spot in seasonal drives provides them with flexibility, economy and impact in selected mass audience markets.

Spot Television and Spot Radio can sell for *you*, too . . . whatever your product, whatever your desired audience group.



Decision-makers who require immediate market-response are

SOLD ON SPOT

An NBC Spot Sales Representative will show you how Spot can deliver your sales messages in twelve major markets, accounting for 45% of the nation's retail sales.

NBC SPOT SALES

30 Rockefeller Plaza, New York 20, N. Y.

Chicago, Detroit, Cleveland, San Francisco, Los Angeles, Charlotte, Atlanta*, Dallas**

**Bomar Lowrance Associates*

From left to right, above, TOM SWANN, *Chairman Advertising Committee,* MARVIN H. WALKER, *Vice Chairman,* PAUL S. PATTERSON, *Director of Advertising, Florida Citrus Commission; (back to camera),* HARRY WARREN, *Vice President, Benton & Bowles, in charge Florida operations; and* ROBERT C. WOOTEN, *Chairman, Florida Citrus Commission.*

representing radio stations:

WMAQ *Chicago,* KNBC *San Francisco,* KSD *St. Louis,* WRC *Washington, D. C.,* WTAM *Cleveland,* KOMO *Seattle,* WAVE *Louisville,* KGU *Honolulu, Hawaii,* WRCA *New York and the* NBC WESTERN RADIO NETWORK

representing television stations:

KONA-TV *Honolulu, Hawaii,* WRCA-TV *New York,* WNBQ *Chicago,* KRCA *Los Angeles,* KSD-TV *St. Louis,* WRC-TV *Washington, D.C.,* WNBK *Cleveland,* KOMO-TV *Seattle,* KPTV *Portland, Ore.,* WAVE-TV *Louisville,* WRGB *Schenectady-Albany-Troy.*



KDUB-TV IS OVER

100,000 SET

TOUCHDOWN TERRITORY
IN LUBBOCK, TEXAS

108,003* sets, to be exact, in Texas' Oil-Cotton Empire where retail-sales gain is 4th highest in the nation.**

*October 1, 1955 set count.

**Sales Management.

NOW 316,000 watts!
MOST POWERFUL TV IN WEST TEXAS

CBS

KDUB-TV

KDUB-AM WEST TEXAS' ONLY 24 HOUR RADIO

LUBBOCK, TEXAS

NATIONAL REPRESENTATIVES: AVERY-KNODEL, INC.

President and Gen. Mgr., W. D. "DUB" ROGERS
National Sales Mgr., E. A. HASSETT

SEE IT NOW

AN HOUR'S WORTH of Edward R. Murrow's *See It Now* stacks up twice as good as 30 minutes worth. Tv's acknowledged kingpin of documentaries is still at the top of the heap.

Last Wednesday night the first of a "spectacular"-type *See It Now* debuted. It was both timely and timeless. "The Great American Lottery"—the selection of the vice president of the U.S.—was a thinly-veiled editorial. While carefully avoiding any mention of the present incumbent, Mr. Murrow pointed out that the only thing that stood between the vice presidency and the presidency was a heartbeat.

Mr. Murrow's starting point was the Constitution—when Benjamin Franklin commented that the veep's title should be "Your Superfluous Excellency." He followed the course of the nation's No. 2 job from Tyler's precedent of being "president in fact" through Harry Truman's succeeding Roosevelt. Former vice presidents Mr. Truman, Alvin Barkley and Henry Wallace all appeared on the show.

Viewers won't be disappointed with the new Murrow show. They will regret that it won't be there every week.

Production costs: Approximately $150,000
Sponsored by Maybelline through Gordon Best Agency; CBS Records and CBS-Columbia through Ted Bates on CBS-TV, Wed., Oct. 26, 9-10 p.m. EDT.
Producers: Fred W. Friendly & Edward R. Murrow.

NEW SOUNDS FOR YOU

WHAT EMERGED from radio speakers last Wednesday, inaugural night of ABC's *New Sounds for You,* was a solid 150 minutes of talk, talk, talk. The Buick commercials (Buick sponsors four 5-minute segments of the program) with their musical jingles became delightful oases in the desert of speech.

Five is the dominant number of *New Sounds for You,* which comprises five half-hours, mostly made up of five 5-minute segments plus a 5-minute newscast. First was news, with the day's "biggest sensation" (Marguerite Piazza's crack about Hollywood being "the only place where the men dress better than the women" and "where movie stars appear in sloppy clothes" and Shelley Winters' angry reply), an inside-Washington story of GOP political strategy, a "trans-Atlantic exclusive" interview with the British secret agent who investigated Hitler's death-or-escape in 1945 and decided definitely that Hitler had died on April 30 of that year, a "personality story" (interview with Gov. James Byrnes) and "News and You," an interview with a heart specialist on how to live with your heart. Then came a five-minute newscast.

Next was "The World Anew," including visits to the final run of the last steam engine on the Long Island Railroad, Washington's Occidental Restaurant, the Maryknoll Seminary near Ossining, N. Y., NAM's traveling "Americade" exhibit and the New Haven tryout of the new Rogers and Hammerstein musical, "Pipe Dream." News, then "Your Better Tomorrow" —philosophy by a university professor, advice on avoiding in-law trouble by a family relations expert, on how to live by 90-year old Georgiana Carhart, on how to succeed by Dore Schary and on how to cash in on your hobbies by the author of a newspaper column on that subject. News.

Then, "Sound Mirror," with "Sounds of Today" (a police prowl car adventure), "Sounds of No Importance" (an auto running over manhole covers in several cities), "Sounds of Yesteday" (a Scottish mausoleum with a fantast echo) and "Soundings" (an appeal for lette telling what the public wants from ABC's ne evening programming). News and, finally, "Of beat," with humor by Ernie Kovacs, "Futur scope" (detailed account of the reasons f Winchester, Va., having the nation's lowe juvenile delinquency rate), "Soloscope" (a sent mental monologue by David Ross) and "Peop in the News" (an interview with E.L.M. Burn head of the U.N. Palestine truce team). "O beat" lived up to its name by having only thr segments in 25 minutes instead of the usual fi (the news interview taking the final five minut of the half-hour).

Each segment was well conceived, writt and presented. Each, by itself, was good radi But it required attentive listening to turn sounds into sense and two and a half hours of added up to entirely too much talk.

Sponsored on the segmentation plan—Bui Div. of General Motors through Kudn Agency sponsored four 5-minute segmer of Oct. 26 show only.
Produced by: ABC Radio network; executi producer: Drex Hines; asst. to executive pr ducer: Nancy Mazur; production manag Bill MacCallum; news and special events e tor: Fred Sheehan; program superviso Events of the Day—Lawrence Dorn; T World and You—Jim Colligan; Your Bet Tomorrow—Beth Hollinger; Soundmirror Richard Rendely; Offbeat—Bob Clarkson.

TOGETHER WITH MUSIC

THE 90 MINUTES between 9:30 and 11 the evening of Oct. 22 were perhaps the sho est of the year, contrary to Noel Coward's a Mary Martin's vocal admonition that "90 M utes is a Long, Long Time."

CBS-TV's *Ford Star Jubilee* that night something at which lesser spirits might ha quailed. It took two memorable stars a turned them loose on their own—no contriv plot, no involved production numbers, not ev one other actor to share the spot. Just r talent doing the numbers they do best. Th wowed 'em.

This was television, but the producer was carried away with zooming in and out and ab to achieve effects. In one unforgettable nu ber, Miss Martin's singing "I Get a Kick of You," the camera remained on her fa letting her eyes and expressions and pure p sonality carry the piece, sans gestures. Sim treatment was given another show stopper, Coward's "Mad Dogs and Englishmen."

Worth mentioning: the terrific pace the set for themselves that night began to tell at end of the show. On Mr. Coward, anyway the closing duets his voice was about out gas, but he made it gamely.

Above all, this was a personal triumph the stars. All others concerned with the sh deserve the highest commendation for let them do it so well.

Production costs: Approximately $250,000
Sponsored by Ford Division, Ford Motor through J. Walter Thompson Co. on CBS- Sat., Oct. 22, 9:30-11 p.m.
Stars: Mary Martin and Noel Coward.
Director: Noel Coward; producers: a La Hamilton-Charles Russell production; Rich Lewine, executive producer for CBS- Jerome Shaw, director for CBS-TV; m conductor: Toots Camarata; set desig Robert Markel.

ALICE IN WONDERLAND

BC-TV, the Hallmark Greeting Card Co., and oducer-host Maurice Evans got together and me up with a happy combination of elec- nic wizardry, costuming, acting and singing at made one of the most colorful 90-minute ectaculars of this or any season. As the initial fering on the once-a-month *Hallmark Hall of ame,* "Alice In Wonderland" was a well ought-out and executed show.

Yet, either because of or despite all the vious hard work put into this production, uch of the inherent simplicity of the Lewis arroll stories of fun, nonsense (or just plain nacy, if you wish), was sorely wanting. In- ead of a Wonderland inhabited by strange, vable creatures, it was a Paradise Lost of tv mmicks, starring *not* 14-year-old British im- ort Gillian Barber, but the video sleight of and of the technicians.

The NBC-TV engineering staff must have had wonderful time. One minute, Miss Barber as four foot six, the next she was down to ree inches. And before you could wish any- e an unhappy birthday, she walked through aque surfaces, talked to fading Cheshire cats nd listened rapturously to Tweedledum and weedledee talk about Burr Tillstrom's puppet sters. The cast likewise was a happy lot. ot only did they *seem* to be having a mar- elous time as characters, but we're sure that ey did as performers, too.

Ignoring for a minute the impracticality of ansposing the world of Alice to the television et, where time and space limitations do not llow for much imagery, it was a cleverly-done, uneful and adult show. (Let's face it—"Alice n Wonderland" never was a truly juvenile ory.)

roduction costs: Approximately $140,000.

ponsored by: Hallmark Card Co. through Foote, Cone & Belding, Chicago on NBC-TV, every fourth Sun., 4-5:30 p.m. EST.

ast: Gillian Barber (Alice), Martyn Green (White Rabbit), Bobby Clark (Duchess), J. Pat O'Malley (Gryphon), Burr Tillstrom (Mock Turtle), Elsa Lanchester (Red Queen), Eva Le Gallienne (White Queen), Reginald Gardiner (White Knight), Alice Pearce (Dormouse), Hiram Sherman (King of Hearts), Karl Swenson (Humpty-Dumpty), Noel Leslie (Caterpillar), Micheal Enserro (Fish Footman), Gilbert Mack (Frog Footman), Bernard Tone (Cook), Tan Martin (Tweedledum), Don Hanmer (Tweedledee), Robert Casper (March Hare), Mort Marshall (Mad Hatter), Skedge Miller (Gardener), Tom Bosely (Knave of Hearts), Ronald Long (Queen of Hearts), Don Somers (Red King).

Producer: Maurice Evans; NBC executive producer: Jack Rayel; assoc. producer: Mildred Freed Alberg; director: George Schaefer; Adaptation & Editor: Florida Friebus (after stage play by Miss Friebus and Eva Le Gallienne) and S. Mark Smith; scenery: Jan Scott; costumes: Noel Taylor; puppeteer: Burr Tillstrom; staging & choreography: Tony Charmoli; score: Richard Addinsell.

LOVE STORY

TAKE one part soap opera, add a true romance (of the lumpy throat variety), blend well with a quiz show and a singing m.c. and the result is CBS-TV's latest creation for that segment of the populus which thrives on vicarious living.

Love Story is old romantic wine with a new label. With Jack Smith as the singer-host, daily guest couples are prompted to reveal the story of their love and have a chance to win cash and other prizes in a quiz that follows.

With a backdrop of hearts and a honeymoon cottage, Mr. Smith serenades the vistors with their favorite songs. To those who are not receptive to such a sentimental setting and who crave difficult quiz questions and large monetary returns, *Love Story* will appease their appetites only in a small way (compared to present day standards of the big money shows). But the program does seem an improvement over *Welcome Travelers,* which it replaces.

Production costs: Approximately $14,000.

Sponsored by Procter & Gamble Co. through Benton & Bowles on CBS-TV, Mon.-Fri., 1:30-2 p.m., EST.

Star: Jack Smith.

Executive Producer: Bob Quigley; producer: Art Stark; director: Freddie Batholomew; music conductor: Paul Taubman.

SCREEN DIRECTORS PLAYHOUSE

ENTERTAINING in a light sort of way.

That's the verdict on "A Midsummer Daydream" by William Saroyan, initial offering of *Screen Directors Playhouse.*

The Saroyan touch was pleasantly evident in the story about a New Yorker who came to the Santa Monica, Calif., marriage license bureau looking for a wife, and ended up getting the clerk. Don Hammer stole the show as the young man who chokes up when it comes to talking to a girl about marriage. Keenan Wynn added several light moments as the over-confident rival.

Production costs: Approximately $35,000.

Sponsored by Eastern Kodak Co., through J. Walter Thompson on NBC-TV Wed., 8-8:30 p.m. EDT.

Stars: Kim Hunter, Don Hanmer and Keenan Wynn.

Executive producer: Hal Roach Jr.; director: John Brahm; production supervisor: Sydney Van Keuren.

"Midsummer Daydream" by William Saroyan.

CONQUEST

HISTORY in a highly-palatable form was presented last week as the first of the once-a-month *Conquest* series took the air.

The first "conquest" with which the series dealt was man's conquering of the air. His powerful strides forward in aviation during a short 50 years were well dramatized with stills and film clips from the turn of the century.

Continuity between the show and the commercials was maintained by Longines-Wittnauer watches by pointing up changes in timekeeping during the period of aviation's rise.

Production costs: Approximately $50,000.

Sponsored by Longines-Wittnauer Watch Co. through Victor A. Bennett on CBS-TV, Sat., Oct. 22, 11 p.m.-12 midnight.

Narrators: Westbrook Van Voorhis and CBS newsman Larry LeSeur.

Host: Conrad Nagel.

Music: Longines Symphonette & Choralliers conducted by Eugene Lowell; producer-writer: Alan Cartoun.

BROADCASTING THE NEWS, by O. Thomas Franklin. Pageant Press, 130 W. 42nd St., New York 36, N. Y. 148 pp. $3.

A TEXTBOOK for the novice in radio news, a handbook for the active radio newsman and a reference work for the radio news desk, this little volume is a down-to-earth how-to-do-it book, describing step-by-step the way in which news for radio is collected, written, edited and broadcast. The author, active in radio since 1937, is currently news editor of KING Seattle.

FOOD FOR THOUGHT



PRISCILLA FORTESCUE

Priscilla Fortescue's infectious enthusiasm, plus guest stars, and her on-the-spot recordings from all over the world, sparks her listeners to move *your* product off grocers' shelves in Greater Boston!

If you want your share of NEW ENGLAND'S No.1 MARKET *use*

WEEI

BOSTON



They bring
the MOUNTAIN
to MAHOMET

Some broadcasters cry in their martinis for the good old days when thousands flocked to see radio.

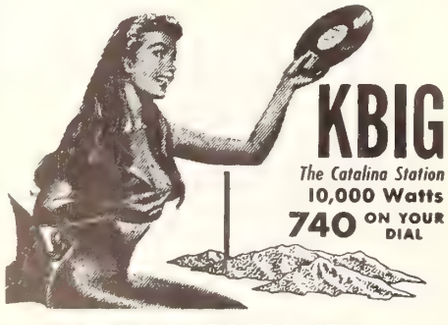
Others get off their swivel chairs and take radio to the people.

Over one million visitors see as well as hear Stu Wilson, veteran disc jockey and special events director of KBIG Catalina, broadcast from the September Los Angeles County Fair, world's largest, at Pomona. Daily they shake his hand, hear his music and verbal vignettes, then walk away with KBIG pictures and literature.

Focus of KBIG promotion is its Volkswagen mobile broadcasting studio. Every day of the year a KBIG disc jockey broadcasts from the Volks, somewhere in the eight-county territory served by The Catalina Station.

Southern California millions have met such KBIG personalities as Wilson, Carl Bailey, Larry Berrill . . . at county fairs of San Diego, Riverside, Orange, Hemet Farmers Fair, Holtville Carrot Festival, San Bernardino Orange Show, Los Angeles Sportsmen's Show, Hobby Show, Do-It-Yourself Show . . . on populous beaches . . . Long Beach, Corona del Mar, Santa Monica . . . in window and parking lots of a market, restaurant, furniture store.

They say radio has become a personal companion in kitchen, bedroom and car. KBIG mikemen go further: they're taking themselves to the people, making the station-listener relationship a personal thing.



JOHN POOLE BROADCASTING CO.
6540 Sunset Blvd., Hollywood 28, California
Telephone: HOllywood 3-3205

Nat. Rep. Robert Meeker & Assoc. Inc.

Twin Win

EDITOR:

. . . Two Buick dealers, rivals incidentally, have used WDXL profusely during the recent Buick sales contest. Vickers Motor Co. is in Huntingdon, Tenn., some 26 miles away, and Johnson Brothers Motor Co. is located in this city. Both of the cities are less than 5,000 in population. Both of these motor companies notified us this week that they had been winners of the $10,000 trip to Hawaii in the Buick promotion. This was possible because they were both in different districts. They were winners because they topped their districts in sales.

We can't claim that we were the exclusive medium for promoting these firms and their products, but we do claim that we were the only medium that *both* of these firms used.

Anyone top it?

Neal B. Bunn, Gen. Mgr.
WDXL Lexington, Tenn.

Reynolds' 'Frontier'

EDITOR:

Having been a cover to cover reader of B•T for many years and marvelled at its editorial accuracy, I was astonished to find the Reynolds Metals Co.'s *Frontier* program had been credited to Chrysler in your television lineup of the Oct. 10 issue.

I am also sure that Buchanan & Co., New York, and Clinton E. Frank, Inc. of Chicago would be shocked to learn that they lost this billing to McCann-Erickson.

I checked this matter with NBC-TV and they assured me that we are still the sponsor of *Frontier*. At any rate, the Reynolds Metals Co. is still getting the bills.

John H. Boyle, Dir., Radio & Tv. Adv.
Reynolds Metals Co., Louisville, Ky.

[EDITOR'S NOTE: B•T regrets that the coincidence of a slipped slug and a sleepy eye resulted in typographically separating Reynolds Metals and "Frontier."]

NCAB Cruise Nov. 10-16

EDITOR:

In B•T's Oct. 17 issue under UPCOMING the listing for Oct. 29-Nov. 3 N. C. Assn. of Broadcasters Bermuda cruise is incorrect. This was a proposed date of last spring but the correct date is Nov. 10-16. *M. S. Stockholm* leaves Wilmington, N. C., at 11:30 a.m. Nov. 10, returns at 8 a.m. Nov. 16.

William S. Page, Pres.
N. C. Assn. of Broadcasters
WELS Kinston, N. C.

National Change or None

EDITOR:

I would like to express my opinion on the uhf-vhf snarl as just a television set owner. It should be recognized that the set owner is the one that is going to be affected the most from any decision on the uhf-vhf arguments . . .

Just as it is realized that uhf can furnish a satisfactory television service, within limits, one should realize that uhf service is not the equal of vhf service. To deny a community its fair share of vhf service will violate our communication laws. Vhf applicants and operators will not find it difficult to prove this point in Federal courts, if necessary.

There has got to be a completely national change or no change to settle the present allocation arguments. Otherwise, there would be no end to the legal protests. . . .

I agree wholeheartedly, there must be an attempt at a solution very soon. I favor FCC Commissioner [Robert E.] Lee's plan. It expresses the most thorough understanding of a the problems and seems to be the most practica

Dewey W. Peace Jr., M.D.
Corpus Christi, Tex.

[EDITOR'S NOTE: Comr. Robert E. Lee favor acquiring additional vhf frequencies from gov ernment military services for tv, and at the sam time lowering mileage separation factors to per mit more vhf channels to be "dropped" in.]

Look Who's Laughing

EDITOR:

We greatly enjoyed the cartoon on the ed torial page of B•T Sept. 19, and would be gla



"If he likes their radio program, my hus band is a pushover for the sponsor' product!"

if you could give us permission to reprint in our publication, *The American Issue.*

Clayton M. Wallace, Exec. Dir.
The National Temperance League In Washington, D. C.

[EDITOR'S NOTE: Permission granted.]

About Time

EDITOR:

I could not help getting up on my desk an yelling "hurrah" when I finished reading you editorial "Time Is of the Essence" in the Sep 12 B•T issue. If there is anywhere this tim change nonsense is intolerable and ridiculou in our business, it is in the Rocky Mountai area.

Instead of going through the agonies twic a year, we now have to do it three times a yea and the public peeve current right now, as w are trying to make sense out of schedules, is a its highest peak.

I hope every organization within the radi and television industries, or who have anythin to do with them, will raise their voices agains what is so obviously an absurd and costly si uation. It should be a Federal problem an one solved by the Federal government, becaus of its great effect on interstate commerce. Th government did make a little sense during th war and there is no reason why it cannot do again.

Walter L. Dennis, Dir. of Sls.
Telerad Inc., Pueblo, Colo.

Yearbook Kudos

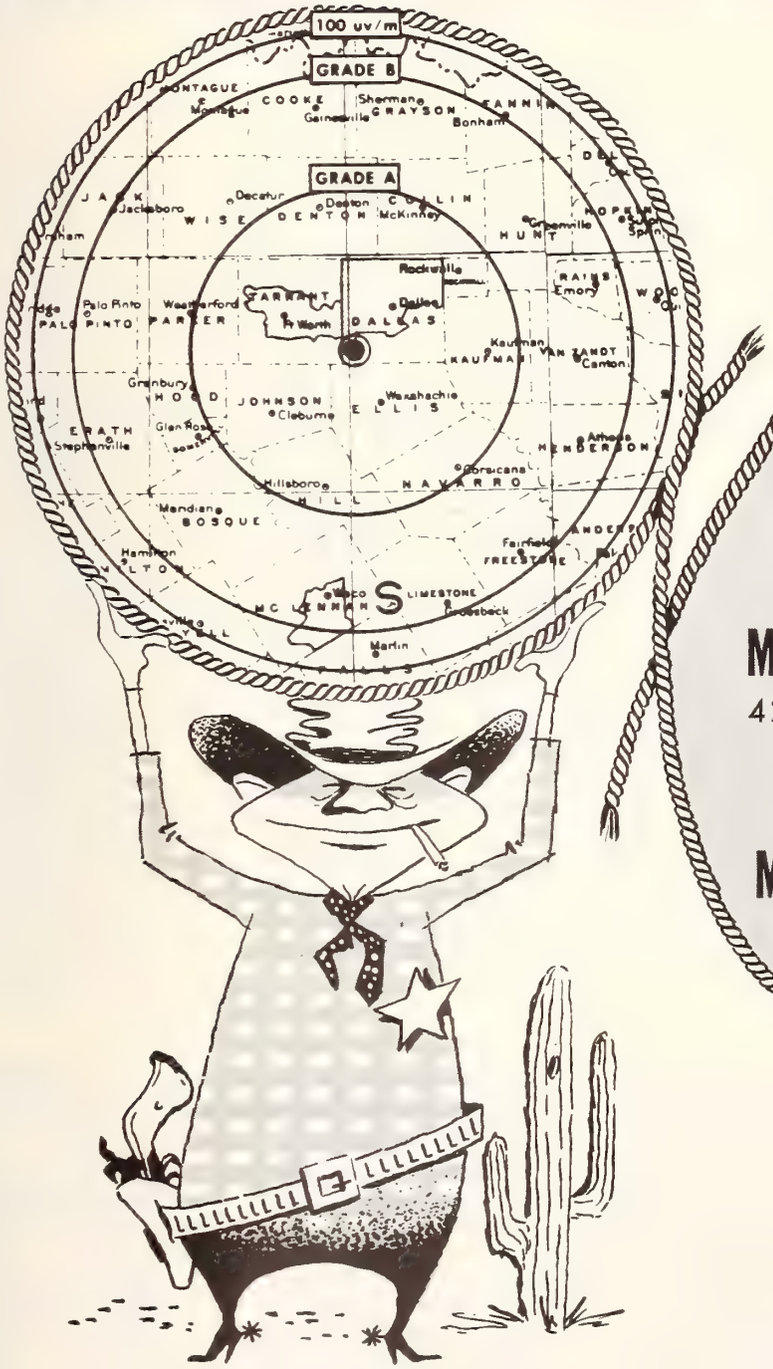
EDITOR:

Congratulations on your latest colossus– the 1955-56 TELECASTING YEARBOOK-MARKET BOOK issue.

We here at IRE are in a position to kno something about the tremendous amount o work involved in compiling special issues an directories. Your 1955-56 issue is certainl an outstanding job.

George W. Bailey, Exec. Sec.
Institute of Radio Engineers, New Yor

Texas Brags!



THE TALLEST
TOWER IN TEXAS

KRLD-TV

Target Date: Mid-December

MAXIMUM POWER
100,000 watts erp

MAXIMUM MARKET
42 Texas and Oklahoma Counties

MAXIMUM COVERAGE
552,740 TV Sets

LEGEND

Grade A: . . 68 dbu

Grade B: . . 47 dbu

100 uv/m . . 40 dbu

KRLD-TV

The Times Herald Station
Owners and Operators of KRLD Radio, 50,000 Watts
The Branham Company, Exclusive Representative.

The BIGGEST buy in the BIGGEST market in the BIGGEST State

CBS

Channel 4, Dallas
MAXIMUM POWER

JOHN W. RUNYON
Chairman of the Board

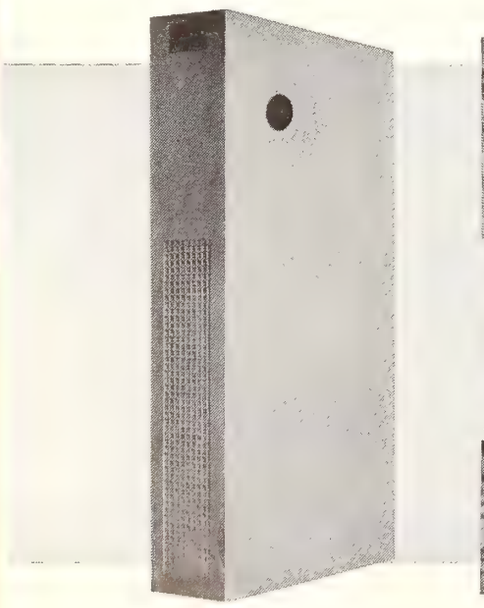
CLYDE W. REMBERT
President

HERE ARE THE *facts* ABOUT FOR TELEVISION

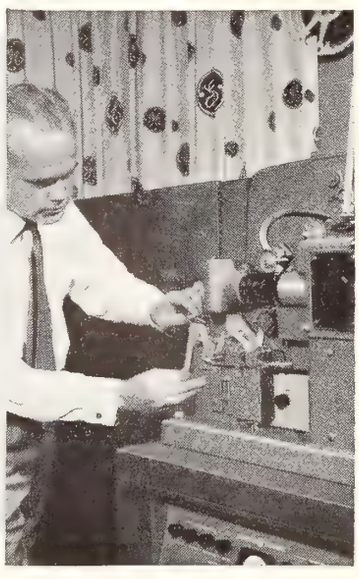
WHAT IT IS. The General Electric Film Center is a *complete* equipment package for your station projection room. It operates on the Scanner principle and consists of a 16 mm Continuous Motion Scanner; a 2x2 Dual Slide Scanner; and a Scanner Pickup. The entire equipment package is *newly designed*, specifically for color or monochrome operation—or both.

THE G-E SCANNER SYSTEM. G.E.'s Film Center, using the Scanner principle, features better picture quality, a simpler operating method, and, lower cost for operation and maintenance. No other type system offered today can match these high G.E. requirements. The G-E Scanner system gives your station the benefits of photo-electric pickup tubes which are simple, mass-produced, inexpensive—with a *record* of dependable performance. Sweep circuits or sync signals are not needed. Color registration, smear, or shading problems *do not exist.*

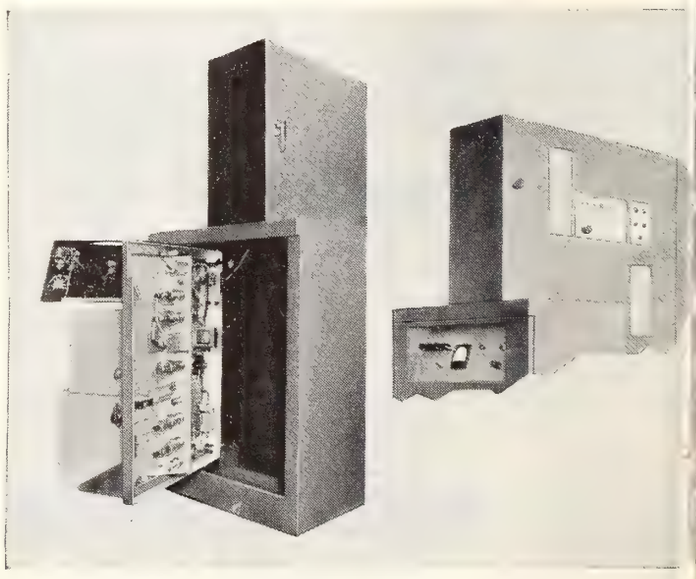
WHAT IT DOES FOR YOUR STATION. Your station can replace old equipment with a modern, G-E-designed package which will pay its way on monochrome service *now*—be on stand-by for color when you want it. With the G-E Film Center you can install basic units, block-build additional equipment as your needs and expansion plans dictate. Quality film and slide operations are assured, control monitoring is reduced. The overall operation is simplified and less costly than others. You owe it to the station to see this G-E system.



G-E Scanner Pickup—serves the same function as the film camera now used with B&W projectors. Dichroic mirrors break the light from the projectors into primary colors—photo-electric pickup cells convert it to electric signals.



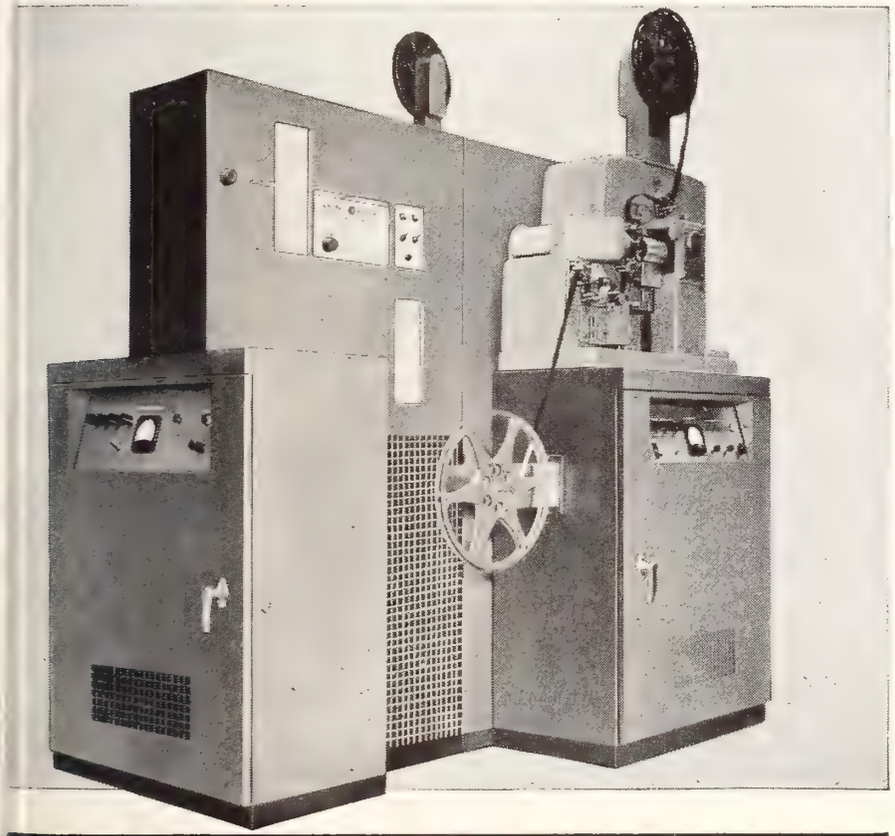
Film threading of the Eastman Continuous Motion 16 mm Projector is fast and easy. Light compensating mirrors, behind window, are out of the focal plane—eliminating dust problem—and rotate at 770 rpm.

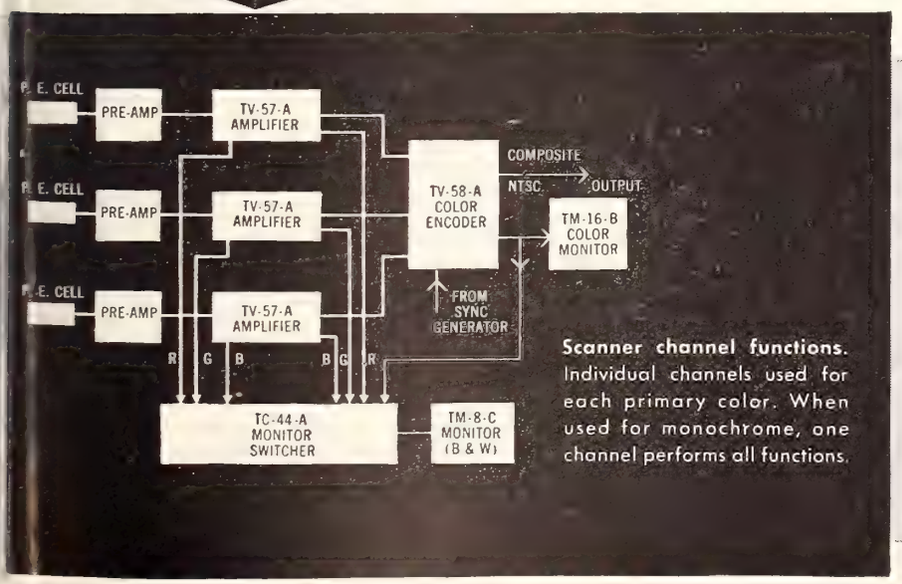


2 x 2 Dual Slide Scanner—handles up to 16 paper, metal, or cloth-bound slides with fast positive action change. Outside knobs provide quick focus control. Slide change controls can be at the scanner or at the console.

THE G-E COLOR FILM CENTER BROADCASTERS

The Completely New G-E Color Film Center.
A New System—A New Continuous Motion Projector.
For Monochrome Service NOW—Color When You Want It!





Scanner channel functions. Individual channels used for each primary color. When used for monochrome, one channel performs all functions.

See... Compare... Decide...

G.E.'s Scanner System coupled with the Eastman Continuous Motion Projector result in exceptionally high light transmission for the brightest, cleanest, sharpest color television pictures.

Many times the light output of other CM optical systems make it possible to obtain the best pictures from your "problem" films or slides—regardless of age or density.

Automatic film shrinkage compensation—virtually guarantees the same quality of projection time after time regardless of film shrinkage.

Double-duty—available for monochrome or color projection.

Block-Build. Start with 2 x 2 Dual Slide Scanner. Add one Continuous Motion Projector for limited film programming. Add a second projector, when needed, for monochrome or color film facilities.

Separate scanner tubes in each projector—assure reduced lost air-time in the event of tube failure.

Reduced maintenance and operating costs. Accessibility, simplicity of circuits, and minimum adjustments during operation cut manpower costs.

Masking amplifier actually can make the final picture better than original film.

FREE BOOKLET, SPECIFICATIONS!

For detailed information about the new G-E Color Film Center see your local General Electric Broadcast Equipment Manager, or, write to: *General Electric Company, Broadcast Equipment, Section X2105-31, Electronics Park, Syracuse, New York.* In Canada, write to: *C.G.E. Electronics, 830 Lansdowne Avenue, Toronto.*

Progress Is Our Most Important Product

GENERAL ELECTRIC



Teenagers, housewives or homemakers (call 'em what you will) . . . they all love our Jimmy Vinson. Jimmy's Middle Georgia's top disc jockey, so naturally he's on WMAZ Radio.

One of his more popular shows comes on afternoons now, from 4 till 5:30, called "The Jimmy Vinson Show." His listeners love it. (He gets 33% of audience competing against 21 other radio stations, according to our latest area Pulse.) And so do his advertisers.



JIMMY VINSON

Some of the local ones include a drug store, a furniture store, a baker, a bank, a used car dealer, a television set distributor, and a supermarket. They're all long time advertisers on the "Jimmy Vinson Show," mainly because they're getting the results they want.

You'll get the results you expect too, when you use the "Jimmy Vinson Show" on WMAZ Radio.

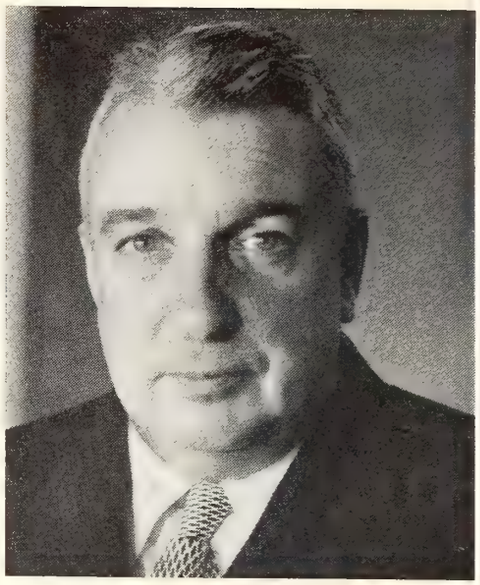
Cobb

SOUTHEASTERN BROADCASTING COMPANY

MACON, GA.

our respects

to GERALD CONNOP GROSS



GENEVA, nestled in the fastness of the Swiss Alps, is in the news these days. Eyes of the world, looking hopefully toward lasting peace, are turned toward this quiet, beautiful lake city as the foreign ministers of the great powers convene to implement President Eisenhower's crusade to abolish war in this grim atomic era.

Few Americans know, however, that Geneva is the telecommunication capital of world, and that an eminent American engineer who played a large part in its evolution this week observes his 10th anniversary as an international communicator in that city. On Nov. 1, 1945, Gerald C. (Jerry) Gross took leave of absence from his post as assistant chief engineer in charge of broadcasting at the FCC to become vice director and head of the radio division of the International Telecommunication Union. In 1947, when ITU formally was acknowledged as the specialized agency in telecommunication by the United Nations, Mr. Gross became assistant secretary general of ITU.

Why an ITU? Without such a coordinating organization there would be chaos on the air. The Union's job is to maintain and extend international cooperation for the improvement and rational use of telecommunication, to promote the development of technical facilities and their most efficient operation and to harmonize the actions of nations in the attainment of these common ends. There are 95 nations who hold membership in and contribute to its support —including the USSR and its satellites.

ITU regulates radio frequencies as well as telephone and telegraph. Its job is to standardize methods so that all nations follow the same rules at the same time and that apparatus in each country meets the same technical specifications. ITU was established nearly 100 years ago—in 1865—as the International Telegraph Union, to work out rules for international telegraph. Later, it evolved arrangements for telephony, and in 1906 became responsible for "wireless" communications. Since then, its functions have expanded to cover the full range of the communications spectrum.

When Jerry Gross was "borrowed" by ITU on Nov. 1, 1945, the organization had 30 employes. He was the first non-European. The record-keeping was archaic, a hangover of the quill-pen era. ITU now has 200 employes of all nationalities. French is the official language, but most of the employes are multi-lingual. Housed in Palais Wilson, where the League of Nations was born in 1919, ITU now has modern offset printing equipment, multiliths and punch-card business machinery. It turns out a dozen publications, including the official 850-page World Broadcasting Station Annual list, the ponderous 1538-page Costal-Ship-Station list and the monthly *Telecommunication Journal.*

It was logical that Mr. Gross should be drafted for the ITU post at a time when the horizons of telecommunication were expanding swiftly. He had participated in every important international conference beginning with the Washington Radiotelegraph Conference in 1927. He had been educated in Europe, and was an accomplished linguist. He had been with the old Federal Radio Commission in the hard-rock broadcast allocation days of those eventful 20s, and had worked alongside such well-known engineers as Dellinger, Jolliffe, Craven and Jett. And he was a deft hand at diplomacy.

A native of New York City (Dec. 27, 1903) Gerald Connop Gross went to elementary school in France for five years, and graduated from White Plains (N. Y.) High. In his junior year, at 16, he evinced interest in "wireless" and got his ham license, which he retains with the U. S. call W3GG. He also is the only American amateur licensed in Geneva.

Jerry Gross graduated from Haverford College (Pa.) with a B.S. in electrical engineering (Phi Beta Kappa) in 1926. While at college he helped design, construct and operate one of the first college broadcast stations in the country. During summers, and also between his third and fourth years, he worked as a commercial brass-pounder in the merchant marine.

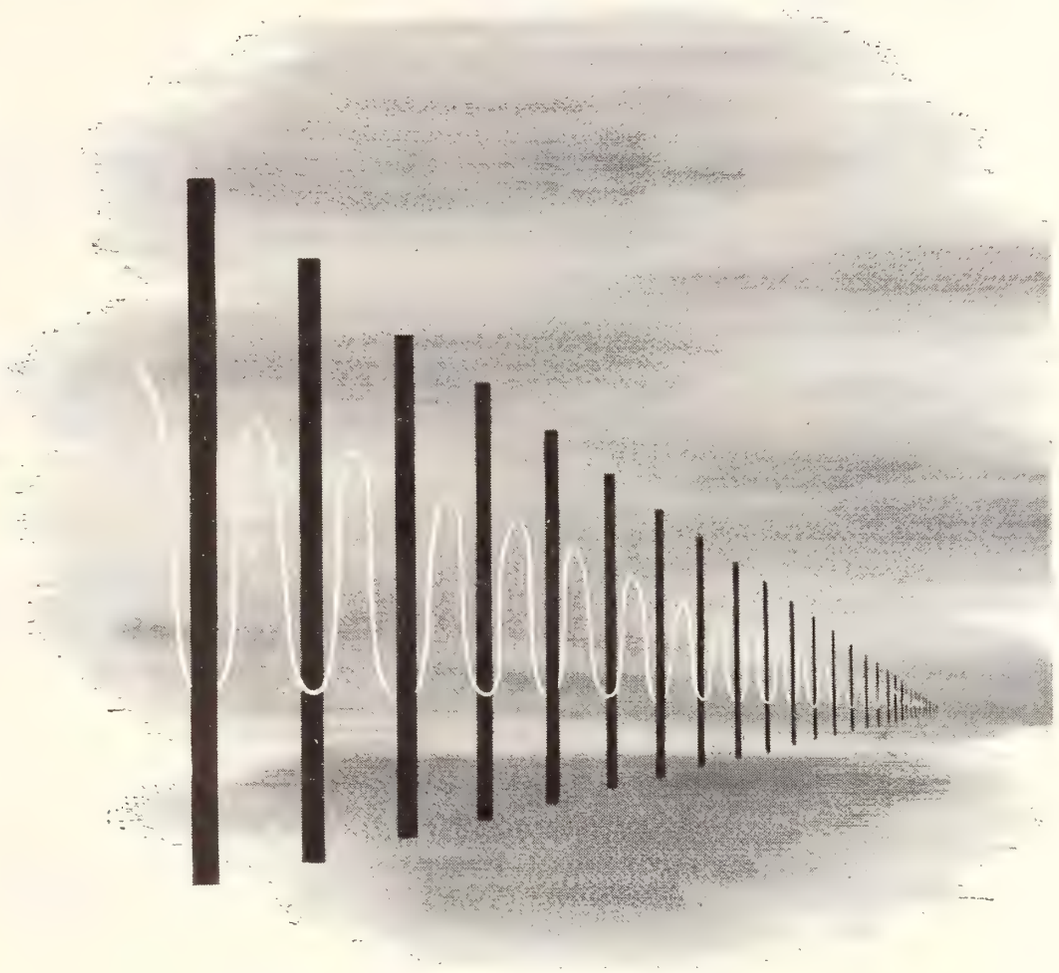
Upon graduation, Mr. Gross joined the Bureau of Standards, first on development of binaural aviation radio beacons and later in charge of standard frequency transmissions. He joined the FRC in 1928—its second year—as a staff engineer, and served successively with it and the FCC as chief of the engineering department's international division, chief of common carrier, and chief of broadcasting.

Mr. Gross' FCC service was interrupted by World War II, when as a Naval Reserve officer, he was called to active duty (Jan. 1943-Dec. 1945) winding up as a commander, after serving in European and Mediterranean waters, and the Far Eastern area. He was promoted to captain in the reserve this year.

Mrs. Gross is the former Susan Brundage of Oak Park, Ill. There are six children and three grandchildren. Aside from his ham activities, Jerry Gross is an accomplished photographer, and also delves into astronautics, holding membership in the American Rocket Society, with which his former FCC colleague, Washington communications attorney Andrew Haley, is prominently identified as past president.

Mr. Gross is a senior member of IRE (chairman, Washington Section, 1939) and of the American Institute of Electrical Engineers. He holds membership in the Army and Navy Country Club and the Metropolitan Club of Washington, and the Inter-Allied Club of Paris.

Look into the Future



Representing:

Albuquerque, New Mexico	KOAT-TV
Augusta, Georgia	WJBF
Bakersfield, California	KERO-TV
Bangor, Maine	WABI-TV
Baton Rouge, Louisiana	WBRZ
Champaign, Illinois	WCIA
Cheyenne, Wyoming	KFBC-TV
Chicago, Illinois	WGN-TV
Columbus, Georgia	WRBL-TV
Dayton, Ohio	WHIO-TV
Eau Claire, Wisconsin	WEAU-TV
El Paso, Texas	KTSM-TV
Eugene, Oregon	KVAL-TV
Jackson, Mississippi	WLBT
Lynchburg-Roanoke, Va.	WLVA-TV
Nashville, Tennessee	WSIX-TV
Pensacola, Florida	WEAR-TV
Phoenix, Arizona	KOOL-TV
Portland, Oregon	KLOR
Pueblo-Colorado Springs, Colo.	KKTV
Rochester, New York	WHAM-TV
Salt Lake City, Utah	KUTV
Santa Barbara, California	KEY-T
Scranton-Wilkes-Barre, Pa.	WARM-TV
Seattle-Tacoma, Washington	KTVW
Sioux City, Iowa	KTIV
Springfield-Holyoke, Mass.	WWLP
Springfield, Missouri	KYTV
Temple-Waco, Texas	KCEN-TV
Tucson, Arizona	KOPO-TV
Wheeling-Steubenville	WTRF-TV

. . . And we think you will agree that merchandising, in all fields, will become more and more important to maximize TV advertising effectiveness.

. . . That is why we, together with our Television Stations, have studied and drafted a plan to help you merchandise your schedule on all Hollingbery stations.

We call it the . . . Hollingbery Four-Point Plan.

Call your Hollingbery man for details—

George P. Hollingbery Co.



Offices: **New York Chicago San Francisco Los Angeles Atlanta**

NOW...

SELL RADIO'S "KID" SHOW ALL-FAMILY SALES

THE RCA *Thesaurus*



ANOTHER 20TH ANNIVERSARY FEATURE
FROM RCA THESAURUS

20 PLATINUM YEARS OF 1935 RCA Thesaurus PLATINUM ANNIVERSARY 1955 THESAURUS SERVICE

RCA RECORDED PROGRAM SERVICES

RADIO CORPORATION OF AMERICA RCA VICTOR RECORD DIVISION

155 East 24th Street, New York 10, N. Y.—MUrray Hill 9-7200
1016 N. Sycamore Ave., Hollywood 38, Cal.—OLdfield 4-1660
522 Forsyth Building, Atlanta 3, Ga.—LAmar 7703
445 N. Lake Shore Drive, Chicago 11, Ill.—WHitehall 4-3530
1907 McKinney Ave., Dallas 1, Texas—RIverside 1371

TMKS® ©RCA

NEWEST WITH APPEAL!

You can sell more sponsors with this show because it builds a big, all-family audience with —

★ Original songs recorded exclusively for RCA *Thesaurus* by Frank Luther . . . comic songs, ballads, folk numbers, holiday songs, sacred songs, educational tunes.

★ Limericks, riddles, jokes and character dialogues to tickle any youngster's — or oldster's — funny bones.

★ Sparkling Safety, Health and Public Service Jingles . . . many of them endorsed by the National Safety Council.

★ Special Birthday Announcements.

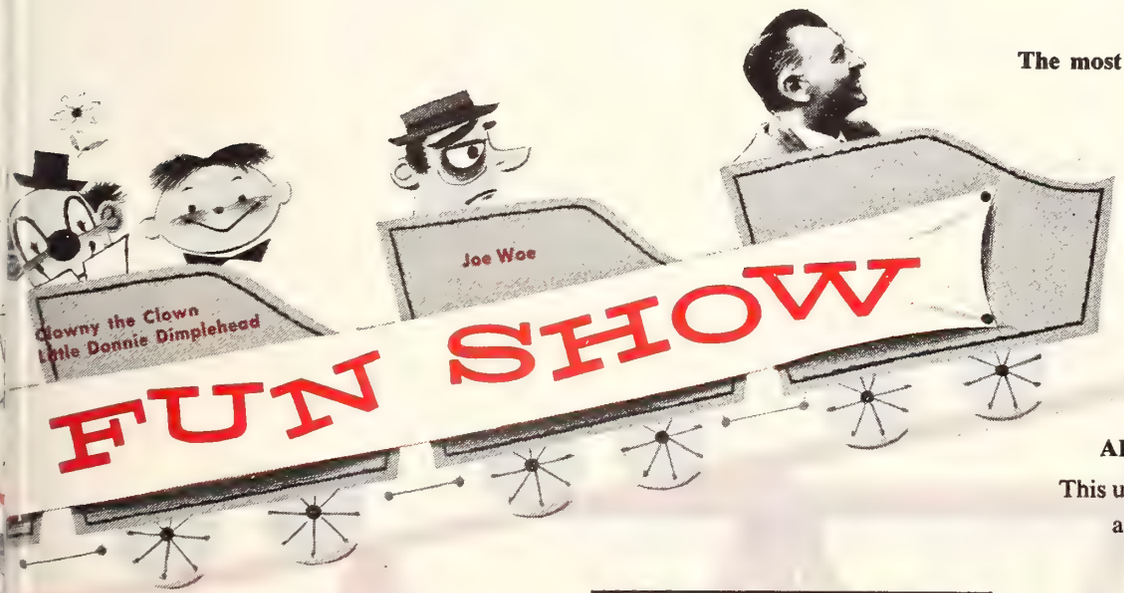
★ Musical accompaniment by the Tony Mottola Group.

You can sell more sponsors with this show because sponsors get these big EXTRAS —

★ Frank Luther will record special announcements wherein he will identify himself with a sponsor's product or service.

★ Recorded commercial jingles by Frank Luther provide a "built-in" extra for participation buyers in local sponsor categories such as ice cream manufacturers, supermarkets and department stores, drug stores, furniture stores, insurance companies and banks, laundries, frozen custard stores, shoe stores, bakeries, milk and butter companies.

★ Free sales promotion kit to help you and your sponsors merchandise the show.



The most versatile transcription radio show ever—

All voice tracks and musical portions have been created and recorded for complete flexibility. A half-hour program format is provided weekly, plus sample five, fifteen and sixty-minute formats, so you can custom-tailor *any* length show your sponsors need . . . for *as many times* per week as they want!

FREE OF ANY EXTRA COST TO ALL RCA THESAURUS SUBSCRIBERS

This uniquely different children's program shows again how RCA *Thesaurus* is *first* with the biggest, finest, most salable programming and time-selling aids:

26 different, easy-to-sell programs
Fully recorded open end shows
"Shop-At-The-Store" merchandising promotion
2,000 commercial singing jingles
Complete weekly continuity service
Sponsor-selling recorded sell-effects
Voice-tracks, brochures and 52 new releases every month.

For complete information about The Frank Luther Fun Show and RCA *Thesaurus*, write, wire or call your nearest RCA Recorded Program Services office, Dept. B-10, *today!*

FRANK LUTHER, AMERICA'S FOREMOST EDUCATOR THROUGH ENTERTAINMENT

This unique radio show is the culmination of 25 years of entertainment "know-how" by the one and only Frank Luther. As a composer and recording artist, Frank Luther is known and loved in millions of homes. As a story-teller and entertainer, he offers a very special kind of folk-appeal that makes this show simple and universal enough for children, warm and appealing to adults.



BLIND MAN'S BLUFF
...A COSTLY GAME!

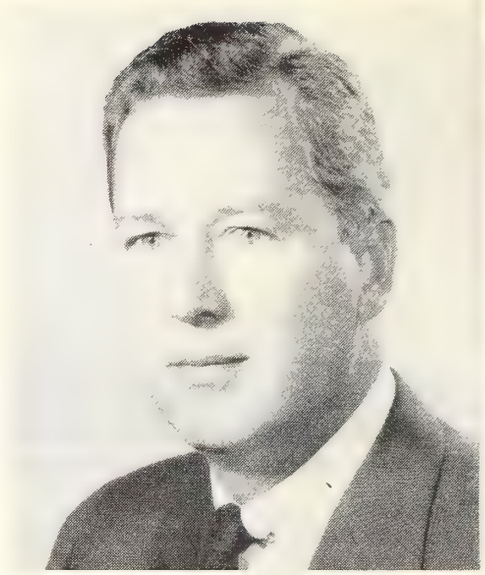


PERIODICALLY HOPPING FROM ONE NATIONAL REPRESENTATIVE TO ANOTHER... STRUGGLING TO HOLD SALES FIGURES... NEVER SATISFIED WITH THE RESULTS ...*CAN BE, AND USUALLY IS, A COSTLY GAME!* TIME TO TALK TO BURKE-STUART, WHERE PERSONALIZED SELLING, FOR A LIMITED LIST OF STATIONS IS PAYING OFF...*BIG!*

BURKE-STUART COMPANY, *Inc.*
Radio and Television Station Representatives

NEW YORK · CHICAGO · DETROIT · LOS ANGELES · SAN FRANCISCO

More and more Chicagoans are having
"Koffee with Karey"
Jack Karey emcees 90 fast moving minutes of music and mirth
8:30 to 10:00 A.M.
The switch is to **WCFL** *the voice of labor*
50,000 WATTS — 1,000 ON THE DIAL



KENNETH McALLISTER

on all accounts

LEGEND has it that all agency vice presidents are *supposed* to have "started in the mailroom, wear three-buttoned, single-breasted gray flannel suits, live in suburbia and shoot golf in the low seventies." Except for the fact that he lives in Darien, Conn., Kenneth McAllister, a vice president and account supervisor at Benton & Bowles, New York, thoroughly belies the myth.

A quiet, soft-spoken man of 39, Mr. McAllister did not begin to "rise through the agency ranks" until just about five years ago, when he left Columbia Records Inc. as director of advertising and sales promotion, in order to join B&B as the account executive in charge of radio-tv for Crosley, then an agency account.

Joining Sullivan, Stauffer, Colwell & Bayles that year as vice president, Ken McAllister took over as account executive on American Tobacco Co.'s Pall Mall cigarettes, remaining with SSC&B until September of this year when he returned to Benton & Bowles.

Mr. McAllister's admitted shyness is a handy shield, both for himself and his clients. In 1947, as coordinator of CRI's hush-hush L-P record project, "Operation Roulette," Mr. McAllister learned firsthand that silence is truly golden, for Roulette caught the major competition with their tone-arms completely down.

For a young man, Mr. McAllister has come up the long way fast since leaving Rutgers in 1939 armed with a B. S. in mechanical engineering and a Phi Beta Kappa key. First he joined General Electric's Test Team, within three months shifted into the company's publicity department where, among other things, he wrote and announced a farm program over WGY Schenectady. Then, when GE took back operational control of the outlet from NBC in 1941, Ken McAllister joined the station staff and soon was upped to sales promotion manager.

The day after Pearl Harbor, Mr. McAllister left GE to go with Columbia as manager of the popular records division. Then, when "to my shock, I found the Army could do without me altogether, I joined the Navy." In 1944, he shipped to the Pacific on an amphibious LSM as a Lt. (jg), returning home in 1946 to rejoin CRI, first as merchandising manager, then as coordinator of the L-P project, and lastly, as advertising sales promotion director.

As we said: Kenneth McAllister didn't start in the mailroom, doesn't wear gray-flannel suits—prefers dark blue, if flannel—doesn't play golf, but likes to listen to Bach with his wife, the former Betty Proudfoot, and romp about the Connecticut countryside with his two boys, ages five and eight and a half.

the
band
of the
year . . .



RICHARD MALTBY and his orchestra

Opening Friday, November 4th at the

CAFE ROUGE

HOTEL STATLER, N. Y.

and heard every day of the year in the
"N" Series of the

SESAC TRANSCRIBED LIBRARY

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in every
television market there
is one dominant station
...in Indianapolis
that station is

WISH-TV
channel **8**

CBS
TELEVISION

BROADCASTING TELECASTING

ctober 31, 1955 Vol. 49, No. 18

WRATHER, LOEB, BUCKLEY BUY WNEW FOR RECORD $4 MILLION

- **New York independent brings highest radio price ever**
- **Station value had doubled since last transfer in 1954**
- **Sale marks new confidence in radio's profit potential**

ALE OF WNEW New York for more than
l million—highest price ever paid for a radio
tation—was announced last week.

A syndicate headed by industrialist and dio-tv station owner Jack Wrather and in- uding investment banker John L. Loeb and 'NEW president and part owner Richard D. uckley signed to pay $4,076,887.67 for all the stock in the licensee corporation, sub- ct to the customary FCC approval.

Authorities reported that they hope to have CC's consent in time to complete the transfer efore the first of 1956. They said Mr. Buckley expected to continue as president and that no anges are planned in either the policies or rsonnel of the 50 kw station, recognized as he of the nation's top independents.

The $4 million-plus transaction followed by most a year and a half the purchase of 'NEW by Mr. Buckley and associates for ghtly more than $2 million.

The selling group includes Mr. Buckley, who wns 25% of the voting stock of WNEW roadcasting Inc. and will have a similar rcentage under the new ownership; a group cluding board chairman Harry R. Playford, d C. Wright, and H. W. Holland and sons lliott W. and William Langston Holland who wn 50% of the voting shares; another group cluding the estate of the late Horace L. ohnes, Washington attorney, and his daughter oberta Lee Lohnes, who own the remaining 5% of the voting stock, and a group of 10 'NEW employes who own all of the non- oting stock.

The new ownership will consist of J. D. ack) Wrather Jr. with 37.5% of the stock, ohn L. Loeb and associates with 37.5%, and r. Buckley with 25%.

Mr. Wrather, youthful Texas and Los An- eles industrialist whose fortune was founded in l, currently has widespread holdings which clude, in the broadcast field, part ownership KFMB-AM-TV San Diego, a grant for a oston uhf television station which is slated to mmence operations in 1956, and the *Lone anger* and all radio, tv, merchandising, comic ook and comic strip rights to this property. e also has an application pending for a tv annel in Corpus Christi and formerly was part wner of KOTV (TV) Tulsa.

Mr. Loeb is senior partner of the Carl M. oeb, Rhoades Co., New York investment nkers. Some of his banking associates are presented in the ownership of Allen B. Du- ont Labs but these do not include any who e associates with him in the WNEW purchase, uthorities said.

The record-setting sale was negotiated by Allen Kander & Co., radio and tv brokers. Paul A. O'Bryan of the Washington law firm of Dow, Lohnes & Albertson represented WNEW throughout the negotiations. Monte Livingston, general counsel for Mr. Wrather, represented the Wrather and Loeb group.

WNEW, which operates on 1130 kc, has long been regarded as one of the nation's leading—and most successful—radio stations and has pioneered many program innovations including the music and news format. Mr. Buckley and his associates acquired it from William S. Cherry (WPRO Providence, R. I.) and associates for $2.1 million in April 1954. Mr. Cherry had acquired control in 1949 from long-time owner Arde Bulova. When Mr. Buckley's group took over they also bought out Bernice Judis and Ira Herbert, for many years the operating chiefs of the New York independent. The Herberts (Miss Judis is Mrs. Herbert) owned and had options to buy less than 20%.

Officials reported last week that under Mr. Buckley's direction, the station's sales figures for 1955 are 32% higher than for 1953. It also was reported that program realignments undertaken under Mr. Buckley had produced rating increases ranging as high as 29% to 125% for specific shows, with Nielsen figures showing total listening to WNEW up 70% during this period.

Mr. Livingston called attention to Mr. Wrather's "reversal of the usual course in radio and television today" in that he is expanding from television into radio.

President Buckley said that in the transfer he is "reaffirming" the stand he took "for radio only" when he went from the presidency of John Blair & Co., of the Blair radio and tv station representation organizations, into the ownership and presidency of WNEW.

Mr. Wrather entered tv with the purchase of KOTV for $2 million-plus. Later, in association with Mrs. Helen Alvarez, manager and part owner of KOTV, he acquired KFMB-AM-TV for $3 million. The Tulsa property was sold recently to J. H. Whitney & Co. for $4 million but Mr. Wrather remains on the board of directors.

The WNEW employe group selling the WNEW non-voting stock in the current transaction consists of John Jaeger, vice president and assistant manager; Melvin J. Stack, treasurer; Mary McKenna, director of research and sales development; John V. B. Sullivan, Kermit Moss, John Beaton, Richard H. Gerkin, and John Geddes, salesmen; Alexander Trilling, who is in charge of the musical library, and Max Weiner, chief engineer.

'THE YEAR RADIO CAME BACK'

IT MAY BE that 1955 will go down as "the year radio came back." Back to life, anyway, if not back to its pre-tv billings peaks. All signs point that way—new programming, new sales techniques, and new awareness that radio has something to sell, after all.

Now, in a market dominated by seven tvs, an independent has commanded the largest radio station sales price in history. B•T had spotlighted the tremendous commercial success of WNEW in its "Radio Resurgence" issue Sept. 19 (page 168), commenting that the successful music and news formula had "paid off in millions." Another article in that same issue told how "The Going Price Is Going Up" (page 62). For further assurance of this trend, read the last five paragraphs of this box.

The independent stations are not the only ones making news. Networks, although admittedly facing an uphill climb, are digging in to the task of regaining lost ground. Elsewhere in this issue B•T reports that story: there's an interview with Executive Vice President Robert W. Sarnoff of NBC beginning on page 35, and a condensed speech by President Robert E. Kintner of ABC beginning on page 51. B•T commends them to its readers as interesting reading.

Prices and How They've Grown

GOING price for am stations has been on the rise in recent years. Up to the beginning of this year, am station prices were modest. But beginning in January, they began to inch upward. It was in that month that WPAT Paterson, N. J., 5 kw on 930 kc, was sold by the *Passaic Daily News* to Emanuel Dannett for $300,000.

Last summer, WHIM Providence, R. I., 1 kw day on 1110 kc, was sold by Mrs. John Kluge, Harris Thompson, Robert T. Engle and C. George Taylor to Frank Miller Jr. for $469,000.

And this fall, WTRY Troy, N. Y., 5 kw on 980 kc, was sold by Harry C. Wilder and associates to Robert T. Engle, C. George Taylor, Kenneth M. Cooper and Mowry Long for $500,000.

This is not to say that substantial sums were not spent in the purchase of am stations before this year. The largest for a long time was the 1954 sale of WINS New York, 50 kw on 1010 kc, by Crosley Broadcasting Co. to J. Elroy McCaw and John D. Keating for $450,000.

Note: all are independents.

46TH ANNUAL ANA MEETING CONVENES IN N.Y. TODAY

Three-day session at Hotel Plaza set to hear industry leaders give viewpoints on main theme of 'How to Make Advertising More Productive.' Justice Dept.'s suit against some phases of advertising will be discussed by the advertisers.

LATEST advertising developments, ideas and practices come into focus in New York today (Monday) where the Assn. of National Advertisers is holding its 46th annual meeting. The sessions, which start today and wind up with a feature luncheon Wednesday, are being held at the Hotel Plaza.

Advertising productiveness is the keynote that will be struck at all the workshop and panel discussions planned for delegates.

Top advertising executives on the program include among others: Theodore S. Repplier, president of the Advertising Council; Stuart Peabody, assistant vice president of the Borden Co. and chairman of the council; William A. Hart, president of Advertising Research Foundation; Fred Manchee, executive vice president and treasurer of BBDO and also chairman of the ARF; Sherwood Dodge, vice president of Foote, Cone & Belding; Robert Kintner, president of ABC; T. J. O'Neil, executive director of sales and advertising, Ford Motor Co.; George E. Mosley, vice president in charge of advertising and sales promotion of Seagram Distillers Co.; Robert C. Myers, director of market development, U. S. Steel Corp.; James E. Robison, president of Indian Head Mills Inc.; Russell H. Colley, consultant to ANA's Advertising Management Committee; R. G. Holbrook, board chairman, Compton Adv. Inc.; C. S. (Cliff) Samuelson, advertising manager of General Mills' Grocery Products Div.; John B. McLaughlin, director of sales and advertising, Kraft Foods Co., and W. B. (Pete) Potter, director of advertising, Eastman Kodak Co.

In addition to these speakers, various advertising association presentations will be held and a panel of top representatives of the various media fields will join Mr. Kintner, who represents radio-tv at the session, in describing what each medium is doing to help make advertising more productive.

The program is split up into various phases of the main theme: "How to Make Advertising More Productive." Monday morning will be devoted to panels and talks on just this general subject with a special workshop session in the afternoon taking up case histories of how—from the experiences of the particular firm—management practices have proved effective in the advertising operation.

Tuesday sessions start with the creative marketing phase, move into the media stories and then explore additional case histories.

From these meetings, the convention moves into the problem of coordinating sales and advertising and delves into such matters as research tools, the Justice Dept.'s complaint against advertising and the public relations of advertising. The feature luncheon Wednesday is devoted to the topic of the war of ideas with Mr. Repplier presenting the benefits of a six-month, round-the-world study on which he reported to President Eisenhower.

Complete agenda for the convention follows:

Monday, Oct. 31—Morning

Grand Ballroom Foyer

8:30 a.m.—Registration and coffee hour.

Grand Ballroom

Theme for session—"Making Your Advertising More Productive in Today's Business Climate."

Part I

Presiding—Donald S. Frost, vice president in charge of advertising, Bristol-Myers Products Div., Bristol-Myers Co.

9:45 a.m.—"The New Age of Marketing: Full Speed Ahead."

A presentation prepared especially for this meeting by *Fortune* editors and introduced by Ralph Delahaye Paine Jr., publisher.

10:25 a.m.—"How Many Dollars for Advertising?"—Albert W. Frey, professor of marketing, Amos Tuck School of Business Administration, Dartmouth U.

10:50 a.m.—Announcements and intermission.

Part II

Presiding—Edward G. Gerbic, vice president, Johnson & Johnson; chairman, ANA board of directors.

11:00 a.m.—"Your Business Is Our Business."

A presentation by the ANA board of directors.

Monday, Oct. 31—Afternoon

Grand Ballroom

Theme for session—"How better advertising management can make your advertising more productive."

Presiding—Henry Schachte, advertising vice president, Lever Bros. Co.; chairman, ANA Advertising Management Committee.

3:10 p.m.—Special workshop session.

"Long-term Budgeting for Long-term Marketing Planning"—W. B. Potter, director of advertising, Eastman Kodak Co.

"How Can Management Help Put All Marketing Functions Including Advertising Into the Same Harness?"—John B. McLaughlin, director of sales and advertising, Kraft Foods Co.

The Places To Be

LUNCHEON and dinner schedule at the ANA meeting at New York's Hotel Plaza this Monday through Wednesday: Monday—luncheon, special get together, ANA business session and annual elections; Tuesday—informal luncheon, Terrace Room, 1 p.m. (cocktails at 12:30 p.m.); ANA annual reception-dinner and entertainment (provided by CBS Radio and CBS-TV)—reception, Terrace Room, 6:30 p.m., and dinner-entertainment, the Ballroom, 7:30 p.m. (Entertainers to include: Johnny Carson, Jim Jeffries [Mr. Texas], Lillian Briggs, new recording star, song stylist Julie Wilson and Hank Sylvern and his CBS-TV Orchestra plus a "surprise act."); Wednesday—feature luncheon, Grand Ballroom, 12:45 p.m., Theodore S. Repplier, president of The Advertising Council on "The Idea War—Are We Losing It?" (cocktails at Terrace Room, 12:15 p.m.).

"How Good a Job Is Our Agency Doing for Us?"—C. S. Samuelson, advertising manager Grocery Products Div., General Mills Inc.

"How Does Agency-Management Evaluate the Job Its Organization Is Doing for Each Client?"—R. G. Holbrook, chairman of the board, Compton Adv. Inc., and vice chairman American Assn. of Advertising Agencies.

4:00 p.m.—Question and answer period.

4:30 p.m.—"Organizing for Greater Advertising Productivity"—Russell H. Colley, consultant to the ANA Advertising Management Committee.

Tuesday, Nov. 1—Morning

Grand Ballroom Foyer

8:30 a.m.—Registration for agency and medi guests.

Grand Ballroom

Theme for session—"The Forces of Advertising—Keystone to 'Creative Marketing.'"

Presiding—E. W. Ebel, vice president, marketing, General Foods Corp.

Part I

9:30 a.m.—"The Challenge to America"—A dramatization by the joint ANA-AAA Committee for Economic Understanding.

Part II

Media's creative marketing contribution more productive advertising.

10:05 a.m.—For newspapers.

Harold S. Barnes, director, Bureau of Advertising, American Newspaper Publishers Assn.

10:30 a.m.—For outdoor advertising.

Warner Moore, president, Outdoor Adv. In

10:55 a.m.—Announcements and interm sion.

11:05 a.m.—For television and radio.

Robert E. Kintner, president, ABC.

11:30 a.m.—For magazines and busin papers.

A special panel under the auspices of t Magazine Publishers Assn.

Moderator: Frederick Nelson, chief editor writer, *The Saturday Evening Post.*

Panel members: Stanley High, senior edit *Reader's Digest;* Robert Elder, vice presid of the Plax Corp. and prominent marketi economist; Frank Baxter, professor, Univers of Southern California.

Tuesday, Nov. 1—Afternoon

Terrace Room

1:00 p.m.—Luncheon.

Grand Ballroom

Actual case histories by leading compar showing how creative planning, advertising marketing are paying off.

Presiding—Ralph Winslow, vice presid manager of marketing, Koppers Co.

2:30 p.m.—"Better Planning and Be Promotion Mean Better Profits"—James Robison, president, Indian Head Mills Inc., v Peter G. Scotese, vice president and gen sales manager; Charles O. Wood, vice pr dent, marketing, and M. John O'Donagh director of advertising and public relations, Indian Head Mills.

3:00 p.m.—"Don't Sell the Product—Sell Market"—Robert C. Myers, director, ma development, United States Steel Corp.

3:30 p.m.—A fifteen minute intermission.

3:45 p.m.—"How Seagrams Made 'The Pr dent's Dream' Come True"—George E. Mos vice president in charge of advertising and s promotion, Seagram Distillers Co.

Wednesday, Nov. 2—Morning

Grand Ballroom

Better coordination of sales and advertisi

etter research tools—the Justice Dept.'s com-laint against advertising—the public relations f advertising.

Presiding—Howard A. Marple, director of ublic relations, Monsanto Chemical Co.

9:30 a.m.—"A Coordinated Program of roduct Development—Manufacturing—Sales —and Advertising in Action"—T. J. O'Neil, xecutive director, sales and advertising, Ford Motor Co.

10:00 a.m.—"Some Exciting New Develop-nents in Advertising Research to Meet Today's asic Advertising Needs"—William A. Hart, resident, Advertising Research Foundation, ormer director of advertising, E. I. Du Pont e Nemours & Co.; Fred Manchee, executive ice president and treasurer, BBDO, chairman, dvertising Research Foundation, and Sher-ood Dodge, vice president, Foote, Cone & elding, chairman, ARF Printed Advertising ating Methods Survey.

10:35 a.m.—Announcements and intermis-ion.

10:45 a.m.—"What Is the Justice Dept.'s Complaint Against Advertising?"—Gilbert H. Veil, ANA general counsel.

11:15 a.m.—"The Impact of Your Public ervice Advertising"—a presentation of The dvertising Council. Stuart Peabody, assistant ice president, The Borden Co., and chairman, he Advertising Council; The Honorable Dr. Richard E. McArdle, chief, Forest Service, J. S. Dept. of Agriculture; The Honorable Ellsworth Bunker, formerly U. S. ambassador o the Argentine, president, American National Red Cross, and The Honorable Randolph Burgess, undersecretary, U. S. Treasury Dept.

Wednesday, Nov. 2—Afternoon

Terrace Room

12:15 p.m.—Cocktails *a la carte*

Grand Ballroom

12:45 p.m.—Feature ANA luncheon.

"The Idea War—Are We Losing It?" Speaker: Theodore S. Repplier, president, The Advertising Council.

L&M Is First to Sponsor Full 'PEP' Lineup on NBC-TV

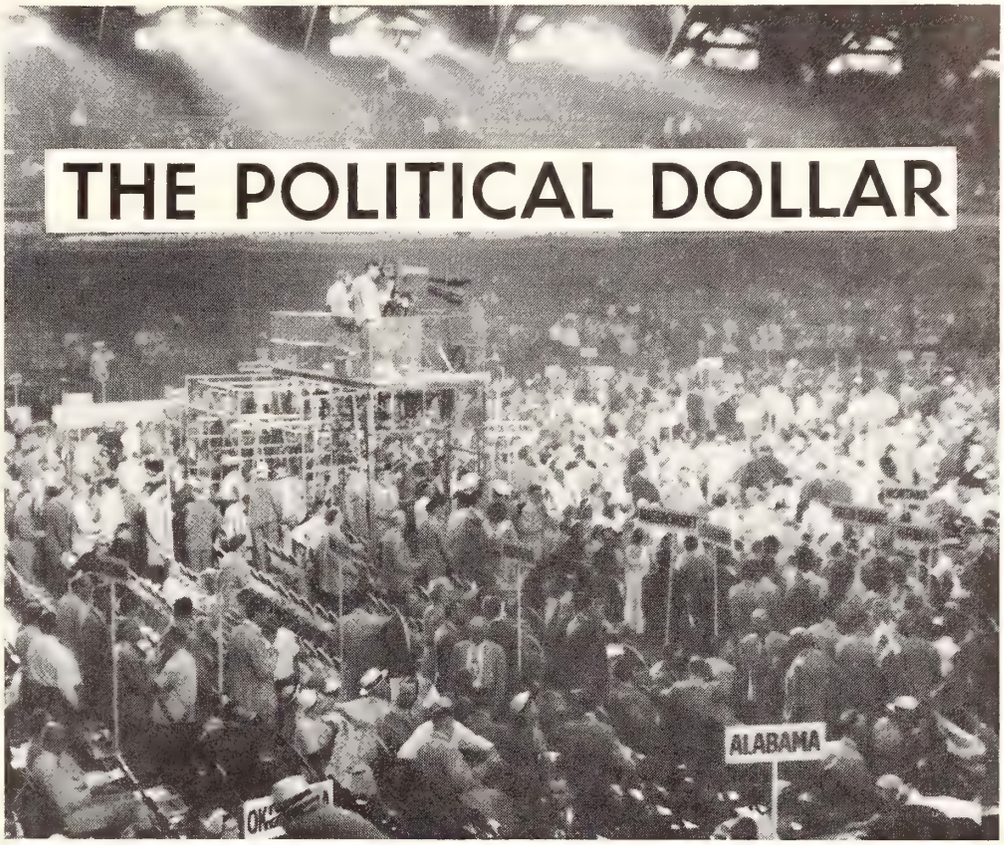
LIGGETT & MYERS TOBACCO Co., New York, last week became the first major tv advertiser to order the full 44-station lineup under NBC-TV's new Program Extension Plan [CLOSED CIRCUIT, B•T, Oct. 24].

George Frey, NBC-TV vice president in charge of sales, announced Wednesday that effective Nov. 3, the tobacco firm, through Cunningham & Walsh, will buy an additional optional station line-up of 28 NBC-TV "PEP" stations for *Dragnet* (Thurs., 9-9:30 p.m. EST). Added to L & M's present 16-station lineup, the additional 28 make the company the first advertiser to order the entire NBC group of 44 stations.

Purpose of "PEP" is to help smaller market stations gain more network revenue by making these stations available to advertisers at a savings in cost and without any reduction in station rates.

Gen. Foods Buys Circus Show

GENERAL FOODS Corp., White Plains, N.Y., will sponsor the first telecast of the Ringling Bros., Barnum & Bailey Circus Christmas Party from Sarasota, Fla., over CBS-TV, Fri., Dec. 16, from 8-9 p.m. (EST). Benton & Bowles Inc., New York, is the agency.



PARTIES AND ADVERTISERS WILL SPEND TWICE AS MUCH FOR RADIO-TV IN 1956 CAMPAIGN

THE 1956 national political campaigns will draw at least twice as many millions into radio and television as they did the last time 'round in 1952.

A doubling of the Republicans' and Democrats' radio-tv expenditures loomed as one of the clearest prospects to emerge last week from a survey of the certainties, probabilities, and baffling uncertainties that already are engaging the attention of broadcasters and political parties alike.

If anything appeared more certain, it was the obvious conclusion that television and radio would be relied upon more heavily than all other media combined, save possibly the traditional hustings and stump.

The Republicans, who estimated they split their advertising budget approximately 90-10 in favor of the broadcast media in 1952, were not expected to go back on the first winning combination they had had in 20 years. The Democrats, who put a healthy budget into broadcasting but nevertheless used newspapers much more heavily than the Republicans, were expected to raise the tv-radio share.

For the networks, already deep into their planning for the most complicated and expensive political convention coverage yet, there was no assurance that they would face the day after election with much better financial results than in 1952—largely in the red. But they were planning.

Even less susceptible to prediction was the political revenue that would fall, along with the headaches, to individual stations, regional hookups, and such allied television entities as film production companies, whose combined take in 1952 was known to be great but almost impossible to compute.

If the national television and radio networks sell their respective packages for coverage of the two nominating conventions and election night returns at their current offering prices, the sales will come to a total in the vicinity of $16 million.

Thus far—still almost 10 months in advance of the nominating conventions—CBS is the only one with a sponsor on the line. Westinghouse Electric Corp., which sponsored the CBS political package in 1952, signed up in midsummer for similar 1956 coverage on CBS-TV and CBS Radio at an expenditure estimated at $5 million [B•T, Aug. 1]. This package includes special pre-opening convention programs and weekly progress reports for eight weeks between conventions and elections, as well as coverage of the conventions and election returns.

NBC, whose 1952 campaign coverage was sponsored by Philco Corp., reportedly is offering its 1956 radio-tv convention and election night package for approximately $5.5 million. As yet it has signed no sponsor. It's understood Philco has indicated it will not underwrite the entire package, but has not ruled out participating sponsorship with other advertisers if the coverage becomes available on that basis.

ABC has put a price tag of approximately $4,350,000 on sponsorship of its convention and election night coverage and reportedly is awaiting the decision of Admiral Corp., its 1952 sponsor, as to whether it will pick up its option for 1956. Admiral, in turn, is said to be awaiting the return of President Ross Siragusa from a European trip, probably within about a week.

Mutual's asking price for radio coverage has not been definitely set and authorities said it probably would not be known for another fortnight or so. Other sources speculated that the price might be $1 million to $1.5 million. In 1952 Mutual had a tie-in with *Farm Journal* and *Pathfinder* and made the coverage available for sale by affiliates on a local co-op basis.

Not included in these potential package revenues are time sales for political broadcasts which in 1952, according to authoritative

figures, exceeded $2 million in the case of the GOP national organization and over $1.1 million in the case of the Democrats [B•T, Nov. 10, 1952]. CBS has estimated that its total radio and television time sales during the 1952 campaign (aside from the Westinghouse package) ran somewhat short of $1 million, and that its political coverage during that campaign resulted in a loss "running into seven figures" [B•T, May 2, 1955]. Unofficially, it was estimated at the time that the three radio-tv network organizations took a combined loss ranging up to $2.5 million or more on their respective deals with Philco, Admiral and Westinghouse.

Precise campaign plans for 1956 will not be developed until the two major parties have designated their respective advertising agencies. A number—including Biow-Beirn-Toigo, William Esty & Co., Bozell & Jacobs, Norman, Craig & Kummel, Benton & Bowles, as well as the Joseph Katz Co., which is nominally the Democratic agency although inactive on the account since the 1954 elections—are being considered by the Democrats and they are expected to settle on a choice by mid-November. For the Republicans, it is assumed that BBDO and Kudner Inc., having ridden a winning ticket in 1952, will be renominated for the 1956 campaign.

Network planning for time sale as well as for news coverage already has started. NBC's Executive Vice President Robert W. Sarnoff announced last week the creation of a special Political Broadcast Unit—said to be the first of its kind in radio-tv history—which will operate under NBC Treasurer Joseph A. McDonald to facilitate the purchase of political broadcast time on NBC. Mr. Sarnoff said the unit will begin functioning immediately to "help meet the problems [of clearing and setting up political broadcasts] and at the same time assure our NBC broadcasters of maximum cooperation in maintaining a minimum of interference with their normal operations."

Some months ago NBC's Financial Vice President Joseph V. Heffernan told members of the Senate Subcommittee on Privileges & Elections that NBC-TV proposed to make both five-minute and one-minute time periods available for sale during the 1956 campaign and also proposed to reserve 30-minute blocks of regular commercial time for sale for political broadcasts in the fall of 1956. Mr. Heffernan emphasized, however, that these proposals could be most effective only if the network received advance cooperation from national committees in working out specific blocks of time to be reserved.

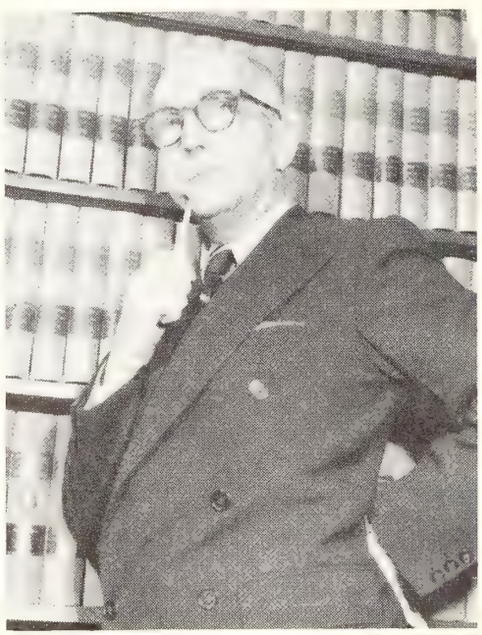
Lack of such advance arrangement with all networks would make it necessary for the parties to pre-empt whatever commercial periods they want, at considerable expense. Mr. Heffernan, for instance, has estimated that during the 1952 campaign pre-emption costs in connection with political broadcasts on NBC-TV alone amounted to about $175,000.

CBS has had staff Vice President Richard S. Salant working—in coordination with CBS Radio President Arthur Hull Hayes and CBS-TV President J. L. Van Volkenburg—on the political time problem with the two major parties for several months. During the summer Mr. Salant asked both the Democratic and Republican organizations to submit proposed schedules, so that network planning might proceed in order to minimize the pre-emption and related problems, and several weeks ago he received a proposed Republican schedule which is currently under study.

Several factors stimulate the belief that political reliance upon radio and television at all campaign levels will be greater than ever.

Aside from the growth of television and the enthusiasm which the 1952 campaign stirred up for the effectiveness of the broadcast media, especially television, the strongest stimulant stems from the possibility that President Eisenhower will take himself out of the race. If he does not run, political observers point out, the Republicans presumably will feel a need for a considerably heavier campaign than they had intended to wage, with Gen. Eisenhower as the standard bearer, between nominations and elections. A more intensive campaign by the Republicans would leave Democrats little choice but to match or try to exceed the opposition.

A decision by President Eisenhower to retire also would open the field for more widespread pre-convention skirmishing among Republican would-be candidates who would make no run for it at all if the President should seek a second term. This obviously would mean



NBC'S McDONALD
He'll referee political timebuying

heavier tv and radio purchases by the GOP presidential aspirants.

Among the Democrats there is more certainty of what the immediate future holds—a nomination race among several candidates, with 1952 nominee Adlai Stevenson apparently the current front-runner, according to latest calculations. Mr. Stevenson has not yet declared his candidacy but is expected to do so about mid-November. Others deemed likely prospects include Gov. Averell Harriman of New York and Sen. Estes Kefauver of Tennessee.

While the networks stand to take in an estimated $16 million from their convention and election night coverage alone—not counting the sale of time for campaign speeches and the like—they know for a fact that their expenses will be high.

Unofficial estimates place the probable total network cost of covering the two conventions at about $5 million for production alone—not including time costs. This approximate figure is derived from estimates that the three radio-tv network organizations will spend around $1.5 million apiece while Mutual's radio outlay will come to about $500,000.

The chronological closeness and geographical distance between the two parties' nominating conventions will, it's unanimously accepted, strain all networks. The Democrats will open in Chicago on Aug. 13. Whether the Democrats have finished or not—the presumption is that they will — the Republicans plan to start theirs Aug. 20 in San Francisco.

This arrangement, which was opposed vainly by the networks before is was finalized, already apparently has taken on substantial casualty. CBS-TV and NBC-TV both had originally expected to handle some pickups from both conventions in color. Although some competitive secrecy may be involved, both indicate that they'll do no colorcasting at either place. It would be virtually impossible, they say, to have colorcasting equipment in both Chicago and San Francisco within the span of a single week.

It is going to be difficult enough to transport men and black-and-white equipment. All in all it's expected more than 1,000 men and women will be needed to do each job—300 to 375 for each of the three radio-tv networks and around 150 for Mutual. Most of these will work both conventions, moving from Chicago to San Francisco as soon as the Democratic conclave is over. Some key personnel from each network will have to precede the regular crews from Chicago to San Francisco. The already complicated problem of logistics will of course become even more complex in the event, now generally considered likely, that the Democratic convention runs overtime and overlaps the Republicans'.

Under pool arrangements already worked out, NBC-TV will handle the pool video feed at the Chicago conclave, CBS-TV will handle in San Francisco, and ABC will handle the audio pools at both places. The "pool committee" is composed of Sig Mickelson, CBS vice president in charge of news and public affairs; William R. McAndrew, NBC news director; Thomas Velotta, ABC vice president and administrative officer for news, special events, sports and public affairs, and Milton Burgh, Mutual director of news and special events.

All networks are expected to transfer virtually their entire news staffs to the convention sites.

The time costs—not figured in the estimate of out-of-pocket expenses for coverage—will encompass virtually gavel-to-gavel pickups of convention proceedings. At present, the Democratic conclave is expected to break into two daily sessions, starting at 12:30 p.m. New York time on the opening date but adhering generally to a 2:30-5 p.m. and 9:30 to about midnight scheduled (New York time) on the other days. GOP leaders have said they will have a single daily session running from 5 to 10 p.m. New York time. Present thinking is that each convention will run four or five days.

Although there had been considerable speculation as to whether the networks could be provided all the space they need in San Francisco's Cow Palace, site of the Republican convention, network authorities say they have been assured space to meet their requirements in both cities. Aside from an estimated total of 850 hotel rooms to house personnel, this includes camera positions, radio studios and working space in the two convention halls and, in hotels, some 8 to 15 adjacent rooms for studios, offices, additional working space and the like.

The Conrad Hilton is expected to be Democratic headquarters but in San Francisco the Republicans will be split between the Mark Hopkins and the Fairmount hotels and their because of space limitations, the networks reportedly have agreed that two will be housed in one hotel and two in the other.

NBC's planning, headed up by Mr. McAndrew, is being conducted in detail by a unit under Reuven Frank. CBS' preliminary planning, under Mr. Mickelson's overall supervision is being directed by Paul Levitan and Elmer Lower. Mr. Velotta heads the planning acti

NEEDED: COVERAGE DATA

TIMEBUYER'S PRESENT TOOLS DON'T TELL THE WHOLE STORY

HOW can the timebuyer best judge station coverage? An analysis of the tools at hand was given last Tuesday's Time-buying and Selling Seminar of the Radio & Television Executives Society in New York by Hal Miller, manager of media analysis, Benton & Bowles. His remarks, condensed, follow:

OBVIOUSLY, there are *many* techniques or approaches which can be used to establish some form of coverage estimate. However, the number of *basic tools* available is much more limited. In my opinion, there are about four basic tools: a) the mail map, b) the ballot type survey, c) the engineering map, d) rating data.

Under the mail map procedure, the station requests that its audience write in to the station either because of an offer, or of their own free choice. The station manager would say that this technique does represent coverage for it actually indicates people who have taken the time and the effort to do something in having written to the station—thus, if these people get the signal in a county so can others.

There are some factors, however, which would appear to negate station coverage claims based on the use of only this tool. The mail write-ins do not typify the audience of stations. What's more, this kind of mail-in basis of coverage can be biased by such things as who has made the offer, what type of offer was made, when was it made, how was it made. We have found that mail returns have come in from very far places due to the freakishness of signal. We have seen claims of coverage based upon mail-ins where local rating data showed no listening or viewing in that particular area.

Another tool available to the timebuyer and/or his research man is the ballot type surveys, most recently made by Nielsen and Standard Audit Measurements back in 1952. The surveys, through the use of a mail ballot, personal interview or combination of both, attempted to determine the number of homes which claimed to listen and/or view each station with some degree of frequency.

These data are also subject to some biases: Returns to a mail survey are not necessarily representative of people who did not answer; the homes on the mailing list may not be representative of all of the homes in a particular locale. In addition, many respondent's answers as to the particular station to which they listen or view regularly may be affected subconsciously by the appeal of the programming on that particular station.

It is important to point out that these surveys *cannot* be used to reflect specific program or station popularity; you still need a rating report to accomplish this. Nor can these data tell you the *absolute* measurements of station popularity or the *absolute* proportion of homes which claim regular station listening and/or viewing.

However, the data does have substantial value in giving to us information by counties or clusters thereof, which in turn can be used to establish a can-and-do concept of coverage. That is, we can use this basic information in a relative way to establish a station's coverage area in which the homes in that area not only *can* receive the signal but *do* receive it on some regular basis.

Three years ago there was still a tv freeze; the studies covered only 109 tv stations which were on in 63 markets. None of these stations was uhf. In January 1955, the number of tv stations had grown to 394 in 227 markets, with 103 stations on the uhf band. Furthermore, practically all of the stations which were covered in these surveys either changed power, channel position, antenna height or location of transmitter site, all of these factors having some effect on coverage.

It may be that tv has affected the coverage potential of radio—particularly the network stations—to such an extent that a re-evaluation of radio coverage is also necessary. However, since Nielsen and SAMS data have generally been used to establish *coverage* areas rather than define the audience circulation to stations, the relative levels of the percentage of homes claiming to listen on some regular basis may not have been as adversely affected as some people believe.

This brings us to the third tool available to us—engineering maps. These maps can be used to establish coverage areas purely on a theoretical "can receive" concept, giving the timebuyers only one side of the coin.

Insofar as radio is concerned, whenever we have found it necessary to make estimates of the coverage area we have used the area within the 0.5 millivolt contour line to represent some estimated form of primary coverage.

In the case of television, it has been necessary to rely more and more on engineering maps in an effort to estimate tv stations' primary coverage area. The FCC has defined a Grade B area for stations which requires the signal strength to be available to the average home in 50% of the area—90% of the time. When we are forced to establish estimates, we have found that the area within the Grade B contour line as defined by FCC standards is the most practical.

You may have noticed that when I spoke of engineering maps, I indicated that these maps provide the timebuyer with only one side of the coin—namely, some definition of "can" listen or view. Since there has been no recent coverage survey, most of us have used whatever available data we could obtain from the various rating services. This brings us right up to date with tool number four, the local rating surveys as well as some of the uhf studies which can be used to give us information with regard to the "do listen and view" concept.

In my opinion, to tell you how any one particular agency uses these tools to obtain an estimate of coverage can do you no good. You must first understand how these tools are derived, and to what purpose your agency will put these coverage estimates before you can decide upon the use of these tools. There is, however, one thing that we can all decide upon—one thing that can take estimates of station coverage out of the argumentative stage and put it where it rightfully belongs—in the discussion stage. Specifically [we need] a new coverage survey for all counties of the U. S.

There are no tv data today which can give us a measurement of the homes which can and do view television by county. Yet without this information we are limited as to our knowledge of the amount of duplication which exists between stations on specific lineups.

That the industry recognizes the need for a new survey, I don't think there is any question. The ARF in conjunction with the NARTB and the Alfred Politz organization have been testing for some time techniques which will allow them to evaluate station coverage data on a continuing basis. Nielsen, at this very moment, has announced plans for a new coverage study. Unfortunately, none of the details are as yet forthcoming. ARB is another organization in the throes of developing a coverage study.

A corollary to the need for better coverage information is also the need for up-to-date county-by-county television set counts. For, even while the census can give us information on various areas of the country, we do believe there is a need for an accurate set count by counties.

ties for ABC and Mr. Burgh for Mutual.

In Washington, officials of both national party committees had fairly concrete ideas on how they will conduct election campaigns next year by radio and television.

L. Richard Guylay, who as public relations director for the Republican National Committee will be conducting national GOP radio-tv activities, said the committee already has set most of the time periods it will use in radio and television.

Instead of holding off time purchases as in 1952 until a few days before the time is needed and then pre-empting top-rated tv network shows, the Republicans are buying their time in advance, largely choosing prime time periods where top-rated network programs now appear.

Mr. Guylay indicated there will be less playing by ear in employing this method. Republican thinking is that top-rated shows this season are still likely to be tops next fall. Early buying by the GOP will save the party money in thus avoiding the cost of reimbursing commercial sponsors for talent and stand-by fees.

Mr. Guylay admitted that "we may make a few mistakes" in buying time in advance, but felt that the plan would be economical in the long run.

He said the Republicans intend to hold back a reserve fund to use for televised events not now planned or for such emergency presentations as the "Nixon and Checkers" radio and tv broadcast [B•T, Sept. 29, 1952].

Mr. Guylay said he did not know what percentage of the Republican committee budget will be devoted to the broadcast media, but said television will get the biggest share.

GOP National Chairman Leonard W. Hall has estimated that the committee's radio-tv budget will be $1,500,000 to $2,000,000 for the national campaign and committee officials feel state and local radio-tv spending will equal or exceed that amount.

Mr. Guylay did not disclose how the national committee will allocate purchases among the radio-tv networks but said the budget will be spread out to buy time from all.

The Republicans, he indicated, are satisfied with their present agencies, BBDO and Kudner, which proved a winning choice in 1952. Carroll Newton, BBDO vice president, will handle timebuying for the committee.

Although a Democratic committee spokesman obliged with an estimate of money spent in 1952 on radio and tv by the national organization and the Volunteers for Stevenson and the Stevenson-Sparkman Forum, Mr. Guylay declined to estimate how much the GOP National Committee spent in 1952 on the various media. He said it would be difficult to produce the exact figures. Besides, he said, the Democratic figures did not include amounts spent on behalf of the Democratic candidates by labor unions through their political groups.

Democrats See New Pattern

Democratic Chairman Paul Butler disclosed last week that the national committee has commitments from an undisclosed network for a broadcast arrangement which "we believe may well set a new pattern in political telecasting and broadcasting."

Prime time segments will be bought, according to Mr. Butler, with the Democrats using whatever portion of the time is deemed feasible and being permitted to sell the balance to commercial advertisers.

The Democratic chairman, in discussing the project with party officials in Nashville last week, stated that although prime-time 30-minute segments will be used, stress will be placed on five-minute periods. Mr. Butler said that in the last national campaign half-hour programs had acquired low "Hoopers."

Under the special network arrangement, he said, the Democrats will not have to pay a standby talent fee or be subject to a time preemption charge.

Mr. Butler said he expected the Democrats to spend about $5 million in radio and tv alone out of an overall budget that possibly would total $7-8 million. This estimate reiterated his statement a fortnight ago in Omaha [B•T, Oct. 24]. The broadcast activity would come under the party's new "Radio-Tv Division," he added.

"We want to use tv and daytime radio particularly," Mr. Butler said. Other broadcast plans detailed by the party chairman: 8, 20 and 55-second tv spots also will be used; animated cartoons are to be included in programming to a greater extent than heretofore; cut-ins will be made on national programs to present congressional and gubernatorial candidates at a local level.

Sam Brightman, public relations director for the Democratic National Committee, and Jack Christie, director of the committee's new radio-tv division, said last week that the committee hopes to have the most of its time periods set in the first quarter of 1956.

Mr. Brightman estimated the national organization, together with the Volunteers for Stevenson and the Stevenson-Sparkman Forum, spent $1,175,000 on radio-tv in 1952—$800,000 for tv, $375,000 for radio. An additional $175,000 was spent on newspaper advertising, largely calling attention to upcoming Democratic presentations on radio and tv, while $175,000 more went for miscellaneous purposes, he said. This brought total expenses for the three Democratic groups to $1,525,000, he said.

GOP Strategy Questioned

Remarking on the Republicans' strategy in 1952 of picking off prime time periods where top-rated television shows were slated a few days beforehand, Mr. Brightman said that even if the show has a big audience, it does not necessarily follow that the substituted political program will have the same audience, since many people will switch to another channel on their sets.

Mr. Christie said the Democrats plan to reserve time in advance on radio and tv in periods from 8 to 9:30 p.m. during the campaign. He said Democratic Chairman Butler has said he hopes for a party radio-tv budget of $5 million.

Both party committees have been reluctant to project exact budgets, despite predictions of heavily increased spending in radio and tv, pending the outcome of bills introduced in Congress this year to increase the legal amount a national committee may spend.

Bills were introduced by Sen. Thomas C. Hennings Jr. (D-Mo.) and Rep. Stewart L. Udall (D-Ariz.) with identical provisions to boost legal campaign expenditures for a national committee from the present $3 million to $12.3 million. Extensive hearings were held on the Hennings measure and it was reported out of the Senate Elections Subcommittee, headed by Sen. Hennings, over GOP opposition. The bill was put on the Senate calendar, but failed of passage because of GOP lukewarmness. Southern senators also were unenthusiastic because the Hennings bill (S 636) did not apply to primary election campaigns.

During the Senate subcommittee's hearings, Democratic National Chairman Butler advocated that networks give national candidates "free time." Frieda B. Hennock, then a member of the FCC, also advocated free or government-subsidized time for candidates. Industry-network spokesmen objected to the "free time" proposals on grounds broadcasters would be forced, under Sec. 315 of the Communications Act, to give free time to candidates of all parties, no matter how small or insignificant.

Stanton Proposal Cited

CBS President Frank Stanton later proposed that Sec. 315 be amended to allow stations and networks to present candidates of major parties on news, panel-type and similar shows without being required to give "equal time" to candidates of minority and splinter parties. This proposal, he felt, would help alleviate the heavy burden on national political committee finances.

Dr. Stanton's proposal later was introduced as measures in the Senate by Sen. Frederick G. Payne (R-Me.) and in the House by Rep. Oren Harris (D-Ark.).

Criticism against the Stanton proposal was leveled by *The Washington Post & Times Herald* (WTOP-AM-FM-TV), which said the proposal would leave open the possibility to networks and stations of favoring one candidate by presenting him more often. The newspaper suggested, instead, that the eligibility of party candidates for such appearances be determined by some method such as a petition requiring 200,000 or more names or a showing that a party's candidate garnered 1 million or more of the total votes at the previous election.

One proposal, to help finance political campaigns by asking contributions from the voter himself, was made by Philip L. Graham, publisher of *The Washington Post & Times Herald*.

Mr. Graham's proposal was that The Advertising Council, of which he is a member and past board chairman, institute a public service advertising campaign on radio, tv and other media, asking listeners and readers to make small contributions, as "good citizens," to the candidate or party of their choice [B•T, June 6]. He cited a post-election 1954 Gallup poll indicating that such a campaign might have brought up to $80 million in contributions to the two parties from some 16 million families.

The Washington broadcaster-publisher said last week that steps are going forward to carry out the plan. The plan was approved by The Advertising Council's board of directors, provided that a bipartisan citizens committee is set up to administer the public service ad campaign [CLOSED CIRCUIT, July 4].

Chairmen of both national committees and others have met with Mr. Graham, he said, and are enthusiastic about the plan, although members of the bipartisan citizens committee have not yet been selected. He hopes it will be organized by next January.

The campaign, Mr. Graham said, would be of the saturation type, carrying intensive public service promotion on radio-tv and other media for 30 days around March or April next year. The saturation campaign would be repeated the same way during the 10 days immediately following Labor Day.

Mr. Graham feels that small contributions by the average voter would remove the "special interest" stigma so often associated with political contributions.

He noted that Sen. Hennings had introduced a bill near the last of the first session of the 84th Congress that would serve to stimulate political contributions by the "average" citizen. This was a proposal that political contributions up to $100 be made tax deductible. Mr. Graham said a similar bill, affecting state income tax, was passed by the Minnesota Legislature in session last spring.

(A&A continues on page 57)

Today's most exciting radio buy is

Monitor

NBC's spectacular success—MONITOR—has put new life into radio! You get BIG results at LOW cost on MONITOR. And in Richmond, you can make this GREAT BUY only on WLEE. Get the whole story from your Forjoe man!

WLEE

NBC RADIO IN RICHMOND

TOM TINSLEY, President **IRVIN G. ABELOFF, Vice President**

Represented by FORJOE & CO.



WSM-TV

Passes Another Milestone . . .

600 REMOTES IN FIVE YEARS OF TELECASTING!

Only a few stations in the U. S. A. could equal WSM-TV's record of remote telecasts.

Why?

Probably because they're expensive . . . because each one involves its own peculiarly tricky technical problems . . . and because it's a rare remote that adds any black ink to the profit column at the end of the year.

Yet many important, colorful, entertaining events take place outside of TV studios.

That's why a tabulation of remotes is often the key to a station's vigor, vision, aggressiveness, and public service – important factors in building the audience loyalty that boosts sales for your products. .

Incidentally, WSM-TV's 600 includes 1952 political campaign speeches by major candidates . . . the inaugural ceremonies of Tennessee's governor . . . Grand Ole Opry shows fed to the network . . . NCAA basketball games from Bowling Green, Kentucky (65 air miles from Nashville) . . . steeplechases, stock car races, baseball games, and other events in locales where many miles and mountains separated pick-up point from tower – requiring supplements to WSM-TV's two-truck, two-camera mobile unit, plus the construction of special relay facilities.

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NBC-TV Affiliate – Nashville, Tenn.
Irving Waugh, Commercial Manager
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WHY NETWORK RADIO MUST ADAPT OR DIE



THERE's a revolution going on in the aural medium. The networks are vying with each other to find something new in both programming and selling. Radio now is an annual $2 million loss item at NBC; they'd be happy just to break even. Will 'Monitor' do the trick? Are the new selling formulas cutting into the spot field? Can four radio networks exist? NBC Executive Vice President Robert W. Sarnoff answers these and other posers (such as the outlook for color television) in the exclusive, recorded interview with B•T editors which follows on this and the next six pages.

For another viewpoint on network radio, see text of ABC President Robert Kintner's speech, page 51.

Q: Would you say that your radio billings have hit bottom? Will the curve turn up soon, or has it done so already?

A: I really don't know. I don't know whether it'll get any worse before it gets better. I think we're pretty close to levelling off.

Q: You don't look for a continuation on the same level, do you? Aren't you hoping for something that'll scoot it up a bit?

A: I'd like to see it scoot up a bit. That's what we're working towards.

Q. Wasn't the comment made at your affiliates meeting that if things continued as they were at that time, the radio network stood to lose about $2 million this year? Have you had any reason to change that estimate, to believe that an extension of the *Monitor*-type format and the *Monitor*-type selling will reduce that loss?

A: Yes. We have projections which indicate that *Monitor* and *Weekday* and the new nighttime form have the potential of wiping out the loss—not this year. And I don't even know whether they will actually wipe it out next year.

Q: How long are you prepared to go on taking a loss on your radio network?

A: I think that's an impossible question to answer because there are too many other considerations and values involved. I don't think anybody's going to put down a figure and say "At this point we'll go out." I'm certain we'll be there as long—or longer—than anybody else is, but I'd be unrealistic if I didn't say that at some point it becomes hard for management to justify an operation that could be a multi-million dollar annual loss operation.

Q: Then, unless you have an upturn in billings, you're going to have to trim operations and overhead, are you not?

A: We have been doing that steadily—so far as cutting costs without degrading the service is concerned. That's one reason we're able to hold our loss this year to $2 million. I think in that respect we probably started earlier than the others did. We'd been hit harder.

Remember, we don't look on the radio network any more as a big business in financial terms. However, it's an important business to the country. It's important to have a radio network service going. We want to keep it going. We think it's important to the stations and the country. I think you've got to have a radio network. This is obvious. It's the only means of communication that can reach all the people instantaneously, and particularly the way it's developing into a personalized service, you know. The people like to have it with them and I think we can provide that service.

But we're not looking to make a lot of money out of our radio network. To be quite frank about it, I'd be very happy to run it at break even and know that we're providing enough of a service so that it's attractive to enough advertisers on a national basis to want to buy it, even though some of them will come in and go out, like on *Monitor* for example.

The idea of *Monitor* never was that you would be sold out to advertisers, with the same ones staying with it constantly. It's like *Today* and *Home* and *Tonight*, in television, where a fellow may come in for three months and it may not serve his purposes to be

in for the next three months, but he does come back three months later, and that's what's going to happen. If we can get enough of it coming in and going out, so that we know we have a steady volume, we'll build our service and cut our operation and overhead to run it at least at a break-even level. From a business standpoint, you know, this represents only a small percentage of the total gross of the company. So I don't look for any great rebuilding to the peaks of the old days. What was the maximum? $60 million, I guess, was about the biggest figure a radio network ever had. Trying to return to that obviously would be wishful thinking, certainly with four networks.

The answer to your question, I think, all depends on what range of time you're taking. Hopefully, our billings in '56 will be higher than in '55. It may be—and this would not be too bad a picture either—even if they were only about the same, they might well give us a prospect in '56 for building up in '57, which we would not have otherwise. That is, '56 may be the year in which we substantially increase our billings in the new participation forms, in *Weekday* and in *Monitor,* and look toward the same sort of thing in the evening.

But at the same time, we may meet ourselves coming backwards as billings from half-hour sales in the evening and strips in the daytime diminish or are withdrawn. These two factors may offset themselves in '56, but if we can keep going in '56 on a future course of building up, then we can look to '57 as the year where we will start getting back from the bottom, with the seeds having been planted in '56.

One point I'd like to make on this is that I'm not complaining, because you always get it when you lead. Our radio network has taken all the brunt for the last year or two of pushing the new forms and trying to come up with solutions. The fact of the matter is that there's practically no difference any more between NBC, ABC and CBS on the sales form. CBS calls it segmentation at night—five minute segments—but it's still a one-minute participation. We. I think, were just a little more direct and called it a one-minute participation. At ABC, the same thing; they have been for some time selling this kind of little units, and have now organized it in their evening schedule.



'MONITOR': NBC's candidate as most likely to succeed.

The only real difference between us now is perhaps in program concept. Well, who knows? Maybe they're right. Maybe we're right. I don't know. I mean ABC and CBS are both making a big pitch on the same programming at the same time every day of the week. It may be that *Monitor* eventually will move toward more regular scheduling of program elements. I think you'll find *Weekday* moving more in that direction. I think when we finally get it shaken down and come out with it on the air you'll find that in *Weekday* there will be certain features every day of the same kind at the same period.

Banking on Audience-Getters

Instead of going to the evening strips like they did, we thought that for this year at least, we would keep what last year were high audience-getters. When I say high audience, it's relative; I mean for radio they were high audience-getters, but since nobody was buying them as individual programs any more we were given the opportunity to get the cumulative audience value by going through the nighttime schedule with a spread of advertising positions. So, in terms of commercial patterns, the three networks are all levelled in the same direction. The only difference now is what's in the programming.

Q: The sales techniques are not really different, would you say?

A: The sales techniques are the same. Therefore, I made this point to the stations at the meeting: The stations really have only one of two choices, I think. They either go with the network, or they go independent, because it isn't a question of not wanting NBC and wanting ABC or CBS as a network affiliation, because they're doing the same thing we're doing. The stations make their choice. They can stay with the network or go independent. The network really has no choice. The networks have to make these new forms work or else.

Q: Speaking of new forms or else, do you have an "else" in mind?

A: We don't think we'll need an "else," and we don't have one in mind. I don't really know what the "else" would be, at this point. During the past couple of years we studied all the different possibilities and out of all those possibilities, the one that emerged as the most likely to succeed was *Monitor.* Now the success of *Monitor* actually was greater than we had anticipated in the beginning and with the reduction of the existing conventional business, which came a little faster than we had expected, it was necessary to take the next step. This next logical step seemed to be to go into the *Weekday* form and hold the nighttime thing the way it is, so far as the programming is concerned. If it doesn't work, I don't know what the next step will be because there are a number of things you can do, but you wouldn't recognize the result as a network, if you do them. That is the problem.

Q: Let's talk about *Monitor* for a minute. There is some talk that it will draw off spot money. What do you think?

A: Quite frankly, we think just the opposite. We think it's already demonstrated that it's creating opportunities for new and bigger spot money. One of the reasons is that the station reps have spots within the body of important network programming, available to sell, which they have had in only small quantities before. But they now have availabilities within the body of *Monitor* as well as availabilities within our nighttime and new daytime structure. We think that if *Monitor* continues to build and is successful, and if the new forms that we're working with on what we now call *Weekday* and our nighttime plan are successful, and if all this programming builds and holds the audience, then we should really create opportunities for the station reps to sell.

Q: Just for the record, could you give us a brief description of *Monitor* and how it works?

A: Surely. *Monitor* is a program service beginning at 8 Saturday morning and running through to midnight Sunday. It's a 40-hour continuous service. The network feeds it continuously, so that it's available to stations throughout the 40 hours. We expect the stations to carry the 14 hours of network option time. And we have offered the programming to them in station time on the theory that—with the exception of some local programming which is important and which they must have—they may find it worthwhile to carry the service in some of their station time.

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Daily for 3½ hours Doug Arthur TOPS EVERYBODY. . . . EVERYTHING! No other station (network or indie) even comes close!



TOP MAN
in
PHILADELPHIA

3½ HOURS DAILY

MONDAY-FRIDAY MORNINGS	WIBG	Sta. B	Sta. C	Sta. D	Sta. E	SATURDAY MORNINGS	WIBG	Sta. B	Sta. C	Sta. D	Sta. E
10:05	**4.9**	4.8	4.5	3.2	3.0	10:05	**5.3**	2.8	1.3	2.5	3.6
10:15	**5.5**	5.1	4.2	2.7	2.6	10:15	**5.3**	1.8	1.8	2.3	2.8
10:30	**5.9**	5.3	4.4	2.5	2.7	10:30	**5.8**	2.5	1.5	2.3	3.0
10:45	**5.8**	5.2	4.2	2.7	2.9	10:45	**5.8**	2.3	2.0	2.5	3.3
11:00	**6.1**	5.6	3.9	2.7	2.9	11:00	**6.5**	2.8	1.8	2.5	3.8
11:15	**6.4**	5.8	3.7	2.5	2.6	11:15	**6.6**	2.3	1.5	3.1	3.5
11:30	**6.5**	5.3	3.2	2.2	2.7	11:30	**6.8**	2.6	1.8	3.0	3.8
11:45	**6.2**	4.5	3.2	3.0	2.8	11:45	**6.8**	2.5	1.8	3.3	3.6
EVENINGS						**EVENINGS**					
6:00	**5.7**	3.9	2.0	3.2	3.3	6:00	**4.8**	3.0	1.8	2.8	3.5
6:15	**6.1**	3.5	2.2	2.9	3.3	6:15	**5.1**	2.8	1.5	3.3	2.8
6:30	**6.4**	3.5	2.4	2.9	2.9	6:30	**5.8**	2.5	2.3	2.6	2.8
6:45	**6.0**	3.7	1.7	3.8	3.0	6:45	**5.3**	3.0	1.5	2.5	3.3
7:00	**4.1**	3.0	2.0	2.4	1.8	7:00	**5.3**	2.8	2.1	2.3	2.8
7:15	**3.9**	2.5	1.9	2.2	1.8	7:15	**5.6**	2.5	1.8	2.5	2.5

Look at the Pulse! Monday thru Saturday . . . in the mornings . . . in the evenings . . . whenever he's on the air . . . every minute . . . Doug Arthur's Danceland enjoys the HIGHEST RATINGS!

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It's made up in units of hours, each with a similar format. Every hour opens with news, goes to sports, goes to a segment of entertainment programming, goes to a 5-minute cutaway for the station to program locally with whatever it wants in the way of local news or local service and returns again to entertainment or variety or information or remote pickup, coming up on the hour. This continues throughout the full 40 hours, so that certain elements of the programming which we consider good enough can be repeated at different points during that time. Certain remote pickups can be presented in episodes to follow the progress of whatever event it is that we are covering. It might start at 2 in the afternoon and be picked up again at 6 and again at 10, depending on how important it is.

Q: And you sell announcements within the network option time?

A: We sell announcements within the network option time, announcements of either one minute, 30-seconds or six-seconds, but the stations also have periods to sell available to them within the network option hours. They have minutes to sell. They have 70-seconds at the hour break, then they have the five-minute cutaway at the half hour break.

Q: About what ratio have you established between the number of spots that the network sells and the number that are available to the stations?

A: The network has nine one-minute availabilities in the network option time hour and the stations have what amounts to four, because if you take their five-minute cutaway, that's presumably a one-minute availability, local. They also have two one-minute availabilities within the body of the hour, and the 70-second availability at the end of the hour.

NO COMMERCIAL RESTRICTIONS

Q: Are there any limitations upon the type of advertiser to whom they may sell? I mean if you sold announcements to a cigarette advertiser, could they sell to one on a spot basis?

A: There's no limitation, except that we try to work it out so that there's a reasonable amount of time between our advertisement and theirs. That is, for competitive products.

Q: Are your commercials run-of-program, or are they definitely scheduled?

A: They are run-of-program.
Now just to complete this, we can also sell participations in station time, but there we have about four and the stations have the equivalent of nine per hour.

Q: On *Monitor,* I believe your gross is $1,000 per one-minute announcement. Is that right?

A: Yes. $1,000 gross per minute announcement.

Q: And you sell the shorter ones in minimum packages . . .?

A: We sell 30-second announcements in minimums of four, and six-second announcements in minimums of 10.

Q: Have you made any computations to indicate what it would cost a national advertiser to buy on a spot basis a one-minute similar to the one-minute he buys network-wise on *Monitor,* using the same list of stations?

A: Well, it's a meaningless computation, actually: it's comparing apples and oranges. When an advertiser's buying a minute in *Monitor* for $1,000, he's buying national coverage. He must order the full network. We guarantee delivery of 75% of the dollar value of the total network. He normally wouldn't be buying all those stations on a spot basis.

Q: How many markets are involved in your minimum network buy?

A: The total network consists of about 200 stations. About 75% of that network is less than 200 stations. But it is 75% of the total network rate and the composition of stations making up 75% of the total network rate would depend on the individual rates of the stations.

Q: Would you regard the sale of network announcements within these programs as competitive with national spot?

A: I would say only where national spot is seeking to get money that has been spent on network for national circulation.

Q: Can you amplify that a little?

A: Yes. The big battle that the spot reps have been carrying on has been that what we are doing—and presumably what ABC and CBS are doing, because their commercial patterns are now virtually the same as ours—is that we networks are going after national spot dollars. Of course, there really is no such thing as national spot dollars. There is a national dollar that the advertiser determines for his own purposes how he's going to spend. But the reps seem to feel that there's an area here which belongs to national spot that should be inviolate, that nobody else should go after.

On the other hand, they are perfectly willing and they have tried to do it—I mean the Quality Group and the Blair group and the others—to go after the money that has been spent for network circulation. They have tried to divert that into national spot. Where they try to do that, I would say we are competitive, obviously. If they go after an advertiser who for years has been buying network and they convince him in a presentation that instead of buying network he ought to buy spot, to that extent we'll do what we can to hold that business. I would say beyond that we're not competitive. No.

Q: Aren't you competitive to the extent that both NBC and the spot people are trying to get a bigger share of the national advertising dollar?

A: Well, I think our objective ought to be to create more advertising dollars for radio so that there's enough for both of us, because, quite frankly, we don't think that national spot can be healthy without a healthy network service. Now if there is no network service, no network programming, we think that national spot ultimately will suffer. Therefore, in effect we are not competitive. We should be building with each other.

Q: How about the argument that the prices on *Monitor* are so low that they amount to price-cutting?

A: Price-cutting? Cutting of what prices?

Q: Radio. The reps, some of them, make the argument that the prices on *Monitor* participations are so much lower than it would cost the advertiser to buy the same thing on a spot basis, that what NBC is actually doing is cutting the value of radio time.

A: I have to go back to the fact that what we are selling is the full network. The advertiser doesn't buy network coverage on a spot basis, so I don't see the comparison between the network price and the spot price for the same number of stations. There is a comparison—and that's between the network participation prices and network prices for time segments. Let's take *Weekday,* because there we have something to compare the prices with. The price per announcement on *Weekday* is about the same and, in some cases, a little more than the price per commercial minute that advertisers are paying and have been paying for some time in conventional network buying.

The question might make sense on the part of those who ask it, if we were undercutting the price level on network. We are not. The $1,500 gross price per commercial minute on *Weekday* is the same or higher than daytime advertisers on NBC and CBS and ABC are getting their commercial minutes for. If the network buys there have not hurt spot, I don't know why they should in the spread commercial form that *Weekday* offers.

You have to be realistic about what advertisers are paying for radio network time under the conventional time period sponsorships today. When you take into account the volume discounts and everything else, their actual cost-per-minute is approximately the same as the participation price in *Weekday,* for example.

Another way of putting it is that the value of the new sales form is not that the announcements cost you less per advertising exposure than in buying a strip or a single program, but it does give an advertiser the ability to spread his advertising messages over many different audiences through the course of the service like *Weekday* or the course of a service like *Monitor* or for many different programs, as under our nighttime plan. He can pick up a cumulative audience for three or five announcements that will be much larger than the audience that he would pick up if he put them all in the same program with virtually the same audience. It's an advantage of flexibility in reaching out again towards the national circulation which he isn't reaching enough of with a single program. It's not a price advantage.

Q: Then you wouldn't agree with the reps who say that the networks should stick to the established format of programming quarter-hours, half-hours.

A: I certainly would not. There's no particular virtue in sticking to something for the sake of sticking to it if it doesn't answer your problem. All you have to do is look at what's happened in the last few years. One rep outfit has stated that if only a better selling effort were made we could do all our selling on the basis of 15-minute units or more, but that's just not true. There will always be some advertisers who for their own reasons—I hope it's true that it'll always be that way—will continue to buy strips or programming entirely for their own sponsorship, but there's very, very little of that any more.

Q: Aside from the commercial pattern, do you think that the quarter-hour program as such, or the half-hour program, is obsolete?

A: As a programming form . . . no. I don't think so. As a matter of fact, what we are doing in our nighttime scheduling is to preserve, actually, the half-hour, 15-minute and the hour form. All we are changing is the selling pattern, because the number of advertisers available to support that form alone is not sufficient any more.

Just look what's happened to us in the past year and I can assure you it has nothing to do with selling. Lux just isn't there any more with *Radio Theatre.* Chesterfield isn't there with *Dragnet.* They're both good shows. They were both in the top 10 last year. *Dragnet* is Number One in the current Nielsen. Somebody can say, "Well, you should have made the sponsors stay," but the fact of the matter is that for their own best reasons they have decided not to go on as single sponsors of those programs. This doesn't mean that the program's no good. Obviously *Dragnet*'s still good as a half-hour radio show. What we've got to do is find another way to get the economic support.

Q: Have any stations given you evidence of an increase in billing, overall, not just from the network, but also from national spot and local advertising, as a consequence of their carrying *Monitor?* Have there been any real success stories from stations since you've switched to *Monitor?*

A: Some stations have told us that as a result of *Monitor,* during the first quarter that it was on, they were completely sold out for the weekend for the first time in a long time. And that's in a period that's been only marginal as far as stations are concerned. I know that our own stations had a 50% increase in station business. Before *Monitor,* these stations were selling about one-third of their weekend availabilities. *Monitor* brought them into the position of selling more than two-thirds of their weekend availabilities, on the average.

Q: In what period did this take place?

PROGNOSIS FOR NETWORK RADIO

- **The slump in billings has about leveled off**
- **But radio networks can't hope to reach the old peaks**
- **Because the big money isn't there any more**
- **NBC, for one, would be happy to break even**
- **'Monitor' and the like should boost all business**
- **If spot competes, network will reciprocate**
- **The four networks conceivably could exist forever**

A: It took place immediately when *Monitor* went in, in June. It was true of all figures we have for July and August. Interestingly enough, the increased business that they got, over and above the network, was just about evenly divided between national spot and local. We actually have a number of case histories—real success stories among the affiliates as a result of *Monitor.* WLW, for example, increased its own sales on the weekend by 300% because of *Monitor;* they went to network advertisers buying *Monitor* to sell additional national spots in *Monitor* on WLW.

Q: Has there been any thought of extending the *Monitor* programming concept to the nighttime hours during the week?

A: No. There's no thinking in that direction at this time. We're proceeding step by step. The evening programs we have on now are getting the top ratings. We intend to keep them on, for this season at least, but we're selling advertising in many of them on the basis of announcements spread across different programs.

Q: You've sold participations in television programming for some time. Has that drawn off any spot money?

A: It may have on occasion drawn a little, but the facts and figures indicate that since *Today,* which was the first of that kind of operation, got started, the growth of national spot advertising in television has been tremendous. It has actually grown at a rate far greater, percentagewise, than network business. We know of many cases where advertisers have come into television first via *Today* and have stayed with *Today* and have in addition bought spot campaigns. We also know of cases where advertisers have bought into *Today* and then have left *Today* and gone to spot campaigns.

Q: Incidentally, are you having any luck selling the participation *Today* show with *Monitor*—I guess combination is the wrong word—but do you . . .?

A: We offered a plan whereby an advertiser to get seven-days-a-week coverage could buy *Today, Home* and *Tonight* on NBC-TV and in addition buy *Monitor* on NBC Radio. We merely put it together to show how he could get himself seven-days-a-week coverage.

Q: I'd like to get back to *Monitor* itself for just a minute. You're now getting new contracts, or contract amendments, back from the stations. What percent of your rate card does that represent?

A: On the contract amendments, which include the compensation arrangements for *Weekday* and the evening participation plan, we have signed agreements or statements of intention to sign

from stations amounting to about 85% of the total network rate. That's to date, and we expect 100%.

[Editor's Note: As of last Thursday, two sales had been made. Mennen Co. and Associated Products each had signed for 10 one-minute positions between Nov. 7, when Weekday starts, and the end of this year. The 85% figure on stations which had signed or indicated they would sign the contract amendments also represents the status as of last week.]

Q: How many stations have agreed to take *Weekday* in the 12-to-3 time?

A: As far as clearances half hour by half hour are concerned, we just put out an inquiry and are just beginning to get the returns. The indications of clearance in the network option time periods are very high, but they're much lower in the 12-3 station time period. We'll know better when all the returns are in, but you understand that the network sales will go first and primarily into the network time periods. In fact, most of the availabilities in the station time periods are for station sale.

Q: Did you ask for clearances on participations in the additional evening programs?

A: Yes. We've made some sales on that, and the stations are carrying them, as they have before.

Q: Are all your o&o stations carrying all of *Monitor?*

A: Yes, they are, except for a few periods where they have important local programming in station time.

WHO'S RESISTING 'MONITOR'?

Q: Is there any one or more important group of NBC affiliates which are resisting your *Monitor* concept?

A: Yes, there are some stations and some groups that still aren't convinced.

Q: Are they resisting as groups, or as individual stations? Do they vary from station to station within the group?

A: Actually, they vary from station to station within the group, which is reasonable, because they each have different problems. One of the groups that we have talked to is Westinghouse and they have different problems in Boston than they have in Philadelphia or Pittsburgh. The clearances will vary with the local situation.

Q: On these new contracts, if a station does not sign, does it continue to get compensation at 100% of the face value of its own contract?

A: No. The old contract doesn't provide for compensation for a service like *Weekday*. If he doesn't sign the new one there is no contractual basis we have which will compensate him for *Weekday*.

Q: You mean . . .?

A: I mean he can't really accept *Weekday* programming and get compensated on the old basis.

Q: In that case, the new contract to some extent does cover clearance, or at least acceptance of the *Weekday* concept, doesn't it?

A: No, the contract doesn't cover clearance by its terms. Let me put it this way. If a station intended not to carry *Weekday*, presumably it would not sign that contract. It could agree to the *Weekday* form of compensation and still not clear. It can do that.

Q: But it cannot refuse to sign the new contract and still take *Weekday?*

A: No. Then we would have no provision with that station for compensation for *Weekday* sales.

Q: If he did not sign the contract, which would be the only provision you have for compensating him for *Weekday*, and if he accepted *Weekday* and programmed it and put the network commercials in it, you would then have no basis for compensating him?

A: That is correct, because the compensation for this form of sale is covered in the amendment.

Q: Is the same true of the new participation programs?

A: Yes.

Q: If an affiliate declines for whatever reason to sign the new contract . . .?

A: It's an amendment to the contract.

Q: The amendment to the contract . . . can he under the terms of the old contract continue to take the programming? Or can he continue to be affiliated? Does his affiliation continue until the termination date of the old contract?

A: Well, we are offering a new kind of a service for which at the present time there is no existing compensation formula in the old contract. The new amendment covers this new kind of programming service. It would seem to me the only basis on which he could carry the program, and we would sell him, is on the basis of the new compensation arrangement that goes with this new programming.

Q: Doesn't the old contract require that the network for a given period of time will provide certain programming?

A: No. The obligation of the network under the affiliation contract is to furnish sustaining and sponsored programs of high quality.

Q: For which compensation will be paid at a given rate?

A: That's right. A half-hour sponsorship gets so much compensation. An hour sponsorship gets so much compensation. A quarter-hour sponsorship gets so much compensation. Let's take *Monitor* as an example. . . . All this weekend time is not programmed for quarter-hour or half-hour or hour sponsorship for which compensation is established, so that a new arrangement is needed for compensation. If a station doesn't accept that new arrangement, then we have no deal with that station for compensation under the new service.

Q: Aren't you really changing the terms of the contract while the contract is still in force?

A: We're changing the nature of the service. We're changing the form of the service. I think your question could be dealt with more meaningfully if you asked what would happen if a station declined to clear for and carry the *Weekday* service or the *Monitor* service. If that happened we would have a decision to make as to whether our coverage of that market was sufficiently important and necessary for us to justify taking the next normal step of putting that service on an alternate outlet in that market.

If it were an important market and if we felt that this forward development for which we have high hopes would be adversely affected or even destroyed by unavailability of an affiliate to carry this service in a particular market, we would have, I think, no alternative but to put that service in that market on another station.

Under our contract with the affiliate, we have the right to do so. The affiliate has the right of first refusal on our program in its community, under the change in the Commission's rules. If the affiliate exercises that right of first refusal by declining to carry the program, it would be within our prerogative to decide whether or not to put that program or that service on another outlet of the community.

Q: In order to put the service on another station, what sort of contract, if any, do you need to sign with the other station?

A: We haven't faced that question yet. But I think we would offer that other station a compensation arrangement parallel to that which we would offer any other affiliate.

Q: For that particular program?

A: Yes.

We're building more homes in growing San Diego!













San Diego is now the Nation's 15th Market
in the sale of Lumber and Building Materials.
(Sales Management, Survey of Buying Power, 1955)

Bigger than – Buffalo, New York; Kansas City, Missouri;
Miami, Florida or Dallas, Texas.

There are more people, BUILDING MORE,
making more, spending more,
and watching Channel 8 more than ever before!

KFMB TV

ABC CBS

WRATHER-ALVAREZ BROADCASTING, INC. SAN DIEGO, CALIF.
REPRESENTED BY PETRY

America's more market

Q: Then those stations which did not clear *Monitor* might continue to take the NBC evening programs?

A: Yes. It's quite conceivable that a station could be carrying weekend *Monitor* and our nighttime programming, but for its own reasons not want to take *Weekday*. And that *Weekday* conceivably could be put on another station in that market.

Q: You'd really have a split network, then, if that occurred to any great extent, wouldn't you?

A: Well, you might have split affiliations. You'd still have the same coverage, though. It obviously wouldn't be as desirable as having it all on the same station. It would not be desirable for us, and it would probably be less desirable for the normal affilate. Because his identity with NBC would be diluted to the extent that a big portion of our service would be carried on another facility in his market.

But, remember, we want to keep the network going. The only way we can keep the network going is to provide national coverage in all the markets. I made this point to the affiliates. They are the answer, really. They're the key to whether or not a network can keep going, because if they don't want a network, there won't be a network. You can't have a network unless the stations carry the programming.

Now, all these arguments about cutting prices and competing with spot and all that kind of stuff, I think are unimportant in the face of the problem facing the networks . . . not just us, but CBS and ABC and Mutual. The problem is to get enough money into the business to maintain the networks and to maintain healthy stations. As far as the stations are concerned, quite frankly, I don't see that it makes any difference to them—and many of them have told me this—whether their money comes from spot or local or network as long as they get money to run their operation. What difference does it make, really, where it comes from? As far as the network goes, it's got to get enough national money to run its operation and I think that it's only by running a healthy network that you provide a base for a healthy national spot and in terms of providing enough revenue to stations to keep a healthy local operation going. I think they're all inseparable.

CAN THERE BE FOUR NETWORKS?

Q: How long do you think four radio networks can exist?

A: Conceivably, under the new forms they might exist forever. But the kind of money that radio once knew isn't there any more and it"ll never be there any more.

Q: On weekday nighttime radio programming, do you plan on increasing the number of programs which are sold on a participating basis?

A: What we've done is to take the existing nighttime schedule, with some of the programming sold on the conventional basis. Those that are no longer sponsored this season, which we feel are still good programming and where we were able to make the arrangements to sell them on that basis, will go into the participating plan.

Q: In other words, you will expand the plan as the need arises?

A: You mean, will we add others? I think as of now we have a sufficient inventory in the evening not to contemplate any increase. If we should sell everything now available on a participation basis, and we have other unsponsored properties available, we might add them to increase our potential. I think the ideal thing would be to be sold out at nighttime through a combination of existing forms of sponsorship, plus the new ones. If the day should ever come when all the existing standard sponsorships go by the board, we'll have to take a new look, and it may be that the only thing left is participation on the whole nighttime schedule.

Q: Let's change the subject a minute—to color television. Many people are asking when color sets are going to be available at lower prices?

A: That's a little out of my bailiwick. The manufacturers should answer, not the broadcasters.

Q: I ask you this as associated with the company which is a subsidiary of one manufacturer which is really active in color set production.

A: I don't think I can give you a date. The answer really is the same as with any manufacturing process. When the volume of production gets up to a point—I don't know what that point is, quite frankly—the price has got to come down. It always does, with any product. The thing is here, it isn't RCA alone. It's RCA plus the rest of the industry and it's impossible for me to give you an indication of what the rest of the industry is going to do.

Q: Can you give us an estimate of color set production today?

A: Not exactly, but I do know that the demand for RCA 21″ color sets has picked up tremendously since the start of our fall color schedule. I just heard that all the sets they've made so far have been sold and that production is being increased. It now appears that the industry will produce next year at least 300,000 color sets and that if more color tubes are available, that figure can be substantially increased. It seems now that in 1957, the industry will turn out at least 1,500,000 color sets. I think that if more than that can be produced, then more will be sold.

Q: How many color sets are now in circulation?

A: I think offhand that there'd be somewhere between 25,000 and 50,000 right now, and the number is increasing daily. They're in key spots. It isn't like being hidden away in an upstairs bedroom. You've got the majority of them in public places; you've got them in dealers' stores and in distributors' showrooms, so that the number of people who are seeing color far exceeds the limited number of sets.

Q: How long do you think NBC will continue to add color to its telecasts?

A: My guess would be that from here on our color programming will increase rather than stay where it is. I'm not talking about this season. I think that this season we're pretty well set as to what we are going to do, although it's possible we may add some film programming in color. Actually, while we have more color facilities for live programming than anybody else in the business—I think almost than everybody else combined—all our color facilities are being used to capacity.

Q: How about the production expense of color? Who picks up the tab? The advertiser, or NBC, or is it a joint venture?

A: Almost without exception it's been picked up by the advertiser. Last year we sold a dollar volume of programming in color of somewhere around $14 to $15 million. This year it'll be better than $35 million.

Q: Does that include time costs, or only programming?

A: That involves time, production and programming for those telecasts and the comparable figures are on that basis.

Q: Are you selling it at a break-even point, this 30-million-dollar volume?

A: Yes, although there are some things we're doing where we probably won't get back all our costs for a while, obviously.

Q: What are the costs to advertisers percentage-wise for color shows compared to the black-and-white shows? How much more does it cost?

A: Well, it depends on . . .



Why We Didn't Hire Gretchen

"This," our secretary intercom'd, "you gotta see."

We saw. (We found out the hard way, long ago, that secretaries are best obeyed.)

* * *

Our visitor slank in, the obvious product of a School for Models and the little bistro around the corner. "I was streamlining to Beverly Hills," she began, "When your lush countryside beguiled me. This is the divine little spot I've dreamed of all my life. I have decided to work for you."

"Darling," we protested, "you can't bury yourself here. This is corn country. Hybrid."

She plead. "I'm tired of the Lido, Capri, Rio. I want to plant roots and till earth. I want to spray bugs. I want to meet Real People."

"Can you type?" She couldn't. "Take shorthand?" No. "Well, what exactly did you have in mind?"

She was a wonderful hostess, she admitted.

"What," we asked with some trepidation, "do you do?"

"I circulate," she breathed.

* * *

Gretchen didn't get the job. WMT-TV has circulation to spare, with more audience in its 25-county primary area than all other stations combined during 87% of the telecasting week.

We referred Gretchen to the Los Angeles office of our national representative, The Katz Agency, and never did hear how she made out. They sent us an order, though.



from a sponsor's viewpoint

ED TAYLOR AND DAVE KUTNER are Marketing Vice President and Advertising Director respectively of Motorola, Inc. Like the company they work for, they are progressive and imaginative—quick to pioneer when a new opportunity comes along.

Perhaps that's why NBC MATINEE THEATER first piqued their interest. It was different and unconventional . . . a different full-hour drama every weekday from 3:00 to 4:00 p.m., in both black and white and color, featuring production, writing and stars of nighttime calibre.

Intrigued, Messrs. Taylor and Kutner dug deeper. They found:
. . . that according to ARB, hour-long dramas are the most popular form in the daytime (just as they are in the evening)
. . . that NBC MATINEE THEATER will have an estimated coverage of 32,500,000 homes (90% of all TV homes in the United States)
. . . that the commercials will be 90 seconds in length allowing each selling message to be developed fully and powerfully
. . . that, for all of its unique features and quality production, MATINEE's total cost comes to only $10,326 gross per commercial position.

Then Motorola considered the *new* audience that this fresh, quality program would inevitably attract; the prestige of association with top stars and top production; the growing advantages of color commercials. Motorola added all these things together and signed as a long-term client.

Other discriminating advertisers like Aluminum Company of America, Procter & Gamble, and B. T. Babbitt Company – have analyzed MATINEE and come to the same conclusion.

Take a long, examining look yourself. You'll find you too can enjoy major values on



NBC
MATINEE
THEATER

Q: It depends on the show, I realize. How about a dramatic show, for example?

A: It's around 2% to 15%, with an average of about 10%. That is, overall budget.

Q: So the average advertiser buying a color production is paying about a 10% color premium. Is that correct?

A: It comes roughly to that. It's a little difficult to pin it down. Take the spectaculars. They are expensive productions, color or no. You still would need almost the same amount of time in the studio. It is true that it takes a little longer time to warm up the cameras in color. And you've got to take a little more time with the lighting. But the basic elements are there because of the size of the show, not because of color.

Q: How about the World Series? How much did color add to the cost, percentage-wise?

A: Negligible. Because it's only the difference between rolling out the color mobile unit and rolling out the black-and-white unit, and you may have a few more engineers. It's a little more costly, but not very much.

THE EXPENSE IN SPECTACULARS

Q: What's the most expensive spectacular you've had on NBC in production costs?

A: You mean which single spectacular? I guess *Peter Pan* was the most costly. [Approximately $300,000.]

Q: What single show now in planning and committed to the schedule will have the highest production cost this season?

A: Well, the one that will have the highest cost, but you can't exactly call it production cost, will be *Richard III*. [$225,000.]

Q: What's your average cost for a spectacular—about $200,000?

A: In that area. Some of them may go to two and a quarter.

Q: Could you estimate what percentage of the total NBC is paying for itself or absorbing for total color?

A: If the fellows stay within their budgets, we are getting our costs back on the spectaculars. That represents a multi-million dollar operation, when you take the Monday, Saturday and Sunday night specs.

Q: What percentage . . . ?

A: Let me give you an example just a little further. We converted Studio 3K to color. It's the studio which *Howdy Doody* was in. We brought down a wall and made it a larger studio and that was all converted to color. We're doing *Howdy Doody* in color. Well, *Howdy Doody* is not completely sold as you know. Therefore, we bear some costs of getting *Howdy Doody* on the air because it's not completely sold out. So you can't say that you're underwriting color, because of course you're also underwriting black-and-white, really. I mean your production costs.

Q: That refers back to the question I asked some time ago: how long will you continue to absorb some of the cost on color?

A: Well, my guess would be that the unabsorbed costs of color will continue to diminish. That would be our objective.

Q: What reaction are you getting from advertisers on color, considering the roughly 10% average differential? Are you finding any resistance or are they enthusiastic? Are they eager to experiment with color commercials?

A: There is a growing interest on the part of a number of agencies to learn about color. There is a growing interest on the part of a number of advertisers. Some of them don't want to consider it now, quite frankly, because they say there are not enough sets out. I have heard no complaints about the fact that to do color would cost a little more than to do black-and-white. It's certainly true that those advertisers who are using color on NBC now are, I believe, wholly satisfied with their results. The proof of that is that of all the pioneer sponsors on the spectaculars, all but one came back to use color, came back to sponsor the same series.

Q: Which one was that one?

A: Hazel Bishop. But everyone else came back, plus new sponsors, additional sponsors. Look what happened when we announced the *Color Spread* Sunday night show. We nearly sold it out weeks before it went on the air.

Q: So you're still bullish about color?

A: More so than ever.

Q: Have you any general observations to make that we haven't ferreted out before we sign off? A closing commercial, possibly?

A: Well, as a further answer to your earlier questions—"Is network radio competitive with spot radio?" and "Are the new network forms which NBC is developing competitive with spot?"—I'd like to say this:

Spot radio takes many different forms. The historic and traditional form has been a regional buy for the regional advertiser or special supplementary coverage for the national advertiser, with selectivity of the market, of the stations in the market, and of adjacencies on the station. In these forms NBC network radio is in no way competitive with spot, because the basis for the network buy on a participation form is the full network which delivers national circulation, which is the only thing networks have to sell, which is the thing they were created to sell.

In recent years, because of the decline in listening to individual network programs and the failure therefore of networks to deliver as high a national overall circulation as they did traditionally, spot radio has moved into the network field of national circulation. And rather than ask ourselves: "Is network invading spot?" we might better ask: "Has spot been invading network?" It has been invading network to the extent that spot sellers are seeking to sell and spot buyers are being persuaded to buy national circulation on a spot basis. This is the sort of thing that networks delivered and delivered very well when they covered the country and when each program got a huge audience. As those audiences fell off, advertisers have been weaned into spot to get replacement national circulation.

Certain spot reps have criticized networks on the grounds that there is a list of advertisers who formerly bought spot and who are now moving into *Monitor* or into the CBS segmentized program form, or into one of the other network participation forms. Of course, we could show you a list about 30 times as long of advertisers who formerly bought network, and who have been sold into spot and away from network to get the national circulation they wanted from network—which networks were not efficiently delivering under the single program sponsorship form.

What we are seeking to do with *Monitor* and with *Weekday* is to bring back to the network revenues from advertisers who want national circulation. In this area, where we're talking about the advertising buy that rests on national circulation, spot and network are competitive. They're competitive because spot has sought to compete with network's traditional buy, and we are going to compete in that field for national circulation. The spot reps who say that networks should confine themselves to the sales of program periods of a quarter-hour or more are saying, "We don't want competition. We want the networks to be confined to the most ineffective form of competition, that form which has a diminishing market for national circulation." We think that networks are entitled to, and have to sell national circulation because it's the only field they have to sell. If spot is going to compete with network in this field, then we're going to have to compete with spot.

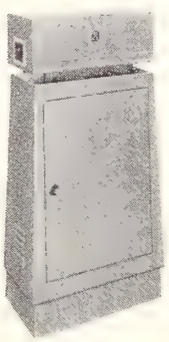


True color... high definition

yours with GPL's 3-Vidicon Color Film Chain

Telecast stable, 600 line color pictures of unmatched quality with the outstanding 3-Vidicon Color Film Chain recently developed by GPL. Typical GPL performance superiority has been achieved in this equipment with a highly advanced color filter system, precise registration, precision-engineered GPL components, and factory-adjusted optical and mechanical alignment. Compactness of the chain permits easy installation into your present monochrome film layout.

These and the many other outstanding features of this chain will make color film telecasts a profitable feature of your station. Ask GPL engineers to show you how.



General Precision Laboratory Incorporated

PLEASANTVILLE, NEW YORK

A SUBSIDIARY OF GENERAL PRECISION EQUIPMENT CORPORATION



ABC'S 'TOWN MEETING': 500,000 MILES OF RADIO

GETTING TO THE GRASS ROOTS IS THE WINNING FORMULA FOR 'RADIO'S NUMBER ONE ROAD SHOW'

THROUGH RADIO's power of mobility, a 20th Century version of the old New England town hall meeting is unfolding in cities and towns across the United States.

One week it may be Phoenix . . . then Philadelphia . . . and after that Hartford. Radio can move around easily, and with it moves *America's Town Meeting of the Air* (ABC Radio, Sun., 8-9 p.m., EST), fulfilling its primary objective of stimulating interest in public issues among the inhabitants of "grassroots America," but also providing an extra "bonus" for the medium of radio. It is believed to be network radio's only show that is almost continuously on tour.

There is little doubt that *America's Town Hall,* produced by The Town Hall Inc., New York, deserves the title of "radio's number one road show." Here are a few travel statistics about the program (and Town Hall welcomes any comments from challengers to its title):

Since the program first started touring in 1941, it has had more than 200 different points of origination. It has visited 42 states and 14 foreign countries. William R. Traum, director of the radio-tv division of Town Hall and producer of the radio program, has travelled more than 300,000 miles in 10 years of association with the organization. Over the past 14 years, the program itself has chalked up some 500,000 miles.

With each passing year, *Town Meeting* has become more and more a "radio road show." The first year the program toured there was a schedule of six out-of-town originations. Some 40 to 45 cities will be visited this year, but this scarcely indicates the overpowering interest of the program. In the past 18 months, Town Hall has had to decline some 267 requests for originations out of New York!

Mr. Traum is convinced that the consistent and increasing demands for the program not only highlights the durability of *Town Meeting,* which has been on the air for more than 20 years, but dramatizes the continuing strength of radio. He believes that an educational program, like *Town Meeting,* proves that radio can be pre-eminent in areas of programming that are thought-provocative, rather than merely entertaining.

Another facet of the touring *Town Meeting* which pleases Mr. Traum and Town Hall is that organizations seeking out-of-town originations are eager to pay for them. Mr. Traum noted that sponsoring groups pay from $1,500 to $2,500 for the origination, bolstering his contention that the program is held in high regard and is not merely a public relations vehicle for a particular organization or institution. Among the sponsoring groups have been numerous schools and colleges, civic and professional groups, chambers of commerce, social welfare organizations and religious and business groups.

All Radio Gains

Enthusiastic as Mr. Traum is with the warm reception of *Town Meeting* all over the country, he is equally pleased that the program rebounds to the benefit of radio as a whole. He points out that in each city from which the program broadcasts, a well-organized and executed publicity campaign precedes the actual event. Front-page publicity in even the "anti-radio" press, he said, is not rare. In the vast majority of the communities, Mr. Traum added, *Town Meeting* represents the first origination of a network radio program and is treated as an all-out civic event, constituting an on-the-spot public relations effort for the network and the affiliated station.

Characteristic of station response to a *Town Meeting* origination, according to Mr. Traum, is the following comment from Simon Goldman, general manager of WJTN Jamestown, N. Y.:

"First of all, I want to tell you how wonderful it is to have these originations for the affiliates. For this origination, WJTN call letters were plastered all over the area on display cards; every newspaper story carried our call letters and the tie-up between WJTN, ABC and *Town Meeting* was spread far and wide, both by us on the air and in print by the Chamber of Commerce. Programs like *Town Meeting* help to emphasize the importance of WJTN as well as ABC to the area. *Town Meeting* is a good example of how much more important the program becomes once it's been in the community, and I know that in addition to the people who packed Jamestown High School and paid to see it, we had one of the largest listening audiences for the program that we've had any time, and we always do well with the show. In addition, our audience will continue to be higher from now on because the program was in Jamestown and Jamestown area people were on it, and it now becomes much more familiar and more important."

It is the line of reasoning expounded in Mr. Goldman's letter that has convinced Town Hall that more and more "grass roots" originations pay off dividends for *Town Meeting* and for radio. For the first seven months of 1955, Mr. Traum noted, the program has had 26 tour dates, as compared with 20 in the corresponding period of 1954; 18 in 1953 and 17 in 1952.

With the number of tours increasing each year, it is conceivable that *Town Meeting* will get around to the six states still unvisited —Arkansas, Idaho, Montana, Delaware, North Dakota and Vermont.



"Pa . . . afore you answer . . . by all means take the full 30 seconds."

STORER BROADCASTING COMPANY

top management
and engineering executives
choose

Stainless

for their tower
of 1100' overall height,
for WAGA-TV, Atlanta, Georgia

WAGA-TV

ATLANTA, GEORGIA

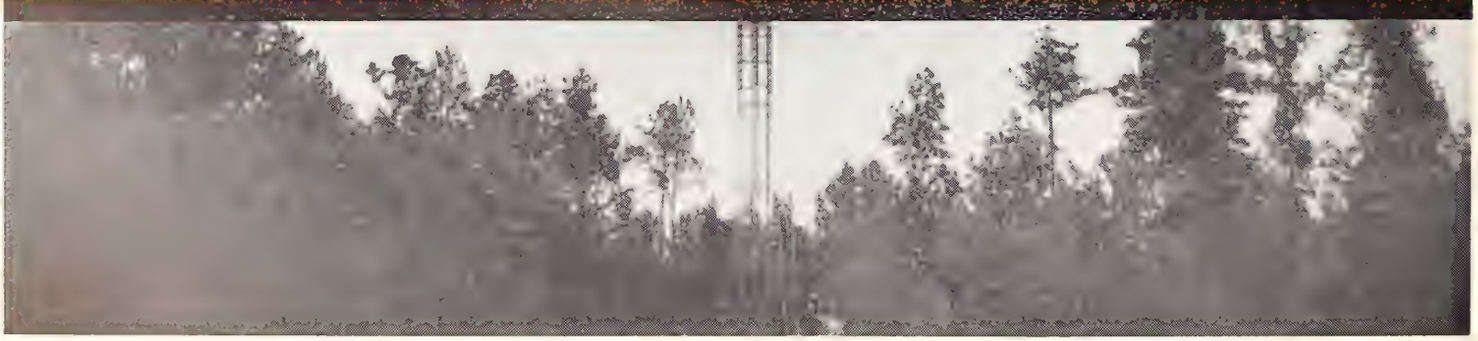


George B. Storer
President
Storer Broadcasting Co.

Glenn Boundy
Chief Engineer
Storer Broadcasting Co.

Stainless, inc.

North Wales, Pennsylvania



YOU CAN MAKE MONEY IN NETWORK RADIO

THAT'S WHY WE'RE IN BUSINESS, SAYS ABC PRESIDENT KINTNER

LAST WEDNESDAY President Robert E. Kintner of ABC received The Pulse Inc.'s award as "Man of the Year" in the communications industry. In accepting the award at that organization's annual luncheon he commented specifically about the future of network radio and also about the emergence of ABC-TV as a third strong network. His remarks, slightly condensed, follow.

PERHAPS it is ironical that this 14th Annual Pulse Luncheon be held during October, since this month is designated as National Ulcer Month, and the emphasis on ratings in our business must be one basic cause of the disease.

Turning first to radio, let me say that there is no law, no regulation that compels ABC or the other companies to stay in the network radio business. We can stop being a radio network merely by letting our advertiser and station contracts expire; by paying off our telephone bills; and running, at a profit, our own radio stations as independents. Speaking only for ABC, we have no intention of doing this. We are in business for a profit, as are all companies. We continue to have faith in the operation of radio networks, to believe that they represent, in addition to a great force for good, a means of making substantial money.

In fact, after a long study of our radio operation and that of our competitors, several months ago we decided to increase our expenditures in programming, advertising, sales, research and all the elements that make up the operation of a network, because we believe we have at least a partial answer to making the radio network business less ulcerous.

We may be wrong. If we are, we will continue to experiment in other ways, with daytime and nighttime, because we know that a business which can do a gross of over $600,000,000 is something not dead enough to be buried. We also know that a medium that covers 96% of all homes in America does not have one foot in the grave.

We believe that radio has literally been researched to death: We have been proving there are more radios than telephones; more radios than bathtubs; more radios than women, at least pretty women. Yet radio revenues and radio prices have continued to drop. I think the fault lies not with the public, although audience levels have fallen—or even with tv—but with the networks, which have not devoted sufficient time, money, and ingenuity in programming; with some agencies, which have taken an easy way out, since their clients want to buy television and it's a glamour buy; and with some advertisers who take the course of least resistance against the entreaties of their distributors and salesmen to "give us television"; and some radio stations, which are constantly attacking the networks for cutting prices and degrading the business, but who, themselves, are important offenders in their local markets. We are all guilty of doing a bad job in a great medium of communication.

There have been many—and they have been elaborate—studies of radio. It seems to me that they all boil down to one thing: What the great bulk of people, whether they are housewives in the daytime or individual members of the family at night, want is a quality service designed to accommodate itself to what the individual is doing at the time he or she chooses to do it.

I am talking about a refinement of the conception of "my radio" versus "our television." It is axiomatic that radio listening today is not the family gathered together at nighttime for a Fred Allen or a Jack Benny; it is not the old days of no competition for the nonreading time of the housewife; nor is today comparable to 1939-1945, when every news program on a radio network meant a matter of life and death to each family.

In answer to a changing communications world, we—and by "we" I mean the networks, the advertising agencies and the stations—came up with new sales plans, new segmented selling, mostly based on cheap programs of a standard radio type, without proper research and proper perspective, or we over-emphasized a too obvious form of programming. As we recently detailed in our ABC presentation on our new nighttime programming, radio set sales are greater than television; most people have more than one radio set; there is less radio listening in living rooms and more in other rooms and in cars; radio is listened to by individuals and not by the family; radio listeners look for both personal guidance and entertainment; and last, but probably most important, most daytime



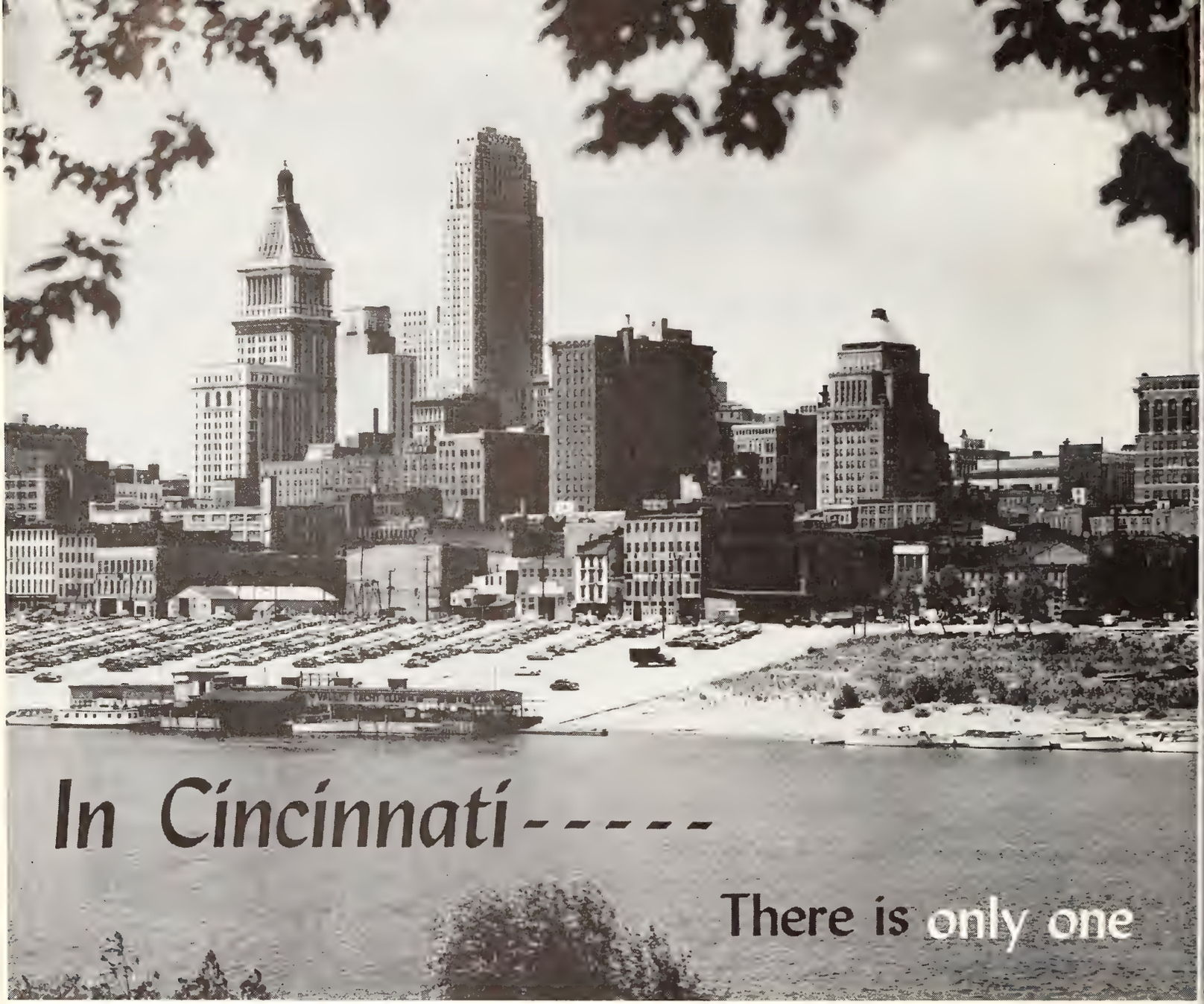
MR. KINTNER (c) accepts the "Man of the Year" award from Dr. Sydney Roslow (r), director of The Pulse Inc. At left is Leonard Goldenson, president of American Broadcasting-Paramount Theatres.

radio listeners do other things while they listen, while two out of three nighttime listeners concentrate only on the program.

To put it another way, about as many people listen to radio as before, but they do not listen as extensively. To reach the maximum of advantage as a communications medium, therefore, is a job that can be expressed in simple terms: Either the listener has to listen longer when he listens to the radio, or he must be persuaded to come back to radio more often. How can this be done?

First, as to daytime radio, in researching the operation of three networks in the daytime, we discovered, in connection with certain morning ABC programming, there was much higher listening by younger housewives with larger families than there was to other offerings on ABC or the other networks.

Obviously, any appeal that radio can make to the younger person offers a tremendous advantage to the advertiser and to the network. We discovered that this young housewife bias came about particularly in dramatic shows that were more realistic than the regular soap operas and that offered a complete episode every day, or at the



In Cincinnati-----

There is only one

Station

which gives you

BOTH!

WCKY . . . ON THE AIR EVERYWHERE ● TWENTY

In-Home...

WCKY has 21% of the Cincinnati "in home" audience between 6 am and 6 pm Monday thru Friday*

(2nd in "In Home" Audience)

•

•

Out of Home...

WCKY has 27.5% of the Cincinnati "out of home" audience between 6 am and 6 pm Monday thru Friday**

(1st in "Out of Home" Audience)

•

WHEN YOU BUY CINCINNATI— BUY THE STATION WHICH GIVES YOU BOTH THE "IN HOME" AND "OUT OF HOME" AUDIENCES.

BUY WCKY



* Pulse; July-Aug.
** Pulse Summer '55 "Out of Home".

For availabilities wire or phone collect

NEW YORK
Tom Welstead
Eastern Sales Mgr.
53 E. 51st St.
Phone: Eldorado 5-1127

CINCINNATI
C. H. "Top" Topmiller
WCKY Cincinnati
Phone: Cherry 1-6565

CHICAGO
A M Radio Sales
Jerry Glynn
400 N. Michigan Ave.
Phone: Mohawk 4-6555

SAN FRANCISCO
A M Radio Sales
Ken Carey
607 Market St.
Phone: Garfield 1-0716

LOS ANGELES
A M Radio Sales
Bob Block
5939 Sunset Blvd.
Phone: Hollyw'd 5-0695

FOUR HOURS A DAY • SEVEN DAYS A WEEK

most over a period of one week. To this end, ABC is removing the last vestiges of conventional soap opera to meet these requirements. I personally think the clue is here for a rehabilitation of audiences in daytime radio.

The toughest problem is the nighttime, not only because television is a major factor, but also because radio has to satisfy, in some degree, a great variety of persons who are home, in their cars, or in some way have a radio available to them. When television came, we were lulled into a false sense of values by what appeared obvious. Why not turn to music, since television cannot do music as effectively as can radio? The result was a tremendous emphasis by the stations and networks on music. With this music complex there also came a companion one. Why not concentrate a great deal on news, since television cannot do news as speedily as radio?

It was easy for stations, particularly, and networks to go overboard on this concept, because there had been many stations, even in the heyday of radio, which had been successful as music and news stations. This concentration on this type of programming not only had the effect of removing the excitement from radio, but also had an adverse effect on the efficiency of the advertising message, for long blocks of music soon lulled the listener into a kind of half-listening, a kind of half-attention.

The transition period for all radio, as television grew, was this pendulum swing to music, via disc jockeys and other programming forms. It was not the answer to radio's reorientation, but I believe that it did point up that the new kind of listener to radio wanted freedom—freedom to drive the car, to do housework and even to read. Music provides long blocks of entertainment that the listener can turn to and receive short periods of entertainment without the necessity of coming back again and again to finish the entertainment, or the insistence of staying for a long length of time to hear the end.

We believe that the present news and music concepts have proved that people want to be free in radio listening. Watching television, people report they feel a lack of this freedom in that the tv set demands and commands the major portion of their attention while they are viewing. Our research indicates that we should try to meet the demands of the listener for freedom, but at the same time supply to him not just continual music, but real and vital information with a sense of excitement.

This is the reason that we are reprogramming our entire nighttime Mondays through Fridays in a way that the listener is free to tune in or out and is enabled to get not only news, but entertaining and practical approaches to his improvement and greater happiness. What we are trying to do is to establish a theme, in each 25 minutes of programming, broken by 5- or 10-minute segments so that the listener will have the freedom to choose at any time during the evening, without being glued to his set. At the same time, however, we have retained what we believe was and is the basic strength of radio: knowing at what time, on a regular basis, particular types of programming can be heard.

Why Networking?

Before I leave the subject of radio, let me make one more comment. From a small group of station operators I hear this almost week-in and week-out. Why do we need any radio networks? Why shouldn't everything be programmed locally? Perhaps, in the short run, the local station operator might profit more. He gets 100% of the dollar when he sells a program or a spot on a local basis.

However, I believe that this is a very short-term view of radio and one that will drag the industry to lower and lower levels. If you are willing to accept that radio business should seek the level of records, local newscasts and the limited productions that local stations can afford, obviously there should be no radio networks.

If you believe that a mass medium that covers 96% of all homes in America should continue to have great and instantaneous news services, a variety of skilled commentator opinion; if you believe that the public is entitled to the maximum expenditure for program offerings; if you believe that there is sufficient ingenuity in the communications business to provide programs of national stature, then radio networks do have a place.

In spite of all network radio's troubles, all major radio stations still voluntarily subscribe to networks—a true indication of the vitality of networks as a useful function.

I would now like to turn briefly to the question of television and discuss it in terms of the emergence of a strong third network. One of the worst things that can happen to any business is monopoly. It is bad for those who enjoy it, it is destructive to progress, and it is not in the public interest.

Have you ever stopped to think what the emergence of ABC, as a major television network, means? To the public it means that the listener is no longer confined to a choice of two national programming structures; he now has a third and in the public interest I hope the day will come that we will have a fourth and a fifth.

To the advertiser and agency it means several things. It means that the agency and ad-

KXLY-TV PRODUCES 1000% SALES GAIN!

KXLY-TV's vastly superior coverage combined with powerful merchandising (FREE to qualified advertisers) really delivers the SALES! Look what happened for White King "D".

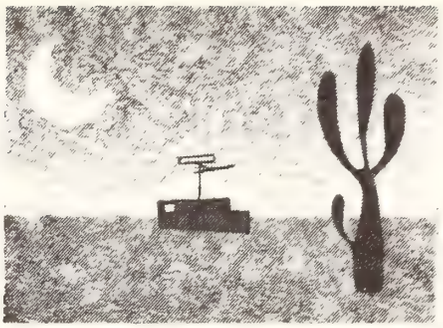
"It is with a great deal of enthusiasm that I write and tell you of the wonderful results we received in your recent Telemarket with the IGA and Red and White Stores. We had over 70 displays in these stores and the movement of our new White King "D" increased over a thousand percent in the two weeks. I am looking forward to another Telemarket in the not too distant future and have every confidence that it will be bigger and better than the one we have just concluded.

Very truly yours,
(signed) Art Gwinner
District Sales Manager
Spokane

Available at a discount when purchased in conjunction with the "XL" Network.

SPOKANE KXLY-TV WASHINGTON
RICHARD E. JONES
vice pres. & gen. mgr.
Rep.- AVERY-KNODEL
Moore & Lund: seattle, portland

You can't—in Yuma

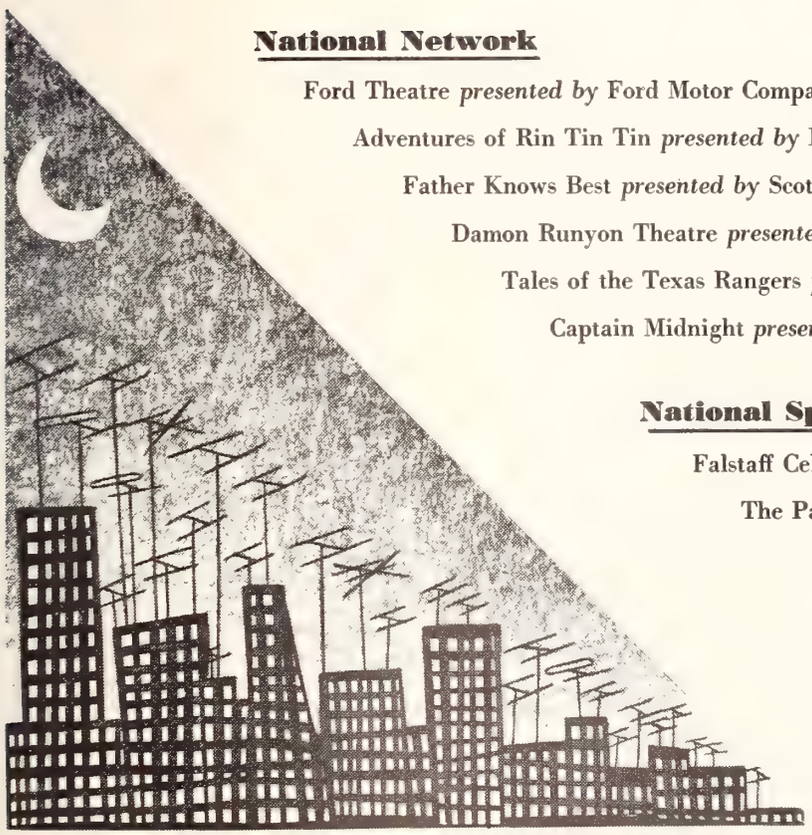


but...

IN EACH OF THE OTHER 266 TELEVISION MARKETS IN THE UNITED STATES

You can

ENJOY AT LEAST ONE OF OUR GREAT PROGRAMS EVERY WEEK



TV sets in Yuma, Arizona . . . 18,900
TV sets in the rest of the United States . . . 36,081,100

National Network

Ford Theatre *presented by* Ford Motor Company

Adventures of Rin Tin Tin *presented by* National Biscuit Company

Father Knows Best *presented by* Scott Paper Company

Damon Runyon Theatre *presented by* Anheuser-Busch

Tales of the Texas Rangers *presented by* General Mills

Captain Midnight *presented by* Wander Company

National Spot

Falstaff Celebrity Playhouse *presented by* Falstaff Brewing

The Patti Page Show *presented by* Oldsmobile

National Syndication

Celebrity Playhouse – Premiere Oct. 1955

Jungle Jim – Premiere Oct. 1955

All Star Theatre

Top Plays of 1955

Jet Jackson

Big Playback

SCREEN GEMS Inc.

TELEVISION SUBSIDIARY OF COLUMBIA PICTURES CORP.

233 WEST 49TH STREET. NEW YORK 19. N. Y. • CIRCLE 5-5044



let's

get down

to bare facts

THE ONE OUTSTANDING MILWAUKEE

RADIO BUY IS WEMP!

If you were right here, in the country's 15th largest population center, you'd get next to the facts in a hurry. The Big One is that the important local advertisers . . . the guys who know the market best . . . buy WEMP. 24 hours a day of music, news and sports delivers Milwaukee's largest audience at the lowest cost per head. And this is based on facts compiled by two rating services. Pretty good, don't you think? Because, how often do two of 'em agree?

24 HRS. A DAY OF MUSIC, NEWS AND SPORTS

Milwaukee's Best Buy WEMP

AM FM 5,000 WATTS

Represented Nationally By Headley-Reed

1935-1955 20 Years of Service to Milwaukee

vertiser now have one of the most important assets of the business, a greater freedom of choice. They no longer are dependent upon their franchises on NBC or CBS. They now have additional ways of testing new programs, building new franchises and improving old franchises. They also know that if the competition increases, the chances of program improvement are greater, and they can only benefit from the greater response of the public.

To those who are connected with programming, a strong third network means greater opportunity for talent, particularly young talent; greater opportunity for developing new program ideas; greater opportunity for doing business in a creative world.

But in a growing industry, problems always remain. For the future, I would say the Number 1 television problem is the scarcity factor in the total number of television stations in individual cities. I am referring to the limitations that the Federal Communications Commission has put on the number of truly competitive television stations in the American communities.

This problem is bound up with and by an extension of it—namely, the uhf problem. It is almost literally impossible for a uhf station to compete successfully in a city where there are two vhf stations, unless the uhf station was the first on the air, and even then it is difficult. Uhf works well in uhf-only markets, but against strong vhf competition it is not equal to the task. Yet uhf stations are needed to cover the country.

What is desired, and can be developed by government allocation, is a truly national television service where in the great majority of the top 100 markets a minimum of three, and I would hope four, truly competitive—I stress the word competitive—stations can be located.

Support Antimonopoly Moves

CBS and ABC have recently filed before the FCC plans whereby competitive television services can be supplied in most of the top 100 markets covering the great bulk of the population of the country. I will not appraise the CBS plan here, nor argue for the ABC plan, but I do believe that everyone interested in the business must support prompt government action to diminish present station monopoly.

Through deintermixture, that is the removal of uhf or vhf stations from some cities; through reallocation of vhf stations now assigned, but unused in less populous communities; through the opening up of educational stations which are not going to be used for any real purpose to regular programming, we can build competitive services in most of the top markets of the country. We believe that this is one problem left in the communications industry that will plague and vex not only the industry, but the public as well, for the rest of its days unless action is taken soon. Faster FCC action is also needed on vhf grants in such cities as Pittsburgh, Boston, and Miami where the vhf allocations are there, but undecided.

It is axiomatic to us that the large bulk of the population of the country is entitled to have at least three choices of national programming. Obviously, it is in our selfish interests, but it is also in the interest of the advertiser and the agency and the viewer. When this problem of scarcity is solved by the government, as I am sure it will be, then you will find that this portion of the communications business will be more competitive than radio ever thought of being, because with radio in its heyday there remained the scarcity of clear channels which contributed to an unequal situation among the networks.

[A&A continues from page 32]

NEW SYSTEM TESTS TV EFFECTIVENESS

Gallup & Robinson executive explains how company's Direct Purchase Index tells whether tv commercials actually sell.

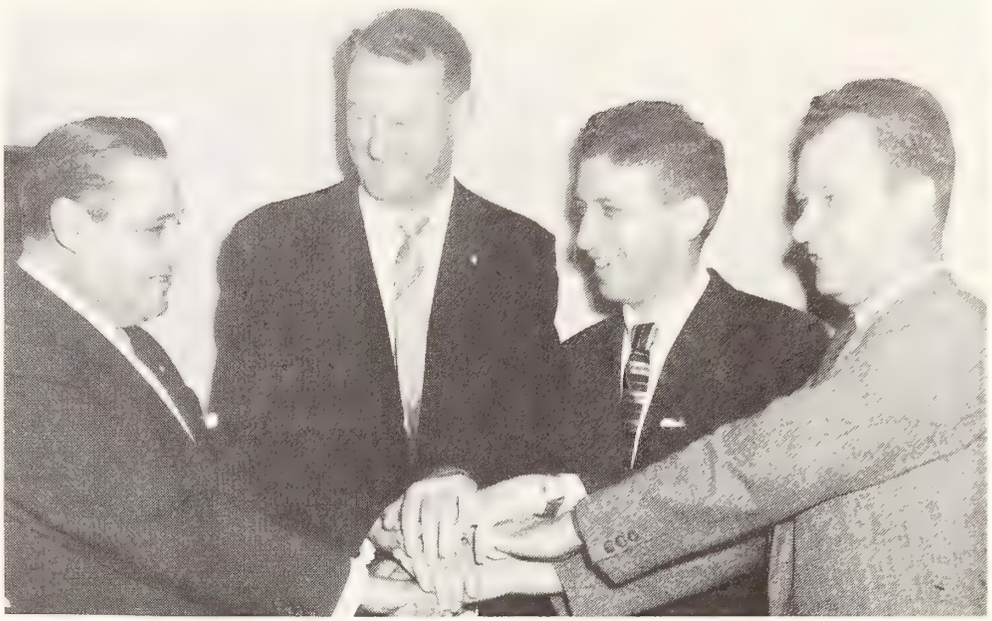
A NEW SYSTEM for measuring the sales effectiveness of television was described Thursday by Leyton E. Carter Jr., vice president and director of television, Gallup & Robinson, Princeton, N. J., at an American Marketing Assn. meeting in New York.

Rating services provide the measurement of audience size for an advertiser's tv show, which Mr. Carter called "the measurement of opportunity." The impact-playback technique introduced by his firm some four years ago gives "some objective measurement of the sales themes and ideas which are communicated to the tv audience," he said, but a gap still remains "between the buying of tv time and knowing its effect on sales."

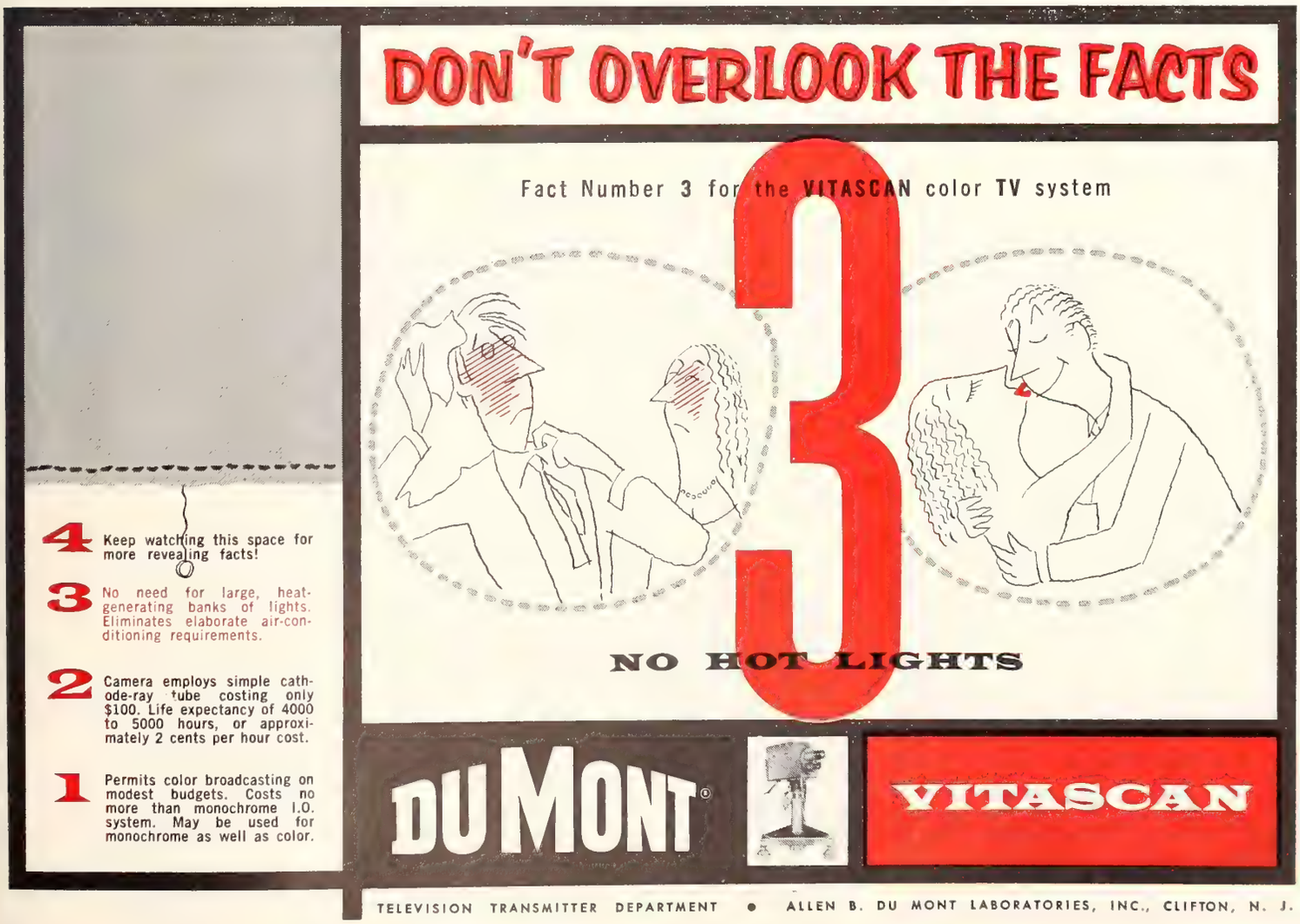
What is needed, he said, "is a meter on the pipeline of customers coming into the market from television for a particular brand." That meter, Mr. Carter explained, was consumers answers to a simple question which Gallup & Robinson had first used in conducting kitchen inventories: "In the past eight weeks, what things have you bought as a direct result of seeing them advertised on television?"

From this, he reported, "we have developed the Direct Purchase Index, which is simply the number of people per thousand who say that they have bought a given brand in the past eight weeks as a direct result of television—and who can prove it." The proof: First, the G&R kitchen inventory reveals that the product is actually in the home. Second, the person must testify to having seen the commercial. Third, the person must describe or "play back" the commercial itself.

"A slightly different piece of evidence is that products which are not advertised on television are almost never mentioned," Mr. Carter



PARTNERS in the Kal, Ehrlich & Merrick agency exchange congratulations on the completion of a third of a century in the advertising business in Washington, D. C. Left to right: Norman C. Kal, who started the agency in 1922, Harry L. Merrick, Alvin Q. Ehrlich and Bernard R. Linkins.



Edgar Clayton



Personality Plus

5000 Watts at 970 kc

WERH

Radio's big feature is its intimacy. And when you're friendly with folks half the job of selling is already over. Just about one of the friendliest guys anywhere is **WERH'S Edgar Clayton.** If he isn't liked by someone, it's probably the postman. He's a tip-top mail-puller and with **33 county** post offices located in **WERH's 200,000 radio homes** market, **Edgar** is friendly with a lot of people. Our latest **Conlan** proves that. So do our **advertisers.** Here's a partial list of **Edgar Clayton** sponsors:

Dixie Lillie Flour
Westinghouse Appliances
Purina Feeds
Armstrong Tires
SSS Tonic
Pepsi-Cola
Pan-Am Gas & Oil Products
Coca-Cola
Gulf Refining
Chevrolet-Oldsmobile
Frigidaire Appliances
General Electric
Chrysler-DeSoto
Ford Motor Co.
Sherwin-Williams Paints

Ask **Chas. B. Tucker,** Commercial Manager at **WERH,** about **Edgar** and other **WERH personalities** and how they can sell for you too. **Hil F. Best Company** representatives also know the story. They'll be pleased to tell it to you.

5000 WATTS
970 KC
HAMILTON, ALA.
HUGH J. FITE, President

WERH

National Representatives

HIL F. BEST COMPANY

stated. "People are not confused among radio, television, magazines and newspapers."

Two case histories were used as illustrations of the main advantage of the Direct Purchase Index—"that an advertiser may know very quickly just how well his current television advertising is doing in producing sales." Saran Wrap, Mr. Carter recalled, started on tv in the fall of 1953. "It was on three tv shows that year and the index shot up rapidly in the fall to 60 and then to 96. In June, when it was dropped from two television shows, it went down sharply. Then, in the fall of 1954, Saran Wrap was on a very popular show, *Medic,* and the index rose again and in March had continued to rise."

Gleem toothpaste is another "outstanding tv success," Mr. Carter said. "In February 1954 the Direct Purchase Index for Gleem was 50. In April it went up to 91 and from April to December showed a slight but steady decline. However, in March it rose slightly again and appears still to be doing a powerful job in winning new customers and inducing old customers to return to Gleem."

HOW MUCH SHOULD A CLIENT SPEND?

THE BUDGET ADVICE that an agency should give its clients was discussed last Wednesday by Sherwood Dodge, vice president and general manager, Foote, Cone & Belding, New York, who said the "soundest recommendation from an agency point of view is the one which will produce the greatest long-term profits for the client."

Mr. Dodge, in his talk before a luncheon meeting of the International Advertising Assn. in New York, outlined a research method used by his agency.

With aid of charts, Mr. Dodge showed what he said was the "relationship of changes from year to year in the percent of the brand's total advertising budget received by a particular market, and the percent of sales accounted for by that market."

Mr. Dodge also said that he thought too much time is being spent these days on analyzing why people prefer one brand product to another, instead of looking into the behavior patterns set by the American public. "Too often we have learned only what people think they think," instead of what they actually do in the final act. Calling the latter "performance research," Mr. Dodge reported that FC&B had long gone into testing people, via "blind products" to see what the American buying public would actually do, rather than what they said they would do under the discomfort of a sampling interview.

Blankenship to Bates & Co.

DR. A. B. BLANKENSHIP, manager of research department, Young & Rubicam, New York, has joined Ted Bates & Co. as vice president and research director. Dr. Blankenship studied under a Rockefeller Fellowship and spent several years as associate professor of marketing at Temple U., Philadelphia. Before joining Y & R he was senior research associate with Stewart Dougall & Assoc., New York.



DR. BLANKENSHIP

Open Tv to Smaller Advertiser—Breckner

LOCAL and regional advertisers must be allowed equal access to television with the large national advertisers, during the prime evening hours as well as other time periods, Robert Breckner, vice president in charge of programming of KTTV (TV) Los Angeles, said Friday in a talk to the Advertising & Sales Club of Seattle.

Mr. Breckner quoted from the B•T interview with NBC President Sylvester L. Weaver [B•T, Feb. 28] in which Mr. Weaver said that whereas it didn't matter too much if the big companies took over radio, this is not true of television: "If television were limited, for instance in the soap field, to the Big Three, the other companies would go out of business, literally go out of business. They could not compete without television, in terms of selling."

Agreeing that all advertisers must have access to tv, Mr. Breckner said: "When we talk about access to television for the medium sized or small advertiser, the regional or local advertiser, there's only one kind of access that counts. That's equal access, equal with the national advertisers."

Noting that the best and most effective hours on tv are the mid-evening time when it is convenient for the public to watch tv, Mr. Breckner declared that, to have equal access to television, the local or regional "must have access to these prime viewing hours. Any arrangement which reserves these choice viewing periods for the great national advertisers, but which says to the smaller company that he can use television only during the less valuable time periods, is not wholesome and is not right."

William S. Walker Dies of Heart Attack

WILLIAM S. WALKER, president of Walker & Downing General Agency, Pittsburgh, died Oct. 24 of a heart attack.



MR. WALKER

Mr. Walker founded WWSW Pittsburgh in the late twenties and in later years was part owner of KQV same city. In 1920 he and Harold Downing formed the advertising agency bearing their names.

He is survived by his wife, Elsie W. Walker.

Hoyt Co., McAtee Adv. Will Merge on Nov. 3

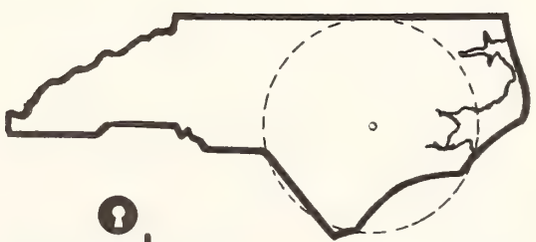
CHARLES W. HOYT Co., New York, will merge with John R. McAtee Adv. Inc., Miami, Fla., effective Nov. 3, Winthrop Hoyt, board chairman, announced Friday. The Hoyt Co. will now have offices in three cities—New York, Miami and Hartford, Conn.

Move was made, according to company spokesmen, in order to absorb the Eastern Shipping Corp. account handled by the McAtee firm, and to give Hoyt a southern base of operations "in anticipation of business expansion in the Caribbean resort area." Mr. McAtee becomes a vice president of the Hoyt company and will manage the Miami office.



wide open land of opportunity right in your own back yard!

now this ripe eastern carolina market--the area tobacco men call the Golden Belt--opens wide with the birth of witn--channel 7--316,000 watts--and with excellent programs for viewers starving for nbc-tv shows. transmitter at grifton, north carolina and studios and offices at washington, north carolina.



witn
channel 7
NBC
serving eastern north carolina



ILLINOIS-INDIANA-MISSISSIPPI

These preliminary state and county figures from the U. S. Census of Agriculture show the number of farms with television sets in October-November, 1954, when the census was made. Figures are projected from a survey covering 20% of all farms. B•T will present farm tv figures for each state as they are tabulated by the Census Bureau. Readers can clip and save these reports to accumulate a complete, county-by-county, state-by-state file.

	Total Farms	Farms With Tv	% Tv Farms
ILLINOIS			
Adams	2733	1556	56.9
Alexander	594	130	21.9
Bond	1364	761	55.8
Boone	1048	672	64.1
Brown	840	312	37.1
Bureau	2735	1807	66.1
Calhoun	823	452	54.9
Carroll	1508	1096	72.7
Cass	953	425	44.5
Champaign	2847	1948	68.4
Christian	2111	1189	56.3
Clark	1791	754	42.1
Clay	1652	366	22.2
Clinton	1572	881	56.0
Coles	1665	750	45.0
Cook	2272	1803	79.4
Crawford	1515	622	41.1
Cumberland	1455	471	32.4
De Kalb	2010	1446	71.9
De Witt	1160	721	62.2
Douglas	1304	670	51.4
Du Page	1039	829	79.8
Edgar	1787	979	54.8
Edwards	918	171	18.6
Effingham	1819	380	20.9
Fayette	2443	869	35.6
Ford	1323	861	65.1
Franklin	1627	567	34.8
Fulton	2528	1196	47.3
Gallatin	673	183	27.2
Greene	1390	895	64.4
Grundy	1104	856	77.5
Hamilton	1481	246	16.6
Hancock	2583	1315	50.9
Hardin	527	41	7.8
Henderson	909	671	73.8
Henry	2844	2456	86.4
Iroquois	3094	1729	55.9
Jackson	1726	649	37.6
Jasper	1879	351	18.7
Jefferson	2507	786	31.4
Jersey	1102	773	70.1
Jo Daviess	1853	826	44.6
Johnson	1086	106	9.8
Kane	1879	1706	90.8
Kankakee	2108	1529	72.5
Kendall	1029	756	73.5
Knox	2334	1653	70.8
Lake	1293	1044	80.7
La Salle	3487	1917	55.0
Lawrence	1092	398	36.4
Lee	2247	1347	59.9
Livingston	3098	1528	49.3
Logan	1765	843	47.8
McDonough	1907	940	49.3
McHenry	2059	1626	79.0
McLean	3505	1954	55.7
Macon	1911	1313	68.7
Macoupin	2865	1848	64.5
Madison	2695	1618	60.0
Marion	2181	845	38.7
Marshall	1111	480	43.2
Mason	1133	535	47.2
Massac	873	146	16.7
Menard	820	283	34.5
Mercer	1784	1424	79.8
Monroe	1312	728	55.5
Montgomery	2365	1295	54.8
Morgan	1560	812	52.1
Moultrie	1149	552	48.0
Ogle	2430	1251	51.5
Peoria	1981	1081	54.6
Perry	1301	422	32.4
Piatt	1140	812	71.2
Pike	2214	1150	51.9
Pope	757	52	6.9
Pulaski	794	145	18.3
Putnam	437	165	37.8
Randolph	1743	873	50.1
Richland	1346	210	15.6
Rock Island	1607	1301	81.0
Saint Clair	2288	1394	60.9
Saline	1563	581	37.2
Sangamon	2503	1285	51.3
Schuyler	1212	551	45.5
Scott	677	325	48.0
Shelby	2743	912	33.2
Stark	874	590	67.5
Stephenson	2387	1145	48.0
Tazewell	1882	944	50.2
Union	1245	245	19.7
Vermilion	2577	1633	63.4
Wabash	721	207	28.7
Warren	1620	1130	69.8
Washington	1786	654	36.6
Wayne	2545	273	10.7
White	1446	283	19.6
Whiteside	2430	1802	74.2
Will	2607	2067	79.3
Williamson	1319	412	31.2
Winnebago	1876	1199	63.9
Woodford	1734	757	43.7
TOTAL:	175,543	91,538	52.1
INDIANA			
Adams	1928	675	35.0
Allen	3195	1810	56.7
Bartholomew	1565	1021	65.2
Benton	1094	722	66.0
Blackford	858	450	52.4
Boone	2182	1741	79.8
Brown	612	365	59.6
Carroll	1645	876	53.3
Cass	1974	842	42.7
Clark	1751	1300	74.2
Clay	1738	1075	61.9
Clinton	1891	1441	76.2
Crawford	1177	466	39.6
Daviess	2003	888	44.3
Dearborn	1616	1095	67.8
Decatur	1609	1076	66.9
De Kalb	1829	1175	64.2
Delaware	1946	1456	74.8
Dubois	1706	396	23.2
Elkhart	2853	1001	35.1
Fayette	798	601	75.3
Floyd	1016	721	71.0
Fountain	1316	784	59.6
Franklin	1732	960	55.4
Fulton	1788	892	49.9
Gibson	1916	588	30.7
Grant	1998	1320	66.1
Greene	2099	1175	56.0
Hamilton	2001	1639	81.9
Hancock	1510	1095	72.5
Harrison	2392	1386	57.9
Hendricks	2142	1691	78.9
Henry	2203	1656	75.2
Howard	1676	1235	73.7
Huntington	1990	995	50.0
Jackson	1966	945	48.1
Jasper	1617	1129	69.8
Jay	2022	900	44.5
Jefferson	1813	1086	59.9
Jennings	1554	748	48.1
Johnson	1373	1111	80.9
Knox	1888	1149	60.9
Kosciusko	2598	1187	45.7
Lagrange	1710	581	34.0
Lake	1706	1433	84.0
La Porte	2166	1673	77.2
Lawrence	1741	1034	59.4
Madison	2297	1912	83.2
Marion	1786	1448	81.1
Marshall	2357	1342	56.9
Martin	764	316	41.4
Miami	1589	897	56.5
Monroe	1558	1114	71.5
Montgomery	2031	1596	78.6
Morgan	1509	1145	75.9
Newton	907	639	70.5
Noble	1989	980	49.3
Ohio	416	285	68.5
Orange	1558	735	47.2
Owen	1380	811	58.8
Parke	1469	864	58.8
Perry	1074	341	31.8
Pike	1056	365	34.6
Porter	1597	1336	83.7
Posey	1383	521	37.7
Pulaski	1493	902	60.4
Putnam	1962	1305	66.5
Randolph	2271	1240	54.6
Ripley	2278	1205	52.9
Rush	1582	1265	80.0
Saint Joseph	1938	1402	72.3
Scott	926	512	55.3
Shelby	1874	1587	84.7
Spencer	1615	478	29.6
Starke	1275	850	66.7
Steuben	1316	760	57.8
Sullivan	1963	1199	61.1
Switzerland	1234	655	53.1
Tippecanoe	1829	1062	58.1
Tipton	1284	923	71.9
Union	634	501	79.0
Vanderburgh	1193	451	37.8
Vermilion	808	491	60.8
Vigo	1911	1175	61.5
Wabash	1881	1050	55.8
Warren	987	488	49.4
Warrick	1312	322	24.5
Washington	2156	1250	58.0
Wayne	1783	1206	67.6
Wells	2134	1020	47.8
White	1615	756	46.8
Whitley	1716	995	58.0
TOTAL:	153,593	91,282	59.4
MISSISSIPPI			
Adams	1026	120	11.7
Alcorn	2498	407	16.3
Amite	2737	310	11.3
Attala	3089	284	9.2
Benton	1537	328	21.3
Bolivar	6739	507	7.5
Calhoun	2672	266	10.0
Carroll	2066	170	8.2
Chickasaw	2444	198	8.1
Choctaw	1590	85	5.3
Claiborne	1204	107	8.9
Clarke	2255	397	17.6
Clay	1944	114	5.9
Coahoma	5134	447	8.7
Copiah	2785	487	17.5
Covington	2172	225	10.4
De Soto	3840	922	24.0
Forrest	1333	212	15.9
Franklin	1276	234	18.3
George	1306	178	13.6
Greene	1124	80	7.1
Grenada	1394	165	11.8
Hancock	711	216	30.4
Harrison	1046	299	28.6
Hinds	4627	870	18.8
Holmes	4108	355	8.6
Humphreys	2614	230	8.8
Issaquena	605	95	15.7
Itawamba	2504	342	13.7
Jackson	1216	287	23.6
Jasper	2735	390	14.3
Jefferson	1787	96	5.4
Jefferson Davis	2499	315	12.6
Jones	3610	638	17.7
Kemper	2475	312	12.6
Lafayette	2532	474	18.7
Lamar	1570	282	18.0
Lauderdale	2557	619	24.2
Lawrence	1791	192	10.7
Leake	3737	489	13.1
Lee	3960	483	12.2
Leflore	4938	319	6.5
Lincoln	2717	532	19.6
Lowndes	2317	165	7.1
Madison	4059	424	10.4
Marion	2667	436	16.3
Marshall	3483	554	15.9
Monroe	3775	395	10.5
Montgomery	1642	139	8.5
Neshoba	3569	532	14.9
Newton	2870	538	18.7
Noxubee	2685	189	7.0
Oktibbeha	2103	117	5.6
Panola	4457	1077	24.2
Pearl River	1767	676	38.3
Perry	1065	114	10.7
Pike	2531	472	18.6
Pontotoc	3402	537	15.8
Prentiss	2758	356	12.9
Quitman	3864	599	15.5
Rankin	2896	725	25.0
Scott	2872	466	16.2
Sharkey	1431	122	8.5
Simpson	2802	426	15.2
Smith	2694	280	10.4
Stone	620	158	25.5
Sunflower	6681	488	7.3
Tallahatchie	4521	650	14.4
Tate	2975	636	21.4
Tippah	2590	568	21.9
Tishomingo	1859	162	8.7
Tunica	3664	387	10.6
Union	3044	717	23.6
Walthall	2595	358	13.8
Warren	1316	192	14.6
Washington	4348	319	7.3
Wayne	1913	178	9.3
Webster	1847	71	3.8
Wilkinson	1378	86	6.2
Winston	2672	268	10.0
Yalobusha	1902	343	18.0
Yazoo	3777	516	13.7
TOTAL:	215,915	29,514	13.7

OTHER STATES REPORTED IN B•T

Arkansas	Oct. 10, 1955
Arizona	Oct. 24, 1955
Colorado	Oct. 17, 1955
Connecticut	Oct. 10, 1955
Delaware	Oct. 24, 1955
Florida	Oct. 24, 1955
Idaho	July 25, 1955
Iowa	Oct. 3, 1955
Kansas	Aug. 29, 1955
Maine	Oct. 10, 1955
Massachusetts	Oct. 17, 1955
Minnesota	Aug. 15, 1955
Montana	Aug. 15, 1955
Nebraska	Sept. 12, 1955
Nevada	June 13, 1955
New Hampshire	July 25, 1955
New Jersey	Oct. 3, 1955
New Mexico	Oct. 10, 1955
North Carolina	Oct. 24, 1955

(N. C. totals showing tv farms is corrected from 47.2% to read 26.3%)

North Dakota	Aug. 1, 1955
Oklahoma	Sept. 5, 1955
Oregon	Oct. 17, 1955
Rhode Island	Oct. 3, 1955
South Dakota	Aug. 15, 1955
Tennessee	Oct. 3, 1955
Texas	Oct. 10, 1955
Utah	Aug. 1, 1955
Vermont	July 25, 1955
Washington	Oct. 17, 1955
Wisconsin	Aug. 29, 1955
Wyoming	Oct. 24, 1955

We Had To Turn Out The Lights To Get Them To Leave

"Nighttime radio? Forget it — everybody's watching television."

Tain't so in Philadelphia . . . at least, not on WPEN.

From 9 o'clock at night, people come by the thousands to the WPEN studios to watch and participate in our programs. And we don't give a thing away. (We actually had to hire a hostess to handle the crowds.)

Can you imagine — in staid Philadelphia — a full house every night till five in the morning? Fact is, we have to turn out the lights to get them to go home.

Programming like this is one of the reasons why WPEN has the *GREATEST RATING INCREASE**, the *LARGEST OUT-OF-HOME LISTENING**, and *MORE LOCAL AND NATIONAL ADVERTISERS*** than any other station in Philadelphia.

The Station of Personalities

WPEN

Philadelphia

*Pulse July, August 1955
**B.A.R. July 1955

Represented Nationally by Gill-Perna.

Marschalk & Pratt Elects Three V. P.'s

THREE executive changes, effective Nov. 1, at Marschalk & Pratt Div. of McCann-Erickson, New York, was announced last week by Samuel L. Meulendyke, M & P president. Elected vice presidents were William C. Munro, Russ Johnston and E. George Cloutier.

Mr. Munro has been head of radio-tv research at McCann-Erickson and before that was with Geyer Adv. as an account executive on the Kelvinator Div. Prior to that he was with George Gallup in a copy research capacity.

Mr. Johnston has been vice president in charge of radio production at McCann-Erickson for the past year and for six years prior to 1948. In the interim, he was vice president in charge of radio and tv for Ward Wheelock Co. (now defunct). At one time program head of CBS Hollywood, he also set up and directed the film division of NBC.

Mr. Cloutier was formerly with J. Walter Thompson, New York, and Lewis & Gilman, Philadelphia. At Thompson, he was copy group head and contact group head on the Eastman Kodak account.

'Spot Radio Report' Expands List of Cooperating Agencies

PROGRESS toward expanded coverage of spot radio information was reported last week by Executives Radio-Tv Service, Larchmont, N. Y., which has added 13 agencies to the list of those cooperating with its monthly *Spot Radio Report*.

The publication now has a reporting source of 60 leading advertising agencies across the nation, according to James M. Boerst, publisher. Latest agencies offering cooperation are Buchen Co., Dancer-Fitzgerald-Sample, W. B. Doner, Doyle Dane Bernbach, Hepworth Adv., Hicks & Greist, Kenyon & Eckhardt, Dan B. Miner, Sherwin Robert Rodgers, Ross Roy, Silton Bros., United States Adv. Corp. and Wesley Assoc.

The upsurge in agency cooperation, Mr. Boerst said, indicated "an encouraging trend on the part of agencies to bring spot radio activity into the open." He observed that agencies are "the only source of complete activity for each individual client," and added:

"Even more encouraging is that this trend is extending to advertisers. Many advertisers who in the past refused permission for the publication of their spot radio activity are now giving that permission to their agencies without hesitation."

'Journal' Forecasts 1956 As Record Advertising Year

BUSINESS will spend more than ever before on advertising in 1956, according to the *Wall Street Journal*, and higher tv costs aren't scaring away the big spenders who can afford to pay for choice time and programs.

Of 103 large and small companies questioned in a *Journal* survey, 65 plan bigger advertising budgets for 1956, 12 can't or won't say, 24 report no change and 2 say they will decrease their spending. An overall increase of 10% or more is predicted over last year's outlay of $8.5 billion.

"Going by what our clients are planning now, I'd say that advertising next year will go up about 15%," says Fairfax M. Cone, president of Foote, Cone & Belding.

Much of the increase, according to the *Journal*, will reflect only higher advertising rates. A survey made by Standard Rate & Data Service shows that of 427 tv stations, 157 boosted their one-hour, one-time Class A rates by an average of 22%. Magazines and newspapers had similar increases.

There also has been a considerable amount of shifting advertising among the various media, with network radio showing the only decrease. Network television showed the biggest jump, 30% for the first eight months of 1955 over a similar period last year.

An example of increases of two large companies:

"The largest increase in our 1956 budget, which will be higher than 1955, will go into tv," says an official of the Ford Motor Co. The firm's Fird Div. added the one-and-a-half hour *Ford Star Jubilee* on CBS-TV to its advertising program this year. Westinghouse will lay out $5 million to sponsor tv and radio coverage of next year's political conventions and elections as well as a series of debates between the leaders of both parties.

Encore Buys Half-Hour, 25 Spots in N. Y., Phila.

UNITED STATES Tobacco Co. (Encore cigarettes), New York, through Kudner Agency, New York, is using television strongly in two areas—New York and Philadelphia—according to L. A. Bantle, vice president of the company. The schedule includes spot announcements as well as a fully sponsored half-hour show in each territory. Future plans include a market-by-market expansion of the campaign.

In the New York market, Encore sponsors 25 spots, including weather reports and a half hour show, *Fabian of Scotland Yard*, Saturday nights on WRCA-TV.

In Philadelphia, Encore underwrites *Favorite Story* on WPTZ (TV) Saturday nights, plus the same number of spots—25 weekly—on such shows as *Today, Tonight, Home, Tennessee Ernie, Feather Your Nest, Here's Jack Wilson, It Pays To Be Ignorant* and the *Saturday Night Movie*.

Hazel Bishop Buys 10 CBS Radio Serial Strips

HAZEL BISHOP Inc. has purchased 10 segments weekly of four Monday-through-Friday CBS Radio daytime serials, effective Jan. 2, 1956, John Karol, vice president in charge of network sales, announced Wednesday.

Described by the network as "a major purchase of radio network time," the Hazel Bishop contract points up increased and renewed interest among major national advertisers in network radio, Mr. Karol added. He noted also that Hazel Bishop last August had achieved a total mail pull of some 200,000 letters over a two-week period when it made lipstick and compact offers on four of the network's daytime serials.

In the new purchase, Hazel Bishop, through Raymond Spector Co., New York, on behalf of its lipstick, Complexion Glow, nail polish and compact makeup products, will sponsor three segments weekly of *Backstage Wife*, two segments weekly of *Our Gal, Sunday*, three segments weekly of *Second Mrs. Burton* and two segments weekly of *Perry Mason*.

SOUTHWEST VIRGINIA'S *Pioneer* RADIO STATION

NIELSEN • SAMS • BMB • PULSE • HOOPER • ETC.

You Choose!

Use the measurement YOU like . . . because for 31 years . . . in ROANOKE and Western Virginia the RADIO answer always comes out WDBJ:

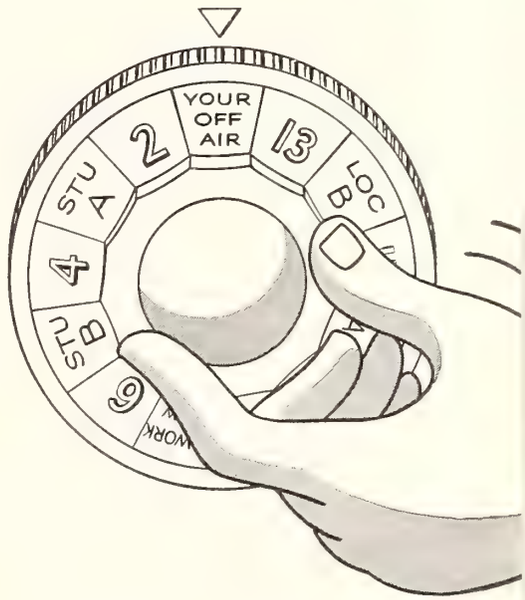
Ask Free & Peters!

WDBJ
Established 1924 • CBS Since 1929
AM • 5000 WATTS • 960 KC
FM • 41,000 WATTS • 94.9 MC
ROANOKE, VA.
Owned and Operated by the TIMES-WORLD CORPORATION
FREE & PETERS, INC., National Representatives





How adequate house monitoring can *HELP YOU* sales-wise



WHEN a client visits your office, are you able to punch up any on-air signal . . . color or monochrome . . . on the channel selector of your nearest TV receiver? Or, are you limited when it comes to station monitoring? Wouldn't it give you a "selling aid" to be able to go to your channel selector and receive:

a. Any rehearsal . . . live program . . . preview of sponsor's film
b. Any on-air show . . . from studio . . . from transmitter
c. Other local stations' off-air signals . . .

A sales plus in the Sales Manager's office

With a modern RCA signal distribution system you can flip the switch and bring in whatever your customer requests. Handles all studios in rehearsal, on-air signal, or any local station. Up to seven channels are available . . . tailored to your own special requirements . . . for monochrome and color.

How the house monitoring system works

Local and remote signals (audio and video) are fed to a closed circuit transmitter of the monitran type. An RCA monitran handles local signals—one monitran is used for each signal.

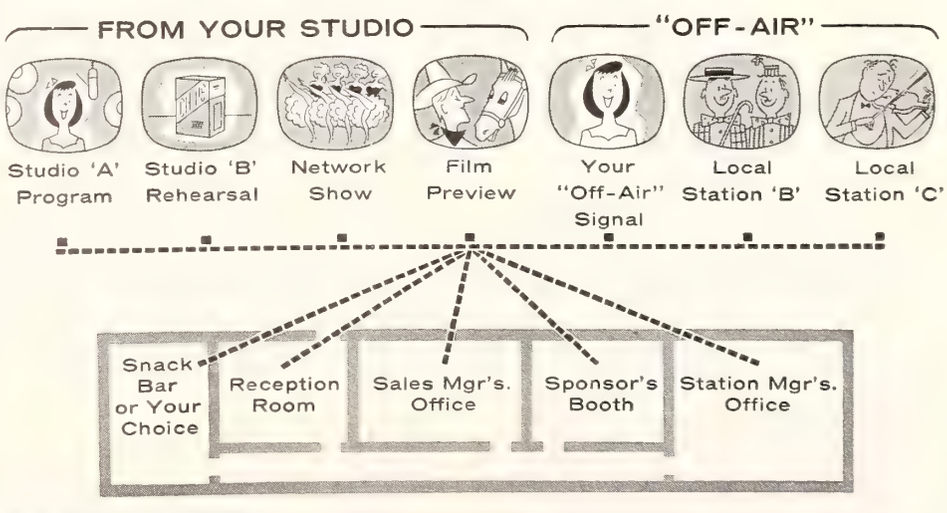
The output of the monitran is then fed to an RF amplifier. Off-air signals go directly to the input of the amplifier. All signals are fed via a single coax cable to any standard TV receiver. In the RCA system, the receiver need not be "jeeped." No expensive video monitors are required since standard receivers are used.

Fully rated for color

Whether for color or monochrome you'll find the RCA house distribution system—low in cost, easy to install and operate, and fully satisfactory for picture quality.

Your RCA Broadcast Sales representative will be glad to advise you on the equipment best suited to your needs.

SEVEN PICTURE SOURCES TO ANY LOCATION VIA A SINGLE CABLE



Ask the Engineer —he knows

RADIO CORPORATION of AMERICA

ENGINEERING PRODUCTS DIVISION · CAMDEN, N.J.

In Canada: RCA VICTOR Company Limited, Montreal



That's right! When you buy a slice of WJAC-TV, Johnstown . . . you get a generous portion of the entire Southwestern Pennsylvania market; Johnstown, Pittsburgh AND Altoona! Check these Hoopers on WJAC-TV:

FIRST in Johnstown
(a 2-station market)

SECOND in Pittsburgh
(a 3-station market)

FIRST in Altoona
(a 2-station market)

Sure recipe for fast sales in the 1 buy that covers 3 . . .

SERVING MILLIONS FROM ATOP THE ALLEGHENIES
WJAC-TV
JOHNSTOWN · CHANNEL 6

Ask your KATZ man for full details!

CUNNINGHAM SAYS ADV. ABETS STABLE ECONOMY

Agency president tells Ohio U. conference that more efficient advertising is needed to keep consumer demand up with mass production.

MORE EFFICIENT advertising was urged last Friday by John P. Cunningham, president of Cunningham & Walsh, as a means of helping to maintain a stable economy in which mass consumption will keep pace with mass production.

Mr. Cunningham cast out this challenge in the course of a talk before the advertising and sales promotion conference of Ohio State U., observing that economists fear an economic crisis unless consumer buying can continue to absorb the production output of U. S. industry. The advertising field can make its contributions toward creating consumer desire for products, he said, but advertising must be made more efficient and some of its traditional thinking overhauled.

Some of the suggestions offered by Mr. Cunningham were: get the copywriters out of the offices in the large cities and put them in retail stores throughout the country to learn more about the consumers; give radio and tv thinking "a little brainwashing" by cleaning up some of the "commercial evils so that sound advertising can be trusted"; convince clients on pre-testing all things which can be pre-tested; sell luxury items hard and on a broader base; sell products more, but premium and "deals" less; put more emphasis on point-of-sale, with more efficient sales persons employed at this level.

Other speakers at the conference included Arno H. Johnson, vice president and director of research, J. Walter Thompson Co., on "Advertising's Job in the Continuing Expansion of Our Economy"; Fred B. Manchee, director and chairman of the Advertising Research Foundation and executive vice president of BBDO, on "How Research Is Used in the Development of Effective and Creative Advertising"; Robert Foreman, vice president in charge of radio and television, BBDO, on "Television—An Advertising Medium, Rare, When Well Done," and Charles L. Whittier, chairman of the board, Simonds, Payson Co., Portland, Me., on "Creative Advertising."

Socony Buys ABC Film Series For First Major Tv Venture

A MAJOR tv spot buy by Socony Mobil Oil Co. of 26 half-hour episodes of *Mobil Theatre*, dramatic tv film anthology series, for 60 markets, was announced last week by George T. Shupert, president, ABC Film Syndication.

Mr. Shupert noted that Socony thus enters into its first "substantial" tv venture. The firm in the past purchased announcements or programs in only a few markets. *Mobil Theatre* will star Gordon Oliver as host and will be produced by Douglas Fairbanks Jr. with the starting date of the series set for about the middle of November.

Prudential Ups Sponsorship

PRUDENTIAL Insurance of America, through Calkins & Holden, New York, will become full-time sponsor of CBS-TV's *You Are There* (Sun., 6:30-7 p.m. EST) effective Nov. 27, following departure from the show of alternate-week sponsor Electric Cos. of America. Latter is said to be considering NBC-TV's *Project 20* next year, which had been cancelled by Pontiac Div. of General Motors Corp. [B•T, Oct. 24].

COLORCASTING

Advance Schedule Of Network Color Shows

(All times EST)

CBS-TV

Nov. 3 (8:30-9:30 p.m.) *Shower of Stars,* Chrysler Corp. through McCann-Erickson.

Nov. 4 (8-8:30 p.m.) *Mama,* General Foods through Benton & Bowles.

Nov. 5 (7-7:30 p.m.) *Gene Autry Show,* William Wrigley Jr. Co. through Ruthrauff & Ryan (also Nov. 12, 19 and 26).

Nov. 6 (5-6:30 p.m.) *Omnibus,* inserts, Scott Paper Co. and Aluminum Ltd. of Canada through J. Walter Thompson (also Nov. 13).

Nov. 8 (9:30-10 p.m.) *Red Skelton Show,* S. C. Johnson & Son through Needham, Louis & Brorby, and Pet Milk Co. through Gardner Adv. on alternate weeks (also Nov. 15, 22 and 29).

Nov. 10 (8:30-9:30 p.m.) *Climax,* Chrysler Corp. through McCann-Erickson (also Nov. 24).

Nov. 19 (9:30-11 p.m.) *Ford Star Jubilee,* "Caine Mutiny Court Martial," Ford Motor Co. through J. Walter Thompson Co.

Nov. 21 (10-11 p.m.) *Studio One,* Westinghouse Electric Co. through McCann-Erickson (also Nov. 28).

NBC-TV

Oct. 31-Nov. 4 (3-4 p.m.) *Matinee,* participating sponsors (also Nov. 10-11, 16-18, 21-23, 25 and 28).

Oct. 31-Nov. 4 (5:30-6 p.m.) *Howdy Doody,* participating sponsors (also Nov. 7-11, 14-18, 21-25, 28-30).

Nov. 3 (11 a.m.-noon) *Home,* insert from Wayne U., Detroit. Participating sponsors. Also pick-up in color Nov. 9.

Nov. 5 (9-10:30 p.m.) *Max Liebman Presents,* "The Great Waltz," Oldsmobile through D. P. Brothers.

Nov. 6 (7:30-9 p.m.) *Sunday Spectacular,* "Constant Husband," participating sponsors.

Nov. 8 (8-9 p.m.) *Milton Berle Show,* Sunbeam Corp. through Perrin-Paus Co., and RCA and Whirlpool Corp. through Kenyon & Eckhardt (also Nov. 29).

Nov. 9 (7-8:55 a.m.) *Today,* insert from Wright Air Research Div. Center. Participating sponsors.

Nov. 14 (8-9:30 p.m.) *Producers Showcase,* "Dateline II," Ford Motor Co. through Kenyon & Eckhardt, and RCA through Kenyon & Eckhardt, Grey and Al Paul Lefton.

[Note: This schedule will be corrected to press time of each issue of B•T]

For outstanding service to Georgia agriculture the top radio award goes to **WSB**, the Voice of the South

This award was made by the Georgia Farm Bureau Federation on October 10 in recognition of WSB Radio's progressive and active farm programming for the betterment of Georgia farmers and farming in 1954-1955. It is another laurel to be added to the scores already earned by WSB Radio throughout thirty-three years of broadcasting in the public interest. No other Georgia radio station—or economical combination of Georgia stations—gives advertisers an audience as large and as loyal as does WSB Radio.



Mike McDougald
WSB Farm Director

NBC affiliate. Represented by Edward Petry & Co. Affiliated with the Atlanta Journal and The Atlanta Constitution.

WSB Radio
ATLANTA

Age of Consent

RADIO-TV is coming of age on the New York Stock Exchange. The exchange's public relations and market development staff has issued amended rules as authorized by the board of governors, one of which (rule 703) states expressly that members, member firms and member corporations must obtain consent of the exchange before broadcasting quotations. Also, the amendment adds this: "the text of all commercials and program material (except lists of market quotations) about securities or investing sponsored by members, member firms or member corporations on radio, television or public telephone market reports, or program material supplied to these media, shall be sent to the exchange promptly following the program in which it is used."

Chicago Pontiac Drive Set

ALLOCATION of $200,000—or 40% of its advertising budget—has been earmarked by the Pontiac Dealers of Metropolitan Chicago for broadcast media in a campaign starting today (Monday). Radio and tv spot announcements will be used locally and in the Greater Chicago area, including parts of Indiana, according to Marvin Gordon, president of Marvin Gordon & Assoc., which handles the account.

Brophy Says Advertising Accelerates New Products

BECAUSE advertising can accelerate the "regular acceptance of new products" and because it can "lift the level of acceptability of established products," it unleashes a tremendous flood of new demand and new employment."

This appraisal of advertising was given Thursday by Thomas D'Arcy Brophy, board chairman of Kenyon & Eckhardt Inc., New York, before a luncheon meeting of the Rochester, N. Y., Ad Club. Mr. Brophy, who saw advertising as the biggest factor in job-making, reviewed the histories of successful deodorants, new instant dessert puddings, frozen foods and air conditioning as examples of businesses which became successful through advertising. He pointed to supermarket merchandising as a prime example of how customers are pre-sold to a greater extent than ever before.

Little Lauds Ad Media For Helping Agencies Grow

TRIBUTE was paid last week by Henry G. Little, president and chairman of the board, Campbell-Ewald Co., Detroit, to the various advertising media for their contributions in helping advertising agencies to flourish. In a talk before the Minneapolis Advertising Club, Mr. Little traced the role of the advertising agencies as primarily a "broker of space" in the printed media in their earliest days to their present function of acting as a "highly specialized group of advertising technicians concerned chiefly with serving our clients." This shift in approach by the agencies, he said, has been followed by support from the major media, covering marketing and merchandising activities and direct sales assistance by such media organizations as TvB, RAB, Bureau of Advertising of ANPA and Magazine Advertising Bureau.

LATEST RATINGS

NIELSEN

Top Radio Programs
Two Weeks Ending Sept. 24

Rank	Program	Homes (000)
Evening, Once-a-Week (Average for All Programs)		(971)
1.	Marciano-Moore Bout (ABC)	12,255
2.	Wildroot News (ABC)	3,237
3.	Best of Groucho (NBC)	1,711
4.	Dragnet (NBC)	1,711
5.	Spotlight on Sports (ABC)	1,665
6.	People Are Funny (Paper-Mate) (NBC)	1,526
7.	People Are Funny (Toni) (NBC)	1,480
8.	Godfrey's Scouts (CBS Columbia) (CBS)	1,480
9.	Treasury Agent (MBS)	1,341
10.	Your Land & Mine (NBC)	1,249
Evening, Multi-Weekly (Average for All Programs)		(647)
1.	News of the World (NBC)	1,387
2.	Lowell Thomas (CBS)	1,156
3.	Amos 'n' Andy (CBS)	1,110
Weekday (Average for All Programs)		(1,387)
1.	Ma Perkins (CBS)	2,220
2.	Road of Life (CBS)	2,173
3.	Young Dr. Malone (Sleep-Eze & Toni) (CBS)	2,173
4.	This Is Nora Drake (Bristol-Myers) (CBS)	2,173
5.	Guiding Light (CBS)	2,127
6.	Arthur Godfrey (Kellogg) (CBS)	2,127
7.	Perry Mason (Procter & Gamble) (CBS)	2,081
8.	Arthur Godfrey (Campana) (CBS)	2,081
9.	Our Gal, Sunday (Procter & Gamble) (CBS)	2,035
10.	Young Dr. Malone (General Foods & Sleep-Eze) (CBS)	1,988
Day, Sunday (Average for All Programs)		(416)
1.	Adventures of Rin Tin Tin (MBS)	1,110
2.	Woolworth Hour (CBS)	1,017
3.	Galen Drake (8:55) (CBS)	971
Day, Saturday (Average for All Programs)		(740)
1.	Gunsmoke (CBS)	1,665
2.	Allan Jackson-News (12:00) (CBS)	1,341
3.	Robert Q. Lewis (Milner) (CBS)	1,341

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AGENCY APPOINTMENTS

State Pharmacal Co., for its All-in-One reducing tablets, appoints Schwimmer & Scott Inc., Chicago.

Diamond Crystal Salt Co., St. Clair, Mich., names Ogilvy, Benson & Mather, N. Y., to handle its advertising. Benton &. Bowles, N. Y., formerly handled $250,000 account.

Corning Glass Works, Corning, N. Y., appoints BBDO, N. Y., to handle its institutional advertising, effective immediately.

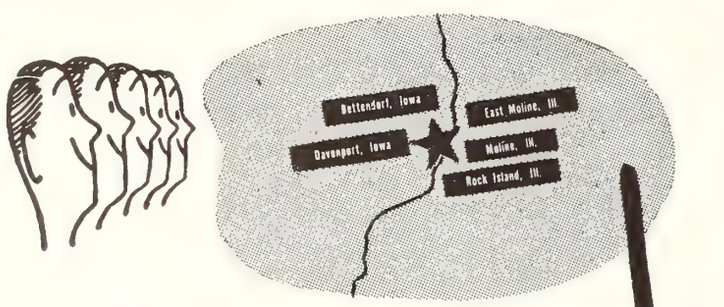
Dugan Brothers (Roman Meal bread and Brown 'n' Serve rolls), N. Y. and N. J., appoints Roy S. Durstine Inc., N. Y., effective immediately.

Doyle Packing Co., Chicago, names C. Wendel Muench & Co. as agency for Strongheart dog food, which will be promoted by half-million dollar campaign.

Walter J. Klein Co., Charlotte, N. C., appointed by: Peoples Industrial Loan Corp., Danville, Va.; Dandi Laboratories, Chadbourn, N. C.; Brevard Music Center, Brevard, N. C.; Poplarville Implement Co., Truck Drivers Assn. of America, Cox Tire Machinery Co., all Charlotte, and Jewel Box Assoc. in 51 cities. Advertisers will use television.

Know Your Car Correspondence Course, division of Roberts Technical & Trade Schools, N. Y., names William Warren, Jackson & Delaney, N. Y. Radio will be used. Stevens P. Jackson is account executive.

California Motorist Insurance appoints Honig-Cooper Co., S. F. Radio and television spots will be used in northern California.

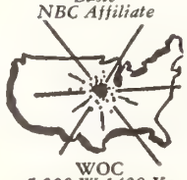


The
QUINT CITIES
5 CITIES—2 COUNTIES
the Hub of a Major Market

WOC covers the market. WOC sells your product. Surveys prove it. Advertisers know it.

WOC, the Quint city station, in the heart of this rich, agricultural and industrial area . . . . a market with money in its pockets . . . a market blanketed by WOC.

Basic NBC Affiliate



WOC
5,000 W 1420 Kc

The Quint city area is ideal for test campaigns. Five cities combined into one metropolis . . . thousands of rural listeners.

Select WOC for successful sales and campaigns.

Get the facts from your nearest F & P office . . . or from WOC direct.

Col. B. J. Palmer, President
Ernest C. Sanders, Manager



WOC
Davenport, Iowa
AM-FM-TV
Free & Peters Inc.
Exclusive National Representatives

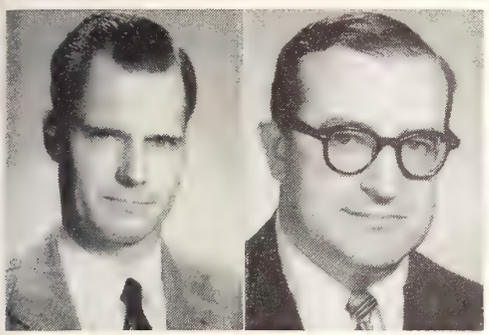
A&A PEOPLE

L. Martin Krautter, vice president, general manager and account executive, Maxon Inc., Chicago, elected to board of directors.

Richard K. Montgomery, account executive, Compton Adv. Inc., Chicago, elected a vice president.

Jeff Wilson, Al Paul Lefton Co., Philadelphia, named vice president and general manager of agency's Chicago office, in line with expanded activities in that city. Also from Philadelphia to Chicago: **Hershel Brown,** creative planning; **Albert A. Gillis,** art director, and **Morton Neufeld,** in charge of production.

Gene Patterson, with Dancer-Fitzgerald-Sample, N. Y., for past six years, promoted to senior program and script supervisor in radio-tv department, Mr. Patterson will report to David Nyren, D-F-S' executive producer. **John Hickey,** advertising manager, Pacific Plywood Co., N. Y., to Dancer-Fitzgerald-Sample, N. Y., as account executive.



MR. PATTERSON MR. HICKEY

Arthur M. Jones Jr., J. Walter Thompson, N. Y., to Benton & Bowles, N. Y., as vice president and account supervisor. He had been with JWT 10 years.

Mary Smith and **John P. List** appointed vice president and comptroller, respectively, of Trendex Inc., New York, national rating service. Miss Smith will continue to direct field staff operations as well as service accounts. Mr. List continues to handle firm's financial matters.

George R. Plass, Ben M. Hines and **M. Frank Cummings** appointed to new staff posts in Baker-Gaines Div., General Foods Corp., White Plains, N. Y. Mr. Plass, assistant director of corporate marketing, named marketing director; Mr. Hines, special projects manager in company's new products dept., made manager of product development; Mr. Cummings, controller of Gaines div., appointed Baker-Gaines div. controller. **Dr. Roger M. Bellows,** industrial psychologist and founder of Roger Bellows & Assoc., Detroit personnel management consulting firm (dissolved), to General Foods Corp., White Plains, N. Y., as director of personnel research and communications.

Peter Keveson, vice president and tv-radio copy chief, Lennen & Newell, N. Y., to Doherty, Clifford, Steers & Shenfield, N. Y., as director of tv-radio commercial copy.

Sumner J. Lyon, film producer, Princeton Film Center, Princeton, N. J., to Lennen & Newell, N. Y., as assistant director of television commercial production.

Robert Wanamaker, copy supervisor, Fulton, Morrissey Co., promoted to assistant creative director. **Frank Stephany,** assistant crafts editor, *Popular Mechanics,* to public relations division of Fulton, Morrissey.

Harry F. Bauman appointed manager of advertising research department, Jordan-Sieber & Assoc., Chicago.

Joseph O. Wilson, formerly account executive, MacManus, John & Adams Inc., to similar post at Grant Adv. Inc., Detroit, where he will work on Electric Auto-Lite account. **Robert Rosekrans,** Ross Roy Inc., Detroit, to Grant Adv., as copywriter on Electric Auto-Lite account.

James A. Berg, assistant to advertising director, Fruehauf Trailer Co., Detroit, to promotion-merchandising department of Grant Adv. Inc.

Edwin B. Grauer, formerly with J. Walter Thompson Co., Detroit, to Grant Adv. Inc., same city, as copywriter on automotive and related copy.

Maye Saddlemire, fashion coordinator and copy chief, Galbraith-Hoffman Adv., N. Y., to Anderson & Cairns, N. Y., publicity department.

Jerome Simon to account service staff of Krupnick & Assoc., St. Louis.

Donald A. Owens, McCann-Erickson, N. Y., appointed traffic manager, Product Services Inc., N. Y.

David Russell to Emil Mogul Co., N. Y., copy department. He formerly was with Stockton-West-Burkhart, Cincinnati.

Arthur Boyd to administrative staff of Henri, Hurst & McDonald Inc., Chicago. **Charles M. Fallon,** Fairchild Publications, to executive staff of Henri, Hurst & McDonald.



. . . keeps viewers tuned to

KMJ·TV

FRESNO, CALIFORNIA • CHANNEL 24
NBC affiliate

the San Joaquin Valley's FIRST TV station in . . .

POWER now 447,000 watts.

RECEPTION viewer survey shows KMJ-TV reception is rated most satisfactory and snow free in the Fresno area.

COLOR KMJ-TV was the first local station equipped to transmit network color and now transmits local color slides and films.

Paul H. Raymer, National Representative


Now available to you
TELEVISION'S GREATEST
Adventures of
KIT
A REVUE PRODUCTION


for the first time
HALF-HOUR WESTERN!
52 ALL NEW FIRST RUN
FILMS MADE EXPRESSLY FOR TV
CARSON
Starring
BILL WILLIAMS
Sponsored nationally
for 4 years by Coca Cola
Rating for rating, the greatest buy ever offered the local or regional advertiser. THE ADVENTURES OF KIT CARSON ranks as the Number 1 Western of all Westerns, well up in the "top ten" of all nationally rated syndicated film shows! Don't let anyone beat you to the draw on this one—call MCA right away!
9370 Santa Monica Blvd., Beverly Hills
MCA
AMERICA'S NO. 1 DISTRIBUTOR OF TELEVISION FILM PROGRAMS
TV
FILM SYNDICATION

Kenneth H. Hieronymus, Oklahoma Future Farmers of America Assn., Stillwater, joins Gardner Adv. Co., St. Louis, as regional farm director.

Samuel C. Zurich, tv production manager, WBTV (TV) Charlotte, N. C., to N. W. Ayer & Son, N. Y., as director, production staff of radio-tv department.

William J. Jost, account executive, Geyer Adv., N. Y., to Ted Bates & Co., N. Y., as merchandising executive.

Connie Adams, production manager, Roche, Williams & Cleary Inc., Chicago agency, appointed advertising production manager, Hart Schaffner & Marx, Chicago clothing manufacturer.

John V. Tracy, Fuller & Smith & Ross Inc., Cleveland office business development sales manager, to McCann-Erickson Inc., Cleveland office, as account executive and member of plans review board. **Robert P. Leonhard,** Ruthrauff & Ryan, to McCann-Erickson Inc., Detroit, with agency's Chrysler Corp. service group.

Philip C. Whitman to Honig-Cooper Co., S. F., to work on client contact.

Don Forbes, associate producer, Don Fedderson Productions, to Benton & Bowles Inc., Hollywood, as associate producer.

Hal Becker to Shappe-Wilkes Inc., advertising agency, N. Y., as principal to supervise increased merchandising and public relations functions.

Roland Marx, research department, Sullivan, Stauffer, Colwell & Bayles, N. Y., transferred to account executive group to work with Barrett Welch on Carter Products account.

Robert E. Stark, research manager, Young & Rubicam's Chicago office, named manager of research department of Y&R. **Robert W. Mayer,** research dept., N. Y., succeeds Mr. Stark in Chicago as manager of research.

Jae Gewirtzman, Martins Dept. Store, Brooklyn, N. Y., to Blaine-Thompson Co., N. Y., in public relations department, commercial division.

George A. Bradford, advertising manager of radio-tv department, General Electric Co., and **John Roper,** Magnavox Co., have joined Compton Adv., N. Y., as account executive and assistant account executive, respectively, on Crosley Electronics Div., Avco Mfg. Co.

Hal Mathews, Young & Rubicam, N. Y., to Kenyon & Eckhardt, N. Y., as tv producer.

William T. Christian, vice president and public relations director of Household Finance Corp., elected president of National Consumer Finance Assn. at annual meeting in Boston.

James A. Barnett, vice president, Lever Bros. Co., to direct the 1956 advertising campaign of the American Red Cross to be launched next March by Sullivan, Stauffer, Colwell & Bayles Inc., New York. Mr. Barnett will serve as volunteer coordinator and SSC&B as advertising agency for third consecutive year.

S. I. Abelow, senior copy group head, Grey Adv., N. Y., is author of "The Small Servant" which was to be presented on *Alcoa Hour* yesterday (Sun.) on NBC-TV. Show is sponsored by Aluminum Co. of America through Fuller & Smith & Ross, N. Y.

John J. Steeves, 41, general sales manager of Helene Curtis Industries, died in Evanston (Ill.) Hospital Oct. 17 after a long illness.

SWEZEY URGES TV INDUSTRY AT REGION 8 TO RETAIN PROGRAM STANDARDS CONTROL

Three-day session in San Francisco marks NARTB's fifth regional meeting this year. Registration of 247 described as one of largest regional turnouts. Mr. Swezey, WDSU-TV executive vice president-general manager, also takes swing at pay tv.

THE TELEVISION industry should retain control over programming standards and not adopt a "let George do it attitude," Robert D. Swezey, executive vice president and general manager of WDSU-TV New Orleans, said last Wednesday before NARTB's Region 8 meeting in San Francisco.

Mr. Swezey said the television industry several years ago awoke to public criticism of programs in the nick of time and produced the code of ethics "which saved us."

"If we hadn't had the code, gentlemen, we would have been in real trouble," the past chairman of the NARTB Television Board told the meeting. Featured speaker at Wednesday's luncheon meeting, Mr. Swezey said a few station operators are "still grumbling" about the code, but he characterized these as the short-sighted few who can see only immediate profits.

Held Monday through Wednesday at the St. Francis Hotel, the Region 8 meeting reported a registration of 247. It was described as one of the biggest turnouts of the five regional meetings to date this year. Region 8 includes Districts 15, 16, and 17 (Alaska, Arizona, California, Hawaii, Nevada, Oregon and Washington).

Hits Pay-Tv Pitch

The WDSU-TV executive also took a swing at pay-tv advocates and their claim that subscription television would be merely supplemental to the present free system. He pointed out that the Zenith petition to FCC explained that box office tv would telecast quality programs which the public would be willing to pay to see. He interpreted this to mean pay tv would seek any program which it felt the public rated highly, hence would pay for, thus leaving nothing worthwhile for free television. The economics of box office tv could drive top talent into its stable as a result, he said.

"I would rather sell fish on the San Francisco Fishermen's Wharf than run a nickelodeon for Mr. McDonald [Zenith] or anyone," Mr. Swezey explained. "The television business is too important for operators to continue to 'let George do it'," he said, calling for greater vigilance.

The television code also highlighted Wednesday morning's panel discussion by Dorothy Brown, continuity acceptance editor for ABC Western Div. at Hollywood; Philip G. Lasky, general manager of KPIX (TV) San Francisco, and Edward H. Bronson, director of television code affairs for NARTB. They were introduced by Thad H. Brown Jr., NARTB vice president for television, who presided over Wednesday's "Television Day."

Miss Brown called the surveying of program material a "traffic cop" function for all station management, describing the code as the common sense "traffic regulations" of the airways. Although difference of opinion is the American way, she said, a sincere effort "to do the right thing at the right time" is the most that can be expected of any station or network.

Urging management to stand firm in its code interpretation regardless of what others accept or reject, Miss Brown said station operators might come to realize "the license we save may be our own."

Mr. Lasky described the code as "good business." Television is a commercial success, he said, "and to keep it so, we must keep it acceptable." Only a few "back-sliders" can cause a swing of public opinion against the industry, he cautioned, when their deviations are seized upon by the "false prophets" of the critical minority.

The KPIX executive said strict adherence to the code in action, not lip service, is necessary to hold public confidence. To assure the acceptability of his station's film programs, Mr. Lasky said, the program director screens a random selection of a proffered series, never the salesman's samples. Each film contract includes an automatic rejection clause if the material fails to meet code requirements, he said.

Clete Roberts, news analyst for CBS-owned KNXT (TV) Los Angeles, related experiences



RELAXING during sessions of the NARTB Region 8 meeting are (l to r) Harold See, KRON-TV San Francisco; Len Higgins, KTNT-TV Tacoma, Wash.; Ted Cooke, KOIN-TV Portland, Ore.; William Goetze, KFSD-TV San Diego; Howard Lane, KOIN-TV; Clyde Coombs, KARM Fresno, and George Whitney, KFMB-TV San Diego.

NOTICE TO EDITORS—This advertisement currently appears in leading national magazines. For more than 30 years, Metropolitan Life has sponsored similar messages on national health and safety. Because of public interest in the subject matter of these advertisements, Metropolitan offers all news editors (including radio news editors), free use of the text of each advertisement in this series. The text may be used in regular health features, health columns or health reports with or without credit to Metropolitan. The Company gladly makes this material available to editors as one phase of its public-service advertising in behalf of the nation's health and safety.



Sickness at your house?

TODAY, medical and nursing authorities are recommending home care for more and more patients . . . especially if someone in the family is skilled in home nursing.

There are several reasons why home nursing is of such great importance now. Nearly all of our country's hospitals are crowded. In fact, they care for more than 20 million patients a year.

Naturally, doctors, nurses and their assistants are busier than ever before. So, whenever a patient can be adequately cared for at home, hospital beds and personnel are freed for more serious cases.

Moreover, the cost of a long hospital stay is a heavy financial burden to the average family . . . as well as a source of worry to the ill person.

Lengthy hospitalization may also make the sick person depressed and even doubtful of his recovery. These attitudes can often be offset when the patient can safely and conveniently be cared for within the family circle. In fact, familiar home surroundings and family companionship can often help to hasten recovery.

Fortunately, in such circumstances, home nursing can usually be performed adequately by a family member under the direction of the doctor.

To give the best possible help to an ill person, however, the home nurse must know how to follow the doctor's specific instructions, and be able to care for both the physical and emotional needs of the patient. In addition, the home nurse should be prepared to make some simple but essential observations which help the doctor determine the patient's progress.

Suppose you had to give home nursing care to someone in your family. Would you know how to do any of the following:

1. Could you carry out a doctor's orders to observe and record a patient's breathing, or to take his pulse?
2. Help a sick person overcome fears and anxieties?
3. Persuade a child to take medicine?
4. Help a bed patient maintain comfortable posture?

Since illness may occur unexpectedly at any time in any family, someone in *every* household should be a qualified home nurse.

You can learn more about home nursing skills in free courses given in most communities by the American Red Cross.

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Metropolitan Life Insurance Company

(A MUTUAL COMPANY)

1 MADISON AVENUE, NEW YORK 10, N. Y.

in obtaining film news for television. He said film can be handled almost as quickly as tape in radio and said tv newsmen today enjoy greater acceptance than any other medium. A highly successful technique is to "take the audience with you" on a news story or interview, to include them as on-the-scene spectators to the actual event.

An off the record business session on television problems Wednesday morning heard Otto P. Brandt, vice president and general manager of KING-TV Seattle; John C. Cohan, president and general manager of KSBW-TV Salinas, Calif.; Harold P. See, station manager of KRON-TV San Francisco, and A. Prose Walker, NARTB manager of engineering.

TvB Makes Presentation

The Television Bureau of Advertising presented its slide film discussion of "Television—the Selling Machine." It was given by Oliver Treyz, TvB president, and Norman (Pete) Cash, director of station relations.

William D. Pabst, KFRC San Francisco, was host director of the three-day meeting. Other participating directors from the region included Richard M. Brown, KPOJ Portland; Calvin J. Smith, KFAC Los Angeles, and H Quenton Cox, KQFM (FM) Portland.

Mr. Pabst was presented a redwood gavel by William Smullin, KEIM Eureka, Calif.

C. E. Arney Jr., NARTB secretary-treasurer, appearing in the absence of President Harold E. Fellows, spoke at the Tuesday luncheon. After paying a tribute to Mr. Fellows and his association accomplishments, he outlined the need of a strong association to resist increasing efforts to invade the private system of broadcasting. He told how industry unity can combat federal and state legislative attacks. "If the government ever gets its nose under the program tent, you're out of business," he warned.

Judge Justin Miller, NARTB consultant and former board chairman-president, was given an ovation Tuesday. He spoke at the morning meeting on efforts to obtain radio-tv admission to the courtroom (see story page 74).

At a radio "bull session" conducted by John F. Meagher, NARTB radio vice president, current operating problems of radio stations were discussed. Lee Bishop, KORE Eugene, Ore., led a small market roundtable and Cliff Gill, KBIG Avalon, Calif., led a large market discussion.

The west coast broadcasters joined the move that has developed for a poll of the membership on the proposal to change the association's name back to National Assn. of Broadcasters. In adopting 10 resolutions, the region called for a campaign to obtain legislation keeping all times in the same zone relation to avoid radio and tv confusion; urged manufacturers to step up development and production of personal radio sets; endorsed the regional meeting idea instead of the former 17 district meetings; called for a study of ways to resolve the confusion in program rating services; thanked Comr. E. M. Webster and others who participated in the programming; regretted inability of President Fellows to attend because of illness [B•T, Oct. 17], and thanked the St. Francis Hotel for its cooperation.

In an address distributed to delegates in printed form, President Fellows reviewed the problems of station managers and saluted them for their handling of complex business affairs. "Know the man and you'll know the station," he said.

Reports on state association activities were given Tuesday by Richard B. Rawls, KPHO Phoenix, for the Arizona group; Mr. Lasky, for California, and Mr. Brown, for Oregon.

Members of the Resolutions Committee were William J. Beaton, KWKW Pasadena, Calif., chairman; Tom C. Bostic, KIMA-TV Yakima; James J. Dunlevy, KYJC Medford, Ore.; Charles Hamilton, KFI Los Angeles; Art Westlund, KRE Berkeley, and Mrs. Hugh McClung, McClung Broadcasting Co.

Reviewing latest trends in labor, Charles H. Tower, NARTB employe-employer relations manager, stressed the importance of staff promotions and pay increases. He listed two principal types—within grade (job) increases based on merit and seniority, and promotion increases. These encourage the best job performance from the staff, he said.

Mr. Tower listed such factors as quality of work, quantity of work in some types of broadcast activity; attitude and initiative especially in creative jobs. Delegates showed interest in problems of salesmen's compensation and discussed NARTB's newest studies [B•T, Oct. 24]. Mr. Tower followed his Monday radio employment session with a general review of labor problems on Wednesday afternoon, final feature of the convention program.

NARTB Engineering Manager Walker said NARTB has started to compile remote control engineering data at five 50-kw stations. Two of the stations are directional—KIRO Seattle and WOWO Fort Wayne, Ind. The other three, non-directional operations, are KDKA Pittsburgh, WHAS Louisville and WSB Atlanta.

Participants in an audience promotion panel at Monday's radio meeting were Mr. Beaton; Charles H. Tinsley Jr., KHSL Chico, Calif.; Frank H. Loggan, KBND Bend, Ore., and J. G. Paltridge, KROW Oakland, Calif.

MORGAN TELLS NARTB RADIO BEST FOR SELLING

Advertising executive advocates use of premiums to get results; says ratings not a criterion if program sells.

RADIO offers the "fastest, cheapest and surest way to sell merchandise" ever developed, in the opinion of Raymond R. Morgan, president of the Hollywood agency bearing his name.

Mr. Morgan backed up this claim at the NARTB regional meeting in San Francisco last week by citing a series of radio success stories that have made media history. He spoke at the Monday Radio Day luncheon.



MR. MORGAN

Taking the thesis, "The best way to get something is to give something," he said a radio campaign must be based on "the right offer, the right angle and the right copy." Ratings don't concern him if the station sells goods, he said, recalling an instance in which a Southern California program with "an 0.0 rating" brought 8,000 letters when a free breakfast was offered.

Premiums and offers form the background of many successful campaigns, Mr. Morgan said. He cited the case of McMillen Petroleum Co., explaining that the old KEJK Beverly Hills (later KMPC) was bought in radio's early days to promote gasoline "16 hours a day." After three months volume hadn't increased. "One evening we offered a budget book premium that cost only a few cents," he said. "Five minutes later Norma Shearer drove in with her big imported car to ask for a book. In 30 days one station had increased from 200 to 2,000 gallons a day." Later coupons were offered for two free gallons of gasoline.

A later offer on KJBS San Francisco, he continued, offered a dictionary for a dime and the label from a can of Folger coffee. "Soon we were buying a carload of dictionaries a week," he said.

Another success story centered around White King soap. Mr. Morgan said detergents have taken away 80% of the homes in the marketing area. With only a fifth of 7 million homes as a potential, White King has sold soap "by buying more and more radio," he said, plus a color series in *American Weekly* and highway boards. "The heavy load has been on the broad back of radio," he explained.

Don Lee Cornerstone

White King radio has included 16 years on 80 Don Lee stations as a cornerstone, plus MBS *Queen for a Day* on 583 MBS stations. "Nothing but radio delivers boxtops so fast," Mr. Morgan said. "Radio produced 4½ million boxtops for White King from 7 million homes. Four-and-a-half million people went out and did what we asked them to do on radio. A commercial with an offer gets two times the attention.

"Remember, a customer uses two cases of soap a year," he said, comparing it to coffee as a customer-getter for food stores. He explained $40 out of every $1,000 business in a food store is coffee and $12 is soap. "Coffee and soap you sell with," he explained, and should be in the back of the store. Coffee consumption amounts to 63 pounds per family per year, he estimated.

Going into the Folger coffee radio campaigns, Mr. Morgan declared one offer in the San Francisco area brought in 600,000 Folger labels. In another instance, a radio offer brought 522,000 pieces of mail in a single day, and 1.2 million in a week.

He saluted radio pioneers, listing a score of executives who have been active in the medium's development.

"To stay on top, stay with the force that put you there," he urged.

Millions of dollars of farm advertising are going to other media and could be channeled to radio if stations did a better farm programming job, Mal Hansen, WOW Omaha, told radio delegates Monday. Terming radio the ideal tool to reach the tremendous farm market, he listed these advantages:



MR. HANSEN

1—There is almost complete radio saturation on farms —99%; farmers have more car radios (67%) than city people.

2—Farmers use radio 13% more than city people; they use radio more than tv, newspapers and magazines combined, or two hours a day with radio compared to 21 to 34 minutes for each of the others.

3—Radio is direct, instantaneous and highly mobile. A front warning in weather news is more valuable right now than a few hours later; market information from radio is worth untold millions to the farm economy.

4—Radio keeps farmers up-to-the-minute on scientific progress and specialized information.

"America was not built by government..."



JAMES B. BLACK

From a talk by James B. Black, Chairman of the Board, Pacific Gas and Electric Company, at the Edison Electric Institute convention, Los Angeles, June 14, 1955

America was not built by government. It was built by the energies of a self-reliant people who long ago learned the lesson of co-operation. It was built by a people who created homes in the wilderness through log-raising bees, who pushed across the western plains in organized wagon trains, who began the reclamation of arid lands by their own efforts, constantly demonstrating their capacity to fend for themselves.

* * *

Government as a remote and bureaucratic overseer can only weaken and subject its citizens to a demoralizing control. It is not a coincidence that the only areas of potential [electric] power scarcity in the United States are those in which government has assumed to itself a dominant role.

* * *

The most comprehensive development of [multipurpose] water resources can be achieved if our government and private agencies willing and able to share the financial burden become working partners.

* * *

Government power installations are almost wholly exempt from taxation. Those who hawk their deceptive ware of "cheap public power" cannot honestly dispute this fact. It is little wonder that with a tremendously unfair tax advantage the government is often able to undercut its own citizens in the marketing of power.

There can be no moral justification for burdening the taxpayers of the entire nation with the construction of unnecessary, tax-free electric systems to serve a privileged few. Exempting government power installations from taxation discriminates between citizens. It denies to local governments and schools the tax support they would receive if the power installations were built by power companies. Government power should be taxed on the same basis as power produced by the investor-owned utility industry. Such taxation would end forever the myth that government power is cheap.

AMERICA'S ELECTRIC LIGHT AND POWER COMPANIES*

*Names on request from this magazine

"YOU ARE THERE"—CBS *television—witness history's great events*

Fight for Courtroom Access Urged by Miller

Judge Miller cites coverage last August of ABA convention in Philadelphia as setting a pattern that must be repeated all over the nation to convince lawyers and judges that broadcasting media should be admitted into courtrooms.

BROADCASTERS must conduct a long-range campaign of radio-tv demonstrations if they wish the courts and lawyers to permit courtroom pickups, Judge Justin Miller, NARTB consultant and past board chairman-president, told the NARTB regional meeting in San Francisco last Tuesday.

Last summer's successful test pickups at the American Bar Assn. convention in Philadelphia [B•T, Aug. 29] set a pattern that must be repeated all over the nation, he said in a talk reciting the history of freedom of speech and court broadcasting. These tests will be aimed at revision or deletion of the ABA's Canon 35, a policy that labels courtroom pickups distracting, degrading and creators of misconceptions and then recommends they "should not be permitted."

A successful attack on Canon 35, he reminded, "can be a major step toward opening up governmental news sources all along the line," but efforts to persuade governmental agencies to open news sources should not be lessened.

Taking the position that much headway has now been made in securing a change in Canon 35, he warned that failure to continue the effort can mean that the pattern "will become more and more fixed." ABA is currently considering a proposal to reopen all ABA canons and a study along that line is under way.

Judge Miller recalled the care taken last Aug. 22 in Philadelphia as the three local tv stations (WPTZ [TV], WCAU-TV and WFIL-TV) cooperated to cover the ABA House of Delegates unobtrusively with the use of the yellowed lighting of an antique ballroom. Despite difficult conditions, he said, ABA delegates were able to hear and see the house procedure on a series of closed-circuit receivers.

Unanimous permission to allow the tv-radio test was granted by the ABA House of Delegates following a presentation by Judge Miller. "The demonstration was a complete success," Judge Miller said. "So far as I know, no one questioned that fact." He told how the house chairman regretted the pickup was not continuing throughout the weeklong proceedings. A meeting of the Section on Judicial Administration was telecast during the convention.

"These tests must be made over and over throughout the country," Judge Miller said. "Only a comparatively small number of lawyers and judges witnessed the demonstration there. The demonstration received little publicity generally outside of the trade press." He noted that the *American Bar Journal* in a recent issue had an article by Judge Florence E. Allen, U. S. Court of Appeals, 6th Circuit, referring to radio, tv and news photography this way: "From the standpoint of confusion, distraction of witnesses and destruction of the right of privacy, all of these media are objectionable."

He proposed that permission to give tests of radio-tv pickups be secured at state and local bar association meetings around the nation. "It will be necessary that the proper approach be made to the officials of the state and local association," he said, adding, "permission must be obtained for installation of proper cameras in advance; care must be taken to avoid excessive lighting; carefully selected operations must make themselves completely inconspicuous; no noise or confusion of any kind should take place."

This educational process will give lawyers and judges an entirely new idea of modern techniques, he reminded, and "will go a long way toward breaking down the prejudices which presently exist against radio-tv as applied to courtroom televising."

Judge Miller warned that the courts "have a perfect right to insist upon the maintenance of dignity and decorum and that the accompaniments of telecasting, which have been present in the past in the way of excessive lighting, obtrusive machinery and noisy operators, cannot be permitted in the courtroom.

"There is no use trying to fool ourselves upon these points. Representatives of broadcasting are now assured by decisions of the Supreme Court that their medium is, like the press, equally protected by the First Amendment of the Constitution, both as concerns the federal government and—by virtue of the provisions of the 14th amendment—also as applied to state and local governments.

"However, this does not give them any right to invade a courtroom in such a manner as to 'detract the witness in giving his testimony or degrade the court.' Broadcasters must realize that an equally important provision of the Constitution is relied upon by the courts to prevent any such occurrences in the courtroom."

Explaining that Canon 35 is in some respects an insult to a judge, he described the basic conflict between free speech and fair trial in considerable detail. He said many lawyers and judges have committed themselves to Canon 35 for nearly 20 years "and a complete repeal or it would mean such a loss of face that many —especially the older group of lawyers—would never concede it."

NBC COMPETES WITH AFFILIATES—WEBB

Managing director of Station Representatives Assn. says network should confine its sales to quarter hours and over. He blasts 'Monitor' and participations concepts.

TO OPERATE its radio network without "competing" with its affiliates, NBC must limit itself to the sale of no unit smaller than a quarter-hour program, Larry Webb, managing director of Station Representatives Assn., asserted last week. [See B•T INTERVIEW with NBC Executive Vice President Robert W. Sarnoff, page 35.]

Mr. Webb issued a statement in response to B•T's report that some NBC affiliates who are in opposition to the network's *Monitor* weekend service would be willing to forego all compensation for carrying network commercial programs if they were sure the network would maintain its rates and thus, in their opinion, not imperil spot and local rate structure [CLOSED CIRCUIT, Sept. 26].

The SRA head said the "affiliates should never have been placed in a position by the network that would force them to even think along such lines."

Asserting that the sales departments of the networks have been traditionally "weak" over the years, Mr. Webb said this was particularly true of NBC despite the "fact they have always had a most salable package in the network." He charged that "NBC has never gone out and done a real sales job for their affiliates in securing network business. Therefore, they resort to such programming as *Monitor*, a leaf taken from the books of radio stations who have always looked to the network for programs and business that they themselves could not get otherwise.

"The network now is in direct competition with its affiliates. Since they do not have sufficiently good salesmen to go out and sell any kind of programming that they might come up with—*Monitor* or what have you—at rate card, they must resort to price cutting. Is it little wonder that some affiliates are willing to give up all compensation from the network if the network would maintain its (the station's) rate structure?"

Mr. Webb said there were alternatives to *Monitor*—"If the network would hire top men, pay them good money and give them a good sales job, the network could be built back to its former strength. Unquestionably, it is a very salable package."

He said contrary to opinions expressed at both NBC and CBS, "network spot carriers are definitely competitive to spot business." As "proof," Mr. Webb revealed a list of advertisers now buying "spot carrier plan packages" which, his list indicated, have cut their national spot.

Mr. Webb's list included Viceroy, which he said canceled most of its national spot to purchase NBC's Three Plan and CBS segmentation; Swansdown, spending "considerably less" for national spot because of CBS segmentation; Bromo-Quinine, "drastically" reducing a budget that already had been set for a national spot campaign because of a buy into MBS' multi-message plan; Pepto-Bismol, which he said last year had purchased a national spot campaign but this year put its money into Mutual's multi-message plan; Miller's High Life, which Mr. Webb asserted "cancelled national spot schedules and bought *Monitor*;" Goodrich, also buying *Monitor*, but which last year had a weekend, national spot campaign; Charles Antell, for several years a "large spot spender . . . now their dollars are on *Monitor*," and Tintex—"a national spot account for about the last 10 years, still a spot account but spending less because they are also buying participations on ABC."

Mr. Webb said that neither SRA nor any of its members were "anti-network," but that it should be pointed out that "there are a number of executives who are still in the dark ages in believing that most national spot business consists of adjacencies to their network programs. They have no appreciation of the importance of local programming, its current rating strength, and the fact that national spot business is purchased within these strong local programs. There is a strong quality factor in local programming which is the reason why national advertisers buy spot participation in such programming."

Mr. Webb summed up his statement with a flat prediction that NBC's *Monitor* programming plan "will eventually prove unsuccessful." but, he said, "the experiment will be forgiven as an error of commission which you can say is better than 'do-nothing' errors of omission."

ZENITH HITS NARTB STAND ON TOLL TV

Subscription proponent says trade association board is dominated by networks and network affiliated stations.

ZENITH Radio Corp. last week accused NARTB of underhandedly trying to "stifle competition" and of fostering a tv network "monopoly" in its stand against pay tv.

Ted Leitzell, public relations director of the Chicago radio-tv manufacturer, charged that NARTB had sent out to its members excerpts from opposition comments only and had failed to relay comments favorable to subscription tv.

The week also saw Zenith publicist Millard C. Faught urge that pay tv be given an opportunity of proving itself in the market place. He was opposed by Don Durgin, ABC director of sales development and research. They spoke to the Pennsylvania State Conference of American Women in Radio & Television at a meeting in Beaver Falls, Pa.

And an article entitled "Tv's Colossal Hassle" by Milton Lehman appeared in the Oct. 29 issue of the *Saturday Evening Post*. The article is a review of the fee tv imbroglio.

Mr. Leitzell declared that the NARTB position on pay tv (it opposes the use of broadcast channels for pay-as-you-see tv) should be clarified by revealing the commercial affiliations and economic interests of the NARTB board. Repeating the allegations made by Zenith President Eugene F. McDonald Jr. to Mr. Fellows immediately following the board's action earlier, Mr. Leitzell charged that of the 15 NARTB board members, four are network vice presidents, nine represent stations affiliated with networks, and only one is non-affiliated. The independent board member, Mr. Leitzell said, was the only one who voted against the board's decision.

". . . Your pamphlet is a self-serving document for the NARTB board, which in turn is dominated more than 90% by networks and network affiliated or controlled stations," Mr. Leitzell said. "It certainly does not represent the interest of the majority of your broadcaster members, or express their views," he added.

The remainder of Mr. Leitzell's letter was a reiteration of the position taken by pay tv advocates; that subscription tv will aid stations, bring higher quality programs to the public, etc.

GOVT. NEWS POLICY KEYS SDX MEETING

GOVERNMENT views on access to information and a forum on tv news coverage will be among the highlights of the 46th anniversary convention of Sigma Delta Chi in Chicago Nov. 9-12. (Also see story page 84.)

U. S. Atty. Gen. Herbert Brownell Jr. will join top newsmen as one of the major speakers during the four-day convention of the national professional journalism fraternity at the Sheraton Hotel. He will address the annual banquet Nov. 12. Government news policy will be explored at another session, according to the agenda released by SDX last week.

Over 500 delegates are expected to register for the convention. Al Orton, AP Chicago chief, is general convention chairman.

Television news and its prospects will be canvassed at a Nov. 10 (Thursday) panel session, featuring top network and station news and special events directors. Participants include William R. McAndrew, NBC-TV; Donald Coe ABC-TV; John Day, CBS-TV, and Spencer Allen, WGN-TV Chicago. Sol Taishoff, editor-publisher of B•T, is scheduled to preside.

Official convention program gets underway on Thursday, with an address by Alden C. Waite, national SDX president and publisher of the *Illinois State Register*. The four networks will serve as hosts of the luncheon, with Mason R. Smith of the *Gouverneur* (N. Y.) *Tribune Press* and vice president in charge of SDX's professional chapter affairs, welcoming delegates. Dr. Alberto Gainza Paz, former owner-publisher of *La Prensa* (Buenos Aires), will discuss his efforts to regain control of the Argentine newspaper confiscated by former dictator Juan Peron.

Concurrent sessions will follow the tv news forum Thursday, with freedom of the press on college campuses the topic for undergraduate members under chairmanship of Prof. Floyd Arpan, Northwestern U. Medill School of Journalism. Charles Campbell, director of the British Information Service, will address professional members, with Ken Clayton, co-publisher, *Raytown* (Mo.) *News*, presiding.

Buffet dinner will be sponsored Thursday evening by the Chicago Newspaper Publishers Assn. in the Chicago Press Club, wth Robert U. Brown, president-editor of *Editor & Publisher* and chairman of SDX executive council, in charge. Roy Howard, executive committee

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Radio's One-Book

WHO are radio's top advertisers? What hour of the day can you reach most homes using radio? How many cars are there in Cattaraugus County, N. Y.? What are the FCC Rules governing political broadcasts? Who sells transmitters, tubes and towers? Who's the manager of station X, the rep of station Y? What agency handles General Foods? Who sells radio scripts, handles name talent, makes recordings?

For the answer to these (and several thousand other questions), 3488 agency men, 2765 national and regional advertisers, and 11,000 other subscribers will turn to radio's One-Book Reference Library—Broadcasting • Telecasting Yearbook - Marketbook.

Four hundred and eighty seven (or more if we beat last year's figure) advertisers will get the benefit of advertising that lives for an entire year in a book that, like radio, looks like it's here to stay. This is our 22nd consecutive Radio Yearbook, and as Jim Luce of J. W. T. once said, "B•T's Yearbook could easily win the $64,000 question if it could only talk".

Let your ad talk for you 12 months a year, opposite your listing in the Yearbook. There's only so much space available so make your reservation now and be sure. Use the coupon on the opposite page.



Reference Library

Partial List of Contents

Complete state and city directories of am and fm radio stations, listing station executives, frequencies, network affiliations, national reps, power;

Market data includes county population, radio homes, retail sales, audience analyses, program trends, basic statistical information about national, spot and network radio, available in no other single source;

Directories of agencies and their radio accounts;

Directories of services related to radio;

Directories of state associations; of FCC Bar Members; of program production services; of equipment makers;

Complete FCC Rules and Regulations for Broadcast Services.



To reserve space, use the coupon below—

Broadcasting ● Telecasting
1735 DeSales St., N. W.
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Please reserve the space checked for the 1956 Broadcasting Yearbook, published in early 1956. Deadline November 21—if proof desired. December 5, no proof.

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ADDRESS

CITY ..... STATE

PER

- ☐ Double page
- ☐ Page
- ☐ Two-Thirds
- ☐ One-Half*
- ☐ One-Third
- ☐ One-Sixth

SPACE RATES

Space	1 time	7 times	13 times	26 times	52 times
PAGE	$450	$420	$375	$345	$325
2/3	335	310	275	250	230
1/2	255	250	220	200	175
1/3	185	175	155	140	115
1/6	105	95	85	80	70

*STATE SECTION: Minimum space ½ page, 8½" x 5½".

chairman of Scripps-Howard Newspapers and editor of the *New York World Telegram & Sun*, will deliver the main address.

A past presidents breakfast will be held Friday morning with Lee Hills, executive editor, *Detroit Free Press*, presiding, and at a luncheon that noon, under Ed J. Dooley, *Denver Post*, delegates will be welcomed by Chicago Mayor Richard J. Daley.

Tour of Chicago news scenes and discussions with local newsmen will follow under plans drafted by Isaac Gershman, Chicago City News Bureau. A general business session will take place after the Saturday breakfast, devoted to college training of journalists, and will be followed by a convention session, with James A. Byron, WBAP-TV Fort Worth, as presiding officer.

Magazine journalism will be explored by Paul Smith, chief executive, Crowell-Collier Corp. and editor of *Collier's*, at the Saturday luncheon.

Don McNeill, Chicago radio-tv performer, will be toastmaster at the closing banquet at which Atty. Gen. Brownell will speak.

Tv Competition Benefits Radio, Says Sam Goldwyn

"TELEVISION is the greatest thing that happened in my time," Sam Goldwyn, head of his own film firm, asserted in an interview with CBS news commentator Edward R. Murrow at the Radio & Television Executives Society luncheon last Tuesday in New York.

Mr. Goldwyn also maintained that "radio has become superior" as has "pictures" as a result of television competition. He said that television has done a good job but with 16 hours a day of programming, it is too much to expect tv to come up with great material all the time.

He said he watched television, and that some of it was wonderful and some bad—"just like my pictures."

As for movie films, the public has lost the habit of going, and they only come out for good pictures, he said. Besides, he added, they can stay home and see bad films on tv.

Mr. Goldwyn declared that film television shows give you a "better chance" to do retakes although live tv is good in some cases. He said that color is a "wonderful thing." However, if the story fails to capture interest in the first two minutes, it will not matter whether it is in color or not.

Local Billings to Jump, Kimble Tells RAB Meet

THE SURGE of local radio advertising since 1945 from $93 million to the present figure of $370 million could be considered a "penny-ante raise" in light of increased advertising to come. This optimistic view was given 65 Radio Advertising Bureau member station managers and sales executives in Boston Oct. 19 by Dave Kimble, RAB local sales and service director.

Speaking before an all-day RAB clinic program dedicated to "Sound Selling in Selling Sound," Mr. Kimble declared that "the 400% jump in local advertising revenue we've experienced since the end of World War II is only the beginning." Going on to explain why radio can best serve the three leading local billings groups—automobile, foods and home furnishings—Mr. Kimble pointed out instances where radio complemented the client better than any other media.

"To the car-dealer, radio alone gives the ability to talk to his best prospects while they are actually driving their present cars," Mr. Kimble declared, "while to the food retailer, radio alone provides the opportunity to talk to the homemaker in her kitchen where she's busy working within 12 feet of the cupboards he'd like to fill for her, and to the furnishings retailer, radio provides unparalleled access to *new* homes. . ."

Tv Set Data Not Needed In Top Markets—Beville

THERE IS no need for television circulation data in those counties where top markets exist, Hugh M. Beville Jr., NBC director of research and planning, told the Radio & Television Executives Society's timebuying and selling seminar in New York Tuesday. The session dealt with station coverage. Also speaking was Hal Miller, media research director of Benton & Bowles (see Mr. Miller's speech, page 31).

Since the top market counties total about 75% of all television homes, Mr. Beville said, the problem of circulation figures reduces to the 25% of tv homes on which necessary data is not as obtainable. Mr. Beville intimated that it would be a drain on time and money to re-assess those metropolitan markets where sufficient data already have been compiled.

He also said that a continuous estimate of set ownership (where needed) would be preferable to periodic or concentrated methods. Mr. Beville noted that in tv the need for circulation data is not so great as in radio. In station coverage material, Mr. Beville said while there is need for new information, any station could provide the data. He said that it was important, however, for those agency people using such data to know how the data was compiled.



INFORMAL discussion before the Radio-Television Executives Society luncheon honoring motion picture producer Samuel Goldwyn occupies (l to r): RTES President Robert J. Burton, Mr. Goldwyn, Edward R. Murrow and author-playwright Robert E. Sherwood.

Explain Media's True Role, Morton Tells Advertisers

THE trouble with advertising today, according to Elon G. Borton, president of the Advertising Federation of America, is that too many people in the field are so engrossed with its techniques and fascinated with the spectacular things that they lose sight of its economic importance.

Speaking before the Advertising Club of Jacksonville, Fla., last Tuesday, Mr. Borton challenged members to "start explaining advertising in its real functional role as the workhorse of mass distribution," instead of placing undue stress on the glamor aspect.

"People know that our mass production makes our country great, but they do not realize that such production cannot exist without mass distribution and that advertising is the 'workhorse' that makes mass distribution possible," Mr. Borton said.

Pointing out that a country 3,000 miles wide and 1,500 miles deep, where millions of products and services compete for the buying power of 166 million people "must have low cost mass communication of news about these products," Mr. Borton urged the club to educate the public about advertising's effects in changing the nation's health habits as well as raising the nation's standards.

McDonald Named Chairman Of Copyright Committee

APPOINTMENT of Joseph McDonald, NBC, as chairman of the NARTB Copyright Committee has been announced. Members of committee, to serve in 1955-56 fiscal year, are: Radio—Cy Bahakel, WKOZ Kosciusko, Miss.; Cy Casper, WBBZ Ponca City, Okla.; Martin L. Leich, WGBF Evansville, Ind.; C. Wallace Martin, WMSC Columbia, S. C.; James H. Moore, WSLS Roanoke, Va.; A. J. Mosby, KGVO Missoula, Mont.; television—J. J. Bernard, WGR-TV Buffalo, N. Y.; Leonard H. Higgins, KTNT-TV Tacoma, Wash., and Karl O. Wyler, KTSM-TV El Paso, Texas.

NARTB Names William Fay To Community Antenna Group

NARTB has named William Fay of WHAM-TV Rochester, N. Y., to chairmanship of the organization's Community Antenna Committee, it was announced last week.

The committee is concerned with legal questions and other problems which may arise from the use of community antenna systems. It is trying to find out how best to protect all the broadcast interests involved.

Other committee members are: William C. Grove, KFBC-TV Cheyenne, Wyo.; Lawrence H. Rogers II, WSAZ-TV Huntington, W. Va.; Henry W. Slavick, WMCT (TV) Memphis, Tenn.; Omar Elder, ABC; Thomas Fisher, CBS, and Harry Olsson, NBC, the latter three all from New York.

Only STEEL can do so many jobs so well



It's No Fish Story. More than 1000 pounds of steel are used every day, just to make fish hooks. Those giant hooks in the picture are used to catch tuna, marlin or albacore. About 3000 of the small No. 6 trout hooks can be made from a single pound of steel.



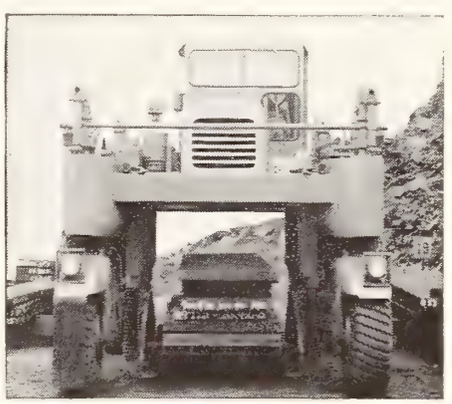
Like Flicking A Light Switch. Want finger-tip control of light and air in your home or office? You get this with venetian blinds made of steel. And steel venetian blinds are made in just about any size you will ever need—like the whopper shown here. In addition to their trim beauty, steel slats give privacy and protect rugs, draperies and furniture from sun damage. Steel slats are flexible and tough, easy to clean, and they will not crack or warp.



Bridge-Builders Paradise is the recently completed West Virginia Turnpike. Its 88-mile length required 76 bridges, built from 23,500 tons of steel. The Bender Bridge, here, is 278 feet high, one of the tallest bridges east of the Mississippi. U. S. Steel supplied the steel and built this bridge.

MANUFACTURED FROM USS STEEL UNITED STATES STEEL

This trade-mark is your guide to quality steel



The Bow-Legged Truck. This unusual machine is called a straddle truck, because it literally stands over a load (up to 25 tons), hoists it, then rolls away. The truck can actually roll over a full-size automobile without touching it. It uses many USS steel plates and bars.

UNITED STATES STEEL

For further information on any product mentioned in this advertisement, write United States Steel, 525 William Penn Place, Pittsburgh, Pa.

AMERICAN BRIDGE . . AMERICAN STEEL & WIRE and CYCLONE FENCE . . COLUMBIA-GENEVA STEEL . . CONSOLIDATED WESTERN STEEL . . GERRARD STEEL STRAPPING . . NATIONAL TUBE
OIL WELL SUPPLY . . TENNESSEE COAL & IRON . . UNITED STATES STEEL PRODUCTS . . UNITED STATES STEEL SUPPLY . . *Divisions of* UNITED STATES STEEL CORPORATION, PITTSBURGH
UNITED STATES STEEL HOMES, INC. • UNION SUPPLY COMPANY • UNITED STATES STEEL EXPORT COMPANY • UNIVERSAL ATLAS CEMENT COMPANY 5-1683

See The United States Steel Hour. It's a full-hour TV program presented every other week by United States Steel. Consult your local newspaper for time and station.

BROADCASTING

SUNDAY

	ABC	CBS	MBS	NBC
6:00 PM	First 5 Texaco Monday Morning Headlines	Wm. Wrigley Gene Autry (191) R	TWA Walter Winchell	Meet the Press
6:15	Lifetime Living	Wrigley News	Seeman Bros. Tomorrow'sFront PageHeadlines	
6:30	The Evening Comes	Liggett & Myers Gunsmoke	TBA	
6:45		News	Les Paul	
7:00	Show Time Review S	News Analysis	Mutual Benefit Bob Considine	
7:15	George Sokolsky	Philip Morris Edgar Bergen Show	All-Star Sports Time	
7:30	Valentino			
7:45	Henry Milo Travel Talk S			
8:00		News		
8:15	Co-op America's Town Meeting	Toni Our Miss Brooks (206)	Pro Football	Monitor *
8:30		P. Lorillard Two For The Money (200)		
8:45				
9:00	Paul Harvey (Burton-Dixie)	News		
9:15	Quincy Howe S	Mitch Miller Show S		
9:30	Sammy Kaye		Manion Forum Dean Clarence Manion	
9:45		John Derr	Co-op Keep Healthy	
10:00	Overseas Assignment S	News	Billy Graham Evangelist Assn. Hour of Decision	
10:15	Dick Hayes Sings	Face the Nation		
10:30	The Assemblies of God "Revival Time"	Church of the Air S	Wings of Healing Global Frontiers	American Forum
10:45			Religion in America	
11:00	Moods in Melody	U.N. Report	Repeat of Billy Graham Hour of Decision	Monitor *
11:15 PM				

MONDAY

	ABC	CBS	MBS	NBC
	Not in Service	Metro. Life Ins. Allan Jackson (29)	Stand by With Bob & Ray	No Network Service
	Budweiser Bill Stern	No Service		
	No Service	Delco Batteries Lowell Thomas (198) R	General Sports	Sun Oil & Co-op 3-Star Extra (34)
	Vandercook CIO	News Analysis	Kraft News	Alex Drier Man on the Go Co-op
	Co-op Quincy Howe	Tennessee Ernie S (121)	Co-op Fulton Lewis, Jr.	No Network Service
	Strange	General Foods Bing Crosby (204)	John Bosman	Miles Labs News of World (166)
	Saga	Am. Oil Ed. R. Murrow (89)	Amer.'s Bus. Dinner Date	One Man's Family ****
	ABC News	My Son Jeep	American Home Prod. Gabriel Heatter	Gen. Motors Henry J. Taylor
	Red Benson's Hideaway	Yours Truly Johnny Dollar	Les Paul	
	News S	Lipton & Toni (alt. wks.) Godfrey Talent Scouts] (171) R	Here's Hayes	
	Voice of Firestone		True Detective Mysteries *	Boston Symphony Orchestra
			John Steele	
	Music Tent	News	Esso Reporter	
		Jack Carson Show S	Jackson Brewing Jax World of Spts	Bell Telephone Telephone Hour (185) R
	ABC Late News		Behind the Iron Curtain	
	Freedom Sings Concert	Amos 'n' Andy Music Hall (204)	Reporters' Roundup	Cities Service Band of America (113)
	News	R. Trout News		
	AFL Edw. Morgan News		Virgil Pinkley	Fibber McGee & Molly ******
	How To Fix It Co-op	Dance Orchestra	Dance Orchestra	News
	News			Heart ofthe News
	Martha Lou Harp		Distinguished Artists Series	Stars In Action (Nat'l Guard)
	Songs by Dini	News Analysis	Mutual Reports The News	No Network Service
	Sports Report S	Dance Orchestra	U N Radio Review	News of the World Morgan Beatty

TUESDAY

	ABC	CBS	MBS	NBC
	Not in Service	Metro. Life Ins. Allan Jackson (29)	Stand by with Bob & Ray	No Network Service
	All State Budweiser Bill Stern	No Service		
	No Service	Delco Batteries Lowell Thomas (199)	General Sports	Sun Oil & Co-op 3-Star Extra (34)
	Vandercook CIO	News Analysis	Kraft News	Alex Drier Man on the Go Co-op
	Co-op Quincy Howe	Tennessee Ernie (121)	Fulton Lewis Jr.	No Network Service
	Strange	P. Morris Hallmark Bing Crosby (204 R)	John Bosman Amer.'s Bus.	Miles Labs. News of World (168)
	Saga	Ed. R. Murrow S (89)	Dinner Date	One Man's Family ****
	ABC News	My Son Jeep	Gabriel Heatter	Coca-Cola Co. The Eddie Fisher Show (245)
	Red Benson's Hideaway	Yours Truly Johnny Dollar	Treasury Agent *	People Are Funny Net Work Participations only
	News S			
	Red Benson's Hideaway	Suspense	Broadway Cop	Dragnet Carter Anahist
	News S			
	Sammy Kaye S	News	Esso Reporter	
		Jack Carson Show S	Jackson Brewing Jax World of Spts	
	ABC News		This is Civil Defense	News
	Platter Brains S	Kools Amos 'n' Andy Music Hall (204)	The Army Hour	NBC Theatre Particinations Biographies On Sound Participations
	News	R. Trout News		
	AFL Edw. Morgan News	Revlon $64,000 Question (204)	Virgil Pinkley	Fibber McGee & Molly ******
	How To Fix It Co-op		(Co-op) Men's Corner	News
	News			Joseph C. Harsch
	Take Thirty S	Dance Orchestra	Dance Time	Treasury of Stars
	Singing with the Stars	News Analysis	Mutual Reports The News	No Network Service
	Sports Report S	Dance Orchestra	U N Radio Review	News of the World Morgan Beatty

ABC

	ABC
	Not in Service
	Budweiser Bill Stern
	No Service
	Vandercook CIO
	Co-op Quincy Howe
	Strange
	Saga
	ABC News
	Red Benson's Hideaway
	News S
	Red Benson's Hideaway
	News S
	Sammy Kaye
	News S
	President's News Conference
	News
	AFL Edw. Morgan News
	Singing with the Stars
	Sports Report S

SUNDAY

	ABC	CBS	MBS	NBC
9:00 AM	ABC News	News S	Dr. Wyatt Wings of Healing (306)	World News Round-Up Co-op
9:15	Great Moments of Great Composers	Music Room		Monitor *
9:30	Prophecy, Inc. Voice of Prophecy (99)	Church of the Air	Christian Ref. Church Back to God (268)	Monitor Art of Living
9:45		Chev. News		
10:00	Message of Israel S	Invitation To Learning S	Radio Bible Class (291)	National Radio Pulpit
10:15				
10:30	Negro College Choirs S		Voice of Prophecy (307)	
10:45		Leading Question S		
11:00	Sunday Melodies		Dawn Bible Frank & Ernest (362)	Monitor *
11:15	Marines in Review		First Church How Christian Science Heals	
11:30	The Christian In Action S	News		
11:45		E. Power Biggs S	Northwestern U. Review S	
12:00 N	No Net Service	Salt Lake City Tabernacle S		
12:15 PM		Washington Week S	As I See It Frank Kirkpatrick	
12:30	The World Tomorrow Radio Church of God	World Affairs Report S		
12:45		Les Elgar Orchestra S	Bill Cunningham Co-op	The Eternal Light
1:00	Churches of Christ Herald of Truth (108)	F. W. Woolworth 1-2 p m Woolworth Hour (200)	Co-op Merry Mailman	Monitor *
1:15			Les Paul	
			Basil Heatter	
			First Church How Christian Science Heals	

MONDAY - FRIDAY

	ABC	CBS	MBS	NBC
	Breakfast Club Beltone Bristol-Myers Union Pharmaceutical General Foods Glamorene Drackett	Co-op News	Co-op Robt. Hurleigh	No Network Service
		No Service	Easy Does It	
			Cecil Brown Real News of the Morning Johnny Olsen Show	
	Sterling MWF My True Story		Co-op Cecil Brown	**M. M. McBride Doeskin Co. Dr. N. V. Peale
	Carnation Whispering Streets (224)		Guest Time M-T-Th-F	
	Stokelys When A Girl Marries (165)	Arthur Godfrey ††	Kraft News	Weekday ***
	TBA		Johnny Olsen Show	
	MWF Pharmaco Companion S		Kraft News	
	Paging The New S		Story Time	
	Albert L. Warner News S	Contnl. Baking Make Up Your Mind (58)	Queen for a Day P. Lorillard (551)	Miles Fibber McGee & Molly
	Your Neighbors Voice S	Wrigley Howard Miller (145)		
	Valentino	Bishop, Gen. Fds. Corn. Prod. (195) Wendy Warren	Kraft News	
	Luncheon at Astor	Gen. Fds. MWF Backstage Wife	L. Higbie	
	Sunshine Boys	Toni MWF-GF T-Th Helen Trent (187)	Here's Hollywood	
	How To Fix It	Our Gal Sunday MW-GF (183) S	Jean Shepherd Show	Weekday ***
	No Network Service	P&G Ivory Road of Life (131)	No Service	
	Co-op Paul Harvey	P&G Oxydol Ma Perkins (162)	Co-op Cedric Foster	
	Co-op Ted Malone		Footnotes to History	
			Health	

SATURDAY

	ABC	CBS	MBS	NBC
	Co-op No School Today	Co-op News	No Network Service	8 a.m. Through Midnight Sunday Monitor *
		Farm News		
		St. Louis Melodies		
	(10-10:30) Table Products Inc.	Garden Gate		
		A. Jackson		
	Moppets and Melodies	Galen Drake S Father John's Medicine	American Travel Guide	
		Calmer S	Conference Call	
	ABC News*			
	The Inner Circle	Robt Q. Lewis (185) S Milner	Lucky Pierre Show	
	All-League Clubhouse S		Philco Corp Phonorama Time	
	ABC News	A. Jackson	Les Paul	Allis-Chalmers National Farm & Home Hour (Eastern Stand. Stations Only)
	How To Fix It	Romance S	Tex Fletcher's Wagon Train	
	101 Ranch Boys S			
	American Farmer S	Liggett & Myers Gunsmoke (198)	Fifth Army Band	Monitor *
	ABC News	A. Jackson	Basil Heatter	
	Navy Hour S	City Hospital		Chalmers Home Hour (Central Sta's)

ABC

	ABC
1:30 PM	Net in Service
1:45	Budweiser Bill Stern
2:00	No Service
2:15	Vandercook CIO
2:30	Co-op Quincy Howe
2:45	Strange
3:00	Saga
3:15	ABC News
3:30	Red Benson's Hideaway
3:45	News S
4:00	Red Benson's Hideaway
4:15	News S
4:30	Sammy Kaye
4:45	News S
5:00	President's News Conference
5:15	News
5:30	AFL Edw. Morgan News
5:45 PM	Singing with the Stars
	Sports Report S

THURSDAY

	ABC	CBS	MBS	NBC
6:00 PM	Not in Service	Metro. Life Ins. Allan Jackson (29)	Stand by With Bob & Ray	No Network Service
6:15		No Service		
6:30	Budweiser Bill Stern			Sun Oil & Co-op 3-Star Extra (34)
6:45	No Service	Delco Batteries Lowell Thomas (199)	General Sports Kraft News	Alex Drier Man on the Go Co-op
7:00	Vandercook CIO	News Analysis CBS-Columbia (204) R	Fulton Lewis Jr.	No Network Service
7:15	Co-op Quincy Howe	Tenn. Ernie (204)	John Bosman Amer.'s Bus.	Miles Labs News of World (168)
7:30	Strange	P. Morris Hallmark Bing Crosby	Dinner Date Gabriel Heatter	One Man's Family ****
7:45	Saga	Ed. R. Murrow S (89)	Coca-Cola Co. Eddie Fisher Show	
8:00	ABC News	My Son Jeep		News
8:15	Red Benson's Hideaway		Official Detective *	The Great Gildersleeve Network local participations
8:30	News S	Yours Truly Johnny Dollar		Buick: 11/3 only
8:45	Red Benson's Hideaway	Bristol-Myers Arthur Godfrey Digest (200) R	Crime Fighters	The Goon Show
9:00	News S	News S	Esso Reporter Jackson Brewing Jax World of Spts	News
9:15	Sammy Kaye	Jack Carson Show S	Forbes Report	X-Minus One
9:30	News S	Kools Carter Amos 'n' Andy Music Hall (204)	Co-op State of the Nation	Conversation
9:45	Rhythm On Parade S	R. Trout News	Virgil Pinkley	Fibber McGee & Molly ******
10:00	ABC News AFL Edw. Morgan News	Jimmy Palmer Orchestra	The Book Hunter	News
10:15	How To Fix It Co-op			Heart of the News
10:30	ABC News	Dance Orchestra	Music for You	Jane Pickens Show
10:45	Front & Center			
11:00	Singing with the Stars	News Analysis	Mutual Reports The News	No Network Service
11:15 PM	Sports Report S	Dance Orchestra	U N Radio Review	News of the World Morgan Beatty

FRIDAY

	ABC	CBS	MBS	NBC
6:00 PM	Not in Service	Metro. Life Ins. Allan Jackson (29)	Stand by With Bob & Ray	No Network Service
6:15		U.N. on the Record S		Richard Harkness Co-op
6:30	Budweiser Bill Stern			No network Service
6:45	No Service	Delco Batteries Lowell Thomas (199)	General Sports Kraft Five Star	Sun Oil Co-op 3-Star Extra (34)
7:00	Vandercook CIO	News Analysis Philip Morris Tennessee Ernie (204)	Fulton Lewis Jr.	Alex Drier Man on the Go Co-op
7:15	Co-op Quincy Howe		John Bosman Amer.'s Bus.	No Network Service
7:30	Strange	General Foods Bing Crosby (204)	Dinner Date Amer. Home Gabriel Heatter	Miles Labs News of World (168)
7:45	Saga	Am. Oil Ed. R. Murrow (89)	Les Paul & Here's Hayes	One Man's Family ****
8:00	ABC News	My Son Jeep		News
8:15	Red Benson's Hideaway		Counterspy *	National Radio Fan Club
8:30	News S	Yours Truly Johnny Dollar		
8:45	Red Benson's Hideaway	21st Precinct S	Co-op City Editor	
9:00	News S	News	Esso Reporter Jackson Brewing Jax World of Spts	News
9:15	Sammy Kaye	Jack Carson Show S		Fan Club-Networks & local participations
9:30	News S	Amos 'n' Andy Music Hall (204)	Football	
9:45	Treasury of Music S			News
10:00	ABC News AFL Edw Morgan News	R. Trout News Herman Hichman		Gillette Boxing
10:15	How To Fix It Co-op			Sports Digest
10:30	ABC News	Dance Orchestra	London Studio Melodies	Fibber McGee & Molly ****
10:45	Indoors Unlimited			Sports Highlights
11:00	Songs By Dini	News Analysis	Mutual Reports The News	Time to Come
11:15 PM	Sports Report	Dance Orchestra	U N Radio Review	No Network Service
				News of the World Morgan Beatty

SATURDAY

	ABC	CBS	MBS	NBC
6:00 PM	Pan American Union	Make Way for Youth	John T. Flynn	
6:15			Les Paul	
6:30	Co-op Sports Kaleid	Young Ideas Fred Robbins	Airmen of Note	
6:45	Co-op Sports Afield With Bob Edge		Report from Washington	
7:00	At Ease	News Analysis	Jax World of Sports With Bob Nise	
7:15	Overseas Assignment	Peter Potter Juke Box Jury	Pop the Question	
7:30	As We See It (CIO)			Monitor *
7:45	This Week In Washington		Magic of Music	
8:00	ABC News	Saturday Night Country Style	Musical Wheel of Chance	
8:15				
8:30	Dancing Party S		Quaker City Capers	
8:45		Sports News		
9:00		News	I Ask You	
9:15		Philadelphia Orchestra		
9:30			Lombardoland U.S.A. S	R. J. Reynolds & Co-op Grand Ole Opry (93)
9:45		Sports Show		
10:00	Ozark Jubilee	News S		
10:15		Dean Hudson Treasury Show Basin Street Jazz	Oklahoma City Symphony Orchestra	
10:30	Lawrence Welk Army Show	Dance Orchestra		Monitor *
10:45				
11:00	Statler Orchestra	News Analysis	Country Jamboree	
11:15 PM		Dance Orchestra		

SUNDAY

	ABC	MBS	NBC
12:00 Noon		Lutheran Hour (479)	Monitor *
12:15			
12:30			The Catholic Hour
12:45		Music From Britain	
1:00			
1:15			
1:30		Bandstand U.S.A.	
1:45			
2:00		Salute to the Nation	Monitor *
2:15			
2:30		Hopalong Cassidy	
2:45			
3:00		Natl. Biscuit Adventures of Rin Tin Tin	
3:15			
3:30		(Co-op) Wild Bill Hickok	
3:45		John Price	

MONDAY - FRIDAY

	ABC	CBS	MBS	NBC
12:00 Noon	Closed Circuit	Gen. Fds. Sleep-Eze Dr. Malone	A Letter to Lee Graham	
12:15		P&G Duz Guiding Light (128)		
12:30	No Network Service	Pharmaco T & Th Mrs. Burton	Kraft News	
12:45		MWF P&G Tide P. Mason (163)		
1:00	The Martin Block Show	Ton. & Bristol Myers Nora Drake (200)	Luncheon with Lopez	Weekday ***
1:15		Brighter Day S (166)		
1:30			America's Front Door	
1:45		Houseparty† (183) R	Mutual Reports	
2:00				
2:15		Fred Robbins (S)	Mutual Matinee	'Hotel for Pets' Coast Fisheries *****
2:30				
2:45	Manhattan Matinee	Galen Drake	Mutual Reports	
3:00			Mutual Matinee	
3:15	Treasury Bandstand	No Service		
3:30			Mon. & Fri. U.S. Military Bands Tues & Thurs Bandstand USA Wed. TBA	
3:45	Musical Express	News		Weekday ***
4:00	Bobby Hammack & His What Four			
4:15	Gloria Parker	No Service		
4:30	Vincent Lopez		Stand By With Bob & Ray	
4:45				
5:00			Kraft News	

SATURDAY

	ABC	CBS	MBS	NBC
12:00 Noon	Gridiron Salute	Kathy Godfrey Show S	College Football	Monitor 8 a.m. Saturday through Sunday Midnight *
12:15	ABC News		Camel Football Scoreboard R. J. Reynolds (Five Minutes after Game)	
12:30		News S		
12:45		Football Roundup	Parade of Sports	
1:00		Scoreboard		
1:15		Football Roundup		
1:30	Game of Week	News S		
1:45		Football Roundup S	Country Jamboree	
2:00		Scoreboard		
2:15		Football Roundup		
2:30		News S		
2:45	Pop Concert	Football Roundup S	Bandstand USA	
3:00	The World Tourist			
3:15		News S		
3:30	Dinner at the Green Room S	Football Roundup S	Teenagers, USA	
3:45		Scoreboard		
4:00		Football Roundup S		
4:15			Les Paul	

October 31, 1955

Explanation: Listings in order: Sponsor, name of program, number of stations; R repeat; S sustaining; TBA to be announced. Time NYT.

ABC—
7:55-8 p.m., Les Griffith & The News. (332). Weekend news now sponsored by Texas Company. In each of four time zones, 13 times on Sat., 11 times on Sun.
It's Time, 5 min., unsponsored, 10 times on Sat., 8 times on Sun.

CBS—
8:55-9 a.m. Sun. Gen. Fds.—Galen Drake (111)
11:30-11:35 a.m. Sun. Lou Cioffi—News (S)
† **Houseparty.**
3:15-3:30 p.m. MWF Lever.
3:15-3:30 p.m., Tu-Th., Kellogg Gen. Motors — Allen Jackson.
Sat.—News 10:00-10:05 a.m.; 10:55-11.00 a.m.; 12 Noon-12:05 p.m. 126 Sta.
Doug Edwards—Pall Mall Wed.-Th. Fri. 8:25-30 p.m.
G. Drake—Tasti Diet Sat. 1:25-30 p.m., 203 Sta.
Football Roundup, starts Sats., 2-6 p.m., beginning Sept. 17
†† **Arthur Godfrey Time**
10-10:15 a.m., Hartz Mountain—Th. & Fri., alt. each week, G. H. Hartman; Lewis-Howe—Tu. & Wed., alt. each week, R & R; Pet Milk—M.-F., alt. days each week, Gardner Adv.
10:15-30 a.m., Bristol-Myers—alt. Fri., DCSS; Campana—M.-Th., alt. days, FDH; Lewis-Howe—every 4th Fri., R & R; A. E. Staley—M.-Th., alt. days, R & R.
10:30-45 a.m., Amer. Home Fds—Tu., every 4th Fri., Y & R; Corn Prod.—Wed., every 4th Fri., C. L. Miller; Dow Chemical—Thur., every 4th Fri., MacManus, J & A; Minnesota—Mon., every 4th Fri., Burnett.
10:45-11 a.m., Bristol-Myers—M. & W., DCSS; Kellogg—Tu. & Th., Burnett; A. E. Staley—alt. Fri., R & R; Murine—Tue., BBDO.
11-11:15 a.m., Campana—alt. Fri., FDH; Gen. Motors—Tu. & Th., FC&B; Lever Bros.—M.-W., alt. Fri., McCann-Erickson.
11:15-30 a.m., Gen. Motors—alt. Fri., FC&B; Pillsbury Mills—M.-Th., L. Burnett; Kellogg—alt. Fri., L. Burnett.
Amos 'n' Andy Music Hall
Brown & Williamson, M. W., Ted Bates

MBS—
Mon.-Fri. 8:00 8:30 p.m. Programs—Multi-Message Plan Participants—MWF: R. J. Reynolds Tob. Co. M.-F.; Pearson Pharmacal—M.-F.; Curtis Candy Co.—W.

NBC—
* **Monitor**—participating sponsors: Chesebrough, Charles Antell RCA, Gruen.
** **Mary Margaret McBride**—Q-Tips; Mon., Wed.: Calgon; Tues.: Gen. Foods; Thurs.: Am. Molasses; Fri.
*** **Weekday**—participating sponsors to be advised.
**** **One Man's Family**—local and network participating. W.: Carter Prods.; Thur.: Anahist.
***** **Hotel For Pets**—MWF: Coast Fisheries with stations not ordered commercial taking program on sustaining basis. Tu., Thur.: Completely sustaining.
****** **Fibber McGee & Molly**—local & network participations. Collier, Viceroy, RCA, Anahist, Carter.

PRIVATE FCC–NETWORK TALKS NULLIFY ALBANY DECISION, WTRI (TV) CHARGES

Station says Commission's conversations with CBS officials disqualify its ruling against deintermixture in Albany-Schenectady-Troy case. Another complication in allocations snarl: Connecticut governor protests move of Hartford vhf.

THE FCC was confronted with a new complication last week in the intricate and unsettled television allocation problem when WTRI (TV) Albany, N. Y.—a ch. 35 uhf outlet now dark—charged that the Commission's conversations with CBS President Frank Stanton and aides [B•T, Oct. 10] had nullified the Albany-Schenectady-Troy deintermixture proceedings.

The WTRI "Petition to Reopen Hearing" came in a week which saw a quiescent FCC staff still digesting the tentative instructions given two weeks ago on the five pending deintermixture cases and the issuance of rule-making notices [B•T, Oct. 24].

Three of the seven FCC commissioners were out of Washington last week attending the annual convention of the National Assn. of Railroad & Utility Commissioners in Asheville, N. C. These were FCC Chairman George C. McConnaughey and Comrs. John C. Doerfer and Richard A. Mack. The full Commission meets again on vhf-uhf allocations problems Wednesday.

The week also saw Connecticut Gov. Abraham A. Ribicoff telegraph the Commission protesting the reported FCC decision to move Hartford's ch. 3 to Westerly, R. I. (37 miles from Providence).

The WTRI objection was based on the legal point that once a formal proceeding has been undertaken by the FCC it cannot discuss the matter with persons not involved in the hearing.

The Albany case—which involves two petitions, one to deintermix the New York capital city by changing ch. 6 (WRGB [TV] Schenectady) to educational and the other to drop in ch. 10 to Vail Mills, N. Y., outside of Albany—was one of the five deintermixture petitions heard by the FCC last June.

By inference, the WTRI petition would affect the other four deintermixture proceedings also. The other cases involved Peoria, Evansville, Madison and Hartford. It has been reported that the Commission tentatively decided to deny the deintermixture petitions in Peoria, Evansville, Madison and Albany, and to grant the Hartford request.

"Petitioner submits," the WTRI document declared, "that such *ex parte* intervention violates the provisions of the Administrative Procedure Act, is contrary to the procedure established by the Commission for considering rule-making matters, and is a violation of the due process clause of the Constitution. Because of such illegality, the proceedings thus far conducted are a nullity and must be vacated."

The Albany uhf station charged also that CBS has an interest in the outcome of the Albany deintermixture case and that it should have participated in that proceeding in order to be eligible to present its comments legally.

WTRI has charged that CBS switched its radio and tv affiliations to WROW Albany after it was bought by CBS commentator Lowell Thomas and associates. This was the basis of a separate hearing on which an initial decision is still awaited.

The CBS plan referred to by WTRI contemplated using some uhf, but through revision of mileage separations ensuring the allocation of at least three vhf channels to the top 100 markets. What aroused WTRI's ire was that CBS recommended three vhf channels for the upstate New York tri-city area.

WTRI is largely owned by Harry C. Wilder, who also was majority owner of WTRY Troy before it was sold earlier this year.

Connecticut Protest

The telegram to the FCC from Gov. Ribicoff read as follows:

"Disturbing rumors have reached me that your Commission is about to take action which would remove television channel number 3 from Hartford. Though the rumors are unsubstantiated and I hope untrue, I respectfully urge with all the strength at my command that channel 3 remain in the Capital City where it will best serve all of the citizens of Connecticut. I further urge that your body act as expeditiously as possible in order to bring this long-delayed service to the people of our state."

Three days later, in response to protests from uhf stations WGTH-TV Hartford and WKNB-TV New Britain, the Connecticut governor sent the following to those stations:

"Retel unaware of problems of intermixture. Only interest is to make sure that the entire state of Connecticut is provided with proper and complete tv service. First information that channel 3 would be substituted by another uhf channel. In complete agreement that uhf stations in Connecticut are providing a fine service for the area they are serving. Would like similar service to cover the entire state. Have been informed that uhf signal does not reach all areas of the state."

WGTH-TV has been sold to CBS; WKNB-TV to NBC. Both transfers are awaiting FCC approval.

Hartford's WTIC holds an initial decision for ch. 3 there; it is opposed by Hartford Telecasting Co., comprising local businessmen and Harry Butcher, KIST Santa Barbara, Calif., and one time CBS Washington vice president.

Others for Deintermixture

WHAT cities are concerned in those dozen petitions for deintermixture which are referred to from time to time in talking about the allocations problem confronting the FCC?

The five pending cases are well known. They concern Peoria, Evansville, Madison, Albany and Hartford. The others, according to the official FCC files, which have not yet been acted upon by the Commission, are:

Corpus Christi, Hutchison (Wichita), Baton Rouge, Springfield-Decatur (Ill.), Fresno-Bakersfield, Jacksonville, Sacramento, Spartanburg-Anderson-Greenville, Miami, Norfolk-Portsmouth-Newport News, Toledo, Philadelphia, Durham-Raleigh, Walla Walla. Most of these requests would make the cities all uhf commercially; a few involve partial deintermixture, i.e., the presently operating vhf would be permitted to continue.

UNSHACKLING BOTH THE PRESENT AND FUTURE

B•T last week editorialized on the study of economist Sidney S. Alexander of CBS Inc. which theorized that the present economic limit of tv stations in the U. S. is 600 plus some satellites [B•T, Oct. 17, 24]. To the editorial admonition that the FCC should not act on any plan, without keeping in mind changes that the future may bring to the economics of station operation, Mr. Alexander offers this commentary:

EDITOR:

In your editorial "Past and Future" in the issue of Oct. 24 you comment on my study, which you had so generously published in the prior issue, of the number of television stations that can be supported by the present economics of television.

But you warn that it would be as wrong to tailor the future pattern of television to the measure of television's inconsiderable past as it would have been for the directors of General Motors to plan their manufacturing capacity for 1955 on the basis of automotive sales in 1915. I certainly do not disagree with that statement.

But first things must come first and here I believe your editorial is wanting. As its title indicates, you look to the past, then to the future and so the imperative demands of the present are ignored. The fact is that we have not yet taken care of the present economic potential and that seems to me to be the first order of business, taking precedence over the more speculative future. Here is the crux of it. The 100 leading television markets, which I estimate to be able to support 418 stations, are now assigned fewer than 300 supportable channels. The FCC, accordingly, must not only provide room for the growth that television will be able to achieve in the future, but at least equally important it must also provide for the expansion that can be supported right now by increasing the number of competitive assignments in larger markets.

In any event, we at CBS are looking not only to the present but also to the future. One of the criteria being used in the allocation studies going forward in the engineering department of CBS Television, whose interim findings are reported in B•T of Oct. 10, 1955, is that of community services. This criterion poses the questions whether (1) as many communities as now have channels assigned would have them under any proposed modifications, and (2) communities with unused channels would continue to have the potentiality of future television stations. We certainly agree that room must be left for future growth and our suggestions attempt to provide for such room. Indeed, Plan A provides for more channel assignments than the 1,875 provided under the Sixth Report.

In sum, the FCC must meet not only the problem stressed in your editorial, that of not shackling the future, but also the problem of unshackling the present. As you say it is not a simple job that the FCC faces. It would be wrong for the Commission to be tempted into thinking it is.

Sidney S. Alexander.

Rochester Stations Seek Supreme Court Review

GENERAL attack on the interpretations by the FCC and the U. S. Court of Appeals of the protest provisions of the Communications Act (Sec. 309[c]) was made last week by WHEC-TV and WVET-TV Rochester, N. Y.

The share-time ch. 10 stations asked the U. S. Supreme Court to accept an appeal from last July's appellate court ruling that the FCC must give WSAY Rochester a hearing on its protest against the 1953 Rochester tv grants. Both tv stations have been operating since November 1953. WSAY is owned by Gordon Brown.

Grant to the tv stations came after the two competing applicants agreed to share operations on ch. 10. Six days after the grant was made WSAY filed its application for ch. 10. At the same time, the radio station filed a protest against the grants.

The FCC returned the application on the ground that it was submitted too late. The Commission also turned down the protest on the ground that WSAY had not specified in sufficient detail its charges against the grant.

Last summer, the Court of Appeals in Washington held that WSAY had met the requirements of Sec. 309(c) and should be given a hearing [B•T, Aug. 1].

Under the provisions of the protest rule, the authorization for the ch. 10 grants must be stayed pending a hearing and a decision on the protest. However, issuance of the appellate court's decision has been held up to permit an appeal to the Supreme Court. At one time the FCC considered appealing this ruling, but it decided not to press the action. Last week's petition by the stations for a *writ of certiorari* followed.

In its petition, the Rochester stations question whether a late-filing applicant is entitled to file a protest; whether an am station is *per se* a "party in interest," and whether a judicial case is presented where the interest of the appellant "arises solely out of expected, but undemonstrated, economic competition. . . ."

If the present interpretations of the protest rule continue, the Rochester tv stations said, the final result will be that all FCC radio and tv grants will be subject to protests and automatic stays "at the instance of a wide range of persons only remotely affected by a grant. . . ."

The tv stations referred to the Clarksburg Publishing Co. case (where the Court of Appeals held that a newspaper was a party in interest for the purpose of protesting a grant), and the Rochester case. The appeals court, the stations said, has "unreasonably liberalized the concept [of the protest rule]."

Should the Supreme Court refuse to review the case, the Rochester telecasters said, both stations will be forced to go off the air. The stations have incurred a capital investment of about $750,000, the petition said, plus a payroll that runs $50,000 a month, involving more than 100 employes. Also a consideration, the stations declared, would be interruption of local and national network service to one million people.

Webster Speaks to NARTB, McConnaughey in Asheville

ELEMENTS that go into making a decision in a matter as significant as television allocations were outlined by FCC Comr. Edward M. Webster last week before the San Francisco regional NARTB meeting (see story, page 70).

Also last week, FCC Chairman George C. McConnaughey spoke to delegates attending the annual convention of the National Assn. of Railroad & Utilities Commissioners at Asheville, N. C.

Here are some of the aspects of the tv allocations problem that the Commission must answer, Mr. Webster enumerated: economics, advances in the communications art, vagaries of human behavior, public likes and dislikes, impact of political moves, effect of competition and demands of users. Mr. Webster did not comment on the various proposals now before the FCC on the subject of tv allocations.

Chairman McConnaughey's speech was solely devoted to regulatory history and philosophy. Accompanying the FCC chairman to the NARUC meeting were Comrs. John C. Doerfer and Richart A. Mack. All had been members of state utility commissions before joining the FCC. Mr. McConnaughey is a past president of NARUC and a member of its executive board. Mr. Mack is a vice president.



SEN. ESTES KEFAUVER (D-Tenn.) (r) is greeted outside the WICU (TV) Erie, Pa., building by (l to r): Edward Lamb, owner of the *Erie Dispatch*, WICU-TV and WIKK; Ben McLaughlin, WICU general manager, and Arthur Gardner, Erie mayor. Sen. Kefauver was in Erie to deliver the principal address at the dedication ceremonies of the new *Dispatch* publishing plant.

AT&T Seeks 1-Year Extension Of Color Transmission Rates

EXTENSION of present experimental rates for transmission of color tv signals for a year to Jan. 1, 1957, was requested of the FCC last week by AT&T's Long Lines Dept. Previously, AT&T had asked for extension of rates for a few months at a time, with the present tariff extension expiring Dec. 31, 1955.

Request for the one year's extension squelches earlier speculation that AT&T was readying a substantial increase in color tv rates for the near future.

Charges for color intercity connections, under the experimental tariff, are the same as for black-and-white tv plus special terminal connection charges. The color terminal charges, which have been the same since the FCC approved the National Television System Committee's compatible color standards in 1954, are $450 per month for each station, in addition to the $500 per month charge for fulltime black-and-white service (eight consecutive hours daily). The rate per mile for color or black-and-white is $35.

For occasional service, the experimental color tariff is $250 per month for each station connection, in addition to the black-and-white rate of $200 per month. Hourly and mileage rates are the same as for black-and-white: $10 per hour and $1 per mile.

WENS (TV) Again Asks Stay Of Pittsburgh Ch. 11 Grant

REQUEST for a stay order against the grant of Pittsburgh's ch. 11 to merged applicants WWSW and WJAS of that city was argued in the U. S. Court of Appeals in Washington last week. The plea was made by ch. 16 WENS (TV) Pittsburgh.

This is the second request for a stay order against the Pittsburgh ch. 11 grant made by the uhf station. Last August it failed to convince the same court that a stay was necessary.

The appeal last week was from an FCC decision denying WENS the right to protest the vhf grant. The FCC held that the grant was made after a hearing and thus was not open to a protest under Sec. 309(c) of the Communications Act. This provides that when a grant is made without a hearing, a party in interest may object.

The FCC granted the ch. 11 facility to WWSW Inc. last July, following a hearing which culminated in an agreement to merge the competing applicants into joint ownership of the tv facility.

In its previous appeal, WENS claimed that the FCC should have accepted its application to change from ch. 16 to ch. 11. This was on the ground that the merger of WWSW and WJAS constituted a new application which should have been returned to the processing line. FCC rules prohibit the filing of new applications less than 20 days before a hearing is scheduled to begin.

Gist of the WENS argument was that if a second vhf begins operating in Pittsburgh, it will have to cease operation. WENS now holds the CBS and ABC affiliation. KDKA-TV, owned by Westinghouse Broadcasting Co. and affiliated with NBC, operates on ch. 2.

The argument last week was before Circuit Judges Wilbur K. Miller, Charles Fahy and George Thomas Washington. Arguing for WENS was Vernon L. Wilkinson; for the FCC, Edward W. Hautanen; for WWSW, Paul M. Segal, and for WJAS, William A. Porter. Robert Engel, assistant city solicitor of Pittsburgh, also argued against the stay on the ground that the city needed the additional service. He emphasized, however, that the city was taking no sides in the litigation.

TV NEWS RIGHT UPHELD IN FLORIDA

State Supreme Court upholds ruling denying suit of innocent bystander that WTVJ (TV) Miami news film of police raid in which he was questioned, placed him in unfair light.

THE FLORIDA Supreme Court last week upheld the right of a television station to telecast films of a news event without becoming liable for damages on invasion of privacy. This is believed the first ruling on this point in tv.

The court affirmed a lower court ruling which denied a $250,000 suit against WTVJ (TV) Miami brought by John Jacova. Mr. Jacova was pictured being interrogated by police officers at a hotel newsstand during a telecast of Miami police raids on suspected gambling establishments. He was not arrested nor was he identified in the newscast.

Florida Justice B. K. Roberts, writing the unanimous opinion, stated:

"We hold then that a television company—as in the case of a newspaper, newsreel or other communication medium—has a qualified privilege to use in its telecast the name or photograph of a person who has become an 'actor' in a newsworthy event."

The decision continued:

"It should also be remembered that a television newscaster must, like a newspaper reporter, attempt to get before the public 'today's news, today'."

It referred to tv as "the latest and most effective medium for the dissemination of news."

Mr. Jacova claimed damages on the ground that he was misrepresented as a gambler. WTVJ argued that it was privileged to use the scene in its filmed newscast because it was part of a newsworthy event.

St. Louis Judge Hits Lottery 'Loopholes'

"LOOPHOLES" in federal anti-lottery statutes "legislated" by the FCC, the Dept. of Justice and U. S. Post Office Dept. have handicapped hundreds of Better Business Bureaus in the U. S. and Canada and promoters of "overworld gambling" have been able to continue subtle use of lotteries in television and other media as well as in selling and entertainment, a U. S. circuit court judge claims.

These views were expressed by F. E. Williams, circuit court judge of St. Louis, in a mimeographed communication sent out to trade publications last week. Judge Williams told B•T he also reported his views to chief justices and attorneys general in 48 states, and spoke as "an American citizen, student of law and a lawyer."

Scoring CBS-TV's *$64,000 Question* in particular, Judge Williams felt that anti-lottery statutes are "excellent" and "all-inclusive" but are difficult of enforcement. He described the program as a "lottery" and said it should not be bracketed with other entertainment.

Claiming that certain promoters have invaded advertising with lotteries, Judge Williams asserted:

"This has been done by the strategy of operating a lottery in fact, both profitable to the operator and agreeable to its patrons, but under camouflage, and then inducing a non-legislative body or official to 'legislate' a loophole by holding that scheme, although a lottery in fact, is not a lottery under the lottery law."

Telegram for Ike

A 65-FT. TELEGRAM, bearing names and messages of nearly 10,000 KIRO Seattle listeners, was delivered to President Eisenhower at Fitzsimons Army hospital Oct. 14. The telegram climaxed a spot announcement campaign in which the station invited its audience to add sympathies to a KIRO get-well birthday wire to the President.

When KIRO began airing the first spots late Wednesday afternoon, Oct. 12, it appeared that the drive would meet with limited response since Western Union had set a Thursday midnight deadline for the message, in order to insure delivery on the President's birthday Friday. Response, however, was so sensational that Western Union had to work a special crew into the early hours of Thursday morning. All messages arriving after the deadline were bundled together and sent to Denver by plane.

14 Information Experts To Testify in Access Hearing

AN INFORMAL discussion featuring 14 men considered expert in the field of freedom of information will open a congressional subcommittee's hearing beginning Nov. 7 in Washington on whether federal executive agencies are making information available to the public and to congressmen. (Also see story page 75.)

Rep. John E. Moss (D-Calif.), chairman of the House Government Information Subcommittee, said the 14 would participate in informal talks with subcommittee members Nov. 7, with hearings to follow.

Among those scheduled for the talks are:

Theodore F. Koop, director of CBS news and public affairs in Washington; James S. Pope, executive editor of the Louisville (Ky.) *Courier-Journal* (WHAS-AM-TV) and member and former chairman of the American Society of Newspaper Editors' Freedom of Information Committee; J. R. Wiggins, executive editor of *The Washington Post & Times Herald* (WTOP-AM-TV Washington, WMBR-AM-TV Jacksonville, Fla.) and chairman of the ASNE committee.

Richard W. Slocum, executive vice president of the *Philadelphia Bulletin* (KYW-WPTZ [TV]), president of American Newspaper Publishers Assn.; Lyle C. Wilson and William L. Beale, Washington bureau heads of UP and AP, respectively; James Reston, Washington correspondent for the *New York Times* (WQXR-AM-FM); Clark Mollenhoff, Washington bureau of the Cowles publications (Cowles Broadcasting Co.).

KOOS Files Competing Bid For Coos Bay Uhf Facility

COMPETING application for ch. 16 at Coos Bay, Ore., was filed with the FCC last week by KOOS Coos Bay. Early in October Pacific Television Inc. (KVAL-TV Eugene, Ore.) filed for the same facility [B•T, Oct. 17].

The KOOS application asked for power of 20.5 kw visual and 11.6 kw aural, with antenna 836 ft. above average terrain. This is the second time KOOS has applied for ch. 16 at Coos Bay, having first sought the channel in 1952.

KOOS is owned by Sheldon F. Sackett, who also owns KROW Oakland, Calif., and KVAN-AM-TV Vancouver, Wash.

Brunetti Tells Subcommittee Automation Role in Color Tv

COLOR tv "truly awaits automation" Dr. Cledo Brunetti, director of engineering research and development for General Mills Inc., told a congressional subcommittee last week. The latter is studying the effects of automation on the national economy.

Testifying last Tuesday before the Economic Stabilization Subcommittee of the Joint Congressional Committee on the Economic Report, headed by Rep. Wright Patman (D-Tex.), Dr. Brunetti saw color tv sets as a coming market for the increased production in the electronics industry brought about by automation.

The color tv set, with "twice as many tubes and components as black and white . . . is still too high," Dr. Brunetti said. Color tv, he said, is not yet "off the ground," despite "rosy predictions and false starts."

He said tv sets would not be mass market items today were it not for automation, since sets would cost $2,000 to $3,000 each without automatic machinery in kinescope manufacturing.

Dr. Brunetti defended his firm's Autofab machine, which he said prepares certain electronic components for assembly, assembles them onto printed circuit boards and solders and tests the circuit for continuity. Autofab has been installed in six plants manufacturing electronic products such as radios.

He cited figures to show that workers displaced by the machine are channeled slowly into other jobs in the same industry in both manufacturing and distribution functions.

Dr. Brunetti said the domestic radio market in 1941, mostly home radios at a value of $469,636,000, had more than quadrupled by 1954 to $1,930,535,700 and included not only tv sets, but new products such as clock radios and portables. Living room radios now comprise only 25% of the total, he said.

Known Coverage Data Belies FCC Curves, Engineers Report

ACKNOWLEDGEMENT that the FCC's present vhf and uhf coverage curves for tv stations are not consistent with present information on propagation was contained in a technical report issued by the FCC's Technical Research Division last week.

The report (TRR 2.4.15), the work of William C. Boese and Harry Fine, is entitled "Present Knowledge of Propagation in the Vhf and Uhf Tv Bands." It is represented as the work of the two FCC technicians, and not an expression of official FCC thinking.

In discussing the data now available on tv propagation, the authors mention the studies made by the Central Radio Propagation Labs, Boulder, Colo.; work done on "scatter" systems; FCC monitoring with 16-20 field strength recorders operating since 1949, and the FCC's Laboratory Division's study of uhf coverage. This last will be issued as a separate document soon, it is understood.

Among the suggestions is one that there should be a study of receiver and antenna performance in the uhf bands "to determine to what extent equipment performance limits the present range of uhf stations."

There is enough data, the authors said, to indicate that the present FCC curves "do not represent adequately the data which have been collected in the intervening years [since 1949]." Call is made for more studies, since "more work is required before a revised set of curves can be established. . . ."

Initial Decision Favors Rozzell for Muleshoe Am

SUPERIOR broadcast experience and greater integration of ownership with management were cited by FCC Hearing Examiner Hugh B. Hutchison in an inital decision last week favoring Blackwater Valley Broadcasters (Theodore Rozzell) for a new am station in Muleshoe, Tex., on 1570 kc, 250 w daytime. Examiner Hutchison proposed denial of the competing application of Muleshoe Broadcasting Co., a partnership comprised of R. I. McLeroy, 40%; Mrs. Ed Holmes, 40%, and B. C. Dyess, 20%.

Mr. Rozzell, a former member of the New Mexico legislature, was once 45% owner of KBIM Roswell. Mrs. Holmes is a 40% stockholder of KFLD Floydada, Tex.

Hearing Manual Offered As Guide for FCC Cases

HEARING manual for the conduct of comparative hearings at the FCC has been formulated for FCC hearing examiners, Commission attorneys, and private attorneys. It is designed to promote uniformity in comparative hearing cases and covers conduct of hearings and types of evidence.

The Commission has asked for comments by interested parties on whether the manual should be incorporated in the rules or whether it should be issued solely as a guide for examiners and attorneys. It asked for comments by Nov. 21, and for replies to these comments 10 days later.

The hearing manual, first in the FCC's history, was the work of a joint FCC-Federal Communications Bar Assn. committee. Heading the FCC delegation was Chief Hearing Examiner James D. Cunningham. Heading the FCBA contingent was Robert L. Heald, NARTB.

Allocations Change Sought For Drop-in Vhf in Valdosta

WGOV-TV Valdosta, Ga., which turned in its ch. 37 permit a year ago because of uhf economics, last week asked the FCC to amend the tv allocations table and add ch. 8 to Valdosta.

The station said the drop-in would meet all separation requirements and that it would apply for ch. 8 for immediate construction if the change is made.

In other actions last week involving allocation changes, the Joint Committee on Educational Television asked the FCC for additional time to reply to two proposals that would alter educational reservations and make them available for commercial use. The assignments involve ch. 5 at Weston, W. Va., and ch. 3 at College Station (Bryan), Tex. WJPB-TV Fairmont, W. Va. (ch. 35), requested the Weston change.

Laura Hollingsworth Dies

LAURA L. HOLLINGSWORTH, 67, administrative assistant to the Secretary of the FCC since 1934, died last week after a long illness. Mrs. Hollingsworth entered government service in 1917 with the Navy Department. She joined the Federal Radio Commission in 1928 and continued with its successor agency, the FCC. She is survived by her son and two grandchildren. Interment was at Arlington National Cemetery, where her husband is buried.



ULTRA-FIDELITY COMBINATION
...via Graybar

The perfect companion piece for the Ampex 600 tape recorder is the matching Ampex 620 Amplifier-Speaker. The two were designed to complement each other's performance (but are available separately). Both are portable — weigh 28 and 25 pounds respectively, in Samsonite cases about the size of overnight luggage. The applications for this "walking hi-fi system" are unlimited. Both units have fidelity that equals studio console performance.

Full details and a demonstration can be gotten through your nearby Graybar Broadcast Equipment Representative. A phone call is the fastest way to prompt attention. Not in a hurry? Send us your name and address for complete literature.

$75 Christmas Bonus

A bonus of $75.00 is being offered toward the purchase of the Model 620 Amplifier-Speaker to all who purchase an Ampex 600 Tape Recorder before December 24, 1955. This means you'll be able to purchase the Model 620 at less than half price! Why not contact Graybar right now? This is an offer you definitely can't afford to miss!

(Notice the tiny microphone in the picture. It's an Altec "LIPSTIK"—Type M20—also available via Graybar.)

EVERYTHING ELECTRICAL TO KEEP YOU ON THE AIR

via Graybar

557-110

GRAYBAR ELECTRIC COMPANY, INC., 420 LEXINGTON AVENUE, NEW YORK 17, N. Y.
OFFICES AND WAREHOUSES IN OVER ONE HUNDRED TWENTY PRINCIPAL CITIES

ZIV NEW BUSINESS HEADED BY MUSNIK

Former vice president of Crosley Broadcasting given responsibility of stirring up new business. Ziv also planning $2.5 million overseas expansion.

APPOINTMENT of Bernard Musnik, vice president in charge of Crosley Broadcasting System's eastern division, as head of new business for Ziv Television Programs Inc., was announced by Ziv officials last week.

Mr. Musnik, with Crosley since 1940, will be charged with stirring up new business among selected New York advertising agencies while also establishing closer liaison with national station representatives on new Ziv products. M. J. Rifkin, Ziv vice president in charge of sales, cited Mr. Musnik's appointment as "a further step in planning — towards a greater understanding among leading national clients, agencies and station representatives of national spot use of tv as opposed to the network concept."



MR. MUSNIK

He added that since "more and more studies reveal the growing power and productiveness emerging from the wedding of film programming and selective national buying . . . our objective is to see that the increasing amount of intelligence on this subject gets exposure" in the top agency and station echelons.

While at Crosley, Mr. Musnik headed the company's local radio network in South America as sales director, switched to the firm's domestic division after the outbreak of World War II, rose to become eastern sales manager in 1950 and three years later was elected vice president in charge of eastern sales.

Ziv officials also announced that Ed Stern, president of Ziv International Div., is currently in Europe on a month-long survey of sales possibilities for Ziv productions. Mr. Stern will visit London, Paris, Madrid, Rome, Zurich, Frankfurt, Munich, Copenhagen and Amsterdam, and also will explore dubbing facilities in other European areas as part of Ziv's planned $2.5 million overseas expansion.

Wagner Does About-Face, Holds Up N. Y. Film Series

AS THE CLIMAX to a controversy surrounding a proposed production of a tv film series dramatizing the various New York City departments, Mayor Robert F. Wagner last Tuesday called a halt to the project and appointed a special study committee.

Mayor Wagner's action followed criticism in local newspapers of the mayor's directive which asked department heads to cooperate with New York Tv Productions on a proposed tv film series [AT DEADLINE, Oct. 24], plus objections from Police Commissioner Stephen S. Kennedy, various civic associations and a private taxpayer who filed suit.

Various reasons were advanced for the objections. Newspapers and unidentified tv producers said that New York Tv Productions, headed by Theodore S. Granik, a long-time friend of Mayor Wagner and a former law partner, had been granted permission without benefit of competitive bids. Commissioner Kennedy took the position that material in the Police Department's files that would interest a tv producer would concern dramatic cases, leading perhaps to distortion. Newspapers and civic groups contended that no mention was made in the directive of financial gain that could accrue to the city from use of the files.

Before Mayor Wagner halted the project, a private citizen had filed suit in Queens County Court, seeking to ascertain if other producers had been granted an opportunity to acquire tv rights and if "monetary terms of this transaction ultimately would be to the benefit of the city at large."

Coming as an anti-climax, in view of Mayor Wagner's later move, was an announcement Monday by Screen Gems and New York Tv Productions reporting that the companies would co-produce a 39-episode tv film series, entitled *The New York City Story*.

Mr. Granik explained at a news conference that the two co-producers had "every intention" of making donations to New York City's welfare organization, with details to be worked out on a percentage of the gross sales. He repudiated suggestions that Mayor Wagner had issued the directive as a consequence of their friendship, and said that his request probably had been approved because he had proposed to dramatize the workings of all the city departments, not solely the police, fire or hospitals. Mr. Granik is an attorney and veteran radio-tv producer of such programs as *American Forum of the Air* and *Youth Wants to Know*.

The committee selected by Mayor Wagner to review the "overall situation" consists of City Administrator Luther H. Gulick, chairman; Corporation Counsel Peter Campbell Brown; William R. Peer, executive secretary to the mayor; Seymour N. Siegel, director of communications for the City of New York and director of New York-owned WNYC, and Arnold Cohan, television consultant to the mayor.

Alexander Film Develops Motion Color Background

ALEXANDER FILM Co., Colorado Springs, Colo., has announced the development of a semi-automatic, one-man projector for motion color backgrounds. The company claims it is the only one of its kind developed in the film ad field.

The machine is operated by remote control from the camera position and the automatic features incorporated in the projector and interlocking mechanism make it unnecessary to use the large crew of men usually needed when projecting moving backgrounds. "Utilization of the machine will eliminate the sometimes obvious 'fake' and give a new selling force to the filmed advertising message," the company said.

'Sheena' Series Sold to Six

SIGNING of six new contracts in two days for the *Sheena, Queen of the Jungle* tv film series has been announced by Don L. Kearney, vice president in charge of sales, ABC Film Syndication. These sales raise the total number of markets sold to almost 50, Mr. Kearney said. Among those which have bought the series are The Red Fern Sausage Co., Atlanta; Little Rock Tomato Co., Little Rock, Ark.; Bell Ice Cream & Milk Co., Lubbock, Tex., and Santa Maria Dairy, Baton Rouge. The names of the two other advertisers will be announced shortly.

Independent Producers Signed in TPA Expansion

SIGNING of independent film producers by Television Programs of America is being announced today (Monday) by Milton A. Gordon, TPA president, as part of its campaign to expand both its program production schedule and production facilities. The production budget to which TPA already is committed for the current season amounts to $4,970,000, according to Mr. Gordon.

The latest producing firm to be signed by TPA is Four Star Films Inc., which is set to launch production of 39 new *Stage 7* programs at the RKO-Pathe studios in Hollywood. TPA also has Chertok Tv under contract to produce 39 *Tugboat Annie* episodes at General Service Studios, Hollywood, and on location on Puget Sound. The *Lassie* series is currently being produced by TPA in association with Robert Maxwell Assoc. Other series to which TPA is committed are *Fury* and *The Count of Monte Cristo,* which the company itself is producing.

Mr. Gordon said that TPA is holding discussions with several other independent producers for other series, and if satisfactory arrangements can be made, two additional series will be in production by February 1956.

Six Account Executives Appointed to TPA Sales

APPOINTMENTS of six account executives to the sales staff of Television Programs of America, New York, were announced last week by Michael M. Sillerman, TPA executive vice president. They are:

Crenshaw Bonner, formerly with MCA-TV and Ziv Television, who has been assigned the southeastern territory; Leonard Corwin, commercial manager of WWOR-TV Worcester, Mass., and previously with Frederic W. Ziv Co., who will handle the New England area; Jack Skinner, Frederic W. Ziv Co., who will cover the Denver area; E. L. (Spike) Coburn, sales manager of KBTV (TV) Denver and previously with TPA, who will headquarter in Dallas, and Julian P. Bernard and Edward C. Simmel, who will have roving assignments. Mr. Bernard previously was active in department store merchandising, and Mr. Simmel was with Monogram Pictures and United Television Programs.

'Faith for Today' Drops Live Programs for Films

ABC-TV's *Faith for Today* (Sun., 12:30-1 p.m. EDT), presented live for the past five years over most of the network's eastern affiliates plus 130 independent tv stations throughout the U. S., will go on film Jan. 1, according to spokesmen of the Seventh Day Adventist Churches of North America, producers of the program.

Pastor William A. Fagal, who heads the series, said last week that the decision was made after taking full note of "increasing difficulties in clearing time slots on distant stations in varying time zones." Though "still believing in live tv," the church weighed the former against the cost of filming and found that film could best serve "uniform quality to all stations."

Filming on the first of 39 programs to be produced between now and the end of the year was begun last week in New York. Rev. Fagal pointed out that the 30-minute telecast will retain its original format of 15 minutes of drama and 15 minutes of sermon.

Going West

HOLLYWOOD tv film production will get "New York treatment" under plan announced by John L. Sinn, president of Ziv Television Programs Inc. Mr. Sinn said actors and actresses, as well as writers, from the East will be flown to Hollywood to be used in various Ziv tv filmed series. Ziv Tv believes Hollywood performers are becoming "all too familiar" and new faces and new writing talent will be a step toward fresher programming.

Will Sell Any Films to Tv For Right Price—Skouras

SPYROUS SKOURAS, 20th Century-Fox president, said his studio will sell any films to television "if the price is right." Testifying in the government's 16mm antitrust suit in Los Angeles, he said the prices had been "so ridiculous that we just couldn't sell our films," adding that the motion picture industry must protect the investment of exhibitors.

Mr. Skouras said the studio expects to wind up preliminary testing of the Swiss Eidophor color theatre television process and he predicted it will cost about $18 million to launch it.

Peter Levathes, Young & Rubicam vice president, testified he felt that tv as a dynamic industry will eventually be willing to pay more for films. He said he had recommended, while making a survey for Mr. Skouras some years ago, that the studio refuse to sell to tv because prices were less than the rate charged per hour.

Screen Gems Active In Canadian Markets

SALE of eight Screen Gems tv film series in Canada over the past eight weeks has been announced by John H. Mitchell, vice president in charge of sales. Negotiations were conducted by Screen Gems (Canada) Ltd., Toronto, of which Lloyd Burns is vice president and general manager.

The sales included *Celebrity Playhouse* to General Mills (Canada) Ltd. and Noxzema Chemical Co. of Canada Ltd. in 19 markets; *Jungle Jim,* to the CBC for use on seven stations; *Father Knows Best,* to E. I. du Pont de Nemours Ltd. and Imperial Tobacco Co. Ltd. (Players cigarettes) for the full CBC network; *The Patti Page Show,* to Dominion Dairies for five markets; *Adventures of Rin Tin Tin,* to the Kellogg Co. for 13 markets; *All-Star Theatre,* to Vick Chemical Co. for CBLT-TV Toronto; *Top Plays of 1955* to CBUT-TV Vancouver and *Big Playback* to CBUT-TV and CBMT-TV Montreal.

MCA-TV Opens Mexico Office

AS PART of further expansion into overseas markets, MCA-TV Film Syndication Division has opened an office in Mexico City to accommodate the Latin American market. Wynn Nathan, vice president in charge of sales, conferred there with leaders of the Mexican tv industry, and arranged for Spanish dubbing of MCA-TV properties. Mr. Nathan reported that MCA-TV is examining the possibility of extending its overseas operation to the Far East, and said it shortly will announce plans. MCA-TV also has overseas offices in London, Paris and Toronto. No announcement has been made as to who will head the Mexico City office.

Conne-Stephens Formed, Plans 26 Pilot Films

CONNE-STEPHENS Productions Inc., a new television producing company, has been organized with William Stephens as president and Harry Maizlish, owner of KFWB Hollywood, as vice president of the new organization.

The company plans to issue 300,000 shares of stock at one dollar per share.

Firm has set up a production schedule of 26 pilot films and expects to have four films in the making by Dec. 5. Other officers of the new company are Jerome Weber, secretary and counsel, and Alice Blackburn, treasurer. Edward R. Conne is chairman of the board of directors. The distribution of the company's products will be handled by the William Morris Agency. Conne-Stephens Productions will make its headquarters at the General Service Studios in Hollywood.

FILM PEOPLE

Manny Reiner, appointed general sales manager of the I.F.E. Releasing Corp. Mr. Reiner, who was vice president in charge of sales for Guild Films and foreign sales manager for Samuel Goldwyn Productions, succeeds **Bernard Jacon,** who has resigned.

Lou Kravitz, sales manager, Filmack Studios, Chicago, to Lewis & Martin Films Inc., same city, as vice president and sales director. **Wolf Dochterman** appointed production manager at Lewis & Martin.

Marvin Korman, MCA-TV Ltd., Beverly Hills, Calif., named supervisor of art and production for MCA-TV Film Syndication Div.

Mervin Houser, executive assistant to RKO eastern publicity director Perry Lieber, appointed publicity director for RKO studio in Hollywood.

Luke De Matania to Reela Films, Miami, Fla., for national sales and development. He served formerly with March of Dimes motion picture department and Grant Adv. as writer and account executive.

Frank Greenfield, William Morris office (talent), N. Y., to sales staff, Mel Gold Productions Inc., N. Y.

Walter Lowendahl, executive vice president of Transfilm, N. Y. film producers, father of daughter, Anne, Oct. 18.

FILM SALES

Sterling Television Co., N. Y., has sold its *Bowling Time* tv film series to Bavarian beer for WHIO-TV Dayton; Aaron Heating Co. for WGN-TV Chicago, and Houston Bowling Assn. for KTRK-TV Houston.

Charles Michelson Inc., radio-tv transcriptions, has sold 26 five-minute tv films in "Paradox" series to DuMont Bcstg. Corp. (WABD [TV] New York, WTTG [TV] Washington) for late night *Featurama* show. Company also announces release of *Hopalong Cassidy* half-hour radio show to Mutual Broadcasting System.



MILESTONES

Sigma Delta Chi to Honor KDKA's 35th Anniversary

SALUTE to KDKA Pittsburgh, marking radio broadcasting's 35th anniversary, will be tendered there tomorrow (Tuesday) by Sigma Delta Chi, national journalism fraternity, at a luncheon sponsored by the Pittsburgh Advertising Club in the Hotel William Penn.

FCC Commissioner Richard A. Mack will be the principal speaker at the luncheon, during which an award-plaque will be presented to KDKA by Charles C. Clayton, editorial executive of the *St. Louis Globe-Democrat* and past national president of Sigma Delta Chi. The plaque cites the "historic broadcast at this site of the Harding-Cox presidential election returns Nov. 2, 1920." The plaque will be installed at the East Pittsburgh Works of the Westinghouse Electric Corp. and a duplicate will be placed in the KDKA lobby.

During the anniversary celebration, KDKA will intersperse all local programs with excerpts from old-time radio shows. The excerpts will be incorporated into an hour-long program tomorrow evening, to be emceed by Ed Schaughency, 23-year KDKA veteran.

Other stations and networks, including British Broadcasting Corp. and the French Broadcasting System, have indicated a willingness to take part in the anniversary celebration.

Westinghouse Stations, Esso Mark 'Reporter' Anniversary

THE 20TH ANNIVERSARY of Westinghouse Broadcasting Co.'s *Esso Reporter* was celebrated last week in New York by members of the Westinghouse stations, United Press officials, executives from the Marschalk & Pratt Div. of McCann-Erickson (Esso Standard Oil Co.'s agency) and Free & Peters, WBC's national representatives.

Special plaques commemorating "20 years of serving the public by working together" were presented by Esso to Paul E. Mills and Les R. Rawlins, general managers, respectively, of WBZ-WBZA Boston-Springfield and KDKA Pittsburgh.

Coincidentally, the United Press' 20 years of continued service to WBZ-WBZA, KDKA and KYW Philadelphia were celebrated by UP's award of special plaques to Mr. Mills, Mr. Rawlins and Robert Teter, KYW general manager.

Among officials attending the celebration in New York's Stork Club were: Chris J. Witting, president of WBC; S. C. Hope, president of Esso Standard Oil; Thomas R. Curran, UP vice president and general news manager, and Eldon Campbell, WBC national sales manager.

► WJAC Norfolk, Neb., celebrated the 33rd anniversary of its *Noon News* show Sept. 26.

► SEPT. 26 marked the 21st birthday of CBS' Housewives Protective League.

► CBS-RADIO's *Church of the Air* will celebrate its 25th anniversary Oct. 30.

► OLDEST Catholic dramatic program in the country, *Ave Maria Hour,* celebrated its 21st anniversary Oct. 8.

► CEDRIC FOSTER, MBS Boston news commentator, celebrates his 15th year on the air as a Mutual commentator today (Monday.)

► DAVID E. KESSLER, WHAM Rochester, N. Y., radio-tv news director, celebrated his 15th year with the station Oct. 6.

PROGRAM SERVICES

World Names Joseph, Weathers to New Posts

WORLD BROADCASTING SYSTEM, subsidiary of the Frederic W. Ziv Co., Cincinnati, has established two new territorial sales divisions, with headquarters in New York and Atlanta.

Heading the New York operations as divisional sales manager is Ken Joseph, former WPAT Paterson, N. J., sales staff member. Mr. Joseph joined World in 1952, after radio associations including WOLF Syracuse, WGNR White Plains, and WNYC and WEVD New York.

Working out of Atlanta is James Weathers, with World since 1951, most recently in a sales post in San Francisco. He started his radio sales career with WAGF Dothan, Ala., later became sales manager of WNEX Macon, Ga.



MR. JOSEPH



MR. WEATHERS

Dick Lawrence, national sales manager for World, also announced that Bill Pennell, formerly of CBS New York, will move to California to head up the company's western sales division.

PROGRAM SERVICE PEOPLE

John P. Brophy, former KUTV (TV) Salt Lake City program director and national sales manager, announces opening of own agency for production of radio-tv programs and commercials and public events in Salt Lake City, with complete talent directory. Mr. Brophy was on production staffs of network programs in New York City before entering western radio-tv.



MR. BROPHY

Max K. Lerner, general attorney for Sesac Inc., re-elected for a second three-year term as member of board of trustees, Federal Bar Assn. of New York, New Jersey and Connecticut.

Harriet Kaplan and **Lily Veidt,** associates in the Robert Lantz Talent Agency, will be responsible for new department at the Henry C. Brown office handling radio, tv, and legitimate theatre talent, effective Nov. 1. Company spokesmen also said that plans are under consideration to open a west coast office.

William Peart, Southwestern representative for Associated Press, to International News Service-International News Photos as southwestern business and sales representative. From headquarters in Dallas, he will handle sales and client relations in tv, radio and newspaper fields.

NETWORKS

CHICAGO RENEWS BID FOR NETWORK SHOWS

Momentum gains in civic movement to recapture ground lost by Chicago as an origination center for network radio-tv programs.

A MOVEMENT to recapture ground lost by Chicago as a radio-tv origination center has assumed civic proportions as part of a multi-pronged endeavor to revitalize the city as a broadcast, theatre and cultural capital.

First indications that more network tv programs are contemplated are seen in NBC-TV's reported plans to emanate some of its *Home, Today* and *Tonight* programs during the 1955-56 season from Chicago. Also CBS Central Div. will move its studios to the remodeled Chicago Arena next year.

The movement has been spearheaded recently by the Assn. of Commerce and Industry, headed up by Thomas Coulter as chief executive officer, who noted that total advertising volume of agencies is over the $1 billion mark [B•T, Sept. 26].

It gained further impetus when Mayor Richard J. Daley lent his support to the movement. Last week, a number of plans looking toward revitalization of broadcasting and other pursuits had been submitted to Mayor Daley. In a closed circuit talk before the Commercial Club of Chicago, the Mayor expressed concern over the city's status in contrast to New York and Hollywood.

Groundwork for the movement was laid earlier by Chicago Unlimited, an organization devoted to the promotion of the city as a radio-tv center.

Another source of concern in Chicago radio-tv circles is the acknowledged failure of Broadcast Advertising Club to emerge as a strong organization alongside the Chicago Federated Advertising Club, Sales Executives Club and other local organizations devoted to advertising generally.

Court Denies AB-PT Plea To Drop Winchell Complaint

THE NEW YORK State Supreme Court last week denied on the ground of insufficiency a motion by American Broadcasting-Paramount Theatres to dismiss a complaint in a $7 million suit brought by Walter Winchell.

The court, however, directed that Mr. Winchell's complaint be "recast" in compliance with certain parts of the Rules of Civil Practice so that it explains "with great particularity" his cause of action. The principal issue was whether Mr. Winchell, who was under contract to ABC as a commentator, was protected, if he were sued for libel or slander. Mr. Winchell alleges that network officials told him he was not protected.

NBC Signs First 3 Sponsors For New 'Weekday' Service

FIRST advertisers to sign for NBC Radio's *Weekday,* which starts Nov. 7 (Mon.-Fri., 10 a.m. through 6 p.m. EST), were announced last week.

The sponsors are Associated Products Inc. (5-Day Deodorant Stick), Phillips-Jones Corp. (Van Heusen shorts) and the Mennen Co. (Mennen Skin Magic), each using one-minute announcements at the rate of two per day and continuing through the end of this year. Grey

Adv. is the agency for all three companies.

Gross prices for *Weekday* announcements are $1,500 for one minute; $5,625 for 30-second announcements sold in a minimum of five weekly; $4,500 for six-second billboards sold in a minimum group of 10 weekly (subject to weekly and annual discounts varying up to 10% for 10 weekly minutes or more and annual discounts varying up to 20% for 250 minutes a year).

Benson Named to Produce NBC Radio's New 'Weekday'

PRODUCTION of NBC Radio's *Weekday* (Mon.-Fri., 10 a.m.-6 p.m. EDT) which premieres Nov. 7, will be headed by executive producer Mitchell Benson, with NBC Radio since 1949. Key members under his supervision are: supervising producer Allen Ludden, moderator of *College Quiz Bowl* and *Mind Your Manners;* and information and service director Geraldine Rhoads, former editor-in-chief of the now-defunct *Today's Woman* magazine and more recently with *Readers Digest.*

Also reporting to Mr. Benson are Helen Marmor, formerly AP regional radio editor, now *Weekday* features editor, and Kenneth W. MacGregor, NBC Radio staff producer, who will handle *Weekday's* dramatic unit.

Godfrey Drops 4 More: Puck, Bresler, Bryan, Simms

A NEW CHAPTER was added to the Godfrey employe-employer relations story last week. The CBS radio-tv initially fired three from his staff: Larry Puck, co-producer with Jack Carney of *Talent Scout*; Jerry Bresler, musical conductor, and George Bryan, announcer, both of *Talent Scouts.* No replacement was indicated for Mr. Puck, whose five-year contract would have run until next April. CBS said Mr. Puck would be paid in full. Mr. Carney remains as co-producer. Bert Farber becomes the new musical conductor and Tony Marvin the announcer.

Late in the week another member of the staff, singer Lu Ann Simms, who had taken maternity leave in March from two Godfrey radio-tv productions, was informed that her contract—which CBS had an option to terminate Dec. 2—would not be renewed.

Her dismissal from Mr. Godfrey's shows was the 20th since Julius La Rosa, singer, became the first dismissal.

Mr. Puck last December was dropped as producer of *Arthur Godfrey and His Friends* after he and singer Marian Marlowe announced their engagement. Subsequently, in April, she was dismissed from the latter show along with eight others. Miss Marlowe and Mr. Puck were married last summer. Mr. Puck said that he did not know why he had been let go but added that as far as he was concerned, "Godfrey is an employer, and an employer has the right to terminate anybody's services if he wants to do so."

ABC-TV, Four-Star Plan Film Series for Next Fall

ABC-TV and Four-Star Corp., producers of *Four Star Playhouse* and *Cavalcade of America,* last week jointly revealed that they had contracted for the production of a full-hour series to be shown on the network next autumn.

Tentatively titled *Wire Service,* the series will star three actors, as yet unnamed, who will take turns in the leading roles, and will be filmed at RKO-Pathe, Culver City, Calif., as well as in Paris and London. *Wire Service* will be supervised, network officials said, by Robert M. Weitman, ABC-TV vice president in charge of programming and talent.

Signing for ABC was President Robert E. Kintner, and for Four-Star Corp., Don W. Sharpe, its president.

Networks Aligning Plans For Bowl Game Coverage

RADIO AND TELEVISION networks are getting prepared for extensive coverage of bowl football games to be played during the Christmas and New Year's holiday season.

ABC will present the Sugar Bowl game on radio and television on Jan. 2, starting at 2 p.m. EST. The network is offering the joint radio-tv package to one advertiser for a complete price of $198,458, commissionable.

On Jan. 2, NBC-TV will carry the Cotton Bowl, sponsored by the Dodge Div., Chrysler Corp., starting at 1:45 p.m. EST, and the Rose Bowl, under the sponsorship of Gillette Safety Razor Co. NBC-TV also will carry the professional football championship game on Dec. 26, starting at 1:45 p.m. EST, under sponsorship of Miller Brewing Co. and Buick Div. of General Motors Corp.; the Blue-Gray game on Dec. 31 (2-4:45 p.m. EST), sponsored by Gillette, and the East-West game on Dec. 31, starting at 4:45 p.m. EST. A spokesman said that NBC Radio currently is negotiating to carry all or some of these games.

CBS Radio and CBS-TV will present the Orange Bowl game on Jan. 2, starting at 2 p.m. EST under the sponsorship of Gillette. CBS Radio will broadcast the 'Gator Bowl on Dec. 31, starting at 2 p.m., and the Senior Bowl on Jan. 6, starting at 3 p.m.

Mutual will carry the East-West game on Dec. 31, starting at 4:45 p.m. EST.

More for 'Breakfast Club'

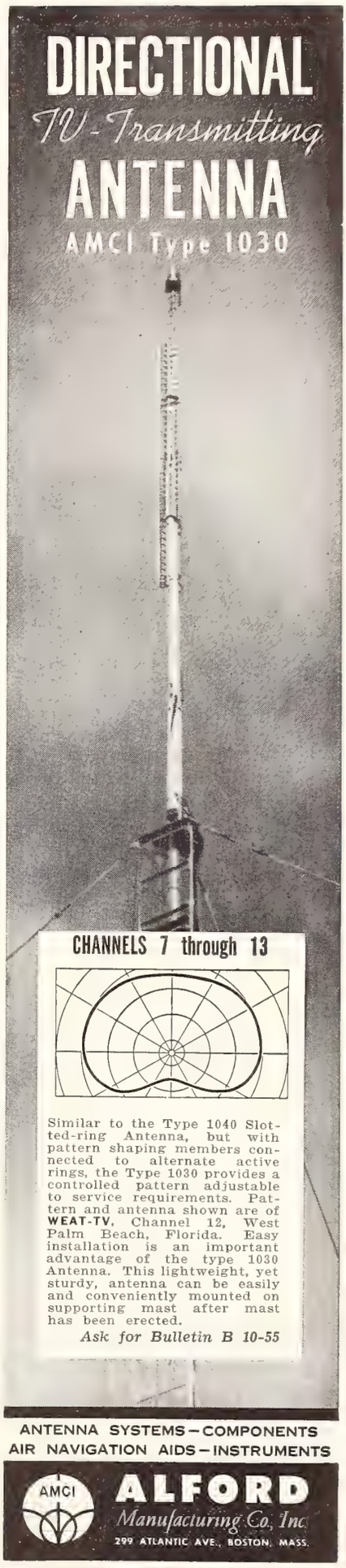
SANDURA Co., through Hicks & Greist, New York, will sponsor on behalf of its floor coverings, the 9:40-9:45 a.m. EST segment of ABC Radio's *Breakfast Club* (Mon.-Fri., 9-10 a.m. EST) each Thursday, effective Nov. 17, Charles T. Ayres, vice president in charge of the network, said last week. Mr. Ayres also said Bristol-Myers Co. has added new segments to its sponsorship. Effective today (Monday) it will sponsor the 9:40-9:45 a.m. period Mondays and Fridays on behalf of Bufferin, through Young & Rubicam. Bristol-Myers, through Doherty, Clifford, Steers & Shenfield already sponsors the 9:55-10 a.m. period, Mondays, Wednesdays and Fridays on behalf of Mum cream deodorant.

WJHL to Join CBS Radio

WJHL Johnson City, Tenn., joins CBS Radio as a supplementary station in the South-Central group on Jan. 1, 1956, William A. Schudt Jr., CBS Radio vice president in charge of station relations, announced last week. The station will be available individually with the basic network, Mr. Schudt added. WJHL, 5 kw day and 1 kw night on 910 kc, is owned and operated by WJHL Inc.

MBS Extends Afternoon Show

MBS starting today (Monday) extends its new "Personality-Program Formula" by an additional two hours. Titled *Mutual Matinee,* the two hour block of programs, starring former musical comedy star Ruby Mercer, MBS personalities Bruce Elliot and Dan McCullough, singer Richard Hayes, the U. S. Army, Air Force and West Point bands, will be slotted between 3 and 5 p.m., alternating on a regular basis.



RECORDED TV DEVELOPMENTS EXHIBITED; MULTI-BILLION-DOLLAR INDUSTRY SEEN

Academy of Television Arts & Sciences Hollywood meeting hears equipment leaders describe newest developments. RCA unveils new monochrome and color kine processes.

RECORDED TELEVISION faces a period of tremendous expansion, in the opinion of major equipment manufacturers, and they are ready to battle for what promises to be a multi-billion dollar industry within an industry.

The equipment giants joined in a well-mannered but hard-fought battle-royal last Wednesday night before the Academy of Television Arts and Sciences, meeting in Hollywood, as more than a thousand leading engineering, management and programming executives heard RCA join battle with Bing Crosby Enterprises in a kinescope-magnetic tape encounter. They heard details of a brand new Disney-RCA film editing process that takes 70% of the time and heavy print costs out of film editing. They saw the promising details of the DuMont Electronicam marriage of optical and video camera processing and production-editing.

Finally they took a quick peek into television's future as seen through an RCA spokesman, including two-way wrist-watch video sets, mural screens for home and theatre, and color kine visual contact with man-made satellite space vehicles—"all within our lifetime."

Most exciting to the industry leaders was the sudden unveiling of RCA's new monochrome and color kine processes. These are based on an ultra-violet lighting system. When the one-color kine was demonstrated there appeared to be substantial agreement with RCA's claim that film made by the kine process is indistinguishable on the receiver from direct photography. RCA said the kine process is at the commercial stage and even suggested it is ready for extensive use in the theatrical film industry. RCA is developing a color opaque projector that can be multiplexed into the color camera.

A dramatic point in the RCA-Crosby recording competition was RCA's unveiling of high-quality kine color recording only a few minutes after a Crosby spokesman had claimed there is no color kine equipment. The RCA kine color reminded viewers of theatrical color film and it was shown on a full theatre screen. It is still in the laboratory stage and was recorded on 35mm film as against 16mm for the black-and-white kine.

Summing up, the technical unveiling of new equipment and processes pointed to enormous savings in production and an eventual revolution in the dollar-eating techniques used in theatrical studios; to steady and rapid growth in the use of video recording processes for tv station and network programming, and to a stiff battle between magnetic tape and kine recording, with the likelihood that both will find important levels in the entertainment, theatrical and education industries.

In this development there will be multi-billion-dollar new markets for electronic and photographic equipment with a blending of techniques and an eventual revolution in motion picture studio processes.

RCA made it obvious that a serious bid is being made in all phases of this evolution. It is out to capture its share of the educational industry on the theory that one out of every seven American dollars—$50 billion out of the nation's $350 billion spending budget—is spent "to teach people to do something." Coupled with automation, the academy group was told that new tv developments should mean more rather than fewer employment opportunities in American industry.

Here is a company-by-company account of the unveiling of television's future before the academy's members and guests:

RCA:

Andrew F. Inglis, manager of television systems for RCA, brought the latest word from Princeton and Camden, N. J. He showed 16mm black-and-white kines "of commercial quality" based on the new ultra-violet technique. He said improved gray scale and resolution had been achieved. Large-screen monochrome kines were shown on the theatre screen and Mr. Inglis drew favorable nods from the audience with large-screen kines as he claimed they can't be told from direct photography on the receiver.

He showed laboratory kine color on a theatre-size screen, with clips from NBC's "Swan Lake," a Connie Russell singing sequence that presented Miss Russell in detail, and a color tv promotion film with a mobile motif. Mr. Inglis apologized for some flaws but only the technical experts were able to detect imperfections. This demonstration was spiced by a previous Crosby claim that no color kine process existed.

While Mr. Inglis didn't say so, it was obvious that RCA feels it is at least as far along as Crosby in development of magnetic video tape. Mr. Inglis supported his belief that tape will not replace theatrical film in the foreseeable future by citing "industrial inertia" factors such as vast libraries of optical films, equipment investment and specialized techniques. It appeared RCA is developing both kine and magnetic tape recording but the presentation by Mr. Inglis raised the prospect that kine may take a leading role in the evolution of television and motion pictures.

Mr. Inglis said vidicon camera tube development is moving rapidly although it still requires 10 times as much light as the image orthicon. He said the upcoming tri-color tubes have long life and will be cheaper than image orthicon tubes.

He forecast a downward price trend in color tv sets starting in mid-1956 and estimated 1956 color set output at 300,000. The color problems are now "commercial," he said, with relay facilities and full equipment available to the industry. He predicted that the transistor some day will replace the vacuum tube in many equipment uses and that theatrical tv will be an important part of the entertainment industry.

Mural tv, using electro-luminescent sheets, promises an answer to large-screen tv in home and theatre, he said, explaining it is still in the laboratory stage and may not come out for a number of years.

Bing Crosby Enterprises:

John T. Mullen, in charge of engineering, told how the Crosby laboratory started work on video magnetic tape a few months after the first Ampex audio tape came out in 1948. Laboratory development started in mid-1951 with the first demonstration in November of that year. Emphasis was shifted to multiplexing, using a one-inch tape at 100 inches a second, but this was dropped in favor of the direct system which is easily adaptable to color.

Next week the Crosby laboratory will demonstrate its latest video tape, which Mr. Mullen said "is pleasant to look at and is highly acceptable, particularly in color." He explained tape tv, which he called "VTR," can be played back in a fraction of a second. The half-inch tape is run at 180 inches a second, with 2½ mc. Definition reels are 17 inches in diameter. Speed is no problem as in intricate optical gear, he said. Improvement is coming in elimination of drop-outs and better definition, as well as lower speed, he said, with all circuits having been devised.

He listed tape advantages as: foolproof; can be erased; playback in fraction of a second; stop-and-go editing; editing with scissors and sticky tape; tape can be stopped for easy examination of both image and sound; can be duplicated quickly in large quantities by re-recording; can be corrected for color and tone; there is no gray-scale problem as in optical film work; color is reproduced exactly as recorded and is simply achieved by using three tracks instead of one. "Black and white is very good; color is better," he claimed.

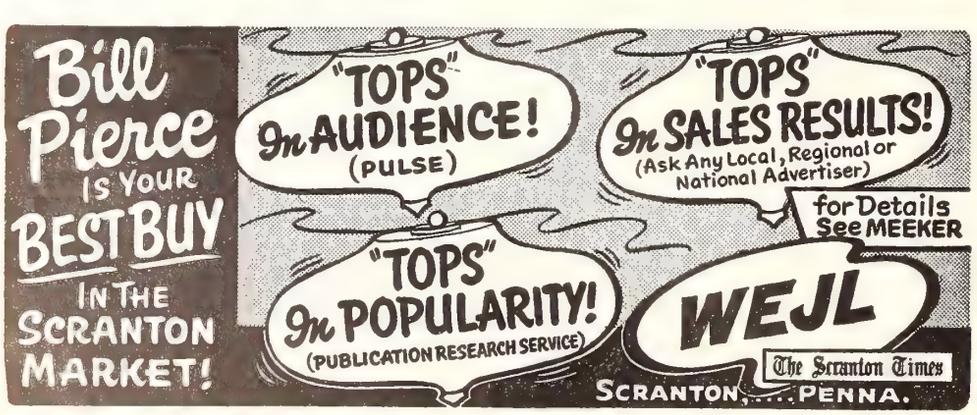
Walt Disney Studios:

Robert W. Gilbeaut, manager of editing, described "The Monster," a new film editing machine developed by RCA for the Disney Studios on 60 days notice to meet the need of the new daily one-hour New York television schedule. The device applies tv switching technique to film editing, utilizing three editors tied into RCA ITV-6 cameras. This converts an optical image to an electronic image.

The device was described by industry viewers as an important step in editing and production, saving three-fourths of editing time and already drastically cutting print costs. Mr. Gilbeaut predicted it will be adapted to kine films and direct broadcast. Rough editing is permitted during photography by a recording control track in innerlock with camera. The control desk has a bank of four tv monitors and a footage counter. Reverse images are used to give the appearance of prints. The memory tape is actuated by a cluster of seven recording heads.

Allen B. DuMont Labs.:

James L. Caddigan, director of electronics





CHIEF ENGINEERS of the Iowa Tall Corn Network toured the engineering and manufacturing facilities of their hosts, the Collins Radio Co., Cedar Rapids, Iowa, during the engineers annual conference. On the tour were (l to r); Dave McGowan, Ray Baker, R. I. Hancock, G. M. Lowder, Dick Grow, R. H. Hollister, Jim Lathrop, Gene Reiff, Don Abitz, R. A. Powell, B. N. Murphy, Eldon Kanago, Elliott Full, Herb Anderson and H. O. Olson. Company's latest equipment was exhibited.

marketing, called the Electronicam "a marriage of motion picture and television." He showed how three cameras are used, each having both film and electronic pickups, and demonstrated how the director selects cameras and comes up with a film ready for direct projection or tv broadcast. Rapid rehearsal and spontaneity are advantages, with important production cost economies.

The Electronicam is being used in the *Jackie Gleason Show*. Work that once took hours with only a few feet of film obtained can now be done rapidly, he said. A light translator is being developed as a refinement. "The techniques will have a far-reaching effect in all areas where action or subject matter must be recorded on motion picture film," Mr. Caddigan said. The system has 16mm and 35mm film versions and can be adapted to the new wide theatre screens.

Sarnoff Given Navy Award Citing Outstanding Record

BRIG. GEN. David Sarnoff, chairman of the board of RCA and NBC, last week was presented with a plaque from the Chicago Council of the Navy League of the U. S. for his "distinguished service to the U. S. Navy, the nation and the American people."

The presentation was made at the Navy Day dinner of the council in Chicago, during which Gen. Sarnoff outlined a three-point program to meet the communist challenge on the military, civil defense and propaganda fronts. He urged that the United States bolster its military strength to the point that no nation will dare to attack us; develop a civil defense program to assure "the maximum support of our armed forces if hostilities do come," and "pursue victory in the so-called 'cold war' as resolutely as the Navy always has pursued victories in 'hot wars.' "

Gen. Sarnoff reviewed RCA's long association with the armed forces and said that electronic advances accomplished during World War II had hastened the advancement of tv broadcasting as a post-war service to the public.

Six Tv's Buy RCA Color Gear

SALES of color tv live and film cameras to six stations for use in originating local colorcasts were announced last week by A. R. Hopkins, manager of the RCA broadcast equipment marketing department. The cameras were bought by KMTV (TV) Omaha, KPRC-TV Houston, WSLS-TV Roanoke, WTAR-TV Norfolk, WJBK-TV Detroit and WTOP-TV Washington.

Philco Opens New Division, Changes Key Assignments

SEVERAL changes in the assignments of top-level personnel of the Philco Corp. were announced last week by President James H. Carmine.

Frederick D. Ogilby, vice president-manager of television sales, has been named vice president-marketing of Philco. James M. Skinner Jr., vice president of tv division, has been given added duties of division general manager.

At the same time Mr. Carmine announced the formation of an automotive division to direct the manufacture and sale of Philco radios and other products for the automotive industry. The new division will be headed by William H. Chaffee, formerly vice president-general manager of the radio division.

Henry E. Bowes, advertising and promotion manager of television, has been named general manager of home radios. John L. Goldschmeding, sales manager for refrigeration, was appointed manager of electric range sales. J. S. Frietsch, sales promotion manager, home radios, takes over similar duties for television as well.

Gibson B. Kennedy, sales manager for the North Atlantic Div. with headquarters in Boston, has been transferred to Philadelphia as merchandising manager of television, a newly created post. Robert P. Kelly, general sales manager, Philco Distributors Inc., was named to succeed Mr. Goldschmeding, with headquarters in Philadelphia.

Sun-Powered Transistor Radio Displayed by Admiral Corp.

A TRANSISTOR radio, capable of being operated by the sun rays or heat-producing objects, was unveiled by Admiral Corp. in Chicago Thursday [CLOSED CIRCUIT, Oct. 24].

The radio, which also operates in conventional manner, requires no tubes or replaceable batteries. It contains a control knob for changing the receiver from solar operation to a standby battery (flashlight size) recharged by the sun's rays. A standby cell can play 50 hours without recharging, it was claimed.

On top of the cabinet is a line of seven cells on a plastic strip which, activated by the sun, provide the radio's primary source of power. The solar battery can also be activated by a heat lamp or 100-w household bulb. The receiver includes eight transistors instead of tubes.

One of the biggest drawbacks of the receiver at present, Admiral officials acknowledged, is the cost of each solar cell because of the expensive silicon element. Now about $25 each, the cost conceivably could come down to less than $1 in five years, it was noted.

Tv Set Shipments Hit 4.1 Million in 8 Months

SHIPMENTS of tv receivers to dealers for the first eight months of 1955 totaled 4,155,541, compared with 3,463,871 in the same period last year, Radio-Electronics-Tv Mfrs. Assn. reported last week. In August, there were 605,664 tv sets shipped, compared to 465,160 in July and 466,694 in August 1954. Set shipments for January-August this year were as follows:

State	Total	State	Total
A'a.	74,858	N. J.	131,364
Ariz.	22,438	N. M.	2,223
Ark.	48,121	N. Y.	404,250
Calif.	355,011	N. C.	108,281
Colo.	30,183	N. D.	12,666
Conn.	55,508	Ohio	217,024
Del.	9,214	Okla.	61,268
D. C.	41,295	Ore.	50,524
Fla.	142,577	Pa.	258,647
Ga.	93,462	R. I.	19,171
Idaho	16,575	S. C.	62,200
Ill.	225,409	S. D.	13,700
Ind.	108,790	Tenn.	83,021
Iowa	57,841	Tex.	241,425
Kan.	53,054	Utah	15,092
Ky.	68,022	Vt.	12,318
La.	93,826	Va.	74,779
Me.	30,619	Wash.	71,571
Md.	58,501	W. Va.	44,396
Mass.	114,698	Wis.	88,305
Mich.	168,754	Wyo.	3,893
Minn.	69,291		
Miss.	38,603	U. S. TOTAL	4,139,465
Mo.	109,306	Alaska	5,074
Mont.	11,195	Hawaii	11,002
Neb.	33,633		
Nev.	5,579	GRAND TOTAL	4,155,541
N. H.	14,763		

Ranger Hits Tv Film Sound

CHALLENGING tv film producers to take more time and use better means with which to convey sound over the home tv sets, Col. Richard H. Ranger, president of Ranger-Tone Inc.,



"BIG TIME DAYTIME" programming with any commercial handling you want . . . live cameras always available.
"BIG TIME DAYTIME" precedes the sensational new ABC-TV evening schedules. Contact Free & Peters or:

Don Davis, *First Vice President*
John Schilling, *Vice Pres. & Gen. Mgr.*
George Higgins, *Vice Pres. & Sales Mgr.*
Mori Greiner, *Director of Television*

Newark, N. J., magnetic tape manufacturer, told the Radio Club of America that "too many sound tracks are the result of eleventh hour rushes."

Speaking at the Club's regular meeting in New York last Thursday, Col. Ranger stressed the "obligation" that tv film producers have to the public of "synchronizing the sound with the picture." He said that although "many sound tracks are excellent, not all are, especially on commercials." The solution, said Col. Ranger, is in fully utilizing optical sound tracks, currently used in regular motion pictures.

RCA Uses Special Lens To Place Color Phosphors

USE by RCA of a specially-designed optical lens that permits precise location of phosphor dots on the face of color tubes was made known at the Conference on Electron Devices sponsored by the Institute of Radio Engineers in Washington last week.

The optical lens permits the simulation of electron beams as they come from a regular tv tube gun so that angles of deflection on the shadow mask can be correlated with the red, green and blue phosphor dots on the face of the color tube itself. This has simplified and speeded production of color tubes, RCA said.

Watts Sees Industrial Tv Topping Electronic Sales

PREDICTION was made last week by W. Walter Watts, executive vice president, electric components, RCA, that in the next few years, industrial television and the smaller "eye-tv" systems will represent a larger dollar volume for the electronics industry than entertainment tv represents today.

Mr. Watts expressed his view at a roundtable meeting of business executives at the New School for Social Research, New York. Mr. Watts, who spoke on "The Changing Design for Industry and Living—Through Electronics," selected industrial tv as one of a number of products and services not on the market 10 years ago that have "high potentialities for future growth."

He also reported that by the end of this year total black-and-white television set purchases by the American public since 1946 may exceed 43 million. He said that a "breakthrough" in color television is now going on, and added that by the end of 1956, color tv will be "a major factor in the electronics industry."

Admiral Corp. Premieres Automation Color Movie

A NEW MOTION PICTURE film on radio-tv set automation techniques was premiered by Admiral Corp. in Chicago and New Orleans last week.

In Chicago Martin Sheridan, Admiral public relations director, noted that his company's system of automation was developed "with private capital." Admiral held a news luncheon Thursday to introduce its new solar-powered transistor radio (see page 90-A) and premiered the color film produced by Atlas Film Corp., Chicago.

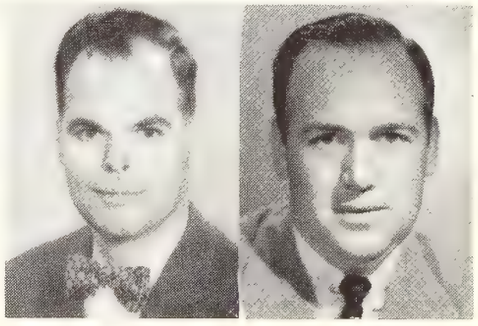
Mr. Sheridan addressed the Tulane U. business alumni conference in New Orleans Friday, commending labor for its "intelligent and enlightened approach" to automatic production involving use of printed circuit panels. He described automation as a "highly advanced form of mechanization" and noted the radio-tv industry was slow in gearing for it after some forms had been used in other industries.

TelePrompTer Expands, Reorganizes Personnel

TELEPROMPTER Corp., New York, has completed an expansion program adding new products and services and enlarging and reorganizing the executive staff, according to Irving B. Hahn, TelePrompTer president.

Launched five years ago to manufacture the TelePrompTer, the company has now added a new line of telemation equipment, including rear screen projectors and related equipment. Under the new organization, TelePrompTer National Sales Co. has been merged with the parent company.

In the new executive alignment, Herbert W. Hobler becomes vice president in charge of sales. He formerly was sales manager of the subsidiary company. Five sales divisions have been established under his direction. They are:



MR. HOBLER MR. ABRAMS

Stations division, headed by Warren Abrams, formerly with CBS and NBC; public speaking and staging division, headed by William Marsh; sales service division, headed by James Blair, formerly in station operation in Washington and New York—Ray Hagen has been named a special sales representative in the sales division; network and film service division, headed by Don Riddell; field offices division, under direct supervision of Mr. Hobler.

MANUFACTURING SHORTS

CBS-Columbia's 1956 line of tv receivers, introduced last week in stores throughout country, features chassis that "tilts-out" for easier and quicker servicing, without need for disassembling entire set. Daniel Newman, CBS director of product services, describes the innovation as "a basic contribution to modern television set design."

Baume Electronic Sales Co., Bethpage, N. Y., appointed sales representative for Panasonic Hi Fi Speakers, manufactured by Matsushita Electric Industries, Japan. Max Baume will handle Panasonic sales in N. Y. metropolitan area.

Magnavox Co., Ft. Wayne, Ind., had 30% increase in sales for first quarter ending Sept. 30, 1955, over same period last year, company reports. Total product-sales for 1955 were $13,300,000 as against $10,300,000 for 1954. Although all Magnavox divisions were reported to have expanded sales since last year, radio-phonograph-television sales showed biggest increase, according to President Frank Freimann.

RCA receiving tube manual *RC-17,* for many years standard reference book for circuit engineers, revised and enlarged to 136 pages in move to "keep abreast of the technological advances in electronics fields," according to RCA Labs spokesman. Revised edition may be obtained for 60 cents by writing to commercial engineering, RCA Tube Div., Harrison, N. J.

General Electric Co., in move attributed to increased cost of materials and manufacturing, last week said it has suggested a $10 increase in the retail price of five of its 43 current tv receivers.

Jerrold Electronics Corp., Philadelphia, declared 10 cent dividend payable Nov. 1 to stockholders of record as of Oct. 24.

MANUFACTURING PEOPLE

Vincent Barreca, president of Canadian Admiral Corp., elected to newly created post of vice president for operations, also director of parent Admiral Corp.

Jack Whiteside, general manager, Simpson Electric Co., Chicago promoted to vice president of parent company, American Gage & Machine Co., in charge of Simpson Electric Div.

Charles Coster, television receiver division, Allen B. DuMont Labs, promoted to assistant sales promotion manager.

Charles McKinney, director of advertising and public relations for Magnecord Inc. (tape recorders), Chicago, assumes additional duties as director of market-merchandising for tape recorder and background music divisions.

Maurice Olfman, appointed factory representative for eastern Canada by Entron Inc. (electronics mfr.), Bladensburg, Md.

Earl Vaught appointed Midwest district manager, Emerson Radio & Phonograph Corp. working from Kirkwood, Mo.

William Vogel, General Electric's receiving tube sub-department, Owensboro, Ky., appointed district commercial engineer, GE tube department, Chicago.

Jerome J. Kahn resigns as technical consultant to trustees of Muntz Tv Inc., Evanston, Ill., concurrent with announcement of reorganization plan for set manufacturer. Founder and for many years head of Standard Transformer Corp., Mr. Kahn is now management consultant and head of new High Fidelity Institute, nonprofit organization.

James L. Emaus, replacement sales engineer, Allen B. DuMont Labs, named sales engineering manager of company's cathode-ray tube division. He has been with DuMont more than 10 years.

Alfred H. Corwin, 61, former president of The Radio Distributing Co., Newark, and co-founder and president of Garod Corp., Nutley, N. J. died Oct. 25 at his dairy farm at Long Valley, N. J. Mr. Corwin pioneered in designing and manufacture of radio parts and equipment.

Otto Paschkes, 70, president of Astron Corp., East Newark, N. J. (electronic capacitors), died Oct. 25 at his home in Scarsdale, N. Y. Mr. Paschkes, pioneer radio-electronics manufacturer, organized Polymet Corp. (radio capacitors) prior to World War II, and later became president and chairman of board of Solar Mfg. Corp., North Bergen, N. J.

Roy A. Long, Stanford Research Institute, Menlo Park, Calif., radio systems laboratory engineer, took office Oct. 12 as western vice president, Audio Engineering Society.

Dr. Allen B. DuMont, board chairman, Allen B. DuMont Labs, re-elected commodore of Eastern Cruiser Assn. Dr. DuMont recently captured national high-point championship with his 54-foot craft, *Hurricane III.*

BETTER PROMOTION METHODS ANALYZED

Fourth Annual Promotion-Merchandising-Publicity Clinic of stations represented by NBC Spot Sales is offered suggestion for improved merchandising, promotion and publicity.

SUGGESTIONS on how to penetrate the so-call "gray flannel curtain" of advertising and a presentation on the dynamics and dimensions of television highlighted the luncheon sessions of the Fourth Annual Promotion-Merchandising-Publicity Clinic of stations represented by NBC Spot Sales, held last Monday and Tuesday in the Hotel Plaza, New York.

Nearly 50 persons associated with the promotion, merchandising and publicity activities of the stations participated in informal workshop sessions at which ideas were exchanged and reports made. The luncheon sessions, which presented talks by Halsey V. Barrett, Television Bureau of Advertising account executive, and Jacob Evans, account executive, McCann-Erickson, New York, also were attended by management and sales personnel of the NBC-owned stations and NBC Spot Sales.



PRINCIPALS at the Fourth Annual Promotion-Merchandising-Publicity Clinic of NBC Spot Sales as the opening meeting got underway in New York's Hotel Plaza were (l to r): Don Bishop, director of publicity, NBC owned stations; Thomas B. McFadden, vice president of NBC Spot Sales; Max E. Buck, director of merchandising, NBC owned stations; Charles R. Denny, vice president, NBC owned stations and NBC Spot Sales, and Mort Gaffin, manager of new business and promotion, NBC Spot Sales.

Mr. Evans described the "gray flannel curtain" as meaning the problem that station personnel face in directing sales messages to the person who counts at an agency or advertiser. He explained that much waste in direct mail advertising, personal letters and trade advertising could result if messages are aimed at an individual or department which does not make the key decisions.

He pointed out there is no rule-of-thumb that could apply in all cases. On some accounts, he said, the advertiser is involved intimately with advertising policy decisions, while on others, the agency is entrusted with the major load of this responsibility. Even at the agency level, Mr. Evans continued, there is no formula for reaching the policy-making individual, as it varies from agency to agency, with the vice president in charge of sales, the media director or the timebuyer functioning in the key post.

Mr. Evans suggested that the station representative, who becomes acquainted with advertiser and agency personnel, keep stations apprised on the identity of the persons who count. Since there is frequent turnover in advertising personnel, he said, the station representative should notify stations of these changes.

Other recommendations made by Mr. Evans included the sending of information to agencies that will prove valuable and helpful to them, and the selection of the sales tool—personal call, promotion piece, personal letter or trade advertising—that seems most appropriate for a specific project.

Mr. Barrett told the audience that many advertisers are not using television because they still are unaware that tv does not require a million-dollar budget. He pointed out that some of the outstanding American companies, both large and small, are using spot television regularly. He said that prime spot announcement and program time currently is available.

Mr. Barrett said few advertisers realize that tv sponsorship can be "the mainspring of their entire advertising campaign." He said many advertisers are now aware that tv has captured the fancy of the American people in much the same way that the movies, the theatre and "bigtime" radio did in the past.

"Because of the far-reaching power of television, it is my personal belief that to date, no American advertiser has fully used the merchandising potentials of our medium," Mr. Barrett said. "You merchandising men know exactly what I mean, because each day you see how television, properly used and harnessed to merchandising, motivates the consumer and compels him to buy your product. And so I repeat, advertisers have hardly scratched the surface of the merchandising advantages of television."

The workshop sessions of the clinic were closed, but Thomas B. McFadden, vice president of NBC Spot Sales, said they proceeded satisfactorily toward the objective of stimulating plans for the merchandising, promotion and publicity services of NBC Spot Sales.

Booklet on Tv Sets, Markets Published by Petry Tv Div.

POCKETPIECE, "Tv Set Count and Market Data, County by County," is being published tomorrow (Tuesday) by the tv division of Edward Petry Co., station representation firm, and is being made available to advertisers, agency executives and personnel.

Noting that the booklet contains up-dated tv set figures and related market data on all U. S. counties, Tom Knode, vice president and general manager of Petry television, said the pace of television's growth "calls for sharper evaluation of markets and stations and, in turn, more complete coverage and market data.

"The publication of this pocketpiece is part of an overall expansion of our service facilities. . . . Here, for the first time, the principal market guides, population, families, tv homes and retail sales, have joined in one basic report."

H-R Representatives Inc. Names Mandeville, Cass

ROBERT S. MANDEVILLE, vice president and eastern sales manager of Everett-McKinney Inc., and Calvin S. Cass, Hoag-Blair, have been appointed to the New York sales staff of H-R Representatives Inc.

Mr. Mandeville began his career with NBC and broke into time sales with John H. Perry Assoc., prior to joining Everett-McKinney in Chicago as western sales manager.

Mr. Cass started in print media representation with Burke-Kuipers & Mahoney Inc., and from there went to Adam Young, before joining Hoag-Blair.

Cubs Sign Pact With WIND

WIND Chicago has completed a new three-year agreement with the Chicago Cubs National League ball club for exclusive broadcast rights to all home and road games. The Cubs were expected momentarily to sign a two-year contract with WGN-TV for tv rights to all its home games which will put the Cubs on the same basis as the Chicago White Sox, whose games also are televised by the *Chicago Tribune* station under a three-year agreement. WIND has aired Cubs broadcasts on its independent facilities for the past 12 years.

JOIN

the smart music stations—

USE

STANDARD

SHORTY-TUNES

Monthly releases of 20 current and standard pop tunes— each averaging only... **1¼** Minutes

This service pays its way every day in better programming, more spots without doubling—The best of current and standard hit tunes are recorded new each month by outstanding talent on pure vinylite 12" 33⅓ RPM discs.

OUTRIGHT BUY—NO CONTRACT

Send for One Month Trial

20 TUNES for ONLY $8.50

STANDARD RADIO TRANSCRIPTION SERVICES, INC.

360 N. Michigan Ave., Chicago 1, Ill.

WWIL Goes on Air, Appoints Key Personnel

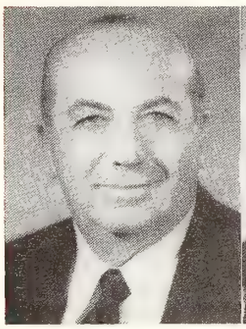
WWIL Ft. Lauderdale, Fla., went on the air Oct. 20 with a format of 20 hours of music and news daily, according to L. A. Benson, president of Missouri Broadcasting Corp., which owns and operates the 1 kw outlet.



MR. BENSON

Mr. Benson, who started WIL St. Louis in 1922, will serve as president-general manager. Nick Pagliara has been named vice president - assistant general manager and Jack Barry is station director.

Mr. Pagliara has been in broadcasting 26 years, the last six with Missouri Broadcasting. Mr. Barry is a veteran of 20 years, most recently with WGBS-TV Miami.



MR. PAGLIARA



MR. BARRY

WABD (TV) Goes to College With New Programming Plan

WABD (TV) New York last Friday launched a "campus close-up" operation to bring broadcasters closer to colleges' viewpoint—and vice versa.

The station has chosen representatives from 30 colleges in the metropolitan New York-New Jersey area and has assigned them to the WABD news bureau as "stringers," to cover important campus news events for such programs as *Mike Wallace and the News.* In return, station is presenting a series of eight seminars, covering every aspect of news and public affairs, lasting through the current semester.

Also planned by station's special projects coordinator Betty Freedman, supervising "campus close-up," are rotating work schedules throughout all station departments, and the production of either a 15-minute or half-hour script.

N.Y. CBS Radio Spot Moves

CBS Radio Spot Sales, New York, today (Mon.) is moving to enlarged headquarters at 460 Park Ave. from its former location at 501 Madison Ave. Wendell Campbell, CBS Radio vice president in charge of radio spot sales, announced that during the past year, the department has increased its sales development staff from two to four representatives, and added an additional two account executives to its 12-man sales force. The department also created a new spot sales mail order section, which currently devotes fulltime to mail order advertisers on represented stations.



DISCUSSING the new Certified Audience Plan of WLW Cincinnati are (l to r): Dick Jones, director of client service; John Babcock, *World Now* director; Robert Dunville, president, Crosley Broadcasting Corp., owner of WLW; James Allen, *World Now* director, and James D. Shouse, chairman of board, Crosley.

WILKEY OF KMOX SWITCHING TO TV

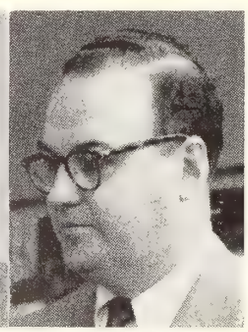
CBS has appointed Robert Hyland, assistant general manager and general sales manager of KMOX St. Louis, to the post of general manager succeeding Eugene Wilkey who was named by the network to take charge of details looking toward the establishment of KMOX-TV.

An initial decision by FCC Hearing Examiner Thomas H. Donahue favored CBS for the channel 11 facility [B•T, Sept. 12]. If the Commission concurs in the examiner's decision Mr. Wilkey will become KMOX-TV general manager, the network stated.

Merle S. Jones, vice president of CBS-owned television stations and a former manager of KMOX, pointed out that CBS Television prefers to have him now devote his full time to detailed preparation to assure the development of the finest possible television plant and the best possible programming service to St. Louis at the earliest possible date.



MR. HYLAND



MR. WILKEY

Putman of KRLD-AM-TV Dies

AUGUSTUS J. PUTMAN, 58, publicity and promotion director of KRLD-AM-TV Dallas, died Oct. 24 following a short illness. A member of the KRLD staff for eight years, he previously was associated with the advertising department of the *Dallas Times-Herald.*

Mr. Putman is survived by his wife and two daughters.

Certified Audience Plan Offered by WLW Cincinnati

WLW Cincinnati's new programming concept, *The World Now,* slated for a Nov. 6 beginning [B•T, Oct. 24], will also present a new sales plan for sponsors and clients. Known as Certified Audience Plan, it is designed to reach the greatest number of unduplicated homes, according to the station.

CAP guarantees advertisers that their messages will reach customers at a cost of $1.00 or less per thousand. The plan incorporates announcements at various times during the day, with a minimum of three per week and a maximum of fifteen.

WCEM Drops Mutual Strip, Charges Crime Overemphasis

WCEM Cambridge, Md., informed Mutual last week that it was dropping the network's programs in the 8-8:30 p.m. time slot Monday-Friday because, according to WCEM President G. P. Richards, the shows "are not in the best interest of the audience which predominates that listening period." Mr. Richards stated the station's evening audience is made up largely of young people.

WCEM did not name the programs involved but Mutual carries *True Detective Mysteries, Treasury Agent, Gangbusters, Official Detective* and *Counterspy* during the half-hour mentioned.

Mutual made no comment on the WCEM action.

WMAL Stations, NABET Sign 39-Month 'Record' Contract

WMAL-AM-FM-TV Washington and Local 31 of National Assn. of Broadcast Employes & Technicians (NABET-CIO) last week signed a contract which station and union officials believe to be the longest ever put into effect in that region and one of the longest ever signed with the union anywhere.

The agreement, which affects 36 employes of the Evening Star Broadcasting Co. *(Evening Star)* stations, runs for three years and three months. Previous contracts have been in force only for one-year periods, a WMAL spokesman said.

Details of the 39-month contract were not disclosed.

Signing on behalf of WMAL-AM-FM-TV last Thursday were Fred S. Houwink, general manager of the stations, and A. T. Powley, chief engineer. Representing the union were Clifford Gorsuch, NABET regional director, and Stan Egbert, vice president of NABET Local 31. Jack Dennis and Lee Hunter, engineers at the stations, were members of a negotiating committee.

WITI-TV Plans Winter Start

INDEPENDENT TELEVISION Inc. has awarded contracts for tower foundations and ground has been broken in initial steps looking toward operation of WITI-TV Whitefish Bay (Milwaukee), Wis., on ch. 6 late this winter, it was reported by Soren H. Munkhof, vice president and general manager.

The vhf outlet will maintain studios, tower and transmitter in Mequon, north of Milwaukee. WITI-TV will erect a 1,046-ft. tower and operate with 100 kw as a non-network station, stressing top films and local programs. It also will be equipped for colorcasting.

Passage, Mauciono Promoted At KYAK Yakima, Wash.

RICHARD J. PASSAGE, commercial manager, has been named manager of KYAK Yakima, Wash., and Anthony W. Maucione appointed assistant manager-commercial manager, according to Robert S. McCaw, president of the Yakima Broadcasting Corp.

Mr. Passage has been farm director of the Mutual outlet for the past six years and will continue to serve in that capacity in addition to his new duties. Mr. Maucione was formerly news editor and account executive for KYAK, but for the past two years has been manager of KOMB Cottage Grove, Ore.

Other recent additions to the KYAK staff are Hal Shade and Bob Sweezy, account executives.

WJR Program on Conelrad Recorded for U. S. Stations

FEDERAL Civil Defense Administration, through the cooperation of WJR Detroit, has made 3,100 recordings of *No Second Chance* for distribution to all radio stations in the U. S. and territories.

No Second Chance explains Conelrad and illustrates how it works in the civil defense system. It was written and produced by WJR as a public service after civil defense surveys and trade publication editorials indicated an urgent need for further public education as to the meaning of Conelrad. The program simulates a Conelrad alert and an enemy air raid, complete with sound effects.

KOZE Lewiston Starts

KOZE Lewiston, Idaho, music, news and sports station owned by Lewis Clark Broadcasting Co., went on the air Oct. 6, operating on 950 kc, 500 w. Studio location is at 924 Main St., Lewiston; transmitter is in North Lewiston.

KOZE staff appointments include A. Thomas Decker, manager; Reg Roos, assistant manager; Harry Howard, sports-music director; Tom Moeller, chief announcer; Gladys Swank, news editor, and Irene Hutcherson, receptionist.

KOZE is using Associated Press news service.

WHOT Goes on Air

WHOT Youngstown, Ohio, announced last week that it is now on the air on 1570 kc with 250 w. William Fleckenstein is general manager and Lou Skelly is commercial manager. The daytimer is owned by Myron Jones, majority stockholder of the Jet Broadcasting Co., which also owns WJET Erie, Pa.

WRCA-TV Color Offer

PARTICIPATING advertisers on WRCA-TV New York's *Jinx's Diary* (Mon.-Fri., 2:30-3 p.m. EDT), starring Jinx Falkenburg McCrary, will be able to sell their wares via color tv, effective today (Monday). The last ten minutes of each program will be in color. According to WRCA-TV Sales Manager Jay Heitin, advertisers may ask to have their schedules rotated through the period of colorcasting, enabling them to make use of a "laboratory for experimenting with live color."

WBAL-TV Steps Up Color

WBAL-TV Baltimore begins its first daily regularly scheduled local colorcast today (Monday) when *The Homemakers* (10:45-11 a.m. EST) is presented in color. The Monday-Friday program features Mollie Martin and Mary Landis and will also make use of color commercials.



CLARKSON GEMMILL, advertising director of Giant Food Stores, teams up for the third consecutive year with WTOP-TV Washington, Pick Temple, singing cowboy, and his dog, Lady. Witnessing the agreement, calling for an estimated quarter of a million dollars, are George Hartford (seated on left), WTOP-TV vice president, and Robert Maurer of Henry J. Kaufman & Assoc., advertising agency.

Washington Tv's Boost Power

POWER BOOST from 15 kw to 191 kw for KIMA-TV Yakima and its satellite, KEPR-TV Pasco, both Washington, was announced by Thomas C. Bostic, vice president-general manager of Cascade Broadcasting Co. KIMA-TV operates on ch. 29 and KEPR-TV sends its signal on ch. 19.

Intermountain Broadcasting Promotes Shaw, Woolley

APPOINTMENTS of Glenn Shaw, sales director of KDYL Salt Lake City, to general manager of that station and of Harold (Hack) Woolley to sales manager in charge of local and national business of KTVT (TV) Salt Lake City were announced last week. G. Bennett Larson, president and general manager of the Intermountain Broadcasting & Television Corp., (KDYL-AM-FM, KTVT [TV]), said both men will assume their new positions immediately.

Mr. Shaw was chairman of the am radio committee for the NARTB in 1952 and served four years as a board of directors member of NARTB District No. 15.

Mr. Woolley joined the sales staff of KDYL in 1949, then moved into the tv sales picture with the expansion of KDYL-TV, now KTVT.

STATION SHORTS

KWIZ Santa Ana, Calif., launches Alpha Beta Markets on its first saturation campaign with signing of year's contract through Warren P. Felman agency for 134 announcements weekly on Thursdays, Fridays and Saturdays. Station also reports new department store high, with six in fold.

KMTV (TV) Omaha announces purchase of its second color camera, from RCA. Since introducing local color, station has been producing daily color shows.

WTMJ-TV Milwaukee reports that Raymond Spector Co., N. Y. (for Hazel Bishop), is first national agency to take advantage of station's new 30-second spot service. Plan eliminates

MAPS

BROADCASTING

Locates cities with AM & FM radio broadcast stations in United States, possessions and Canada. Printed red and black on durable white stock, measures 22½" x 35". Correct to September 1953.

TELECASTING

Shows TV stations in U.S. and Canada. Network routes over-printed indicating existing and planned coaxial cable, as well as that portion equipped for color. Printed blue and black on white 70lb. stock. Correct to October 1954.

Both maps show county outlines, time zones. Congested markets, enlarged. Especially designed for sales planning, these maps are ideal for presentations, visualizing markets, charting sales territories, costs and volume.

SINGLE COPIES, SUITABLE FOR FRAMING, $1.00.

Quantity prices:
5 copies $4.50
10 " 8.50
25 " 20.00
50 " 37.50
100 " 70.00

ORDER YOUR MAPS TODAY WITH THIS HANDY FORM

BROADCASTING • TELECASTING 1735 DeSales St., N.W., Washington 6, D.C.

Please send ..... BROADCASTING Maps ..... TELECASTING Maps.

Enclosed $..... Please bill ( )

name .....

company .....

street .....

city ..... zone ..... state .....

double-spotting and time sharing and is confined to breaks between network and important local programs. Spector, which plans survey of 30-second effectiveness, has indicated it wants more long spots when available, WTMJ-TV says.

WKY-AM-TV Oklahoma City promises almost instant coverage of news events, with purchase of two-way microwave relay broadcasting station. Transmitters and receivers to be installed in stations' newsroom and two news trucks.

WICS (TV) Springfield, Ill., participated in Springfield Adv. Club's first advertising clinic Oct. 20, originating its *Four Star Extra* news program from display set up by various media in the city. WICS exhibit included printed material, live tv camera and closed circuit setup.

REPRESENTATIVE PEOPLE

Barbara Chazanow, U. of Missouri School of Journalism graduate, to Chicago office of Burke-Stuart Co., radio-tv representative firm.

Jim McEaneney, Weed & Co. representatives' Detroit office, to N. Y. sales staff, Everett-McKinney Inc., radio-tv representatives.

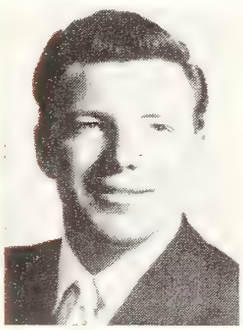
James C. Dodgson, formerly with WHIO Dayton and KTAR Phoenix in sales capacity, to Hoag-Blair Co., New York, station representatives.

Shirley Hewitt, executive secretary to president and office manager, Blair-Tv, national station representatives, appointed executive assistant.

Thomas B. McFadden, vice president of NBC Spot Sales, father of a boy, Thomas Hutchison, Oct. 21.

STATION PEOPLE

Charlie Powers, account executive KROY Sacramento, Calif., to KBMI Henderson, Nev., as assistant general manager. He will headquarter at general offices in New Frontier Hotel, Las Vegas.



MR. POWERS

Stan Scott, west coast radio personality, appointed manager of WKLX Paris, Ky. Station plans to go on air Nov. 12.

Robyn Weaver, chief announcer, WIRL Peoria, Ill., appointed program director.

Marvin Levey, sales promotion manager, WFDF Flint, Mich., appointed commercial manager.



"KRIZ Phoenix warned me to watch out for pickpockets at the Fair."

Dick Barron to WSJS-TV Winston-Salem, N. C., as promotion manager, succeeding **Jack Abernathy,** resigned to join Board of Christian Education, Presbyterian Church, U. S., Richmond, Va.

Lou Kemper, director, KMBC-TV Kansas City, Mo., named production supervisor of that station. His broadcasting experience dates from 1932 and includes singing, announcing, emceeing and producing.



MR. KEMPER

Randolph S. English, program director, WTRY Troy, N. Y., resigned, completed 15 years with station. He has not announced new plans.

Dick Brown, sales staff, KTRB Modesto, Calif., promoted to commercial manager, succeeding **Lee Roddy,** to KBOX same city as commercial manager and station manager. **Cal Purviance,** KTRB announcer, named program manager replacing **Don Lapan,** resigned.

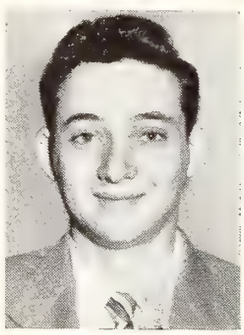
M. D. Hunnicutt, chief engineer, WLOS-TV Asheville, N. C., appointed operating supervisor of WTTW (TV) Chicago, educational tv station now operating on limited test basis.

Robert Durkin, advertising department, Sears, Roebuck & Co., Chicago, to advertising-promotion-merchandising department of WMAQ and WNBQ (TV) Chicago as assistant to Howard W. Coleman, department manager.

Jack Logan, former operations manager of WMAL Washington, to KQV Pittsburgh as morning personality.

Harrison W. H. Eagles, tv news and special events director for Pittsburgh and Florida stations, to XETV (TV) Tiajuana-San Diego as merchandising-promotion manager.

Stanley Reid, WTOP-TV Washington, appointed production manager, to supervise operations and scheduling of directors, assistants and floor directors.



MR. REID

Norman H. Stewart, Chicago radio veteran, to WFAA Dallas sales staff.

Faye Leavitt to WOAI-TV San Antonio as film manager. **Paul Audette,** WOAI-TV technical staff, to CKRS-TV Jonquiere, Que., Canada, as production manager.

Guy Anderson, assistant musical director and librarian, WFAA Dallas, Tex., appointed music director, replacing **Wilbur Ard,** leaving to take over Tarpley Music Co., Pampa, Tex.

Pierre Willis Jr., manufacturing representative and with WEAT West Palm Beach, Fla., from 1951 to 1954, to sales staff, WEAT-TV.

Ruth M. Hoyt, Edward Kletter Assoc. Adv., N. Y., to WTVD (TV) Durham, N. C., publicity-promotion office.

Forrest M. Landon, KFRU Columbia, Mo., to WDBJ-TV Roanoke, Va. news department. **James Durham,** studio engineer, WASL Annapolis, Md., to WDBJ-TV in same capacity.

Jim Russell, Denver, and **Jim Ballas,** Chicago, to KCOW Alliance, Neb., as announcer-operators. **George Vogel,** KCOW sports director, to KIMN Denver as engineer-announcer.

Marc Avery, WONE Dayton, Ohio, personality, to WTVN Columbus, Ohio, for afternoon and evening programs.

Edna Lee Crouch, music librarian, WHB Kansas City, Mo., to KFI Los Angeles in same capacity.

Audrey Knutson, draftsman, Iowa Sate College Atomic Institute, to art department of WCCO-TV Minneapolis-St. Pul.

John Wrisley, disc jockey, WSAV Savannah, Ga., to WIS Columbia, S. C.

Perry Chapman, CBS-Television City Hollywood, named temporary replacement for **Bob Marcus,** film editor, KNXT (TV) Hollywood, resigned.

Bill Goodrich, Spartanburg, S. C., sportscaster, to WSPA-AM-FM-TV that city for sports programs and tv sales.

Wayne Coy, president, Albuquerque Bcstg. Co. (KOB-AM-TV), and former FCC chairman, named to membership on national council of National Planning Assn., Washington. Association is nonprofit organization for planning in agriculture, business, labor and other professions. Council membership is limited to 1,000 business and professional leaders.

Ben Hunter, KFI Los Angeles night personality, elected "Honorary Mayor of Hollywood" for bringing in most money for Hollywood Kiwanis Club Charitable Foundation.

W. Frank Harden, manager, WIST Charlotte, N. C., elected to Mecklenburg Kiwanis Club board of directors.

Irene Wong, KGMB Honolulu secretary, married to Gilbert Kam, Honolulu, Oct. 8. **Stanley Nagao,** KGMB-TV technician, father of boy, Oct. 13.

Bob Wood, sales manager, KNXT (TV) Hollywood, Calif., father of boy, Dennis, Oct. 16.

Albert DeFilippo, office manager, WAVZ New Haven, Conn., father of twin boys, Oct. 17.

Charles R. Tranter, director, WNBF-TV Binghamton, N. Y., to Warren, Pa., as executive vice president, Chamber of Commerce and executive secretary, Community Chest.

John Foster, WWNY-AM-FM-WCNY-TV Watertown-Carthage, N. Y., announcer, to Tappan Stove Co., Mansfield, Ohio, as assistant director of publicity.

All Because of Columbus

AN unidentified Philadelphian received a rude jolt when over 3,000 postcards spilled out of his post office box that were intended for KYW Philadelphia. KYW plugged a Columbus Day salute, asking listeners to send their names to "Columbus Day, Box 1492, KYW Philadelphia" to be eligible to win records by Italian stars and a six-foot pizza pie, which was given away by the Westinghouse station every hour Oct. 12 [B•T, Oct. 17]. The irate holder of box 1492 notified post office officials who in turn called the station. Red-faced station officials changed the address to read "Department 1492."

New Magazine Publishes Top Radio-Tv Scripts

NEW monthly publication, *Radio-TV Scripts,* designed to serve as a published record of "radio and television's outstanding program texts in the informative field," began publication last month.

Initial 96-page issue presented digests of Edward R. Murrow's report on smoking and lung cancer (CBS-TV); *A Biography in Sound* program on F. Scott Fitzgerald (NBC Radio); NBC-TV's *Comment* show on the American "turncoat" ex-POW's; WCBS New York's *Let's Find Out* show with Rocky Graziano on juvenile delinquency, and NBC Radio's *Weekend* report on divorce, among others.

Radio-TV Scripts is published by Facts On File Inc., at 119 W. 57th St., New York 19, N. Y. Edward Van Westerborg is publisher. Fred McGee is editor and Lester A. Sobel is senior assistant editor. Test advertising for magazine subscriptions is being conducted on radio only for several weeks, with announcements purchased on WHEN and WFBL Syracuse, WADC Akron, and WAVZ New Haven.

PROFESSIONAL SERVICES SHORTS

Audio-Video Recording Co., N. Y., has instituted new service supplying audio air checks taken anywhere in the U. S. Company notified ad agencies it has established agreements with other recording studios throughout country for tape or disc checks.

WHDH Boston has named Alan (Bud) Brandt Office, N. Y., as public relations counsel. Mr. Brandt, formerly WNEW New York publicity director, also has exclusive radio-tv station contract for New York area with WMGM, Metro-Goldwyn-Mayer station. Other broadcast clients of new firm include Keeshan-Miller Enterprises Inc., packagers of CBS-TV's *Captain Kangaroo,* and CBS-TV's *Morning Show,* latter by arrangement with Louis G. Cowan.

Elgin-American Co., Elgin, Ill., appoints Martin E. Janis & Co. to handle its public relations.

PROFESSIONAL SERVICES PEOPLE

William F. Wetmore Jr. and **Robert B. Yorty** elected junior partners Pierson, Ball & Dowd, Washington law firm.

Hathaway Watson Jr. and **Dwight M. Dernier** admitted to partnership in Booz, Allen & Hamilton, management consultant firm. Mr. Watson headquarters in Chicago and Mr. Dernier in New York.

William G. Hutton, electronics engineer, Goodyear Aircraft Corp., to Carl E. Smith Consulting Radio Engineers, Cleveland. **Lake Giles** to same firm as business manager.

Kenneth R. Darre, member of publicity department, Quaker Oats Co., Chicago, to editorial staff of Harshe-Rotman Inc., public relations firm, same city.

David Knox, Mogge-Privett, L. A., (adv.) to Hi-Droxn Engineering and Sales Co. and Earp-Thomas Digestor Co., same city, as advertising and promotion director.

Kane Lynn, cmdr., U. S. N., to The Ettinger Co., N. Y. office, as account executive for Colgate-Palmolive. He formerly headed pictorial-television branch of office of Chief of Navy Information in Washington, D. C.

Ed Pazdur, formerly editor and promotion manager, Chicago editon of *Tv Guide,* resigned to enter private business in television production, promotion and merchandising.

RAB NAMES KBIG AS SEPT. WINNER

Other winners, in addition to the California station, were WAPL Appleton, Wis., and WWKY Winchester, Ky.

SEPTEMBER winners in Radio Advertising Bureau's "Best Sale of the Month" contest, involving a midwest dairy, a southern cooperative and a far-west supermarket, represent "the snowballing trends toward more aggressive heads-up selling at the station level," according to RAB.

Top three winning stations and salesmen for September were, in order of position: KBIG Hollywood, Calif., Philip Dexheimer; WAPL Appleton, Wis., Connie Forster, and WWKY Winchester, Ky., Tom Wade.

In what was termed the biggest spot announcement schedule in KBIG's history, Mr. Dexheimer sold a 52-week contract to McDaniel's supermarkets chain, Vernon, Calif., calling for 60 weekly spots, over 3,000 per year. According to KBIG, the eight-store two-county chain plunged heavily into this schedule after seeing what a 100-spot campaign could do for one of its new stores in Oxnard.

After a test run of 13 weeks in Appleton of the "Morning Glory Mystery Tune," designed to build home deliveries for Morning Glory dairy products, Miss Forster of WAPL signed Consolidated Badger Co-Operative, West De Pere, Wis., to a 52-week contract calling for 14 shows a week. Within eight weeks of being on the air, "Mystery Tune" pepped up dairy sales in the Appleton area to such a point the sponsor reported that it was "well into the black, with retail distribution at an all-time high and increased home subscriptions." Final results: the client increased WAPL's appropriation by 50%, cut the length of the show to allow for additional programs and now sponsors 12 programs *daily* (or) 84 a week.

By convincing the Southern States Cooperative, a farm supply firm, that its previously allocated-to-newspapers-only budget could best be spent on 15-minute local shows, WWKY salesman Tom Wade managed to sell the prospective client a 52-week contract with the station. Stressing the effectiveness of reaching four areas with four different stations at the lowest cost per farm family, Mr. Wade gained the contract.

FUND OFFERS $40,000 IN TV PROGRAM CONTEST

THREE PRIZES totaling $40,000 will be awarded by the Fund for the Republic to tv programs which in 1956 handle the themes of liberty and freedom "with the greatest distinction, taste and effectiveness."

The fund is a non-profit organization devoted to "advancing the understanding and discussion of civil liberties as stated in the Constitution and the Bill of Rights."

The judges — broadway producer Kermit Bloomgarden; publisher Gardner Cowles; Ex-Gov. Alf M. Landon of Kansas; author-critic Gilbert Seldes; Mrs. Eleanor Roosevelt; New York attorney Harrison Tweed; managing director Robert M. Purcell of KEYD-TV Minneapolis, and Dr. Buell G. Gallagher, president, City College of New York—will consider any tv program aired by any station in the U. S. or its territories, between Oct. 1, 1955, and May 31, 1956. Programs based on scripts previously judged by the fund in its recent tv script competition are uneligible.

The general public is also invited to submit nominations which must be in the fund's hands by no later than May 31 next year. The address is: Television Awards, The Fund for the Republic Inc., 60 East 42d St., New York 17, N.Y.

The cash awards ($15,000 for the best network documentary, $15,000 for the best network drama and $10,000 for the best production of either type by an independent station) will be shared by the producer, director and writer of the winning programs on a basis as yet undetermined. Should the programs be non-sustaining, the sponsors as well as the stations or network, will receive plaques signifying their achievements. Citations also will be awarded to those programs which treat civil liberty themes with skill "but below the prize winning category."

A screening system from coast to coast will be established and kinescopes (network programs, at least) as well as scripts must be available at the jury's call.

According to the fund, the purpose of the awards "is to encourage the tv industry when it devotes some of its resources and talents to pressing issues of civil liberties. These include racial and religious discrimination, loyalty-security problems and that great complex of freedoms guaranteed in our Bill of Rights."

The announcement defined, for purposes of the competition, "documentary" as "a program treating actual events, current or historical, in either dramatic or 'news' format." The term "drama" was defined as "using a dramatic format and treating [its] subject material fictionally."



Cerf Named Chairman Of Peabody Awards Board

BENNETT CERF, publisher-author, columnist and panelist on CBS-TV's *What's My Line?*, has been appointed chairman of the George Foster Peabody Radio & Tv Awards Advisory Board, which selects winners of the annual Peabody Awards. The appointment was announced by Dean John E. Drewry of the Henry W. Grady School of Journalism, U. of Georgia, which administers the awards.



MR. CERF

Mr. Cerf succeeds Edward Weeks, editor of the *Atlantic Monthly*, Boston, who has served as chairman since the creation of the Peabody Awards in 1940. Mr. Weeks will continue on the advisory board.

The awards, established to honor the memory of Georgia-born banker-philanthropist George Foster Peabody, are designed to recognize radio-tv achievement in six categories: (1) news (reporting, interpretation and/or commentary); (2) entertainment; (3) education; (4) youth or children's programs; (5) promotion of international understanding, and (6) public service.

An announcement pamphlet on 1955 awards, together with the official entrance form is being mailed to radio-tv networks and stations. Entries may be submitted by any person or organization. Closing date for 1955 entries (programs for the current year) is Jan. 10, 1956.

Nominations Being Accepted For Radio-Tv duPont Awards

MEMBERS of the radio-tv industry and the general public are invited to submit nominations for the 12th annual awards of the Alfred I. duPont Awards Foundation, given next spring.

O. W. Riegel, curator of the foundation and director of the Lee Memorial Journalism Foundation, Washington and Lee U., said three awards—large power stations, small power stations and news commentator—will be given for outstanding radio and television performance in the public interest. Nominations will be accepted through Dec. 31 and should be addressed to the Curator, Alfred I. duPont Awards Foundation, Washington and Lee U., Lexington, Va.

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VIOLATION

Our special
INSURANCE
answers the problem
of claims in this field
ADEQUATELY • INEXPENSIVELY

WRITE FOR DETAILS AND RATES
EMPLOYERS REINSURANCE CORPORATION
INSURANCE EXCHANGE
KANSAS CITY, MISSOURI

RCA Report Wins Award

RCA'S 1954 annual report to its stockholders was cited last week as the "best in the merchandising and services classification" of *Financial World's* 15th annual awards survey of stockholder reports.

The 48-page booklet (describing RCA's largest business volume in its 35-year history) was selected from a total of 1,895 Merit winning awards for its "attractive presentation, its ability to hold interest, inspire confidence in management, and adequate selection of current and background statistics."

Accepting the "Silver Oscar" for RCA at the award-winners banquet held last Monday in New York, was Executive Vice Pres. Dr. E. W. Engstrom.

AWARD SHORTS

Frank A. Arnold, NBC radio director of development from 1926-1932, honored Oct. 26 by Radio Pioneers Club in New York. Presenting Mr. Arnold with plaque citing his contribution to field of broadcasting was William S. Hedges, NBC Radio's vice president in charge of integrated services and chairman of RPC awards committee.

WNBK (TV) Cleveland, Ohio, took first prize in public transportation car-card category at Art Directors Club of Cleveland seventh Annual Awards luncheon. Winning entry was card promoting film series, *Ramar of the Jungle* showing elephants silhouetted against stylized jungle background, conceived by Morris Wattenberg, advertising-promotion manager of WTAM-WNBK.

Robert Blanchard, graphic art director, WDSU Bcstg. Corp. (WDSU-AM-FM-TV New Orleans), awarded first prize for designing and drawing best domestic poster produced in U. S. during 1955. Certificate is to be presented in Chicago today (Mon.) at awards luncheon of National Assn. of Travel Organizations.

Lawrence H. Rogers II, vice president-general manager, WSAZ-AM-TV Huntington, W. Va., cited for work organizing annual United Fund appeal.

KLZ-TV Denver President-General Manager Hugh B. Terry accepted special award of merit Oct. 18 from Denver Community Chest-United Fund campaign for station's pre-campaign volunteer training telecast "Red Feather School House."

Charles W. Purcell Jr., WMAR-TV motion picture cameraman, awarded $200 first prize in Bay Belle Vacation Photo Contest sponsored by Wilson Excursion Line.

Chester S. Miller, WVPO Stroudsburg, Pa., manager, recently received Regimental Commander's Certificate of Merit from Col. Fred R. Evans, commander of 109th Infantry Regiment. He was cited with 11 others, both military and civilian, for services in support of military operations in Stroudsburg flood emergency. WVPO withdrew all advertising for several days after the flood to relay official and personal messages to workers, agencies and disaster victims.

Harriet Pressly, WPTF Raleigh, N. C., director of women's activities, received Treasury Department's highest volunteer award, the "President's Prayer", for "untiring and consistent efforts" in U. S. savings bonds promotion.

Sam Balter, KLAC Los Angeles sports commentator, cited by George Washington Carver Memorial Institute for stories about Little Leagues.

SOUTH AFRICANS FAVOR RADIO AS NEWS MEDIUM

Gideon Roos, director of South African Broadcasting Corp., says that people of his republic depend on radio for news and educational information.

RADIO is the principle means of mass communication of news and educational information in the vast Union of South Africa, which encompasses almost 500,000 square miles and is inhabited by more than 13 million people.

This commentary on radio was provided to B•T last week by Gideon Roos, director-general of the South African Broadcasting Corp., who was visiting New York on a survey of television programming and operations. Mr. Roos stressed that tv is not an immediate consideration in South Africa, but may be launched in the next five years.

Radio covers the entire republic through the use of three networks, two non-commercial and one commercial, each composed of 14 stations located throughout the republic. The commercial network, called the Springbok Network, began operations in 1950, and broadcasts only in English. The two other networks present programs in English and Afrikaans (Dutch with French influence), plus occasional shows in the native Bantu languages.

Advertising on radio is exclusively by international firms which have branches in South Africa, Mr. Roos said, with local advertisers using the newspapers. In 1954, the billings of the commercial network amounted to almost $2 million, exclusive of agency commissions.

There are some 800,000 radio homes in South Africa, according to Mr. Roos, with each home paying a license fee of from $3-5 a year. He described the three networks as comprising "a public-owned operation organized by government statute but receiving no financial support from the government." Funds derived from advertising and from licenses, he added, are put into a common pool and are used to support the three networks.

The programming, he said, is similar to that in the U. S., including news, documentaries, "soap operas" music and dramatic shows. From 50-60% of the programming, Mr. Roos continued, is now produced in South Africa, and the remainder consists of recorded shows from the U. S., Great Britain and Australia.

"Because of the enormous area that South Africa covers," Mr. Roos pointed out, "the newspapers cannot serve as a means of conveying news and other information rapidly. It is to the radio that the South Africans turn to keep abreast of news developments throughout the world."

Selling Outlook Outlined For Canadian Agencies

ADVERTISING still has a big job to do to sell Canadians a wide range of Canadian-made products to raise their standards of living, Robert Winter, Canadian Minister of Public Works, told the 50th annual meeting of the Canadian Advertising Agencies Assn. at Montreal on Oct. 20.

He told the meeting that half of the Canadian housewives have yet to buy vacuum cleaners. He reported that half the homes of Canada have yet to buy heating units and presently depend on surplus heat from stoves and the warmth of space heaters. Half the Canadian households have yet to buy their first car and there is a

growing number of families that could use a second or even, in some cases, a third car.

Mr. Winter said that 40% of Canadian homes are waiting to buy either a bathtub or a shower, that half the Canadian farm households are without electricity and the myriad of appliances that go with it. "This great domestic market is open for development," he said. "The way ahead is to develop a steady increase in consumption to help absorb usefully the output of our growing production potential. This direction is your greatest opportunity. Business and industry are becoming more sales-minded. When a lot of people buy more of everything, then big things begin to happen. You and your clients have a heavy job ahead of you if Canadians are to maintain and improve present standards of living.

"Advertising merits a position in the Canadian national economy somewhat akin to the production assembly lines. Mass production has had far-reaching consequences upon business methods and traditions. Today more than half of our labor force is engaged in producing goods or services that did not exist at the beginning of this century, including automobiles, radio, television, new fabrics, new metals, the new wonder drugs and aviation with its related industries. Mass production, with all its benefits to the consumer, poses new problems.

"Our American neighbors are currently spending more than three times as much per person as we are on advertising, and are being urged under the impetus of keen competition to spend even more. Basically the same problem confronts both countries: The more you produce the more you have to sell; and to sell a product it is normally necessary to advertise it. There is, therefore, a great field before you.

"Sometimes advertising, even when it seems to irritate, gets across its message and pays off. On radio and television we are often resentful of having an interesting program interrupted to tell us about a ready cure for all our ills. Yet the purchase of radio and television receivers by the public is curving upwards. I do not need to tell you, of all people, of the effectiveness of radio and television as a means of communicating a message."

Rechnitzer Heads Canadians

EINAR V. RECHNITZER, president of MacLaren Advertising Ltd., Toronto, was elected president of Canadian Assn. of Advertising Agencies at annual meeting in Montreal Oct. 20. He succeeds G. C. Hammond, vice president of Cockfield Brown & Co. Ltd., Montreal. Elected vice presidents were Elton Johnson, president of Locke Johnson & Co., Toronto, and D. E. Longmore, president of McKim Advertising Ltd., Montreal. W. H. Reid, vice president of Spitzer & Mills Ltd., Toronto, was elected secretary-treasurer.

HOWARD E. STARK
BROKERS and FINANCIAL CONSULTANTS
RADIO and TELEVISION STATIONS
50 EAST 58th STREET EL 5-0405
NEW YORK 22, N. Y.
All Inquiries Confidential

Blackwell Named to Head Fremantle London Office

APPOINTMENT of Lane Blackwell, chief of production and program administration for Radio Free Europe since 1950, as head of the London office of Fremantle Overseas Radio & Tv Inc. was announced last week by Paul Talbot, Fremantle president.

Mr. Blackwell assumes direction of FORTV's second wholly owned and operated overseas office. The other has been in operation in Mexico City for more than two years. In other areas, the company works through associates and agents.

Mr. Talbot also announced that the new London office already completed two sales. One was to the BBC covering 39 programs of the *Movie Museum* series and the other was to Associated Rediffusion, new British commercial service, consisting of a package of cartoons.

CKCO-TV Builds New Tower

CKCO-TV Kitchener, Ont., has completed construction of a new 680 ft. tower and now is mounting an eight bay GE antenna. When the new installation is put into service, power will be boosted from 29 kw to 54 kw. The ch. 13 outlet now is transmitting from a 230 ft. tower and three bay antenna.

INTERNATIONAL SHORTS

CKGN-TV North Bay, Ont., ch. 10, has released its first rate card, effective December 1. Class A rates start at $160 an hour, $35 for one-minute spot announcement. Station announces it is not owned by or affiliated with any other advertising media. Owner is Ted-Ad Co. Ltd., 491 Worthington St. East, North Bay. Russ J. Eastcott is general manager and Paul Mulvihill & Co., Toronto and Montreal, is exclusive representative. Station will have 51.5 kw video and 27.75 kw audio power with antenna 459 ft. above basic terrain. It will be connected with CBC Tv Network.

INTERNATIONAL PEOPLE

F. R. Halhed, representative at Toronto of CBS International Service, to assist supervisor of outside broadcast and special events for CBS at Toronto. **A. K. Morrow,** supervisor of farm and fisheries broadcast department of CBC at Ottawa, named coordinator of radio at CBC Ottawa headquarters.

Bob Lee, formerly manager of CHUM Toronto, to assistant supervisor of radio and television of Young & Rubicam Ltd., Toronto.

John Holden, son of Waldo Holden, commercial manager of CFRB Toronto, to radio-tv director of Locke Johnson & Co. Ltd., Toronto.

Robert F. Tait, manager of program division of All-Canada Radio Facilities Ltd., Toronto, to western supervisor for radio and tv at Winnipeg offices of All-Canada organization. **Dana S. Murray,** program division, All-Canada Radio Facilities, named manager of program division at Toronto.

Bert Cannings, news director, CKWX Vancouver, to same position at CFCF Montreal.

Arch Ferrie, CJOY Guelph, Ont., to sales manager of CFJB Brampton, Ont.

IN PUBLIC INTEREST

AD COUNCIL STARTS ENLISTING TV SHOWS

Campaign to get advertisers to use public service announcements on network programs concentrates on film series.

THE ADVERTISING COUNCIL has launched its campaign to enlist the cooperation of every nighttime network tv program in support of its public service drives and reported that out of 51 advertisers involved in sponsorship of Class A time film shows, 28 already have told the Council that they would try to mention the projects in their shows.

These are: Borden, Colgate-Palmolive, Eastman-Kodak, Procter & Gamble, Campbell Soup, American Tobacco, Quaker Oats, Singer Sewing Machine, Lever Bros., B. F. Goodrich, Schlitz Brewing, Dodge Div. of Chrysler, General Foods, R. J. Reynolds Tobacco, General Electric, Carnation, DuPont, Liggett & Myers Tobacco, American Dairy Assn., Reynolds Metals, Brown & Williamson Tobacco, Bristol-Myers, International Harvester, Derby Foods, Scott Paper, American Motors, Simoniz and Ford Motor.

This campaign, according to Edwin W. Ebel, marketing vice president of General Foods and chairman of the Council's radio and tv committee, was geared especially to film programs since most of the live television programs on the networks already support the Council's public service campaigns regularly.

However, the Council has stepped up its

BMI
Television Sketchbook
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Timely and practical working scripts for the presentation of songs in dramatic, comic and pictorial fashion.
The very latest song hits as well as the standard favorites are developed into photogenic sketches which can be used effectively as complete musical shows, as production numbers in variety programs or as scene-setting segments.
There are dozens of ways in which you can adapt the BMI Sketchbook to advantage.
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Groundwork

A KICKOFF show on behalf of the United Appeal campaign without any funds being raised might sound like a dismal failure on the surface. But down Charlotte, N. C., way it's heralded as a great success. The show, produced by WBTV (TV) there in cooperation with all Charlotte radio stations, was designed to lay groundwork for the 1956 United Appeal drive. Local and national personalities joined with the stations in the 2½-hour kickoff program which was credited by a United Appeal official with producing "the greatest interest ever" created for the organization. Donating choice evening time (7:30-10) were WAYS, WBT, WIST and WSOC. Daytime-only stations WGIV and WWOK also helped to promote the show and used taped portions during the week.

efforts to get help because of the increased number of live shows going on film. (Mr. Ebel reported that out of the 51 advertisers contacted, seven declined because of technical difficulties; 16 have as yet made no reply one way or the other.)

As part of the Council's radio and television allocation plan, each advertiser sponsoring a filmed tv program is asked to select seven of the "Big 10" campaigns for scheduling a message every sixth week during the forthcoming "seasons." According to Mr. Ebel, the Council has suggested two means by which to circumvent the otherwise troublesome technicalities, currently preventing full cooperation.

Used in past years by General Foods, the first is to edit the film weeks in advance to allow room for a 20-second film spot provided gratis by the Council to the advertiser. The second alternative is to tack on brief closing messages, arranged for by the advertiser and edited into the film during the actual season.

Of the 28 advertisers signed, Mr. Ebel said that they are "involved in more than 35 network filmed series that have a total weekly circulation of more than 200 million tv home impressions."

Reporting to the Council's board of directors last week, Gordon C. Kinney, radio-tv director, said: "Traditionally, The Advertising Council's forte in the field of public service and broadcasting has been its ability to guarantee to important campaigns regular help from America's large coast-to-coast, top-rated, big audience network programs." Mr. Kinney also pointed out the Council's prime means of effectiveness; its members' participation in nighttime schedules, virtually sold out this season, "when sets-in-use are highest, ratings are highest, and number of persons-per-set is highest."

Among the industry leaders backing this current drive are radio-tv committee board members Felix W. Coste, vice prsident, Coca-Cola; Chris J. Witting, president, Westinghouse Broadcasting; Thomas D'Arcy Brophy, board chairman, Kenyon & Eckhardt Inc.; Sylvester L. Weaver Jr., president, NBC, and Harold E. Fellows, chairman and president, NARTB.

The Council's "Big 10" campaigns for this season are: Highway Safety, Better Schools, Forest Fires, Crusade for Freedom, U. S. Savings Bonds, Community Chests and United Funds, Air Force Ground Observer Corps, Church Attendance, Action (neighborhood improvement), and the American Red Cross.

Eighteen Added to Polio Radio-Tv Funds Campaign

EIGHTEEN people from the radio-tv industry have joined the augmented radio, television and motion picture department of the National Foundation for Infantile Paralysis in order to handle a stepped-up air promotion drive for the 1956 campaign.

Department Director Howard J. London said last week that with a goal of $47,600,000 to be reached between Jan. 3-31, he has placed 15 people with the New York office, two on the Hollywood staff and one in Chicago.

Additions to the regular New York staff, consisting of former script editor Charles C. Bennett and ex-advertising executive Ed Franck are:

Joseph N. Walsh, former RKO Pictures writer-director; Harold Young, president of Young Tv Productions Inc.; Harry Middleton, freelance screen writer; John McMillin, formerly with the Compton and Maxon agencies; David Wear, writer-editor for Universal and Warner Bros.; Saunders J. Thomas, former tv director for NBC and CBS; Virginia Allison, film and promotion writer for WCBS-TV New York; Edward Gilmore, freelance writer; Melina Palmer, J. Walter Thompson Inc. copywriter; Yale Shafer, former radio-tv copy chief for Frank B. Sawdon Inc.; Jim Shean, playwright; Marshall Nead, radio writer; Edward Kenner, former copywriter with Maxon Inc., and John D. McTigue, former NBC Radio publicity director.

Working out of Hollywood are John Swallow, former NBC west coast program manager, and Jane Lait. Chicago radio and tv activities of the campaign will be serviced by Jack Fisher of M. M. Fisher Assoc.

CBS Helps

SPECIAL half-hour tv program has been filmed at CBS Television City in Hollywood for the National Society for Retarded Children as part of its promotion of National Retarded Children's Week, Nov. 12-23, according to CBS-TV. Program, with Jack Benny (national honorary chairman of the society) as master of ceremonies and featuring a number of network stars, will be offered to local tv stations for individual broadcast. Stars and the production staff donated their services while CBS-TV lent its production facilities.

Thompson Co. Volunteers

J. WALTER THOMPSON Co., New York, has agreed to serve as the volunteer advertising agency for the 1955-56 Crusade for Freedom campaign of The Advertising Council, according to Allan Brown, vice president of the Bakelite Co., subsidiary of Union Carbide & Carbon Corp., volunteer coordinator for the campaign.

Crusade for Freedom campaign, the sixth the Council has conducted for the activities of Radio Free Europe and the Free Europe press, gets underway January and February, when public donations will be urged through all media.

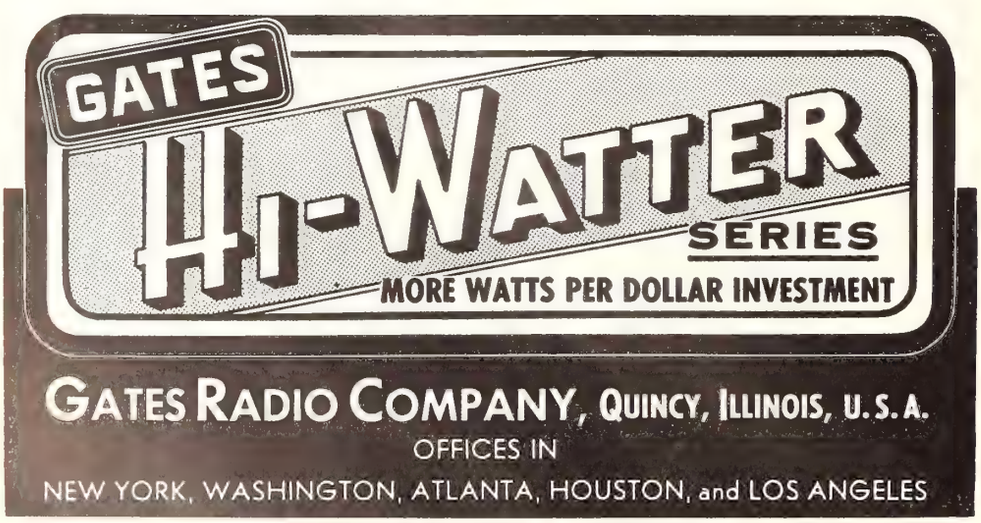
'Religion' Material to Stations

TELEVISION kits and radio facts sheets have been distributed to stations and networks by The Advertising Council on behalf of the seventh annual Religion in American Life campaign.

J. Walter Thompson Co. has prepared the materials on this year's project, as it has for the past six years. The Jam Handy Organization contributed film spots for the tv kit. Robert W. Boggs, manager of advertising, Linde Air Products Co., is the volunteer coordinator.



HAROLD C. LUND (l), general manager of KDKA-TV Pittsburgh, and John B. Nicklas Jr., chairman of the Cerebral Palsy campaign, receive congratulations from Lt. Rip Masters (James Brown), star of ABC-TV's *Rin Tin Tin* series, following KDKA-TV's 14-hour telethon which raised over $100,000 on behalf of the CP drive. Among other stars participating were Polly Bergen, Bill Cullen, Fred Waring and James Melton.



PROGRAMS & PROMOTIONS

WNEW TELESCOPES HISTORY

WNEW New York Oct. 23 undertook to telescope 150,000 hours of history into a special 90-minute program. With actors Melvyn Douglas and Michael Redgrave narrating, WNEW's "This Is the U.N.—It's Actual Voices: 1950-55" was to trace the history of the U.N. from its entry into the Korean War on June 23, 1950. The program was put together by the station and the U.N. Dept. of Information, and is to be rebroadcast by the Voice of America and U.N. radio.

WPTZ (TV) HAILS HALLOWEEN

HALLOWEEN got an early start on WPTZ (TV) Philadelphia with *"Fun House* Halloween Parties" promotion begun Oct. 18. Ed Wallis, station promotion-publicity manager, started long ago booking *Fun House* host Pete Boyle for department store and community center appearances through a four-state area, each visit heralded by full-page newspaper ads, tabloid sections and window display, stipulated by WPTZ. On his show Mr. Boyle promoted Halloween fun and discouraged vandalism.

STATIONS COVER DOPE RAIDS

PHILADELPHIA stations rode with police and federal agents Oct. 19 on the largest dope crackdown in city's history, documenting dramatic accounts of arrests and interrogations. WFIL-AM-TV featured a special 15-minute radiocast the afternoon of the 19th with tape integrations, and film scenes on evening telecasts. KYW aired a special documentary, "Raid Three" (Philadelphia's third raid in 10 months). Broadcast recordings included, besides arrests and questioning, interviews with top officials and undercover agents and pre-raid briefings of more than 175 police and federal agents participating in raids.

MBS TO EXPAND CD SHOW

MBS' *This Is Civil Defense* (Tues., 9:15-9:30 p.m. EDT) will be expanded into a 30-minute documentary drama "after the first of the year as the initial phase in Mutual's expansion plans," according to a network spokesman. The programs, presented by MBS in cooperation with the Federal Civil Defense Administration, will consist of 25-minute documentary dramas. The final five minutes of each show will make use of the full 560-station MBS facilities for on-the-spot news reports and eye-witness accounts of CD activities. Date and time of the expanded series have not been announced.

FLASHES QUAKE IN 13 SECONDS

THE Oct. 23 earthquake in the San Francisco area received quick recognition from KPIX (TV), Westinghouse station there. Bill Hillman, staff announcer, pressed the interruption switch at 8:11.00 p.m. during the CBS Ed Sullivan kine, bringing on a "news flash" slide. "It's 8:11," he said, when he felt the studio tremble. "An earthquake has just hit. It appears to be of more than moderate intensity." Official time of the tremor's start was 8:10.47 p.m.

WIP SCORES HOLDUP SCOOP

WIP PHILADELPHIA Special Events Director Sam Serota claims city scoop Oct. 18 when his station broadcast news of an attempted holdup within minutes after it took place at the Broad St. Bank & Trust Co. Station made tapes for followup broadcasts after initial airing.

AIR FAIRS EVERYWHERE

RADIO and tv continue to broaden audience horizons with autumn fair promotions. WCAU Philadelphia takes its shows on the road to the Mid-Atlantic Farm and Home Show Nov. 3 for the most extensive local operation ever originated from Atlantic City, N. J., by a Philadelphia station, it says. Live tv shows and a "See Yourself on Tv" feature by KOTV (TV) Tulsa at the Tulsa State Fair earlier this month drew more than 70,000 visitors to the station's remote studio. WSTV-TV Steubenville, Ohio, staged a "guess-the-weight-of-our-tower" contest at its Belmont County Fair booth. Guessers from 54 cities and villages in three states turned up. WSPA Spartanburg, S. C., turned its fair coverage to advantage with a Huffy Radiobike contest which brought 25,000 visitors from 47 cities and eight states to the station booth. WHAS Louisville, Ky., got credit from officials of Shelby County Tobacco Festival for drawing record crowds. The station did more than three hours of live broadcasting from County Court House square.

GET TOGETHER FOR COLOR

SPECIAL colorcast of CBS-TV's *Ford Star Jubilee,* with Mary Martin and Noel Coward, was viewed Oct. 22 by over 35 Ford dealers, their families and guests from southeastern Wisconsin and Ford factory and agency representatives at the special invitation of WXIX (TV) Milwaukee. Sets were supplied by CBS-Columbia of Milwaukee distributor as part of a joint celebration by distributor and WXIX of "CBS Week." All media were utilized for the campaign, which ended Oct. 29.

MBS NEWSMAN STARTS SERIES

MBS' Miami news bureau chief, John Price, has inaugurated a new series of commentaries (Sun., 5:55-6 p.m. EDT) that is "based on private sources available to him throughout the world." Programs are sponsored by Aqua-filter Corp. through L. H. Hartman Inc., N. Y.

WCPO UPDATES 18TH CENTURY

CINCINNATI heard an unusual mingling of the old and new early this month when WCPO carried microphones into an 18th century English townhouse. Jack Fogarty sat at a gilt, marble-top table in front of Romney and Reynolds paintings to give his regular newscast in the library of Lord Aberdeen's London home. The house, now part of an art tour, had been reassembled in the Cincinnati Art Museum.

FOR THE RECORD

FCC ANNOUNCEMENTS

New Tv Stations . . .

APPLICATIONS

Coos Bay, Ore.—KOOS Inc., uhf ch. 16 (482-488 mc); ERP 20.5 kw vis., 11.6 kw aur.; ant. height above average terrain 836 ft., above ground 503 ft. Estimated construction cost $155,655.49, first year operating cost $125,409, revenue $140,000. Post office address Hall Bldg., Coos Bay. Studio and trans. location Coos Bay. Geographic coordinates 43° 23′ 33″ N. Lat., 124° 09′ 42″ W. Long. Trans. DuMont, ant. RCA Legal counsel John P. Hearne, San Francisco, Calif. Consulting engineer A. D. Ring & Co., Washington, D. C. Principals are Pres. **Sheldon F. Sackett** (95%), principal owner **KOOS Coos Bay, KROW Oakland, Calif., KVAN-AM-TV Vancouver, Wash.,** Sec. **Willard W. McInturff** (no stock), attorney, Vice Pres. **Mercedes Prosser Young** (no stock), sec.-dir. **KROW,** and **Estate of Fred F. Chitty** (5%), 5% owner **KVAN-AM-TV.** Filed Oct. 26.

Provo, Utah—Beehive Telecasting Corp., vhf ch. 11 (198-204 mc); ERP 3.029 kw vis., 1.514 kw aur.; ant. height above average terrain 414 ft., above ground 337 ft. Estimated constuction cost $64,780, first year operating cost $96,000, revenue $120,000. Post office address Box 583, Provo. Studio location Provo. Trans. location Orem, Utah. Geographic coordinates 40° 16′ 50″ N. Lat., 111° 40′ 46″W. Long. Trans. DuMont, ant. RCA. Legal counsel Rawlings, Wallace, Robert & Black, Salt Lake City. Consulting engineer Earl T. Paulson, Northridge, Calif. Principals are Pres. **Samuel B. Nissley** (24%), steel plant supervisor, Vice Pres. **Arthur R. Riley** (1%), building contractor, Sec.-Treas. **Jeanette C. Nissley** (2%), employe of **KEYY Provo, Robert W. Hughes** (20%), attorney, and **James W. Nixon** (1%), physician. Filed Oct. 25.

Ponce, Puerto Rico—George A. Mayoral & William Cortada, vhf ch. 7 (174-180 mc); ERP 1.408 kw vis., 704 w aur.; ant. height above average terrain 199 ft., above ground 71 ft. Estimated construction cost $56,100, first year operating cost $67,200 revenue $90,000. Post Office address WJMR-TV New Orleans, La. Studio and trans. location Ponce. Geographic coordinates 18° 01′ 20″ N. Lat., 66° 37′ 36″ W. Long. Trans. RCA, ant. GE. Legal counsel Owens, Levy & Voelker, New Orleans. Consulting engineer J. S. Petrik, New Orleans. Principals are equal partners William Cortada, former 35% owner of **WJMR-TV** and George A. Mayoral, executive vice president **WJMR-AM-TV, WRCM-FM, New Orleans.** Filed Oct. 20.

PETITIONS

Deintermixture — Uhf Industry Coordinating Committee petitions FCC for institution of rule making proceedings looking towards overall review of Commission's allocation plan and requesting Commission to take no action where effect of such action would worsen or aggravate intermixture of uhf and vhf stations, thereby rendering moot many pending petitions for deintermixture. Filed Oct. 17; announced Oct. 21.

Cartter, Ill.—Sarkes Tarzian Inc. petitions FCC to amend Sec. 3.606 so as to allocate ch. 13 to Cartter. Filed Oct. 19; announced Oct. 21.

Philadelphia, Pa.—Ajax Enterprises (Herbert Mayer) petitions FCC to amend Sec. 3.606 so as to

ALLEN KANDER

Negotiator

FOR THE PURCHASE AND SALE
OF RADIO AND TELEVISION
STATIONS

1701 K St., N. W. • Washington 6, D. C., NA. 8-3233
Lincoln Building • New York 17, N. Y., MU. 7-4242
111 West Monroe • Chicago 90, Illinois RA 6-3688

Station Authorizations, Applications

(As Compiled by B • T)

October 20 through October 26

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

Cp—construction permit. DA—directional antenna. ERP—effective radiated power. vhf—very high frequency, uhf— ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw kilowatts. w—watts, mc—megacycles. D—day. N—night. LS — local sunset. mod. — modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization. STA—special temporary authorization.

FCC Commercial Station Authorizations
As of September 30, 1955 *

	Am	Fm	Tv
Licensed (all on air)	2,757	521	144
Cps on air	14	17	†329
Cps not on air	113	17	108
Total on air	2,771	538	473
Total authorized	2,884	555	581
Applications in hearing	150	2	169
New station requests	219	7	28
New station bids in hearing	95	0	112
Facilities change requests	143	6	38
Total applications pending	727	131	256
Licenses deleted in Sept.	0	5	0
Cps deleted in Sept.	2	0	3

*** Does not include noncommercial educational fm and tv stations.**

† Authorized to operate commercially, but station may not yet be on air.

Am and Fm Summary Through Oct. 26

	On Air	Licensed	Cps	Appls. Pending	In Hearing
Am	2,769	2,767	175	259	154
Fm	540	253	41	14	3

Tv Summary Through Oct. 26

Television Station Grants and Applications Since April 14, 1952

Grants since July 11, 1952:

	Vhf	Uhf	Total
Commercial	292	314	606[1]
Noncom. Educational	17	17	34[2]

Total Operating Stations in U. S.:

	Vhf	Uhf	Total
Commercial on air	334	103	437
Noncom. Educ. on air	13	4	17

Applications filed since April 14, 1952:

	New	Amend.	Vhf	Uhf	Total
Commercial	960	337	758	538	1,297[3]
Noncom. Educ.	59		32	27	59[4]
Total	1,020	337	790	566	1,357[5]

[1] 153 Cps (30 vhf, 123 uhf) have been deleted.
[2] One educational uhf has been deleted.
[3] One applicant did not specify channel.
[4] Includes 34 already granted.
[5] Includes 640 already granted.

establish deintermixture in city of Philadelphia by placing all channels in uhf band. Filed Oct. 14; announced Oct. 21.

APPLICATION AMENDED

Memphis, Tenn.—Memphis Community Television Foundation amends application for new tv to add financial and legal data, change officers and trustees, change ERP to 26.82 kw vis., 13.41 kw aur., change trans. location to 7192 Raleigh-La Grange Rd., 13 miles east of business district, near Memphis, change ant. height above average terrain to 648 ft. and make other minor equipment changes. Amended Oct. 20.

Existing Tv Stations . . .

ACTIONS BY FCC

WSAV-TV Savannah, Ga.—Granted ERP of 32.4 kw vis., 16.2 kw aur. with ant. height 370 ft. above average terrain. Approved Oct. 21.

KPIC (TV) Roseburg, Ore.—Granted 5.37 kw vis., 2.69 kw aur. with ant. 1,000 ft. above average terrain. Approved Oct. 26.

WTSK-TV Knoxville, Tenn.—Granted ERP of 316 kw vis., 158 kw aur. with ant. height 480 ft. above average terrain. Approved Oct. 21.

WFAA-TV Dallas, Tex.—Granted ERP of 300 kw vis., 150 kw aur. with ant. 1,680 ft. above average terrain. Approved Oct. 24.

APPLICATIONS

WMBR-TV Jacksonville, Fla.—Seeks cp to change trans. location to 6548 S. Hampton, Jacksonville, change aur. ERP to 70 kw and make equipment changes. Filed Oct. 26.

WMUR-TV Manchester, N. H.—Seeks cp to change ERP to 279.3 kw vis., 156.4 kw aur. Ant. height above average terrain 1,026 ft. Filed Oct. 20.

KFJI-TV Klamath Falls, Ore.—Seeks mod. of cp to change trans. location to three miles north-northeast of center of Klamath Falls, change ERP to 13.15 kw vis., 6.512 kw aur., change ant. and make other equipment changes. Ant. height above average terrain 1,052 ft. Filed Oct. 20.

WHC (TV) Pittsburgh, Pa.—Seeks mod. of cp to change studio location to 341 Rising Main St., Pittsburgh, change ERP to 316 kw vis., 158 kw aur. and make equipment changes. Ant. height above average terrain 1,000 ft. Filed Oct. 25.

KOSA-TV Odessa, Tex.—Seeks mod. of cp to change trans. location to on Farm Rd. No. 866, 11 miles west of Odessa, change ERP to 103.4 kw vis., 54.3 kw aur. and make equipment changes. Ant. height above average terrain 752 ft. Filed Oct. 21.

WEAU-TV Eau Claire, Wis.—Seeks cp to change ERP from 57.5 kw vis., 28.8 kw aur. to 145.6 kw vis., 72.81 kw aur. Filed Oct. 24.

KENI-TV Anchorage, Alaska—Seeks mod. of cp to change trans. and studio location to Lathrop Bldg., Anchorage, change ERP to 5.38 kw vis., 2.69 kw aur. and make equipment changes. Filed Oct. 25.

PETITION

WPFA-TV Pensacola, Fla.-KTAG-TV Lake Charles, La.—Stations petition FCC to amend Sec. 3.606 so as to (1) (a) delete ch. 4 from Beaumont-Port Arthur, Tex., and from New Orleans, La., and add ch. 25 to Beaumont; (b) delete ch. 13 from Biloxi Miss., and add ch. 4 to that community; and (c) add ch. 4 to Lake Charles and ch. 13 to Pensacola and delete ch. 25 from Lake Charles and ch. 15 from Pensacola; (2) issue orders to **WPFA-TV** and **KTAG-TV** to show cause why their existing authorizations should not be changed from ch. 15 and 25, respectively, to ch. 13 and 4, respectively. Filed Oct. 19; announced Oct. 21.

CALL LETTERS ASSIGNED

WEAL-TV Orlando, Fla.—Orange County Broadcasters Inc., ch. 18.

WHMB (TV) Boston, Mass.—Ajax Enterprises, ch. 38.

KHPL-TV Hayes Center, Neb.—Bi-States Co., ch. 6. Changed from **KHOK-TV.**

New Am Stations . . .

ACTIONS BY FCC

Merced, Calif.—Merced County Bcstg. Co. application for cp to operate on 1250 kc, 500 w D with DA dismissed at request of applicant. Dismissed Oct. 25.

Rocky Ford, Colo—Arkansas Valley Bcstg. Co. granted 1320 kc, 1 kw D. Post office address P. O. Box 865, Lovington, N. M. Estimated construction cost $19,250, first year operating cost $30,000, revenue $40,000. Principals are **David Worley** (70%) owner of **KLEA Lovington, N. M.,** 20% owner **KDAV Lubbock, Tex.,** 20% owner **KTMN Tucumcari, N. M.,** and pres.-36% owner community tv-system, Lovington, and **James L. Littlejohn, KLEA** manager. Granted Oct. 19; announced Oct. 20.

West Point, Ga.—Confederate Radio Co. granted 910 kc, 500 w D. Post office address Box 427, West Point. Estimated construction cost $9,796, first year operating cost $20,000, revenue $32,000. Principals include Pres. **Clement H. Murphy Jr.** (45%), former general manager **WRLD West Point;** Vice Pres. **F. K. Mize** (20%), auto sales, and Sec.-Treas, **Albert L. Stancel Jr.** (35%), former chief engineer **WRLD.** Granted Oct. 19; announced Oct. 20.

Amite, La.—Amite Bcstg. Co. granted 1570 kc, 500 w D. Post office address P. O. Box 571 Hazelhurst, Miss. Estimated construction cost $10,725, first year operating cost $24,000, revenue $30,000. Principals include **Louis Alford and Albert M. Smith** who each own ⅓ interest in **WAPF McComb** and **WMDC Hazlehurst,** both Miss. Other principal is **Phillip D. Brady.** Granted Oct. 19; announced Oct. 20.

Kalamazoo, Mich.—Joseph F. Butler and Ralph E. Patterson granted 1470 kc, 500 w D. Post office address 724 Axell St., Kalamazoo. Estimated construction cost $27,780, first year operating cost $32,000, revenue $40,000. Mr. Butler (85%) is office equipment salesman. Mr. Patterson (15%) is sales engineer Gates Radio Co. Granted Oct. 19; announced Oct. 20.

Hobbs, N. M. — Permian Basin Radio Corp. granted dismissal of application for cp for new am to be operated on 1330 kc, 1 kw D. Dismissed Oct. 21.

Elmira Heights and Horseheads, N. Y.—Elmira Heights-Horseheads Bcstg. Co. granted 1590 kc, 500 w D. Post office address 4 Hibbard Place Elmira, N. Y. Estimated construction cost $13,900, first year operating cost $31,795, revenue $36,500. Principals include **Frank P. Saia** (36.3%), engineer at **WCLI-AM-FM Corning N. Y.; Emmagene S. Saia** (36.3%), and **Anthony P. Saia** (27.4%), manufacturer of auto and bicycle parts. Granted Oct. 19; announced Oct. 20.

APPLICATIONS

Lexington, Mo.—Lexington Bcstg. Co., 1570 kc, 250 w D. Post office address 808 S. 18th St., Quincy, Ill. Estimated construction cost $8,512.49, first year operating cost $21,600, revenue $28,000. Principals partners **Ralph E. Meador** (50.3%), Gates Radio Co. engineer; **Ray L. Yeoman** (25.14%), retail store owner, and **William L. Smith** (24.56%), dentist. Filed Oct. 20.

Albuquerque, N. M.—B & M Broadcasters, 1450 kc, 250 w, unl. Post office address 5908 Central Ave. Southeast, Albuquerque. Estimated construction cost $18,259.76, first year operating cost $42,000, revenue $65,000. Principals are equal partners **E. Boyd Whitney,** announcer **KOAT Albu-**

(Continues on page 104)

Eastern Network Station

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RADIO

Help Wanted

Managerial

Manager, young, aggressive, strong on sales with experience in small market as sales manager or manager for metropolitan station. Box 299E, B•T.

Young, aggressive station manager to launch country-western station in major market. Must have commercial success record in this specialized field. Substantial salary and incentive to right man. Box 327E, B•T.

Salesmen

Regional station in south-southwest market has immediate opening for experienced man. This job is worth about $6-7,000 a year to the right party. Guarantee. 15-25%. Box 242E, B•T.

New station has openings for salesmen. Guarantee and liberal commission. Must be experienced in radio or TV sales. Box 243E, B•T.

Midwest station operating 24 hours a day needs topflight salesman who, over long haul, is capable of earning more than general manager. $100.00 per week guarantee, 15% commission above guarantee. Should earn in excess of $7,000.00 first year, $9,000.00 second year. No ceiling except as imposed by time and ability. Heavy drinkers and floaters need not apply. Give full details first letter. Box 254E, B•T.

250w network affiliate southeastern Massachusetts. Salary, commission and mileage allowance. Good opportunity for aggressive young man. Box 292E, B•T.

Unusual opportunity for salesman. Married, 25-35 to become sales manager metropolitan station and eventually manager of one of group stations. Box 298E, B•T.

Immediate opening for radio salesman. The man we are after must be a radio salesman of proven ability and most likely working in a competitive market with a progressive station. If you think you are that man, send us your sales record, tell us about the accounts you developed and how long you have held them. We do not want floaters. This company has many paid benefits including security for your future if you qualify. We pay a guaranteed salary plus incentive bonus. Box 304E, B•T.

Florida CBS station needs experienced radio salesman immediately. Growing market demands expansion. Send photo with resume to Box 315E, B•T.

Salesman—we are looking for a good man to add to our growing nationwide company. We have an unusual financial opportunity to offer. Box 342E, B•T.

RADIO

Help Wanted—(Cont'd)

Experienced radio time salesman. Guarantee $380. Commission. Send experience, photo, references. KCHJ, P. O. Box 262, Delano, California.

Business is good! We need a young, aggressive, creative salesman immediately. Salary plus commission. Terrific opportunity to grow with progressive station. Write Manager, Radio Station WELL, Battle Creek, Mich.

Announcers

DJ for combo operation. Must have expert knowledge of popular music field and be topnotch air salesman. Should have more than passing interest in news, community services. Excellent opportunity for man with ideas who concentrates on work rather than clock watching. No beginners, no floaters, no politicians considered. Work with most congenial, mature staff. Finest new equipment in studios as modern as tomorrow. Midwest. Give full story in first letter which will be treated confidentially. Box 255E, B•T.

Morning personality for established am in growing Michigan market. If you can sell on the air and keep sponsors happy let us know about your background and experience. Send tape and photo. Box 289E, B•T.

Personality disc jockey for kw Pennsylvania. Daytimer. Start at $70.00. Talent and profit sharing. Experienced only. Write first. Box 319E, B•T.

Need three radio disc jockeys, specialists in country-western. Good base salary plus fees. Also, tv opportunity. Box 328E, B•T.

250 watt Florida independent wants young announcer, one or more years experience, tape, picture and third ticket, immediate opening. Box 347E, B•T.

Immediate opening—Prosperous fulltime independent in metropolitan market wants personality country type combo deejay for popular "hayride" evening show. Liberal salary. Write full details and send tape. Box 366E, B•T.

Announcer—$80.00 to $90.00 per week starting salary with top rated independent station in college town of 10,000. Ideal working conditions and retirement plan. Want experienced, production-minded announcer who can write, edit and deliver news and can handle personality record show. Permanent position. Prefer man from midwest. Send tape, full details to V. K. Melia, Program Director, KAYS, Hays, Kansas.

Announcer with experience in writing news and copy. Send full details to KTTN, Trenton, Mo.

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RADIO

Help Wanted—(Cont'd)

Aggressive five kilowatt independent expanding. Will hire top announcers . . tv in future . . we start $90.00 . . rest is up to you. Tape and qualifications. G. F. Roberts, KBIM, Roswell, New Mexico.

Experienced morning announcer with first class ticket for new kilowatt in sunny Arizona. Must be versatile, able to write continuity, do a selling commercial, news, etc. Salary commensurate with ability. Must give references which will be checked. No drunks, no floaters. Send resume, tape and late picture to General Manager, KDJI, Holbrook, Arizona. Collect calls unacceptable.

Opportunity for good experienced, married, morning announcer. Send resume. ABC network, KFRO, Longview, Texas.

Night man—first reliability write Dick Vick, Manager, KGEZ, Kalispell, Montana.

Opportunity for a bright future. Need announcer with sales desire and ability. Sports background helpful but will teach. KLTF, Little Falls, Minnesota.

Fishing is great. Work is steady. Pay is good. KOOS, Coos Bay, Oregon, needs a first class ticket holder who is a professional announcer. Send full details of experience and tape of air work.

First phone combo, top independent station, must have top voice. Opportunity to learn tv. Send tape. KREM, Spokane, Washington.

Combination announcer-engineer. Capable announcing classical music with first class ticket. Excellent opportunity in ideal spot. KXXL, Monterey, Calif. P. O. Box 1070.

Personality disc jockey, for east Mississippi's top fulltime music-news-sports station. Excellent working conditions, top pay to right man. Include deejay show on tape resume. Send tape, photo, resume, salary requirements to WMOX, P. O. Box 1511, Meridian, Mississippi.

Need one announcer, experienced; one announcer-salesman and one combo man for daytime independent in south Georgia. Send resume, photo and tape to WAAG, Adel, Georgia.

Announcer or combo man. Need good employees for good jobs with future. Salary open depending on experience and ability. No floaters. Send tape and resume or call Dave Welborne, WDVM, Pocomoke City, Maryland.

Combo announcer-engineer with emphasis on announcing. Immediate opening. Forward tape and full particulars to V. G. Balkcum, WGBR, Goldsboro, N. C.

Announcer-salesman. Good voice, desire to sell. Experience not necessary. Prefer southerner. Salary, commission, expenses. Personal interview required. Call Bill Duke, WKDL Clarksdale, Miss. Main 4-4908.

Immediate opening combo announcer for morning shift. Young, available now for assignment with hot New York state 250 watter. Write, wire, phone WKNY, Kingston, New York—Kingston 4500.

Combination announcer — first phone engineer. Central Pa. university town. Station Manager, WMAJ, State College, Pa. Write or phone Adams 7-4959.

Announcer-engineer, for east Mississippi's top fulltime music-news-sports station. Excellent working conditions, top pay to right man. Include deejay show on tape resume. Send tape, photo, resume, salary requirements to WMOX, P. O. Box 1511, Meridian, Miss.

WPIK, Alexandria, Virginia, metropolitan Washington, D. C. area independent wants good announcer. Must be experienced, capable, dependable. Looking for man with ability to sell on air. Send tape and resume, first letter, WPIK Alexandria, Virginia.

Announcer with first class license. Immediately. WVOS, Liberty, N. Y.

Outstanding southern West Virginia independent has immediate opening for all-around announcer. Emphasis on ad-lib and DJ personality shows. Give full details first letter and audition tape, if possible. WWNR, Beckley, W. Va.

KWBY-Colo. Springs top-rated station, all music and news, wants inde-experienced, responsible, straight announcer with first ticket (also without ticket apply), enthusiastic delivery, know Gates operation. Excellent salary, conditions, permanent. Air mail tape, photo and information to John Buchanan, Pres., Music Broadcasting Corp., P. O. Box 764, Colorado Springs, Colorado.

RADIO

Help Wanted—(Cont'd)

Technical

Chief engineer, emphasis on maintenance. Announcing not required but will be advantage. Box 341E, B•T.

Operator with first class license. Must have car. Limited announcing, remote controlled am and fm. Box 348E, B•T.

Engineer-announcer. Combination position open. Contact Radio Station KCOW, Alliance, Nebraska.

Combination engineer-announcer, good working conditions. Send tape, KPOW, Powell, Wyoming.

Chief-engineer-announcer — new — beautifully equipped 1000 watt daytimer—top position, pay vacation, working conditions—progressive, sound and solvent station—we'll wait for good man. Send resume, tape, WBOF, Virginia Beach. Virginia.

WEOL, Elyria, Ohio seeks first class licensed man experienced operation maintenance am-fm transmitters. Duties include remote installation, studio maintenance, no announcing. Ohio resident preferred. Communicate with Harold Kane.

Immediate staff opening, junior engineer, first phone. Contact William Thompson, WKRT, Cortland, New York.

Engineer-announcer. Immediately. WVOS, Liberty, N. Y.

Immediate opening for first phone engineer with car. WWNR, Beckley, West Virginia.

Programming-Production, Others

Kansas station in urgent need commercial copywriter. Excellent opportunity for one who wants permanent location work with congenial efficient staff in new studios as modern as tomorrow. Good starting salary. Give complete background first letter. Box 240E, B•T.

North Carolina 250 Mutual affiliate needs experienced copywriter who can also gather, write local news. Car essential. Air mail complete data, references, starting salary needed, availability. Box 277E, B•T.

Experienced copywriter, male or female. Midwest metropolitan area station needs person who can write, service and has production knowhow. Salary open. Send complete details first letter. Box 322E, B•T.

Experienced reporter, writer and broadcaster. Take complete charge fulltime department. Midwest and rural experience preferred. Immediate opening. Send background, tape and picture on first reply to Glenn Stanley, KBOE, Oskaloosa, Iowa.

SITUATIONS WANTED

Managerial

General manager of successful, independent, competitive major market, desires to grow with similar operation in major or secondary market. Experienced all phases radio from FCC application through profitable management. Salary commensurate with right community and ownership policies. Glad to talk over your offer. Box 276E, B•T.

Mature manager, 26, married, children, prefer west. 9 years radio-tv. Looking for permanent berth. Sales, promotion-minded. Consider investment. Picture available. Box 301E, B•T.

Station manager: Loused-up two stations! Station in 250,000 market—was losing $5,000 a month, now making over $75,000 a year. Station in 90,000 market—was losing $10,000 a year, one year later $45,000 profit. Would like to louse up yours. Presently employed as manager. Write Box 306E, B•T.

I'll solve your problems, not accept them. Manager, 18 years experience, successful record as money-maker. Married, steady, plus fine reputation in and out of trade. High references. Box 333E, B•T.

General manager. Nineteen years experience. Reliable, efficient, progressive. Best references. Box 359E, B•T.

Announcers

Experienced announcer-DJ, reliable, married, presently employed, seeks position with advancement. Box 119E, B•T.

Announcer, DJ. 3 years experience. College grad. Married. Seeks permanent position with future. Box 228E, B•T.

Attention northeast—employed announcer, 1½ years experience. Vet, single, 23. Box 280E, B•T.

RADIO

Situations Wanted—(Cont'd)

8 years radio-tv sports—5 years present position. Desire to relocate before basketball season. Only top sports job considered. Locality secondary to job opportunity. Address all replies Box 281E, B•T.

Announcer. 24, veteran, DJ, news sports, references, tape. Will travel. Box 284E, B•T.

Personality dj—6 years experience, radio-tv, college graduate, musician, piano-dj. Box 313E, B•T.

Attention California—Experienced announcer-engineer. Presently employed 1 kw net. Family man. Box 321E, B•T.

Play-by-play sports. Staff announcer. Excellent board man. Locate within 150 miles Minneapolis. Box 324E, B•T.

Topflight combo dj staff announcer currently employed at 5000 watt independent in southwest, desires permanent relocation. 4 years experience, married. Tape, photo available. Box 326E, B•T.

Versatile staff—sports announcer. 15 months experience. News, commercials, dj, remotes. Handle sports including play-by-play with live animation. Control board, third ticket. Desires location within 300 miles NYC. Box 329E, B•T.

Versatile announcer. Completely trained sports, news, editor, play-by-play. Can operate board, can sell, top dis. Box 331E, B•T.

Superior staff announcer. Presently employed New York. Network voice—delivery. Minimum, $100. Box 335E, B•T.

Announcer, experienced. Do topnotch job dj, staff. Employed, wish relocation. Box 343E, B•T.

Announcer, 4 years experience, wants to locate in Florida or nearby southern states. Now employed in D.C. area. Box 346E, B•T.

Play-by-play all sports, present station de-emphasizing sports, six years experience, college graduate. Box 314E, B•T.

Announcer with sincere, direct delivery looking for the "right" position in New England or northeast. Like all phases—deejay, news and staff work. Three years experience, single, veteran and college graduate. Box 350E, B•T.

Staff announcer. Married. Recent broadcasting school graduate. Versed all phases. Will travel. Tape, resume. Box 351E, B•T.

Staff announcer. Vet. Married. Recent broadcasting school graduate. Will travel. Box 352E, B•T.

Announcer. DJ, good potential, no experience, willing to work hard, learn. Tape, resume on request. Box 353E, B•T.

Top dj-announcer. Just left 5000 watt southwestern indie. Desire permanent relocation. Box 354E, B•T.

Versatile, ambitious, young dj personality with "different type voice". Will do selling. Sober, reliable. Good references. Box 356E, B•T.

If you are looking for an announcer without experience, I am your man, because no one has less experience than I do. Fresh out of announcing school. Married, vet, 25 years old. Willing to travel anywhere in U. S. Tape, photo on request. Box 357E, B•T.

Staff announcer. Taught all phases of radio by top Chicago announcer. Deejay and news. Vet, married. Willing to travel. 25 years old. Tape, photo. Box 358E, B•T.

Pianist wants to learn radio announcing. Prefer northeast. Experienced accompanist. Small station. Reply Box 363E, B•T.

Five years radio-television. Degree, veteran, married. Former news director with strong all-round experience in staff announcing. Available immediately. Box 364E, B•T.

Announcer, versatile, dj, news, three years college, $100 a week. Box 365E, B•T.

Announcer—First phone. 4 years experience. Graduate. Family. Now employed. Box 368E, B•T.

Five years experience. $65. Bill Dillner, WFUN, Huntsville, Alabama. Days, Hotel Yarbrough.

Highly commercial radio-tv announcer with 6 years experience in Cleveland, including two 50,000 watt stations—WGAR and WTAM—desires good permanent position. Also, interested in sales or administrative position. Keen production sense. Excellent references. Please contact Guy Ewing, #419, YMCA, Grand Rapids, Michigan.

DJ, sports play-by-play, versatile, 2 years experience, married, 27, vet, Pete Franklin, 73 Propp Ave., Franklin Square, L.I., N.Y., Phone: FL 2-6286.

RADIO

Situations Wanted—(Cont'd)

Experienced announcer relocating desires permanent connection. News, commercials, teen-age platter appeal. Sober, reliable, references, tape. Tom Hopkins, Box 92, Bernardsville, New Jersey. Bernardsville 8-0538 after 6 P.M.

Staff announcer, broadcasting school graduate. Board, dj, commercials. Bill Parker, 2219 N. Parkside, Chicago; Berkshire 7-6721.

Top play-by-play basketball announcer available immediately. Five years experience also doing staff, baseball, football. Write—Wire Mike Wynn, 201 West 77 St., N. Y. C.

Technical

Radio-television, four years, transmitter engineer. 1st class license, car. Box 227E, B•T.

Experienced am-fm engineer. Was chief on installation of 10 kw fm transmitter. Transmitter, studio or maintenance work desired. Box 309E, B•T.

Engineer first phone. Experienced, directional antennas, studio. Have worked NYC area. Desire position N.Y., N.J., Conn. Box 330E, B•T.

Programming-Production, Others

Experienced producer-director. Now assistant to N. Y. C. agency radio-tv head. Desires return to directing. Box 307E, B•T.

Creative program director with six years experience in all phases of radio. Top news and sports delivery. Good references. Box 334E, B•T.

Continuity writer, rated tops by clients, management, even to national recognition, seeking position and salary commensurate with ability. No Girl Friday offers, please. Box 338E, B•T.

Producer-director, production manager. 3 years experience. Seeking position with future in either capacity. Top references. Box 339E, B•T.

TELEVISION

HELP WANTED

Salesmen

Permanent, experienced television salesman for regional sales with new station in excellent market. Outstanding opportunity for a progressive man. Contact Ray Carow, Mgr., WCTV, Thomasville, Ga.

Vhf station in the Ohio Valley has sales position open with guarantee and commission. Reply Box 1957, Huntington, W. Va.

Announcers

New station on Channel 10 in El Dorado, Arkansas, has openings for experienced announcers. Call Union 2-3480 or write Box 791, El Dorado, Arkansas.

Technical

Immediate opening. First class engineer for television studio operation. Must have 2 years television technical director experience. Box 310E, B•T.

TV chief engineer vhf station, large western city. $9,000 per year to start. Must have top technical and administrative ability. Box 311E, B•T.

Have openings tv transmitter engineer, tv transmitter maintenance engineer, tv studio engineer. Southwestern station. Advise background and salary expected. Box 317E, B•T.

Two competent studio maintenance engineers and one experienced film editor for large southwestern vhf. Apply Box 362E, B•T.

KOAT-TV Albuquerque, New Mexico, has excellent openings for experienced tv transmitter operator and wife to live under ideal conditions at mountain top transmitter site. Good salary plus heat, light and lodging for the right man. Contact Ken Sharman at KOAT-TV.

Programming-Production, Others

New station on Channel 10 in El Dorado, Arkansas has openings for men or women in continuity, news, and film departments. Call Union 2-3480 or write Box 791, El Dorado, Arkansas.

Situations Wanted

Managerial

Commercial manager—solid administrator with excellent personal sales record. Nine years radio and tv. Seek affiliation medium to large market. Top industry references. Quality executive employee for above average operation. Box 305E, B•T.

TELEVISION (cont'd)

Situations Wanted

Managerial

8½ years experience television-radio production, programming. Can direct overall programming-production for new or established television operation. Prefer east or midwest. Must be permanent. Contract desired. Minimum monthly $700.00. A good investment. Box 336E, B•T.

Film consultant, salesman for large company has interesting advertising package offer agency equipped for film accounts. Box 361E, B•T.

Salesmen

TV account executive, 6 years tv staff, agency experience wishes relocate. Presently earning $7200 year. Box 360E, B•T.

Announcers

Experienced announcer, presently doing radio work, (who doesn't need the sky to fall) to know where a forward looking air-salesman belongs, seeks television opportunity. Midwest. Box 332E, B•T.

Experienced individual not interested in immediate openings in tv. But, would like to place my application with you for future consideration and employment if it were a step ahead. Box 345E, B•T.

Young man seeks position with hustling tv station. Experience 2 years, radio-tv; 1 year college. Presently employed major eastern market. Box 367E, B•T.

Technical

Assistant chief engineer desires position as assistant chief or supervisor eastern USA. Five years experience. Box 308E, B•T.

I'm just a radio man! No tv experience whatsoever, but with seven years before the mike I think I can do a job for you. Thorough knowledge of news and music. Worked all major boards including "homemade". Restricted ticket for transmitter work. Want to locate 300 miles New York. Box 318E, B•T.

TELEVISION (cont'd)

Situations Wanted—(Cont'd)

Technical

Cameraman. Married. 2 years experience all studio operations. Seeking production opportunity. References. Box 355E, B•T.

Programming-Production, Others

Producer—Two years vhf. Age 30. Written, produced and directed most classifications. Kidshows and musicals my forte. Also, stock and Little Theatre, advertising-merchandising experience. Box 340E, B•T.

Just starting! Writing, film editing, directing experience. Columbia, NYU, SRT grad tv production in all studio operations. Locate anywhere. Phil Gutride, 716 Carroll Ave., St. Paul, Minnesota.

FOR SALE

Stations

Major market suburb station, kilowatt daytime below 1000 kc. Business volume weak, good reputation, above average physical plant. Price $45,000, half on terms. Paul H. Chapman, 84 Peachtree, Atlanta.

An exclusive property. Market over 150,000 owner states. Offered only to qualified am principals. Ralph Erwin. Broker. Box 811. Tulsa.

Have many profitable southeast radio and tv stations for qualifying buyers. J. T. Snowden, Box 129, Augusta, Georgia.

Free list of good radio and tv station buys now ready. Jack L. Stoll & Associates, 4958 Melrose, Los Angeles 29, California.

Equipment

For sale—one type 70-C2 RCA turntable original black and grey finish, in first class condition—$225.00. Box 181E, B•T.

FOR SALE—(Cont'd)

Equipment

Excess stock of first class, unused, air-cooled and water-cooled broadcast tubes. Will quote on any type. Satisfaction guaranteed. Box 302E, B•T.

Presto model Y disc recorder, complete two cases. Recorder, playback, amplifiers, speaker, instructions, excellent condition, $275. BC312N receiver converted to 110 v.a.c.; excellent condition, covers 1.5 to 18 megs, $50.00. Box 337E, B•T.

Must sell 340 foot heavy duty self-supporting Truscon tower by November 15. Will consider any offer over $3000. Contact H. Frederick, KLIN, Lincoln, Nebraska.

Western Electric 3 kw fm transmitter, 450 feet 3⅛" transmission, General Electric modulation frequency monitor, R.E.L. fm receiver. Write KMUS, Box 1588, Muskogee, Oklahoma.

Three 70-D RCA turntables of which two are converted for 45 rpm. Excellent condition—in use now—available within 30 days. Contact Gene Williams, Chief Engineer, KWBB, Wichita, Kansas.

1 RCA—250 K transmitter. 1 composite 250 watt transmitter. 1 RCA antenna unit-type AZ-4293. 1 Blaw-Knox tower—150'. Also miscellaneous items—all in good condition and in operation up to several weeks ago. No reasonable offer refused. WDAS Broadcasting, Belmont Avenue and Edgely Road, Philadelphia 31, Pa.

Several Sagmo capicitors—I have .0001-10M, .0002-20M, and .002-10M. I need four .00025-25—30 or 35-M. 3 kw fm Federal Telephone transmitter with antenna and coax—cost $17,000.00 will take $4500.00. Write WETO Radio Station, Box 937, Gadsden, Alabama.

Western Electric fm antenna for sale. A real buy. WHOS, Box 1127, Decatur, Alabama.

RCA-Beat frequency oscillator 68B and noise and distortion meter 69A. Best offer. Neuwirth, 16 May Place, Nutley 10, N.J.

Ampex 402P; 403C, both excellent condition, $650 each. Rek-O-Kut G2 16" TT $35. Magnecordette PT6GAH $225. United Radio, 22 N.W. 9th, Portland, Oregon.

THESE PEOPLE ARE NOT AVAILABLE


FILM—MICHIGAN


PROGRAM—WASH.


FLOOR—IOWA


CAMERA—N. DAK.


PRODUCTION—NEV.

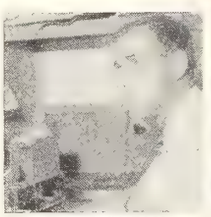

CAMERA—IDAHO


FILM—MONTANA


FLOOR—TEXAS


SALES—NEVADA

No, these recent Northwest graduates aren't available. They are just a few of our TV-trained people who have recently gone to work in the industry. From Michigan to Washington TV broadcasters found these people had the qualifications they look for when hiring personnel. But it's not surprising. Broadcasters all over the country have been discovering this when they call Northwest First for personnel. Why not find out for yourself? These people aren't available, but we have some who are. So, for professionally trained TV personnel with the qualifications you want write, wire or call collect John Birrel, Employment Counselor.


SALES—MONTANA


FLOOR—IOWA


CAMERA—IOWA


FILM—UTAH


COPY—INDIANA


FLOOR—N. MEXICO

NORTHWEST RADIO & TELEVISION SCHOOL

HOME OFFICE: 1221 N. W. 21st Avenue, Portland, Oregon • CA 3-7246

HOLLYWOOD, CALIFORNIA · 1440 North Highland HO 4-7822

CHICAGO, ILLINOIS. . . . . 540 N. Michigan Avenue DE 7-3836

WASHINGTON, D. C. . . . . 1627 K Street N. W. RE 7-0343

WANTED TO BUY

Stations

We are principals and want to deal with principals only for a station with annual net income in excess of $25,000 after taxes. All replies confidential. Box 770C, B•T.

Minnesota, Wisconsin, Iowa, North Dakota, or South Dakota, am radio station by, financially, capable, experienced station owners. Terms or cash. All inquiries confidential. Box 111E, B•T.

New England radio station, preferably eastern Massachusetts for experienced broadcaster. Details and terms held confidential. Private party. Box 320E, B•T.

Stations wanted now. Radio and tv. Licensed brokerage service for stations in Colorado, Kansas, Missouri, Oklahoma, Arkansas, and Texas. Offices in Oklahoma and Texas. Ralph Erwin. Broker. Box 811. Tulsa.

Equipment

We buy all types of radio broadcasting and tv transmitting tubes. Dispose of your obsolete or excess stock. Also want all types of low power broadcasting equipment. Must be complete. Highest prices paid. Box 303E, B•T.

Used RCA TT-25BH-vhf power amplifiers—state condition—list accessories available. Price first letter. Box 323E, B•T.

Used am frequency and modulation monitor, any condition, state price. Box 369E, B•T.

Record cutter machine. Lateral. 33⅓-78rpm. Good condition. Write WOKJ, Jackson, Miss.

Late model 20 to 35 kw, air-cooled General Electric tv amplifier for channel 13; Mosby's, Inc., P. O. Box 1470, Missoula, Montana.

INSTRUCTION

FCC license training—correspondence or residence. Resident classes held in Hollywood and Washington. Beginners get FCC 1st class license in 3 months. For details write Grantham School, Dept. 1-N, 821 19th Street, N.W., Washington, D.C.

FCC first phone license preparation. Positive results technical, non-technical. Evenings, Saturdays. Monty Koffer, 743 Hendrix St., Brooklyn 7, N. Y.

FCC first phone license. Start immediately. Guarantee coaching. Northwest Radio & Television School, Dept. B, 1221 N.W., 21st Street, Portland 9, Oregon.

RADIO

Help Wanted

Salesman

» » **ATTENTION, SALESMEN!** « «
DETROIT POWER STATION
offers
UNUSUAL OPPORTUNITY
* Increased Earnings
* Unlimited Possibilities
* Ever-growing Market
* Hunting & Fishing Paradise
* Year round Vacation Land

Ability more important to us than long experience. Don't delay, write today. Sell yourself, first letter.

Box 244E, B•T

Announcers

$100. week, 40 hours for night man with first phone who is showman.

WDIX

Orangeburg, South Carolina

Help Wanted—(Cont'd)

Technical

Technical Supervisor

Our Chief Engineer is retiring after many years service. We will employ a thoroughly competent, experienced engineer as Technical Supervisor, who must take charge of all engineering problems and assist management in keeping technical facilities in top shape. Only applicants who feel they can meet any engineering emergency in an AM-FM operation need apply. Permanent position in financially sound, well equipped station in a friendly community. Willingness to assume responsibility and intense personal interest in technical operations are as important as ability. Please write Raymond J. Cheney, General Manager, WMIX-AM-FM, Mt. Vernon, Illinois.

Programming-Production, Others

COPYWRITER

CENTRAL ILLINOIS STATION

Experienced copywriter wanted immediately. Contact C. W. Neeld, Radio Station W C V S, Springfield, Illinois. Write or phone 4-9855.

Situations Wanted

Managerial

TV STATION MANAGER OR
SALES MANAGER

Well-known manager seeking change. Complete knowledge of overall management, strong on sales, budget-minded. Ten years experience top agencies, reps and networks—both radio and television. Box 293E, B•T.

Announcers

Available by End of November!

SPORTSCASTER

17 Years experience in following play-by-play
Boxing — Baseball — Hockey — Football
Tennis — Golf — Wrestling — Etc.

Last 8 years in top bracket sports!
Handled 2 daily sportscasts for 5 years!
Will do radio and/or tv work.
Details and tape available on request.

Box 349E, B•T

Technical

CHIEF ENGINEER

Sober, hard working family man, university graduate, proven ability on directional arrays, strong on construction, measurements, and maintenance. Can install and operate automatic programming, remote transmitter. Willing to invest in profitable progressive station. No announcing. Box 344E, B•T.

WANTED TO BUY

Stations

WANT TO BUY

Small station, east coast, north central, Florida. Experienced broadcaster. Replies promptly answered and will phone to arrange visit if proposition interesting. Cash down.

BOX 371E, B•T.

TELEVISION

Help Wanted

Salesmen

UNUSUAL TV SALES OPPORTUNITY

We need an aggressive television time salesman to join one of America's most respected tv, radio and publishing operations. If you're a radio or tv time salesman, stymied in a situation where your ambition, drive and creative sales ability aren't allowed free rein, here's the opportunity for a connection where your talents will be appreciated and rewarded. You'll work in a pleasant midwest community of 100,000 on an attractive commission arrangement. Opportunity for substantial earnings, plus unusually liberal insurance and retirement benefits. If you want to grow with a heads-up tv operation (vhf-CBS) write us your background and qualifications immediately. Box 312E, B•T.

TV
ACCOUNT EXECUTIVE
2-3 Years
Selling Experience
A Must
WXEX-TV
Sales Office:
6200 West Broad St.
Richmond, Va.
Phone: 88-2837

Announcers

FARM DIRECTOR WANTED:

TV ANNOUNCER: Good announcer with ability to handle farm news in rural market in mid-west. Also for other announcing duties. Good starting salary. Send photo, references and resume to

Box 370E, B•T.

FOR SALE

Equipment

TOWERS
RADIO—TELEVISION
Antennas—Coaxial Cable
Tower Sales & Erecting Co.
6100 N. E. Columbia Blvd.,
Portland 11, Oregon

Continued on next page

(Continues from page 98)

querque, and **D. K. MacGregar**, grocery store owner. Filed Oct. 20.

Ithaca, N. Y.—Thompson K. Cassel Co., 1470 kc, 1 kw D. Post office address Box 89, Elmira, N. Y. Estimated construction cost $15,245.32, first year operating cost $49,500, revenue $63,000. Mr. Cassel has interests in **WCHA-AM-FM-TV Chambersburg Pa., WATS Sayre, Pa., WTVE (TV) Elmira, N. Y., WOND Pleasantville, N. J.**, and has an interest in application for transfer of control of **WDBF Delray Beach, Fla.** Filled Oct. 14.

Alva, Okla.—Aubrey D. Conrow, 1430 kc, 5 kw unl. Post office address 25 South Western, Chanute, Kan. Estimated construction cost $14,270, first year operating cost $35,000, revenue $45,000. Mr. Conrow is research engineer. Filed Oct. 25.

APPLICATIONS AMENDED

Inglewood, Calif.—Albert John Williams amends application for cp to operate on 1460 kc, 500 w D with DA to change to 1 kw, non-DA and change ant.-trans. and studio location to Baldwin Hills Reservoir, Los Angeles, Calif. Amended Oct. 24.

Chambersburg, Pa.—James R. Reese Jr. amends application for cp to operate on 600 kc, 250 w D to specify 1590 kc, 1 kw. Amended Oct. 24.

Columbia, Pa.—Radio Columbia amends application for cp for new am to be operated on 1580 kc, 500 w D to reduce height of ant. and make ground system changes. Amended Oct. 20.

Classified Advertisements—(Cont'd)

FOR SALE—(Cont'd)

Equipment

T-V EQUIPMENT FOR SALE!

All General Electric: Line monitor, control console and mixing equipment ..... $ 4,105
Film Camera Channel, complete $11,500
16 MM. Projector ..... $ 4,700
Slide Projector ..... $ 2,750
2 G-E Power Supplies .. $ 1,360
Also: Dumitter ..... $ 550

Will sacrifice lot for cash offer. Contact RADIO KXOA, Sacramento 15, California.

INSTRUCTION

FCC 1st PHONE LICENSES IN 5 TO 6 WEEKS
WILLIAM B. OGDEN—10th Year
1150 W. Olive Ave.
Burbank, Calif.
Reservations Necessary All Classes—
Over 1700 Successful Students

EMPLOYMENT SERVICE

Make CADILLAC your Chicago Headquarters for placement or procurement for all types of Radio-TV Personnel.

ARTHUR R. SNYDER CADILLAC EMPLOYMENT AGENCY
220 S. STATE, CHICAGO, WA 2-4800

Existing Am Stations . . .

ACTIONS BY FCC

WCTA Andalusia, Ala.—Granted change in operation on 920 kc, DA-N unl., from 1 kw to LS, 500 w N to 5 kw LS, 500 w N; engineering conditions. Granted Oct. 19; announced Oct. 20.

Detroit, Mich.—Grosse Pointe Baptist Church granted extension of authority to transmit programs from Mack ave. and Base Line Rd., Grosse Pointe Woods, Mich., to **CKLW Windsor, Ont., Canada** for period ending July 22, 1956.

WEAV Plattsburgh, N. Y.—Granted increase on 960 kc, DA-2, unl. from 1 kw to 5kw; engineering conditions. Granted Oct. 19; announced Oct. 20.

KOSF Nacogodoches, Tex.—Granted license to cover cp which authorized moving trans. location to 900 ft. east of present site, move studios and operate trans, by remote control from 300 E. Main St., Nacogodoches. Approved Oct. 24.

APPLICATIONS

KOSI Aurora, Colo.—Seeks cp to change hours from D to unl. using 5 kw D, 1 kw N. Filed Oct. 24.

WMEG Eau Gallie, Fla.—Seeks mod. of cp to increase power from 500 w D to 1 kw D. Filed Oct. 24.

Detroit, Mich.—Grosse Pointe Baptist Church seeks extension of authority to transmit programs from Mack Ave. and Base Line Rd., Grosse Pointe Woods, Mich. to **CKLW Windsor, Ont., Canada.** Filed Oct. 21.

KNIM Maryville, Mo.—Resubmits application for cp to change from 1580 kc to 1230 kc; decrease power from 250 w to 100 w and change hours from D to unl. Resubmitted Oct. 21.

WMOX Meridian, Miss.—Seeks cp to change from 1240 kc to 1010 kc; change hours of operation from unl. to D and power from 250 w unl. to 5 kw D only. Filed Oct. 20.

KWIQ Moses Lake, Wash.—Seeks mod. of cp to change ant.-trans. and studio locations and operate trans. by remote control from Old Ephrata Hwy., opposite Central Dr., Moses Lake, Wash. Filed Oct. 21.

APPLICATION AMENDED

WNRG Grundy, Va.—Amends application for mod. of cp to change studio location and operate trans. by remote control to request waiver of Sec. 3.30 of rules. Amended Oct. 25.

CALL LETTERS ASSIGNED

KAFY Bakersfield, Calif.—Paschall, Tullis & Hearne, 550 kc, 1 kw unl.

KFML Denver, Colo.—Evert A. Bancker Jr., 1390 kc, 1 kw D.

WFNM DeFuniak Springs, Fla.—Walton Bcstg. Co., 1460 kc, 1 kw D.

KRSL Russell, Kan.—The Prairie States Bcstg. Co., 990 kc, 250 w D.

KMIN Grants, N. M.—John Blake, 980 kc, 1 kw D.

WSKN Saugerties, N. Y.—Skylark Corp., 920 kc, 1 kw D.

WARC Milton, Pa.—Williamsport Radio Bcstg. Assoc. Inc., 1380 kc, 1 kw D.

KAGT Anacortes, Wash.—Skagit Bcstg. Co., 1340 kc, 250 w unl.

Existing Fm Stations . . .

ACTION BY FCC

WNOV (FM) St. Paul, Minn.—Broadcast authorizations forfeited and call letters deleted (no renewal filed). Dismissed Oct. 25.

CALL LETTERS ASSIGNED

KFML-FM Denver, Colo.—Evert A. Bancker Jr., 98.5 mc, 2.25 kw. Changed from KFML.

WHFI (FM) W. Paterson, N. J.—Fidelity Radio Corp., 102.7 mc, 3.6 kw.

KBMS (FM) Los Angeles, Calif.—Planned Music Inc., 105.9 mc, 17 kw.

WMLP-FM Milton, Pa.—John S. Booth, 99.3 mc, 340 w.

Ownership Changes . . .

ACTIONS BY FCC

WAAG Adel, Ga.—Granted assignment of license to **Robert A. Davis** and **W. M. Forshee** through sale by **W. T. Scott** of 35% interest to Mr. Forshee for $12,250. Mr. Forshee will own 70% while Mr. Davis retains 30%. Approved Oct. 25.

KGCX Sidney, Mont.—Granted assignment of license to KGCX Inc. Corporate change only; no change in ownership. Approved Oct. 25.

APPLICATIONS

WERH Hamilton, Ala.—Seeks assignment of license to **Hugh J. Fite** for $29,100. Mr. Fite presently owns 60% of station. Filed Oct. 26.

KTVR (TV) Denver, Colo.—Seeks transfer of negative control of licensee corporation from Gotham Bcstg. to wholly-owned subsidiary **Radio Hawaii Inc.** Radio Hawaii owns **WTAC Flint, Mich.** Filed Oct. 24.

WFOY St. Augustine, Fla.—Seeks assignment of license to Ponce de Leon Bcstg Co. for $60,000. Among the three principals is Pres. **John E. Bernhard Jr.** (100%), WFOY general manager. Filed Oct. 21.

WEBK Tampa, Fla.—Seeks assignment of license to Hillsboro Bcstg Co. Original equal partners **Elmo B. Kitts, E. P. Martin** and **Alpha Martin** will each hold 25% interest and new stockholders **John A. Branch** and **John D. Goff** will each hold 12½% interest. Messrs Branch and Goff are each to pay $2,162.55 to the new firm. All are partners in **WDCF Dade City, Fla.**, and **WPRY Perry, Fla.** Filed Oct. 20.

WABR, WEAL-TV Winter Park, Fla.—Seeks acquisition of positive control by **R. H. Gunckel Jr.**, present owner of 40% of station. Transferor **Carmen Macri** is selling his 40% interest for $29,000. Half of Mr. Macri's holdings will go to Mr. Gunckel and the other half to present 20% stockholder **James H. Sawyer.** Filed Oct. 20.

WQUA Moline, Ill.—Seeks assignment of license to **WQUA Inc.** Corporate change only; no change in control. Filed Oct. 25.

KQTV (TV) Fort Dodge, Iowa—Seeks relinquishment of positive control of permittee corporation by **Mr. and Mrs. Edward Breen** through purchase of additional stock in station by other original stockholders. No one will have control. Filed Oct. 25.

KXGI Fort Madison, Iowa—Seeks transfer of control to **Joseph E. McNaughton, William D. McNaughton, J. Richard Sutter** and **John E. Armel** for $60,000. J. E. McNaughton (49%), has 31¼% interest in **WRMN Elgin, Ill.**, and 60% in **WCRA Effingham, Ill.**, and has holdings in *Pekin* (Ill.) *Daily Times* and *Effingham* (Ill.) *Daily News*. W. D. McNaughton (28%), holds interests in same daily papers and has 18¾% stock in WRMN. Mr. Sutter (20%), owns 34% of WRMN. Mr. Armel is WCRA general manager. Filed Oct. 26.

KSMO Salem, Mo.—Seeks assignment of license to Zola Bcstg Co. for $30,000. Sole owner is **William B. Smith**, manager-chief engineer of KSMO. Filed Oct. 24.

WENE Endicott, N. Y.-WDOS Oneonta, N. Y.—Seek involuntary transfer of stock to **Nikolai Sokoloff** and **James H. Ottaway**, co-executors of estate of late Mrs. Ruth O. Sokoloff. Filed Oct. 21.

Hearing Cases . . .

FINAL DECISION

FM Allocation change—Oct. 19 FCC amended allocation plan for Class B fm stations, effective immediately, and deleted ch. 270 from Clarksville, Tenn., and added it to Central City, Ky., and replaced ch. 273 with ch. 291 in Evansville, Ind. Announced Oct. 20.

INITIAL DECISION

Muleshoe, Tex.—Hearing Examiner Hugh B. Hutchison issued initial decision looking toward grant of application of Theodore Rozzell, d/b as Blackwater Valley Broadcasters, for new am station to operate on 1570 kc, 250 w, D only, in Muleshoe; and denial of competing application of B. C. Dyess, Mrs. Ed Holmes and R. I. McElroy, d/b as Muleshoe Bcstg. Co., Muleshoe.

OTHER ACTIONS

Hearing Manual—FCC invites comments by Nov. 21 to notice of proposed rule making looking toward incorporating by reference in Part 1 of its practice and procedural rules (Secs. 1.840 and 1.871) hearing manual designed to promote uniformity in matters concerning introduction and use of evidence in comparative broadcast proceedings. Commission wants comments both with respect to provisions of proposed manual and question of whether manual should be incorporated by reference into Commission's rules or merely used to serve as guide to hearing examiners, Commission attorneys and members of the bar. Action Oct. 19; announced Oct. 21.

Miami, Fla.—Oct. 19, Commission dismissed petition by Storer Bcstg. Co. (**WGBS-TV** ch. 23), **Miami, Fla.**, and Gerico Investment Co. (**WITV [TV]** ch. 17), **Fort Lauderdale, Fla.**, insofar as it requests stay of adjudicatory proceedings on applications of Biscayne Television Corp., East Coast Television Corp., South Florida Television Corp., and Sunbeam Television Corp., for new tv station to operate on ch. 7 in Miami, Fla. and WKAT Inc., L. B. Wilson Inc., North Dade Video Inc., and Public Service Television Inc., for ch. 10 in Miami. Dismissal is without prejudice to consideration of other relief requested in petition regarding de-intermixture of Miami and Fort Lauderdale, Fla., tv allocations. Comr. Hyde issued dissenting statement.

KUZN West Monroe, La.—FCC postponed effective date of its Aug. 31 grant of application of Howard E. Griffith for new am station (KUZN to operate on 1310 kc, 1 kw D in West Monroe, La., pending hearing on same to commence on Nov. 30, and made James A. Noe (**KNOE**), **Monroe, La.**, who protested grant, party to proceeding. Action Oct. 19.

WMEX Boston, Mass.—FCC denied petition by The Northern Corp. for review of examiner's order moving hearing from Washington, D. C.,

to Boston, Mass., on application of Northern for renewal of license of station **WMEX Boston, Mass.** Action Oct. 21.

WMEX Boston Mass.—FCC Oct. 25 denied petition by The Northern Corp. requesting immediate review of examiner's ruling of Oct. 21 denying motion of Northern for postponement of hearing scheduled for Oct. 25 on its application for renewal of license of station **WMEX Boston.** Announced Oct. 26.

Greenville, Ohio—Greenville Bcstg. Corp. and **Western Ohio Bcstg. Co.** designated for consolidated hearing. Applicants are seeking new ams to operate on 1320 kc, 500 w DA-D; made **WISH Indianapolis, Ind.,** party to proceeding. Announced Oct. 20.

Routine Roundup . . .

October 20 Decisions

ACTIONS ON MOTIONS

By Comr. E. M. Webster

Carolinas' Television Corp., Charlotte, N. C.—Granted petition for extension of time to Oct. 31, to file reply briefs to exceptions to initial decision in ch. 9 proceeding. Action Oct. 18.

Broadcast Bureau—Granted petition for acceptance of late filing of exceptions to initial decision in ch. 9 proceeding, Orlando, Fla., involving applications of WORZ Inc. and Mid-Florida Television Corp. Action Oct. 18.

By Hearing Examiner H. Gifford Irion

The Delsea Broadcasters, Pitman-Glassboro, N. J., Richard Field Lewis, Jr., Fisher, W. Va.—Granted petition of Lewis to remove his am application from hearing docket; retained in hearing status Delsea application. Action Oct. 18.

By Hearing Examiner Basil P. Cooper

Gave notice of prehearing conference on Oct. 20 in ch. 4 proceeding, Cheboygan, Mich., involving applications of Midwestern Bcstg. Co. and Straits Bcstg. Co. Action Oct. 19.

By Hearing Examiner Annie Neal Huntting

Upon informal agreement of parties in proceeding re am application of Allegheny-Kiski Bcstg. Co. (**WKPA**), **New Kensington, Pa.,** ordered hearing conference be held Oct. 26, 9 a.m. Action Oct. 18.

By Hearing Examiner Herbert Sharfman

WJRT (TV) Flint, Mich.—Granted motion to correct in various respects transcript of hearing in proceeding re its application for mod. of cp (ch. 12). Action Oct. 17.

October 20 Applications

Accepted for Filing

Modification of Cp

WKAT-FM Miami Beach, Fla.—Seeks mod. of cp for extension of completion date.

WTAM-FM Cleveland, Ohio—Seeks mod. of cp for extension of completion date.

WBAP-FM Fort Worth, Tex.—Seeks mod. of cp to make changes in frequency control equipment for multiplex operation.

WSLA (TV) Selma, Ala.—Seeks mod. of cp to extend completion date.

Subsidiary Communications Authorization

WBAP-FM Fort Worth, Tex.

October 21 Applications

Accepted for Filing

Subsidiary Communications Authorization

KSJO-FM San Jose, Calif.

Renewal of License

WEMP-FM Milwaukee, Wis.

Modification of Cp

KOOL-TV Phoenix, Ariz.—Seeks mod. of cp to extend completion date to 5-20-56.

KTBC-TV Austin, Tex.—Seeks mod. of cp to extend completion date to 6-1-56.

October 24 Applications

Accepted for Filing

License to Cover Cp

WSAY Rochester, N. Y.—Seeks license to cover cp which authorized increase power and change from employing DA-1 to DA-N.

WBOB Galax, Va.—Seeks license to cover cp which authorized change frequency, power and hours of operation.

WPUV Pulaski, Va.—Seeks license to cover cp which authorized change frequency, power and hours of operation.

WBKB (TV) Chicago, Ill.—Seeks license to cover cp which authorized changes in facilities of existing tv station.

WCAX-TV Montpelier, Vt.—Seeks license to cover cp which authorized new tv station.

License to Cover Cp Returned

WTOW Towson, Md.—Application for license to cover cp which authorized new am station returned (to be notarized).

Remote Control

WLSV Wellsville, N. Y.

Modification of Cp

KGTV (TV) Des Moines, Iowa—Seeks mod. of cp which authorized new tv station to extend completion date.

WPRO-TV Providence, R. I.—Seeks mod. of cp (which authorized new tv station) to extend completion date.

October 25 Applications

Accepted for Filing

License to Cover Cp

WKMH-FM Dearborn, Mich.—Seeks license to cover cp which authorized changes in licensed station.

WCPO-TV Cincinnati, Ohio—Seeks license to cover cp which authorized changes in existing tv station.

October 26 Decisions

ACTIONS ON MOTIONS

By Comr. Rosel H. Hyde

Citizens Bcstg. Co., Terre Haute, Ind.—Granted petition for leave to amend its am application so as to specify revised engineering data and for removal of application, as amended, from hearing and return thereof to processing line. Action Oct. 25.

By Chief Hearing Examiner James D. Cunningham

WFLA Tampa, Fla., WRMA Montgomery, Ala.—Granted petition of WFLA for leave to intervene in proceeding re application of **WTBF Troy, Ala.** and notice of intention to appear and participate in said hearing, filed by WRMA, after time provided in rules for such filing is accepted. Action Oct. 21.

By Hearing Examiner Thomas H. Donahue

Kossuth County Bcstg. Co., Algona, Iowa—granted motion for continuance of hearing from Oct. 27 to Nov. 25 re its am application. Action Oct. 24.

By Hearing Examiner Annie Neal Huntting

Parma-Onondaga, Mich.—Issued order which shall govern course of proceeding to extent indicated therein re ch. 10 proceeding, Parma-Onondaga, Mich., involving applications of Triad Television Corp. Action Oct. 24.

By Hearing Examiner H. Gifford Irion

Statesville, N. C.—Upon oral request of counsel for Statesville Bcstg. Co., Statesville, N. C., ordered that hearing now scheduled for Nov. 1 re application of **WDBM Statesville, N. C.,** is continued to Nov. 2. Action Oct. 24.

By Hearing Examiner Hugh B. Hutchison

WMEX Boston, Mass.—Denied motion for continuance of hearing for period of approximately 30 days from Oct. 25 re its application for renewal of license. Action Oct. 21.

By Hearing Examiner Herbert Sharfman

KOAT Albuquerque, N. M.—Granted oral request for further continuance of hearing re am applications for cp and license to cover. Hearing now scheduled for Nov. 15 is continued to Feb. 13, 1956 and from Nov. 14 to Feb. 10, 1956 for exchange of exhibits. Action Oct. 21.

By Hearing Examiner J. D. Bond

Radio Assoc. Inc., Biloxi, Miss.—Granted petition for continuance of commencement of further hearing from Oct. 31 to Jan. 9, 1956, at 10 a.m., in Biloxi re ch. 13. Action Oct. 19.

October 26 Applications

Accepted for Filing

Modification of Cp

WKVM San Juan, Puerto Rico—Seeks mod. of cp (which authorized power, frequency and equipment changes) for extension of completion date.

WDAK-TV Columbus, Ga.—Seeks mod. of cp (which authorized new tv station) for extension of completion date to May 22, 1956.

WTHS-TV Miami, Fla.—Seeks mod of cp (which authorized new noncommercial tv station) to extend completion date to May 11, 1956.

Cp

WEAM Arlington, Va.—Seeks cp to replace expired cp which authorized change from DA-1 to DA-2.

Broadcast Bureau Decisions

Actions of October 20

WSLA Montgomery, Ala.—Granted extension of completion date to April 24, 1956.

WKKO Cocoa, Fla.—Granted license to cover cp which authorized power increase.

WTAG Worchester, Mass.—Granted license to cover cp which authorized DA-N system changes.

WGTO Haines City, Fla.—Granted license to cover cp which authorized new am station.

WTAM-FM Cleveland, Ohio—Granted extension of completion date to Dec. 22.

WSGN-FM Birmingham, Ala.—Granted extention of STA to remain silent to Dec. 17.

Actions of October 24

KGTV Superior, Wis.—Granted extension of completion date to Jan. 16, 1956.

KOOL-TV Phoenix, Ariz.—Granted extension of completion date to May 20, 1956.

Actions of October 26

WTHS-TV Miami, Fla.—Granted extension of completion date to May 11, 1956.

WKAT-FM Miami Beach, Fla.—Granted mod. of cp to extend completion date to May 12, 1956.

KUHF (FM) Houston, Tex.—Granted license to cover cp.

WHAB Baxley, Ga.—Granted license to cover cp which authorized power increase.

KAYT Rupert, Idaho—Granted license to cover cp which authorized new am station.

WCRE Cheraw, S. C.—Granted license to cover cp which authorized power increase.

WBOB Galax, Va.—Granted license to cover cp which authorized change frequency, increased power and change hours of operation.

UPCOMING

OCTOBER

Oct. 31-Nov. 2: Assn. of National Advertisers Meeting, Hotel Plaza, New York.

NOVEMBER

Nov. 2: RAB Clinic, Oklahoma City.
Nov. 3: RAB Clinic, Kansas City, Mo.
Nov. 4: RAB Clinic, Des Moines, Iowa.
Nov. 6: Indiana Radio-Tv Newsmen Semi-Annual meeting, WIRE Studios, Indianapolis.
Nov. 9-12: National Convention of Sigma Delta Chi, Chicago.

NARTB Regional Meetings

Region 7 (Dist. 14, N. M., Colo., Utah, Wyo., Idaho, Mont., Western S. D.)	Nov. 1-3	Broadmoor Hotel, Colorado Springs
Region 5 (Dist. 10, 11, Minn., N. D., Eastern S. D., Iowa, Neb., Mo.)	Nov. 7-9	Fort Des Moines Hotel, Des Moines
Region 6 (Dist. 12, 13, Kan., Okla., Tex.)	Nov. 15-17	Baker Hotel, Dallas

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THE NEWSWEEKLY OF RADIO AND TELEVISION

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Time to Retire the Sixth Report

ONE must be drawn to the view that the FCC is flying off in all directions in its zeal to come up with the right answer on tv allocations. Certainly it is clear that the commissioners are at odds as to how best to do the job.

The commission, we deign to suggest, is trying to accomplish too much too fast (if we forget about the weeks of treading water since last summer). This complex problem is not susceptible to quick handling in one action or order. There are too many opportunities to throw blocks which might bring another freeze.

Without attempting to mastermind, we should like later to project a few questions, in the hope that the answers might lead the FCC toward the goal it seeks.

The FCC proposes to consider forthwith rule-making procedure, presumably to receive the CBS, ABC, Crosley, Mullaney-Welch, Mott & Morgan, RETMA and other proposals dealing with the vexing problem. Thus, we assume, it would parry the charges that some of its recent conferences constitute *ex-parte* intervention and violate everything from the Administrative Procedure Act to the Constitution.

The present crisis stems from the Sixth and Final Television Report of 1952. After three years, it turns out that this allocation plan did not achieve optimum results, that intermixture was a mistake, and that the engineering standards are not now all they should be. But the Sixth Report did result in expediting television service so that there are now 454 stations on the air, with 32 million tv homes. Despite the travail, controversy and political intrigue which followed, this record of achievement in three years is a modern miracle in business and industry.

With this prelude, here are our questions:

Instead of rule-making narrowed to receive the various proposals, why not one which would do that and also retire the Sixth Report and Order (except for those cases still in hearing status which would be carried to decision)?

Then why not revert to the pre-tv (and pre-fm) procedure of considering applications on a case-by-case basis, under rigid engineering standards which would take into consideration the experience of these past three years by repairing existing standards as to separations, coverage, etc.?

Why attempt to determine whether uhf or vhf should survive when it is evident that both services are needed to provide adequate potential service; when more and more uhf stations are turning the economic corner and there's no pressure to relinquish uhf space?

Why not take advantage of the offer of RETMA to make measurements of effective coverage of uhf broadcasting (and maybe vhf too) so that these can later be implemented in engineering standards where deemed desirable?

These questions are posed with the realization that all of the answers are not immediately evident. They are posed because we feel that the Sixth Report has served its ends, usefully, when the whole broad tv structure is appraised. It would mean that in future proceedings, instead of what we have called a "planned economy," applications would be filed for facilities, vhf or uhf, where the applicants feel the opportunities are best. They would not be anchored arbitrarily to geography, but to engineering standards and the willingness of the applicants to take the economic risks involved. There would be no educational or other reservations.

Under such procedures, used in the formative years of am broadcasting, the world's most efficient radio service was built. In tv, a good foundation toward nationwide, competitive service has been laid, though many aspirants suffered severely in the process.

The Sixth Report and Order, with all its shortcomings, made this possible. It seems to us it's now time to retire the Sixth Report and let the natural law of *free* enterprise and competition govern in bringing to all America full, efficient and competitive tv service.

Legalized Maliciousness

IT IS easy to understand why many business interests are urging revision of the national labor law, the Taft-Hartley Act. Broadcasters have special reason to be aware of at least one of the law's shortcomings.

As now written and interpreted the act forbids the use of secondary boycotts, but that prohibition does not extend to another kind of boycott which, to us, seems to vary slightly, if at all, from the secondary boycott but, to lawyers, is different enough to justify its legality. That is the "consumer boycott" which has come into standard use as a weapon in broadcast labor disputes.



Drawn for BROADCASTING • TELECASTING by Sid Hix

"We've bought a color tv set, doctor, and watching those food commercials makes staying on a diet impossible!"

The consumer boycott as used in broadcasting may be described simply as an effort by the union to persuade sponsors to cancel their advertising on stations with which the union is in dispute. Its latest application was in Michigan against four Fred A. Knorr radio stations by the National Assn. of Broadcast Employes & Technicians. An interesting, not to say deplorable, feature of that boycott was that NABET enforced it against four Knorr-owned stations although its dispute was confined to one.

With the assistance of the CIO and AFL in Michigan, NABET conducted what it frankly called a campaign of economic pressure, and the union claimed to have succeeded in drawing business off the stations.

A campaign of that kind may not be illegal but it is certainly malicious. In a sense it is as destructive as the sabotage of equipment in a strike. A station can be put off the air by business failure as surely as by technical failure.

It will do no lasting favor to either unions or broadcasters if this sort of tactic can continue to be used.

McNamara's Brand

NOT unexpectedly, newspapers have widely played a story quoting the president of the National Tea Co. grocery chain as saying that newspapers were a better advertising medium than radio and television.

H. V. McNamara, the grocery president, made his remarks before what must be presumed to have been a sympathetic audience at the annual meeting of the Inland Daily Press Assn. in Chicago.

An AP story quoted him in part: ". . . It would appear to us that the retailers of America should know where they get the most productive results from their hard-earned advertising dollar. Why, then, if the national advertiser respects to any degree the intelligence of the retailer, should he be spending more for radio and television advertising than he is for newspaper advertising?"

If we were to intrude with an answer to Mr. McNamara's question it would be that the very national advertisers he was talking about do indeed respect the intelligence of retailers and because of that respect are betting heavily on radio-tv.

Grocery chains and supermarkets constitute the second biggest block of local radio advertisers, their spending, as a group, exceeded only by that of automotive dealers. That fact was turned up in a national survey of local business by Radio Advertising Bureau [B•T, Aug. 15], which Mr. McNamara would find enlightening reading.

In case Mr. McNamara wonders why some of his competitors' business is booming, he might find the answer in their increased use of the media he scorns.



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with KWK tv

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Folks had to have entertainment back in the old days, too. Most of the time they had to provide it themselves—the traditional Easter parade on 5th Avenue was one of the biggest home-talent shows on earth. Today, radio and television does the job. And in cities where NOEMAC stations operate, NOEMAC does the job best!

KLIF, Dallas — number one in both Hooper and Pulse
KELP, El Paso — highest rated station in radio history
WNOE, New Orleans — tops all independents in recent Hooper
WRIT, Milwaukee — in 6 months nearly first in Milwaukee Hooper
KNOE, Monroe, La. — first by far in Hooperatings
KNOE-TV, Monroe, La. — Channel 8
KOKE-TV, El Paso — Channel 13

NOEMAC STATIONS
NEWS MUSIC

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OVEMBER 7, 1955

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BROADCASTING TELECASTING

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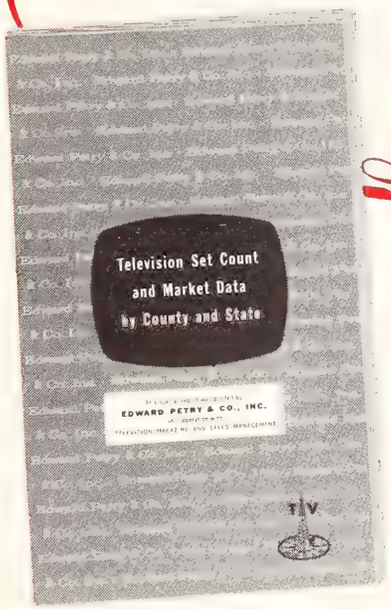
NTHLY TELESTATUS REPORT
Begins on Page 67

25TH year

THE NEWSWEEKLY OF RADIO AND TV

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The New Petry Pocketpiece of TV Market Data



Now available to Executives and Personnel of Advertisers and Agencies

THIS handsome new research tool provides you with updated TV set count and market data on each of the 3,071 U. S. Counties.

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WICU	Erie	WOAI-TV	San Antonio
KPRC-TV	Houston	KFMB-TV	San Diego
WHTN-TV	Huntington	KGO-TV	San Francisco
WJIM-TV	Lansing	KTBS-TV	Shreveport
KARK-TV	Little Rock	KREM-TV	Spokane
KABC-TV	Los Angeles	KOTV	Tulsa
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RICHMOND
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WTVR presents the greatest fall schedule ever. A solid line-up of the top programs from both ABC and CBS. Beamed from WTVR's Big 1049 foot tower, CH. 6, located in the geographical center of the City of Richmond assures unparalleled "wide area" coverage in Virginia and North Carolina including a 100 microvolt or better signal in Norfolk.

Yes, now **BIG WTVR** is **BETTER THAN EVER.**

Over 175 regular individual weekly advertisers use "The South's First Tv Station." They are convinced that WTVR is . . .

ALWAYS FIRST WITH MOST

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First Stations of Virginia

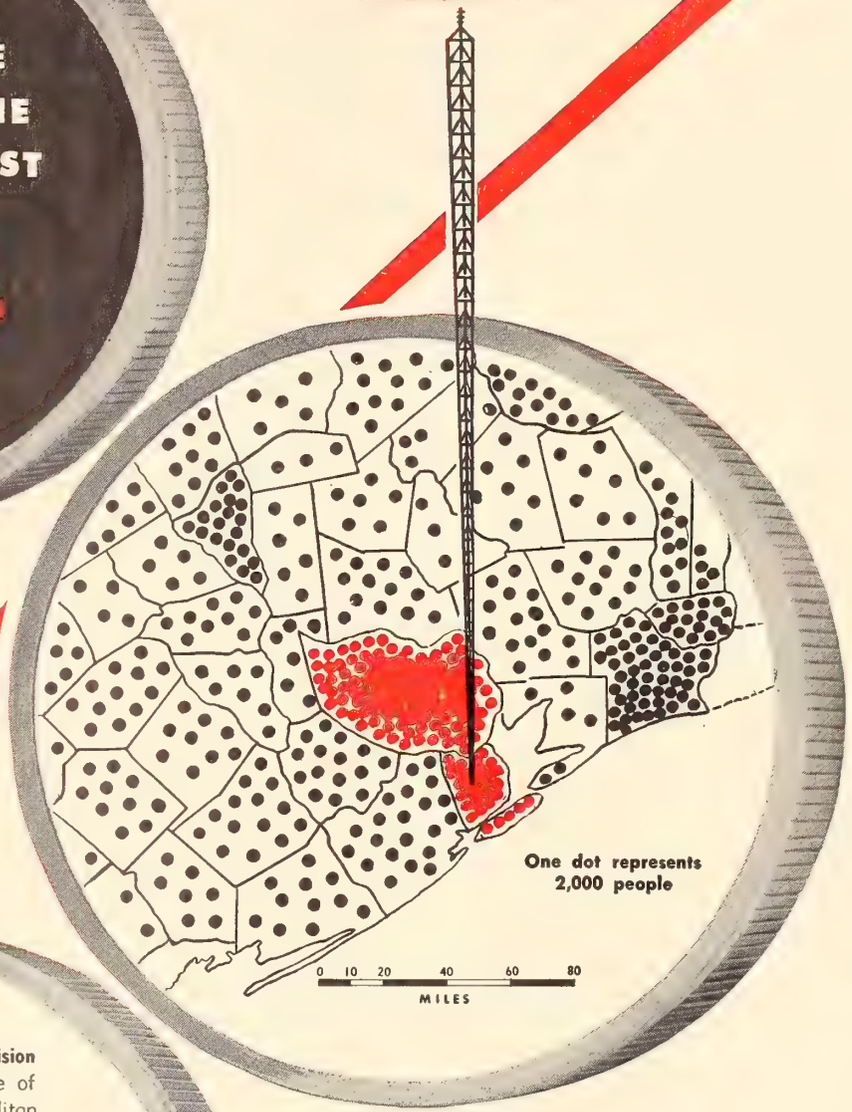
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WMBG REPRESENTED NATIONALLY BY THE BOLLING CO.
WTVR REPRESENTED NATIONALLY BY BLAIR TV, INC.

YOUR DOLLAR BUYS COMPLETE COVERAGE OF THE ENTIRE GULF COAST MARKET ON

KGUL TV

KGUL-TV



The Texas Gulf Coast **Television Market** is nearly twice the size of the Galveston-Houston Metropolitan market alone.

	Galveston-Houston	Gulf Coast TV Market*
Families	333,000	544,800
Income	$2,075,371,000	$3,076,812,000
Sales	$1,347,228,000	$2,091,153,000

KGUL-TV — the CBS Basic Affiliate for the Gulf Coast Area — **completely** covers the fastest growing major market in the country.

More audience every day means your advertising dollar buys more every day on KGUL-TV

*Measured by Research Department of Television Magazine

kgul TV

GULF TELEVISION COMPANY

GALVESTON, TEXAS

Represented Nationally by CBS Television Spot Sales

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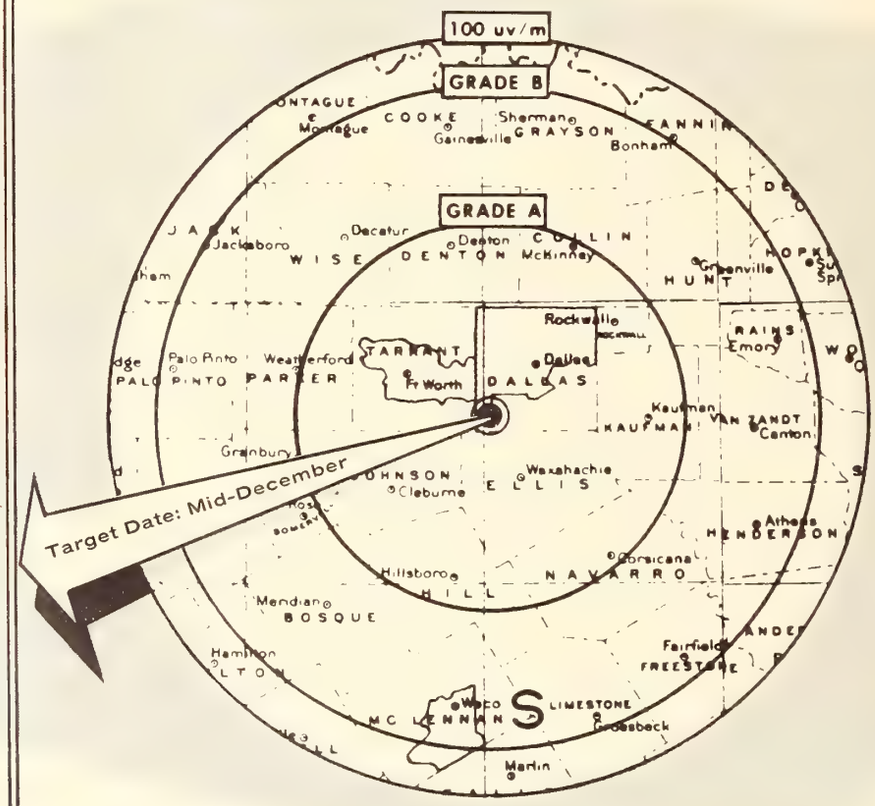
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6 YEARS OF LEADERSHIP IS YOURS ON CHANNEL 4 USING FULL POWER OF 100,000 WATTS ON THE TALLEST TOWER IN TEXAS. 1685 FEET ABOVE AVERAGE TERRAIN. 18 HOURS OF THE FINEST PROGRAMMING EVERY DAY.



LEGEND

Grade A: . . 68 dbu

Grade B: . . 47 dbu

100 uv/m . . 40 dbu

KRLD-TV

The Times Herald Station
Owners and operators of KRLD, 50,000 Watts
The Branham Co., Exclusive Representative.

The BIGGEST buy in the BIGGEST market in the BIGGEST State

CBS

Channel 4, Dallas
MAXIMUM POWER

JOHN W. RUNYON
Chairman of the Board

CLYDE W. REMBERT
President

closed circuit®

PUZZLER • There's high element of uncertainty facing NARTB's Convention Committee when it meets Thursday night at Conrad Hilton, Chicago, over question: Will President Eisenhower be able to carry out next spring his own suggestion that White House occupant should address broadcasters' annual meeting? Another item on committee's agenda is selection of manager for equipment and service exposition, one of American industry's most important business displays.

B•T

SALE of ch. 6 KWFT-TV Wichita Falls, Tex., by Rowley-Brown Broadcasting to Syd Grayson, Nat Levine (owners of KSYD Wichita Falls) and associates for $825,000 negotiated last week, with application for FCC approval to be filed within fortnight. Transaction covers only physical assets, with Kenyon Brown, one-third owner, to acquire 100% of am station (KWFT, 620 kc, 5,000 w, CBS) from partners E. H. and John H. Rowley. KWFT-TV began operation in Feb. 1953 and is CBS. Mr. Brown owns 50% of KBYE Oklahoma City and one-third of KGLC Miami, Okla., and is one of three partners in pending application for purchase of KFEQ-AM-TV St. Joseph, Mo., for $635,000. Announcement also made this week that O. L. Taylor had sold KANS Wichita to Kenyon Brown and Frank Lynch, his partner in KBYE (see story page 7).

B•T

WDGY TO TODD STORZ? Aggressive, young Todd Storz, who has made big strides in independent radio operations in major markets, is understood to have shaken hands on acquisition of pioneer WDGY Minneapolis-St. Paul, for about $350,000, from Herman Lange, C. T. (Swanee) Hagman and associates. Station, which operates on 1130 kc with 50 kw day, 25 kw night, was established in 1923. Transaction being negotiated through Blackburn-Hamilton Co., with application to be filed for FCC approval within week. Mid-Continent Broadcasting Co., which Mr. Storz heads, owns KOWH Omaha, WHB Kansas City and WTIX New Orleans.

B•T

WITH imminent announcement by FCC of its disposition of five deintermixture cases through denial and with wide open rule-making procedure which could spell "retirement" of Sixth and Final Report (story page 88), FCC will have cleared decks for final decisions in seven hearing cases involving six major markets which would provide third vhf outlet and minimum three network competition. In addition, among cases awaiting initial decision are Pittsburgh (ch. 4) and Boston (5). How swiftly Commission mills will grind is question, but while members may differ on approach, practically all are agreed that it's urgent to clear docket cases with dispatch.

B•T

SOMETHING TO DECIDE • Quick survey on desks of FCC commissioners shows in re tv competition, following cases in which records were closed in 1954, with dates of initial decision, waiting action: Miami (ch. 7), initial decision issued 1/8/55; Richmond (12), 2/21/55; Miami (10), 3/30/55; Omaha (7), 4/6/55; Indianapolis (13), 6/7/55; San Antonio (12), 6/16/55; St. Louis (11), 9/6/55.

B•T

TOM CARSON, timebuyer for past four and half years at Benton & Bowles, New York, scheduled to move to Compton Adv. in mid-November as timebuyer supervisor on all accounts except Procter & Gamble and Standard Brands.

B•T

THOSE TRIPS NECESSARY? Hampered in its work in recent weeks by absences of members on various social-business trips and speaking tours, FCC may begin operating under restricted travel policy. Chairman George C. McConnaughey has let it be known that if commission intends to get down to serious business before Congress convenes, commissioners will have to quit gadding.

B•T

CHAIRMAN McConnaughey's crackdown on junkets will probably cause him to cut short trip he had scheduled to New York Nov. 28 to address meeting of minor baseball leagues. With keep-close-to-office policy in force, he'll probably go and return by fast transportation and keep socializing in the big city to minimum.

B•T

CAN'T DUCK IT • Sentiment increases in FCC that it should meet subscription tv issue head-on and not seek to buck it to Congress. Congress, it's argued, created FCC as expert agency to perform legislative-licensing function which Congress itself did not have time, inclination or technical knowledge to undertake.

B•T

EXPECT FCC Comr. Rosel H. Hyde to continue his crusade for "multi-channel" system in tv, as against arguments that uhf should be abandoned, in his address before NARTB Region 5 in Des Moines tomorrow (Tuesday). He won't swerve from his stand that all 82 channels are needed to provide adequate country-wide competitive tv service.

B•T

TV FIRST AGAIN • Hollywood trend to use of good television material for feature movies is being given further spur with reports that Allied Artists will release two theatre films based on teleplays. One is "Crime in the Streets," based on play of same name on Elgin Watch Co.'s *Elgin Hour* on ABC-TV last March. Other is version of NBC-TV's *Medic*, sponsored by GE and Dow Chemical.

B•T

ADDITION of several staffers to service radio-tv is in prospect at W. E. Long Co., Chicago agency specializing in bakery accounts, effective Jan. 1. All members of new cooperative agency (78), including various Holsum Bakery plants (47), already serviced by Long, will meet Nov. 14 on radio-tv and other media plans. Long handles millions of dollars in broadcast billings for bakery clients throughout country.

B•T

GOOD REASONS • NBC-TV's selection of its owned station in Chicago (WNBQ [TV]) to make into "world's first all-color television station" (story page 27) may have been motivated by more reasons than NBC-RCA desire to crash color barrier. Action is bound to create goodwill for RCA in Chicago, where antitrust patent suit involving company now pends. Civic pride in WNBQ development was manifest when Chicago Mayor Richard J. Daley appeared on two-way closed circuit news conference in which NBC executives announced plans to newsmen.

B•T

MOVEMENT is underway for commemorative postage stamp to be issued in 1956 marking 50th anniversary of what is widely accepted as first transmission of speech by "wireless." On Christmas Eve, 1906, Fessenden transmitted "wireless telephony" from Brant Rock, near Plymouth, Mass., nine years after Marconi first demonstrated "wireless telegraphy." Last week (Nov. 2) KDKA Pittsburgh observed its 35th anniversary of regular broadcasting and received Sigma Delta Chi Historic Sites in Journalism plaque (story page 100).

B•T

ONE IS ENOUGH • FCC really gave up in its fight with WNYC New York over use of 5 kw transmitter—to be used at 1 kw for normal broadcasting and at 5 kw for Conelrad. Case began in January 1954 and WNYC won appellate court ruling that FCC must give it hearing before turning it down (see story page 92). Why did Commission finally give up? Responsible sources indicate Commission attorneys feel it has hands full trying to overturn same court's ruling in multiple ownership case—where court said Commission should not have refused to accept Storer application for Miami ch. 10 without hearing. This is now before Supreme Court on appeal by FCC and Commission didn't want another such case hanging fire when case is argued.



the spectacular Channel 8 Multi-City Market

WGAL-TV

LANCASTER, PENNA. NBC and CBS

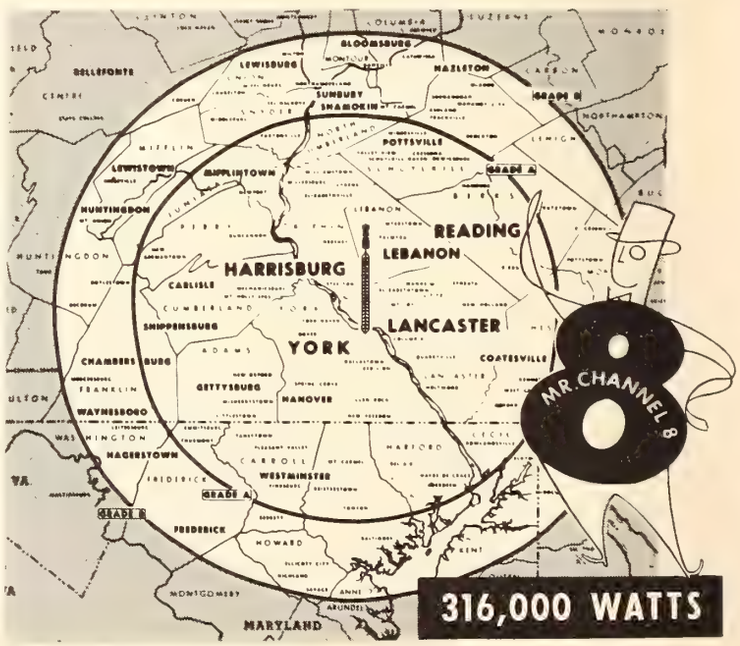
Sales results are spectacular, too, in the Channel 8 Multi-City Market. Advertise your product in this vast, ***SPENDING*** market where the owners of 912,950 TV sets spend $5½ billion yearly. Make the 3½ million prospects who live here your customers.

STEINMAN STATION
Clair McCollough, *Pres.*

Representatives:

MEEKER TV, INC.

New York
Chicago
Los Angeles
San Francisco



at deadline

General Teleradio Studies Ways to Sell RKO Films

GENERAL TELERADIO Inc. has been sounding out stations throughout country on most appropriate way vast RKO-Radio feature film package can be sold, but has not offered package directly to stations for sale. C. Robert Manby, vice president of General Teleradio, told B•T Friday.

Mr. Manby and several other GT officials have approached stations throughout country in past few weeks giving description of RKO inventory and suggesting different ways package can be sold.

From other sources it was learned that rough price of around $1 million had been mentioned to at least one station in major market for entire stock of some 500 features produced before 1948. Release of post-1948 features is complicated by American Federation of Musicians contract requiring special extra payments for tv.

Mr. Manby stressed that GT has been attempting to evolve sales approach rather than to complete sales. General Teleradio purchased RKO Radio Pictures last July [B•T, July 25] for $25 million, thereby acquiring film production facilities and backlog of 600-700 feature films.

RETMA to Hear Results Of Special Vhf-Uhf Study

REPORT of special frequency allocation study committee, headed by Dr. W. R. G. Baker, General Electric Co., will be submitted at Nov. 16-18 series of meetings to be held by Radio-Electronics-Tv Mfrs. Assn. at Palmer House, Chicago. All-industry allocations group has been studying technical factors involved in vhf-uhf controversy.

James D. Secrest, RETMA executive vice president, has scheduled more than score of committee and group sessions. RETMA plans to draw up plans for united industry drive to obtain excise tax relief on electronic products at next session of Congress. RETMA program includes review of transistor development by Jack Davis, Motorola Inc. Glen McDaniel, general counsel, will report on plans to contest Federal Trade Commission trade practice rules imposing new requirements on measurement of tv screens and labeling of tv picture tubes made from repossessed glass envelopes.

Taylor Sells KANS Wichita

SALE of KANS Wichita, Kan., by O. L. (Ted) Taylor to Kenyon Brown and Frank Lynch for $225,000 announced Friday. Transaction, negotiated through Blackburn-Hamilton Co., is subject to FCC approval. NBC-affiliated KANS operates on 1480 kc with 5 kw day, 1 kw night. It was founded in 1936. Messrs. Brown and Lynch own KBYE Oklahoma City. Mr. Brown also owns 33-1/3% of KWFT-AM-FM-TV Wichita Falls, Tex., and of KGLC Miami, Okla. Mr. Taylor owns KRGV-AM-TV Weslaco, Tex.

NBC Elects Ayres V. P.

CHARLES T. AYRES formally elected to NBC vice presidency Friday at NBC board meeting, in line with plans announced earlier in week when he was named to head NBC Radio Network (story page 64).

REGIONAL GAINS

STATION attendance at six NARTB regional meetings held this fall is running ahead of 1954 district meetings involving same areas, according to William K. Treynor, NARTB station relations manager. At conclusion of sixth regional meeting at Colorado Springs, he said registered attendance for six 1955 regional meetings totaled 1,165 compared to 1,230 registered at 13 district sessions for same areas in 1954. While 1955 total is down slightly, last year's figure includes multiple registrations of associate members and NARTB staff team, duplicating 30 to 50 persons. Same areas were involved in total of 13 instead of six meetings.

NARTB Convention Group To Hold Chicago Meeting

CONVENTION Committee of NARTB will hold dinner meeting Thursday at Conrad Hilton Hotel, Chicago, site of 1956 industry convention (April 15-19), to go over early planning. Co-chairmen of committee are E. K. Hartenbower, KCMO Kansas City, and Campbell Arnoux, WTAR-TV Norfolk, Va. Mr. Hartenbower is vice chairman of NARTB Radio Board; Mr. Arnoux of Tv Board.

Tenth annual Broadcast Engineering Conference will be held concurrently with convention. Other committee members are: Radio —Henry B. Clay, KWKH Shreveport, La., Radio Board chairman; William Holm, WLPO LaSalle, Ill.; Frank P. Schreiber, WGN Chicago; Glenn Snyder, WLS Chicago, and Edward A. Wheeler, WEAW Evanston, Ill. Tv members are Clair R. McCollough, WGAL-TV Lancaster, Pa., Tv Board chairman; H. Leslie Atlass, WBBM-TV Chicago; Jules Herbuveaux, WNBQ (TV) Chicago, and Sterling C. Quinlan, WBKB (TV) Chicago. E. K. Jett, WMAR-TV Baltimore, is liaison for engineering conference. Attending meeting from NARTB headquarters will be President Harold E. Fellows; C. E. Arney Jr., secretary-treasurer; Thad H. Brown Jr., tv vice president; John F. Meagher, radio vice president, and Howard H. Bell, assistant to president.

TINY SPEAKER

SMALLEST loudspeaker ever built for commercial radio receivers being claimed today (Mon.) by RCA for use in tiny, transistorized, pocket-sized radios. Miniature unit—2⅛ inches in diameter and only little over half-inch thick—developed at David Sarnoff Research Center, said Dr. Harry F. Olson, director, RCA Labs' acoustical and electromechanical research. Team of scientists developing speaker: J. C. Bleazy, John Preston and Everett G. May. Dr. Olson said size and weight reduction achieved when magnetic structure was placed within shell that surrounds vibrating cone—"as radical a design change as placing the engine in the rear of the standard automobile."

• BUSINESS BRIEFLY

FORD RADIO • Ford Division of Ford Motor Co., Detroit, starting one-month radio spot announcement campaign in major markets effective Nov. 14 to run through Dec. 13, using four announcements per day, seven days per week. Schedule is in addition to Ford Motor Dealers Assn. which is moving into Louisville area with schedules Nov. 7-18 and again Nov. 28-Dec. 9 and in Chicago district Nov. 7-Dec. 30. J. Walter Thompson Co., N. Y., is agency.

NESCAFE USING 50 • Nestle Co. (Nescafe), White Plains, N. Y., starting saturation radio spot announcement campaign, using minimum of 25 spots per week, in 50 scattered markets for four to six weeks. Bryan Houston Inc., N. Y., is agency.

DENTYNE SPOTS • American Chicle Co., N. Y., for its Dentyne chewing gum, running spot announcement campaign using two Class A daytime minutes per week on 60 stations in 50 markets, mostly secondary markets, starting early this month for eight weeks. Dancer-Fitzgerald-Sample, N. Y., is agency.

GLAMORENE IN 100 • Glamorene Inc. (rug cleaner), N. Y., preparing quarter-hour film series to be placed in 100 top markets effective Nov. 15 for 13 weeks. Product Services Inc., N. Y., is agency.

EX-LAX BUDGET • Ex-Lax Inc., N. Y., through Warwick & Legler, N. Y., currently preparing its budget for 1956, which is understood to include radio campaign. Firm's current campaign in 100 markets ends Nov. 25.

AUTO-LITE TO GRANT • Electric Auto-Lite Co., Toledo, which had been serviced by Ruthrauff & Ryan, N. Y., names Grant Adv. to handle its advertising. Advertiser has been out of television and radio for several years but is understood to be considering 1956 radio-tv.

COLGATE REVAMPING • Colgate-Palmolive Co., N. Y., through Bryan Houston Inc., N. Y., planning entire new advertising strategy which reportedly will include radio programs and spots, to start early next year.

AUTO SERIES DEFERRED • Studebaker-Packard, which had signed up to sponsor portions of radio network shows on both ABC and NBC to start later this month to introduce 1956 models, has cancelled entire plan for present because of slow production. When latter picks up, advertiser reportedly will spend its budget in radio. Benton & Bowles, N. Y., is agency.

MILITARY SPOTS • R. J. Reynolds Tobacco Co. (cigarettes), Winston-Salem, through William Esty & Co., N. Y., investigating radio markets near military camps for possible increase in spot campaign appealing to servicemen. Cigarette firm has used military markets heretofore in test campaigns.

Sterling Profits Increase

STERLING DRUG Inc., New York, reports highest net profits and sales in 54-year history. Net profits jumped 24%, or $2,538,832 for nine months ending Sept. 30, and sales rose by $9,672,601 over 1954.

the plus you DON'T pay for...

RATES on WJBK are based on home audience. RESULTS on WJBK are based on home audience PLUS a tremendous bonus . . . thousands upon thousands of car radio listeners. You don't pay one penny extra for this terrific "plus" in a market where everybody drives, 90% of all cars have radios, and most car radios are consistently tuned to the station that programs for "on-the-go" listening with top news, music and sports . . . . .

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National Sales Director, TOM HARKER,
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at deadline

Position of Comr. Mack On Deintermixture Questioned

POSITION of Comr. Richard A. Mack in deintermixture cases was brought into question Friday when all uhf stations involved in five formal actions asked FCC for new oral argument. Petitions made point that Comr. Mack was not member of FCC when oral argument was heard and therefore should not cast ballot on subject.

Meanwhile—

• FCC met Friday morning, heard Chief Engineer Edward A. Allen Jr. discuss allocations principles.

• Group of dozen uhf operators, mostly NBC affiliates, met in Washington Friday, discussed ways and means of bringing their position before FCC. Most of group were "successful" uhf operators. Among those present, at invitation of Thomas P. Chisman, WVEC-TV Hampton (Norfolk), Va., were Allen M. Woodall, WDAK-TV Columbus, Ga.; David M. Baltimore, WBRE-TV Wilkes-Barre, Pa.; William L. Putnam, WWLP (TV) Springfield, Mass., and George B. Storer, Storer Broadcasting Co. (KPTV [TV] Portland, Ore., and WGBS-TV Miami, Fla.).

Rembusch Says Pay-Tv Hits Low-Income Groups

PAY television would lay heaviest "burden" on those least able to afford it, according to Trueman T. Rembusch, co-chairman of Committee Against Pay-as-You-See Tv and former president of Allied States Assn. of Motion Picture Exhibitors.

In his annual report, issued yesterday (Sunday) at Allied States convention, Morrison Hotel, Chicago, Mr. Rembusch noted subscription tv and commercial tv programs cannot be broadcast at same time over same station. Thus, he said, low-income groups which cannot pay to unscramble pictures will have no use for tv sets during periods toll tv monopolizes screen.

Titling his talk "The Big Steal," Mr. Rembusch bitterly assailed profit motives of toll tv manufacturers and proponents, and of sports and entertainment promoters who have voiced interest, asserting, "invariably through a slip of the tongue they reveal it is the almighty dollar that they are interested in, not the American public's stake in free television programming." Mr. Rembusch also was critical of what he said would be high cost of purchasing and installation of decoders.

Pittsburgh Station Cited

CHARGE that ch. 11 WIIC (TV) Pittsburgh has begun construction of new studios and tower before it was authorized made Friday to FCC by ch. 16 WENS (TV) same city. Uhf station has been fighting ch. 11 grant, went to court for stay which court ordered in effect until five days after FCC acts on WENS petition for reconsideration [B•T, Oct. 31]. In pleading Friday, WENS asked that WIIC application for modification of CP to change studio and to increase power and antenna height be set for hearing on "prior construction" grounds.

SCHOOLS LINKED

CONSTRUCTION of closed-circuit television link between Idaho State College and all public schools in Pocatello announced Friday by Dr. Carl McIntosh, president of Idaho State College. Link will be used to serve over 300 students in 11 public schools, is being constructed gratis by Jerrold Electronics Corp., Philadelphia, and Banning Cable Tv Inc., Pocatello. Both companies also contributed $5,000 grant jointly to underwrite post of television coordinator to head educational network. System expected to be in operation in two months. College studio will also be connected to community tv system so educational programs may be watched at home. Programs will be transmitted over wired ch. 2 until 2 p.m. daily, when ch. 2 KSL-TV goes on air.

Franklin A. Tooke Named WBZ-TV General Manager

APPOINTMENT of Franklin A. Tooke, formerly general manager of KYW Philadelphia, as general manager of WBZ-TV Boston is being announced today (Monday) by Donald H. McGannon, vice president of Westinghouse Broadcasting Co. Mr. Tooke succeeds W. C. Swartley, who has been advanced to vice president for Boston activities.

Mr. Tooke has been associated with Westinghouse broadcasting activities for 20 years, beginning in 1935 with WOW-WGL Fort Wayne, where he served until 1936 as program manager. He was named program manager of KDKA in 1942, remaining with station until 1950, when he was appointed general manager of WOWO Fort Wayne. In late 1952, Mr. Tooke became general manager of KYW, and last month was transferred to WBC in New York on special assignment.

Broadcast Plan Dropped

PLANS of Standard Audit & Measurement Services to produce second study of broadcast coverage have been abandoned, Owen Smith, SAMS president, has announced. Company was preparing to repeat in 1956 study made in 1952, including effort to obtain contracts, Mr. Smith said. "While indicating a broad demand for a new coverage measurement, the response to these efforts has not been sufficient to justify the substantial investment required for such a comprehensive study," he said. A. C. Nielsen Co. has announced second NCS study for next year and ARB is submitting proposals for nationwide tv station audience survey (see page 42).

Sports Roundups Planned

PLANS for news and sports roundups of 1955 to be made available to U. S. tv stations have been announced by INS-Telenews which is releasing its annual, 30-minute sports review for sponsorship on spot basis (last year sponsored by Gillette on NBC-TV) and by United Press Movietone which is offering two half-hour programs, *Cavalcade of 1955* and *Sports Review of 1955*, for local and spot sponsorship.

PEOPLE

WALTER STEIN, MBS reseach manager since 1953, appointed assistant research manager, CBS-TV Spot Sales, effective today (Monday).

STAN BYRNES, west coast representative of Studio Films Inc., N. Y., appointed firm's sales manager.

ROBERT L. JORDAN, executive vice president, Standard Public Relations, N. Y., to Benton & Bowles, N. Y., as manager of public relations.

JAMES E. DENNING, manager, talent and program contract administration, NBC, named director of talent and program contract administration.

EDWARD L. WALTON, former vice president of Republic Pictures Corp., appointed administrative assistant to Daniel T. O'Shea, president, RKO Radio Pictures Inc.

DR. D. MORGAN NEU, director of tv program department, Daniel Starch & Staff, Mamaroneck, N. Y., appointed vice president.

RED SMITH, *New York Herald-Tribune* syndicated sports columnist, signed as host-narrator of 26 half-hour tv sports films to be produced by Focal Films Products, Hollywood.

Three RCA Executives Elected to New Positions

ELECTION of Dr. Douglas H. Ewing as vice president of RCA Labs, Charles P. Baxter as vice president and general manager, RCA Victor Div., and James M. Toney as vice president-general manager, RCA Victor Radio & Victrola Div., is being announced today (Mon.) by Brig. Gen. David Sarnoff, RCA board chairman.

Dr. Ewing joined RCA in 1945 as manager of RCA Victor Div. and subsequently served as director of research services for RCA Labs Div., director of Physical & Chemical Research Laboratory and administrative director, RCA Labs. Mr. Baxter has been with RCA for 16 years, most recently as general manager of RCA Victor Television Div. Mr. Toney, general manager of RCA Victor Radio & Victrola Div. since 1954, has been with RCA since 1943, serving in sales, merchandising and advertising.

TelePrompTer Plans Test

TELEPROMPTER Corp. said Friday it was continuing discussions with FCC on its proposed national broadcasting communications telegraphic network (story page 96) and that following proper authorization it will conduct public test of facility. Original cost of constructing network, using Western Union leased lines, will be about $5 million, Irving B. Kahn, TelePrompTer president, said. Network would be used for time clearances, transmission of availabilities, program changes, cueing, news, women's and farm features, advertising copy, outage reports, etc., it was said. TelePrompTer Corp. manufactures and leases prompting aids for television, motion pictures, public addresses, etc.

Minot Seeking Shorts

MINOT Television Productions, New York, reported last week it is negotiating with motion picture companies for backlogs of films, including feature shorts once owned and produced by Paramount Pictures. Charles Amory, Minot president, would not comment on report he has offered $4 million for Paramount's backlog of shorts. He indicated he has been conferring with Paramount officials, but would not say whether or not deal was imminent.

the week in brief

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Blackburn-Hamilton Company

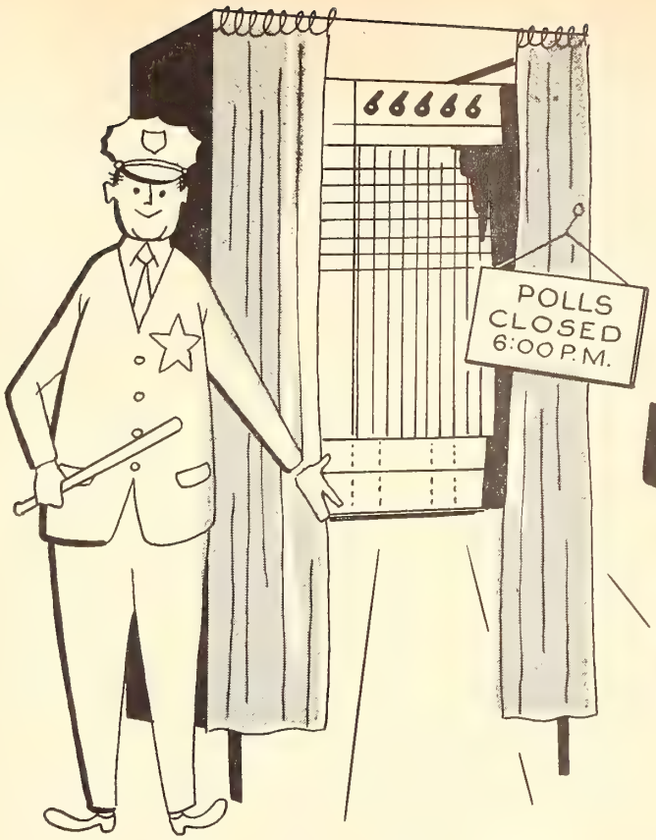
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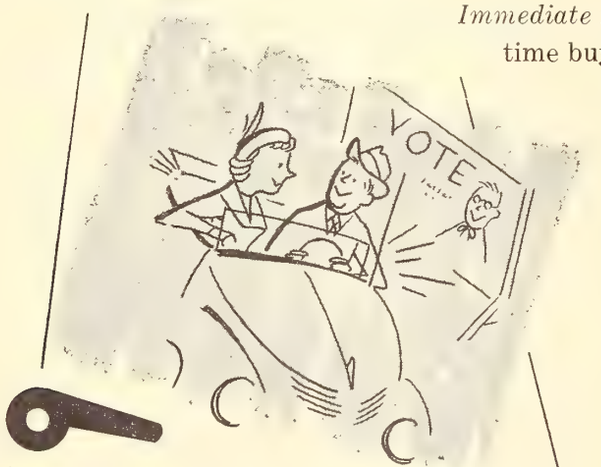
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KARK	Little Rock	NBC
KABC	Los Angeles	ABC

WISN	Milwaukee	CBS
KSTP	Minneapolis / St. Paul	NBC
WABC	New York	ABC
WTAR	Norfolk	CBS
WIP	Philadelphia	MBS
WRNL	Richmond	ABC
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BOSTON

MATINEE THEATRE

EXTREMELY effective in color; palatable in black-and-white; good acting in parts; story content: tinseled soap opera.

This sums up an adaptation of what apparently was one of John P. Marquand's lesser efforts—a novel, "Beginning Now"—which last Monday kicked off NBC-TV's lavish, live, color *Matinee Theatre* that offers one complete drama every afternoon five times weekly.

The story was syrupy, centering about wealthy John Kelsey, a man with much charm but little stability. There were all the necessary ingredients: the other woman in his life, or in this case the current woman, the loving father who covers up his mistakes, the college student-son who is following in his weaving footsteps. Then came Act III and the climactic point—an automobile crash—which brought everything to a head with a neat twist at the end: John's son straightened out and John went on, we presume, pretty much as before.

Unless NBC-TV and Producer Albert McCleery are full-bent on appealing only to that segment of the audience which keeps the handkerchief along with the vacuum cleaner as standard household equipment (in addition to the electronic receiver), more ambitious productions should be forthcoming.

Only one of the participating sponsors on the telecast—B. T. Babbitt Co. for Bab-O—did its commercial live and in color, which should wipe clean any advertiser's doubts of color tv's commercial appeal.

Production costs: $22,000

Broadcast in color and black-and-white on NBC-TV, Mon.-Fri., 3-4 p.m. EST, with participating sponsors. Sponsors on program's first day, Oct. 31, were Procter & Gamble Co. (Tide) through Benton & Bowles; Liggett & Myers Tobacco Co. (L & M filter cigarettes) through Cunningham & Walsh; B. T. Babbitt Co. (Bab-O) through Dancer-Fitzgerald-Sample.

Devised and produced by Albert McCleery; producers: Derrell Ross, Winston O'Keefe, Ethel Frank; "Beginning Now" (Oct. 31 play) adapted by Frank Gilroy from story by John P. Marquand; unit manager: John Hinsey; technical director: Lou Onofrio.

Stars ("Beginning Now"): Louis Hayward, Philip Bourneuf, Frances Reid, Mike Miller.

PATTI PAGE PREMIERE PARTY

PURPOSE of the *Patti Page Premiere Party* on NBC-TV last Wednesday night was to introduce the 1956 Oldsmobile. Biggest surprise of the show was the brevity of the introduction, attuned as we are to the all-commercial nature of most shows of this type (i.e., last season's *Motorama*, which starred Bob Hope and a cast of General Motors cars).

Which is not to say that the commercials weren't there. They were: three or four of them on the half-hour program.

The rest of the show was pretty much routine; unfortunately, it wasn't supposed to be. Miss Page was abetted by imported singer Perry Como and dancer Gene Nelson for the miniature unspectacular. Their talents were pretty much wasted. Mr. Como did one fair number and several mediocre. Mr. Nelson did one mediocre number. Miss Page did very well.

Production costs: $55,000

Sponsored by Oldsmobile Div., General Motors Corp., through D. P. Brother & Co., Detroit, on NBC-TV, Nov. 2, 10:30-11 p.m. EST.

Executive producer: Harry Anger; producer: Joe Santley; assoc. producer: Jack Rael; director: Bill Colleran; writer: Bud Burtson; sets: Theodore Cooper.

BASIC SYNCHROS AND SERVOMECHANISMS, by Van Valkenburgh, Nooger & Neville Inc. John F. Rider Publisher Inc., 480 Canal St., New York 13, N. Y. 2 vols. 272 pp. $5.50 per set.

ELECTRONICALLY controlled mechanisms, the heart of industrial automation, stem from technical advances made in military equipment during World War II. These volumes, which devote as much space to pictures and diagrams as to words, are the text of the basic Synchros and Servomechanisms course currently taught at Navy specialty schools, now released for civilian use.

THE BOOK OF LITTLE KNOWLEDGE, by Goodman Ace. Simon & Schuster, 630 Fifth Ave., New York 20. 183 pp. $2.95.

IN HIS *Book of Little Knowledge* tv scripter Goodman Ace has not only bitten a good chunk off the hand that has fed him these past 20 years, but has swallowed it to boot. Mr. Ace directs his sulphurous wit at the prima donnas of the comedy shows, the m.c.'s who refuse to credit their writers, cigarette manufacturers, network executives and agency executives in general, and the rating services. A very funny collection of *Saturday Review* columns written by a very clever and adult critic, *The Book of Little Knowledge* is medicine that is best taken in small doses.

HOW TO DIRECT FOR TELEVISION, edited by William I. Kaufman. Hastings House, 41 E. 50th St., New York 22, N. Y. 96 pp. $2.50.

NINE tv directors, who among them handle many first flight network programs, express personal views of their occupation in as many articles, collected into book form by Mr. Kaufman as the second of a tv how-to-do-it series of which *How to Write for Television* was the first. This is not a textbook for beginning tv directors but rather a source of ideas and inspiration for practitioners in the field, as the experts explain how they work and why they do things the way they do.

SALESENSE IN ADVERTISING, by James D. Woolf. Advertising Publications, 200 E. Illinois St., Chicago 11, Ill. 384 pp. $5.95.

FORMER vice president and director of J. Walter Thompson Co. in charge of creative activities for its western division, Mr. Woolf knows advertising inside and out. What is more, he knows how to write about it well as the 132 essays collected here from his nearly eight years of contributions to *Advertising Age* clearly show. As with most collections, these short pieces are best read singly. The book should make an excellent bedtable piece for anyone who has any interest in advertising.

THE HAPPIEST MAN IN THE WORLD, by Joe Rosenfield Jr. Doubleday & Co., Garden City, N. Y. 292 pp. $3.85.

THERE are few New Yorkers who don't know about "Big Joe" and his nightly *Happiness Exchange* broadcasts on WMGM and about the help this program has brought to countless persons in desperate need of it. This book is Big Joe's autobiography, a dramatic story of an eager boy gone wrong, a successful man who became a drunken bum, his comeback with the aid of his wife and Alcoholics Anonymous and his discovery, in radio, of a way to connect those in need of help with those ready and willing to provide it.



Well, that's the way the ball bounces

Every couple of months our competitors come smack up against the facts of listening. Pulse does the measuring. We try to look modest. Take the last survey: July-August. KNX has half again as many listeners as Southern California's second-place station. KNX delivers over 25,000 more families in the average quarter-hour than the leading independent. KNX reaches more people more often, morning, afternoon or evening, weekdays or weekends, than any other station in the area. For wider and deeper penetration of the Southern California market, KNX is your best buy by far.

For more details, call CBS Radio Spot Sales or **KNX RADIO**

Los Angeles • 50,000 watts • CBS Owned


everything
in
the
world
for
women
on
"WEEKDAY"
companion and counselor to
America's women

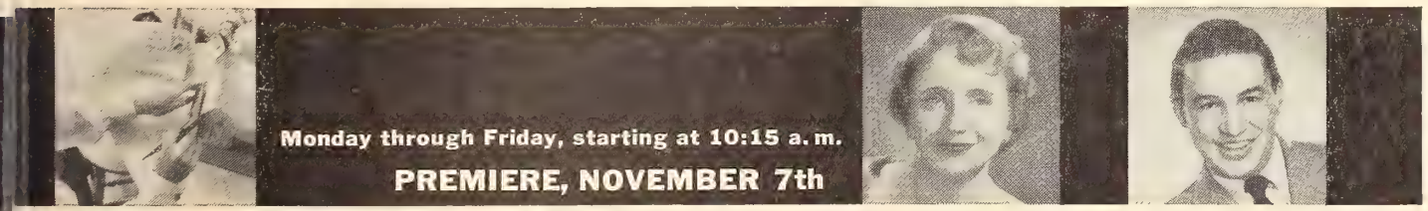


There's never been anything like WEEKDAY!

WEEKDAY is a fascinating departure from *all previous patterns of daytime radio programming!* It is brought to America's millions of homemakers by hosts Margaret Truman and Mike Wallace, and co-hosts Martha Scott and Walter Kiernan.

Every bit of WEEKDAY is tailor-made for women:

- Fresh dramatic entertainment: an absorbing short-story heard in its entirety each day, and serializations of best-selling fiction and non-fiction.
- Subjects of widest interest discussed by an unusual group of experts—most of them are *men:* Richard Willis on Beauty; Jim Beard on Food; John Peter on Home; Meredith Willson on Music Appreciation; Bert Bachrach on Men's Apparel; Ashley Montagu on Education; and many others.





- A new slant on headline personalities—through refreshing interviews with celebrities' wives.
- Easy-to-listen-to music, with a different top performing star each day.
- From all over the world, a special kind of hourly news—interpreted from the woman's viewpoint.

WEEKDAY will become a regular part of the buying pattern of America's advertisers. Never before has it been possible to reach such a concentrated mass market so flexibly and economically. WEEKDAY's Charter Clients will have two *extra* bonuses—the profitable association with an exciting programming development, and the special savings possible through the Introductory Dividend Plan. Call your NBC representative today about

WEEKDAY

on the NBC RADIO NETWORK *a service of* NBC

BROADCASTING
TELECASTING

1956
BROADCASTING
YEARBOOK
MARKETBOOK

If you're not in B•T's 22nd consecutive radio Broadcasting Yearbook (the one with the red cover not to be confused with the blue cover, which is another story) you just ain't resurgent. See page 64 for money-back guarantee.

Who offers the only broadcast "CAP"?

See Broadcasting Telecasting, November 14

our respects

to CHARLES THATCHER AYRES



WITH network radio apparently pinning strong hopes for the future on the so-called "segmentation" and "participations" plans of selling, it is no surprise that NBC last week turned to Charles T. Ayres to guide its radio network in the upcoming scramble for the advertising dollar.

Mr. Ayres was busily at work as vice president in charge of the ABC Radio Network until, literally, the eve of his move to NBC. Some time ago, as a result of a casual conversation with NBC executives, he was sounded out about a possible move. Ten days ago he talked with NBC again and was offered the post of vice president in charge of NBC Radio. He accepted two days later and was installed in his new job last Tuesday, after putting in a full day at his ABC offices. He succeeds to the post which was held by William H. Fineshriber Jr. until his resignation last winter and whose functions since then have been directed by Robert W. Sarnoff, in addition to his responsibilities as NBC executive vice president.

The burst of speed with which his switch in posts was accomplished has given Mr. Ayres no time at all to chart the future course of NBC Radio. He is understandably reticent to discuss the NBC Radio operation at this early date, but points out that the concepts he helped develop at ABC Radio, notably the *New Sounds for You* project, will stand him in good stead as he dips into his new job.

Mr. Ayres takes with him to NBC the strong conviction that network radio is an advertising medium that can deliver the lowest cost-per-thousand of all media and can be effective when used properly. He also is firm in the opinion that network radio will survive and that the "participations" technique will provide the solution. To any who suggest that network radio will be doomed if the "participations" approach fails, Mr. Ayres replies:

"Nonsense. I think it will work, but if it doesn't, we will come up with something else."

Mr. Ayres is a slim, scholarly-looking man of 52, who talks with no fancy frills and is forthright and outspoken when he has something to say. He believes he will have "something to say" in three or four months, when his NBC Radio stewardship takes hold.

Charles Thatcher Ayres was born in Oneida, N. Y., on April 23, 1903, but spent his childhood in Bennington, Vt. When he was in his teens, the family moved to Newark where he attended Barringer High School before going on to Cornell U. In 1924 he entered business as a salesman for the National Carbon Co. in New York.

One day in 1928, visiting a friend in New York who operated a small advertising agency, Charles Ayres became so interested in the operation that he decided to enter the field.

He acknowledges that his acquaintance with agency procedure was "very vague" at the time, but he landed a job as a space and timebuyer with Hanff-Metzger Inc., New York (which later became Buchanan & Co.).

Mr. Ayres' association with network radio dates back to those early years with Hanff-Metzger, which handled the Texas Co. account and placed Ed Wynn's *Texaco Fire Chief* on NBC. Mr. Ayres remained with Hanff-Metzger from 1928 until 1935, when he joined Ruthrauff & Ryan.

At Ruthrauff & Ryan, Mr. Ayres enlarged his background in radio as a timebuyer on many of the agency's "blue chip" accounts, including Lever Bros., Chrysler Corp. and Auto-Lite Co., among others. In 1945 he was appointed a vice president of the agency and when he left in 1948 he was vice president and general manager of the radio and television department.

At the suggestion of a friend, he joined ABC Radio in the spring of 1948 as a salesman. His rise in the network was rapid. In three months he was advanced to the post of eastern sales manager. In October 1950 he was named director of radio sales, and at that time assumed responsibility for establishing a separate and integrated radio sales department. Mr. Ayres was elevated to the rank of vice president of ABC in May 1951 and placed in charge of radio sales. Less than a year later he was appointed vice president in charge of ABC Radio.

He regards his mission at NBC Radio in these succinct terms: To put the network on a paying basis as quickly as possible. He observed that ABC Radio has been "in the black" for the past several years, but added that he was not attempting to draw a parallel. There were several considerations that impelled him to accept the post at NBC Radio, he said, and added:

"I believe network radio has a future. Similarly, I believe that the NBC operation constitutes the best opportunity to work out the future of network radio."

The approach that networks have adopted to reach advertisers through selling announcements strikes Mr. Ayres as being "very sound." He observed that although the details of their plans differ, the ultimate objective is the same: Bring more advertisers into network radio.

His work, Mr. Ayres said, is his hobby. His favorite sport has been hunting and fishing in southern Vermont, where he owns a camp.

In 1946 Mr. Ayres married Mary Andrews, a co-worker at Ruthrauff & Ryan, who currently is a vice president and account executive at Sullivan, Stauffer, Colwell & Bayles. Mr. and Mrs. Ayres live in midtown Manhattan. They have a firm rule never to talk shop at home.

"Camera Chains"* are important...



*We ought to know . . . we've had all six of them in use at one time.

But in Louisville . . .

WHAS-TV Programming pays off!



"T-BAR-V"
4:00—5:00 P. M.
Monday through Friday
(Market's only live daily children's show.)

Are you participating?

VICTOR A. SHOLIS, *Director*
NEIL CLINE, *Station Mgr.*
Represented Nationally by Harrington, Righter & Parsons,
Associated with The Courier-Journal & The Louisville Times

316,000 WATTS
WHAS-TV
Channel 11
LOUISVILLE, KENTUCKY

BASIC CBS-TV Network

Your Sales Message Deserves
The Impact of Programming of Character



TelePrompTer newscasters have *eye contact* with their audiences ...a sure way of presenting authoritative, believable news.

That's why —
ADVERTISERS PREFER
TelePrompTer stations like

WCAU-TV
Channel 10, Philadelphia
The "SkyTower" station

WABI-TV
Channel 5, Bangor
"First in Maine"

TelePrompTer equipment answers the daily demands and mental hazards of TV production — puts the "FORM" in perFORMance — gives advertisers the greatest sales effectiveness.

TELEPROMPTER SERVICE

* Trademark registered U. S. Pat. No. 1435373 Other Patents Pending

TELEPROMPTER CORPORATION
300 W. 43 St., New York • JU 2-3800
LOS ANGELES CHICAGO WASHINGTON TORONTO

OPEN MIKE

Farm Tv Sets

EDITOR:

May we thank you for sending us the tear sheets from B•T magazine covering television set information in farm areas.

At the moment, we are in the midst of presenting the 1956 advertising plans to the Kellogg Co. With Kellogg, a national television advertiser, we find your information most valuable in determining the extent to which we should use television in rural farm areas. Although we only have about half of the information gathered, we believe this information will become most neccessary when it is completed on a national scale.

As we discussed, it will be of great help to have this county by county, state by state television presentation data compiled into one form. This information, if kept up-to-date, will be highly valuable in determining the extent to which we should use tv as opposed to radio and/or print schedule to cover rural markets.

Richard D. Foerster
Leo Burnett Co., Chicago

EDITOR:

In the last issue of B•T, you had a list of the states in which you have reported Farm Tv Coverage. I find that we have missed a few and would appreciate it, if at all possible, you could send them to me. They are: Colorado, Massachusetts, Nebraska, Oregon and Washington.

Much of our advertising (for Lederle Laboratories and Fine Chemicals Division) is directed towards the farmer, and this information is priceless. Keep it coming.

Bob Palmer
Conklin Mann & Son
New York

EDITOR:

Is it possible for you to send me a copy of Minnesota, Wisconsin, and Iowa farm tv set counts as taken from the October-November 1954 U. S. Census of Agriculture?

G. David Gentling, V. P. & Gen. Mgr.
KROC AM-TV Rochester, Minn.

EDITOR:

I am in the throes of gathering together information on the Farm Market. I've clipped most of the Farm Tv Set surveys but lack those printed in the issues of Sept. 12, Aug. 29, Aug. 1, Sept. 5, and July 25. May I please have tearsheets if you have any available? If the entire survey will be done up brown in a reprint, I would rather wait for that. Any other information which you might be able to bring to my attention concerning the Farm Market would be greatly appreciated.

Ruth L. Ratny
Kling Film Productions
Division Kling Studios, Inc.
Chicago, Illinois

[EDITOR'S NOTE: B•T will reprint the entire survey as soon as the Census Bureau has completed its county-by-county tabulations. We suggest that requests for reprints be withheld until that time, although as in the past we will fill urgent requests for tearsheets of farm tv set figures for individual states as long as they are available.]

Correction, Please

EDITOR:

We have noted what appears to be a fairly substantial error in the listing of rural tv sets for North Carolina on page 56 of your Oct. 24 issue.

You show Total Farms 267,906, Farms with Tv 70,560 and % Tv Farms 47.2. Apparently the percentage should be 26.3.

Inasmuch as the figures are so widely used, I thought that you might like to make appropriate correction.

Richard H. Mason, Pres. & Gen. Mgr.
WPTF Raleigh, N. C.

Those Who Know

EDITOR:

ON BEHALF OF 20 EDUCATIONAL STATION MANAGERS WHO ARE KEEPING STATIONS GOING MAY I EXPRESS APPRECIATION FOR SID HIX EDUCATIONAL



"I'll say this about trying to keep an educational station going . . . it's an education!"

STATION CARTOON IN ISSUE OF OCT. 10. JOINT COMMITTEE WOULD BE DELIGHTED TO DISPLAY ORIGINAL OF CARTOON IN ITS WASHINGTON OFFICE.

RALPH STEETLE, JOINT COMMITTEE
ON EDUCATIONAL TELEVISION
WASHINGTON, D. C.

[EDITOR'S NOTE: Cartoon has been dispatched.]

Friends Across the Border

EDITOR:

I thought you might be interested in what we did with your excellent article on Canada [B•T, July 18]. I think that Jim Montagnes deserves a lot of credit. As you know, we spend a fair amount of time developing contacts with various people throughout Canada who are interested in not just advertising but in the development and recognition of the country as a whole. When I ran across the Canadian issue, I felt that it merited attention not only from the advertising agencies, but from the type of persons referred to above. I thought you would be interested in reading some of their comments.

Stuart MacKay, Gen. Mgr.
All-Canada Radio Facilities Ltd.
Toronto, Canada.

[EDITOR'S NOTE: Mr. MacKay attached copies of letters of thanks for the Canadian issue of B•T from, among others, the office of the Prime Minister of Canada; the mayors of Ottawa, Toronto and Edmonton; the general managers of the Toronto-Dominion Bank and the Bank of Montreal; Tisdall, Clark & Co., public relations counsel; the executive vice president of the Vancouver Tourist Assn.; the publisher of the Toronto Telegram, and the following, signed by W. E. Williams, president and general manager, the Procter & Gamble Co. of Canada Ltd.: "As you probably know, during my absence in Mexico, I asked my secretary to secure four additional copies of the article on Canada which appeared in B•T. I continue to find the fabulous story of Canada's growth most interesting and I am accordingly circulating this not only to the members of our executive group here, but I am also sending a copy to the U. S. in case it might have been overlooked there. Thank you for thinking of me."]

Telecasting Yearbook

EDITOR:

. . . the 1955-56 TELECASTING YEARBOOK-MARKETBOOK issue. I know that I will find many uses for it since it seems to be very complete, and buyers, such as I, handling network accounts as well as spot accounts will find particularly useful the networks' cable charts.

Alice J. Wolf
J. Walter Thompson Co.
New York

Proud as peacocks, all of us here—

for the part we played in the sale of New York's Station WNEW: a sale at the highest price ever attained in the history of radio.

Happy in our knowledge of the good things to come

in bringing together such able folks as Dick Buckley and Jack Wrather.

Hopeful, but humble too, in our desire to further

serve the Broadcasting Industry in our field as

Negotiators

For the Purchase and Sale

of Radio and Television

Stations

ALLEN KANDER & COMPANY

New York Washington Chicago

To Test the

PULSE

of

SOUTHERN CALIFORNIA

USE THE INDEPENDENT WITH THE

HIGHEST *PULSE

KMPC leads all other Southern California Independents in the combined totals of the two latest pulse measurements (1) Audience by Time Periods for July - August, 1955, and (2) Audience by Time Periods, Out-of-Home, Summer 1955.

That's the

WEST'S GREATEST INDEPENDENT

KMPC

(Member SCBA)

LOS ANGELES

710 kc

50,000 Watts day — 10,000 Watts night

Gene Autry, president

R. O. Reynolds, v.p. & Gen. Mgr.

Represented nationally by A. M. Radio Sales



ALAN BURKE

on all accounts

AS television director for Walter J. Klein Co., Charlotte advertising agency, Alan Burke has a combination of qualifications which should assure better than usual results for an advertiser waging a television campaign with a limited budget.

Mr. Burke has extensive experience in the business end of broadcasting, in production and as "talent." These, he feels, make it obvious to him where corners can be cut, and his record is his proof.

Born at Richmond in 1922, Mr. Burke attended John Marshall High School, was graduated at 14, and majored in drama 3½ years at the U. of Richmond. His first job was an announcer-engineer at WPID Petersburg, Va.

Then he went to WITH Baltimore as disc jockey and in special events, and later served as news editor and special events director in Washington, D. C., later joined CBS, and then was announcer-writer-director at WBT Charlotte for four years. He helped build and open WGAI Elizabeth City, N. C., and joined WNAO Raleigh before it went on the air. He managed WGIG Brunswick, Ga.

As Klein's tv director he has produced live shows on stations throughout the Carolinas and helped produce film commercials and special programs. One was WBTV (TV) Charlotte's *Shop by Television,* oldest live local commercial show on the station. One of his shows brought in a mail pull of 39,853 responses in one week.

He became tv director at Klein's five years ago when the agency was swamped with tv.

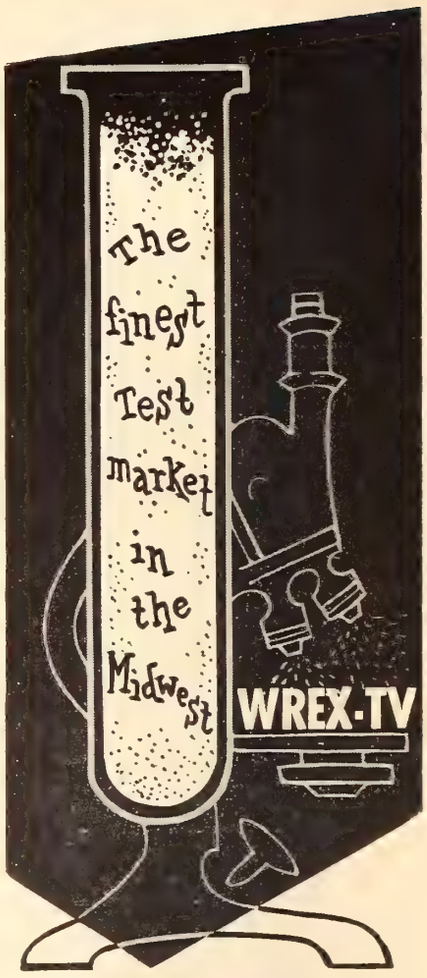
When Klein recently turned out a book of baby pictures of its employes, a satiric caption under Mr. Burke's picture read: "If the client wants to do business, let *him* come to *me.*" Mr. Burke had the last laugh when within days a substantial account literally did so.

Among his accounts are Southern Appliances Inc., Wica Chemicals, White & Co., Belk's Dept. Store, Southern Kintwear Mills and Walker-Martin Co.

As Klein's tv director, Mr. Burke is called upon to produce and serve as moderator on special assignments, which places him before the camera as well as being producer.

His family includes David, 7, Daniel, 4, and his wife, who under the name Cathy Haines has several tv shows in Charlotte.

His hobby is surf fishing and his ambition is a dual one—to work with an unlimited budget on behalf of a client and to follow the coast line and go surf fishing "wherever I please."



WREX-TV reaches the finest test market in the midwest—a perfect cross section of industrial and agricultural market potential!

1,000,000 pairs of eyes in a Billion Dollar Area! Top CBS and ABC New York shows capture the attention of this vast market and DELIVER your sales message.

For **positive** coverage in this area, contact H-R for availabilities!

WREX-TV channel 13
ROCKFORD, ILLINOIS
CBS-ABC AFFILIATIONS
represented by
H-R TELEVISION INC.

we'll be sitting on top of the world at KCMO-TV

Basic CBS-TV
Channel 5
Kansas City, Mo.



Coming soon: the world's tallest self-supporting TV tower. Vital statistics: 1,042 ft. above ground, 1,130 ft. above average terrain, 2,049 ft. above mean sea level. Another KCMO-TV advantage in the booming Kansas City market.

KANSAS CITY		SYRACUSE		PHOENIX		OMAHA	
KCMO	KCMO	WHEN	WHEN	KPHO	KPHO	WOW	WOW
RADIO 810 kc. ABC	TV Channel 5 CBS	RADIO 620 kc. ABC	TV Channel 8 CBS	RADIO 910 kc. ABC	TV Channel 5	RADIO 590 kc. CBS	TV Channel 6 NBC

Represented by KATZ AGENCY INC. — JOHN BLAIR & CO. — BLAIR TV, INC.

MEREDITH *Radio and Television* **STATIONS**

affiliated with Better Homes and Gardens and Successful Farming magazines

women!

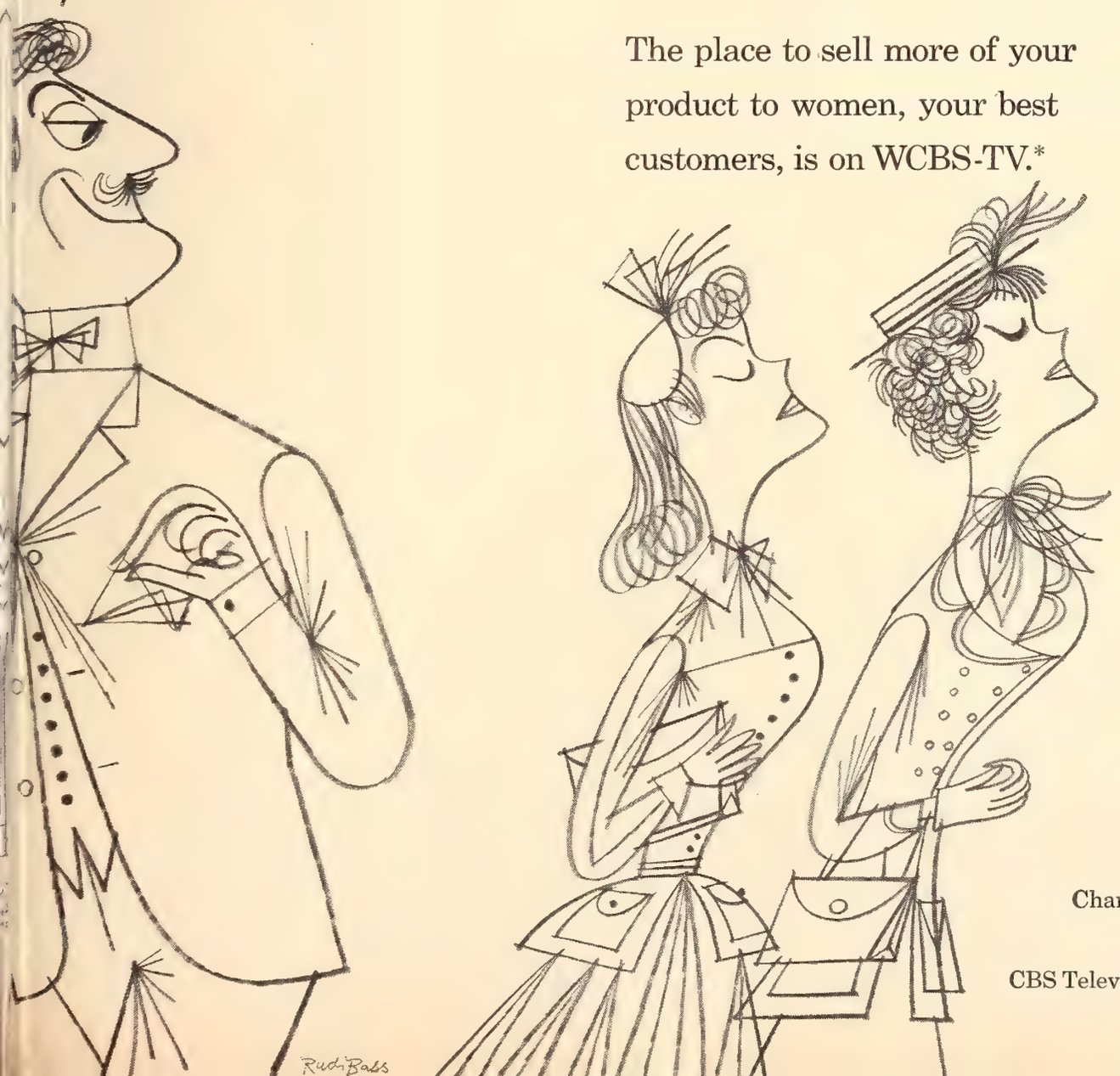
...spend more money for more things than all other members of the family combined.





....spend more daytime hours with WCBS-TV than with all other New York television stations combined.

The place to sell more of your product to women, your best customers, is on WCBS-TV.*



*CBS OWNED
Channel 2 New York
Represented by
CBS Television Spot Sales



Big things afoot for Washington!

Washington, already the 10th largest market in the United States, is going to be filling much bigger shoes before long. A study released by Sales Management Magazine reports that within the next ten years Washington will jump to 8th place among the nation's markets. Its metropolitan population will rise as high as nearly 25% to 2,305,000.* And it is estimated that buying power and retail sales will increase proportionately.

But there's no need to wait ten years. Today, Washington offers advertisers all the selling opportunities of an established major *growth* market. Every day, more advertisers recognize Washington as one of their prime markets, with its . . .

• 1,827,200 population in the metropolitan area • $4,532,064,000 in effective buying power • second-highest family income in the country.

Farseeing advertisers recognize WRC and WRC-TV as the fast-stepping stations in this growing market. And advertisers *spend* more with these stations because they *sell* more with them.

Step right out in front in big-and-getting-bigger Washington. Call

WRC am-fm WRC-TV

NBC **in Washington represented by NBC Spot Sales**

**20 Years Population & Economic Growth Study & Projection. Sales Management, November 10, 1955*

BROADCASTING TELECASTING

November 7, 1955 Vol. 49, No. 19

NBC BOARD ANTES $9 MILLION FOR COLORCASTING EXPANSION

- **Network will build new studios in Burbank, Brooklyn**
- **And create world's first all-color station in Chicago**
- **Other networks are much less bullish in color planning**

A NINE-million-dollar construction and expansion program designed to double NBC's colorcasting capacity by next fall was approved by the NBC board of directors last Friday.

The overall project encompasses construction of additional new color studios in New York and Burbank, Calif., expansion of color film broadcasting facilities, introduction of new time-delay equipment for color pending final emergence of magnetic tape recordings and conversion of NBC-owned WNBQ (TV) Chicago into the world's first all-color television station.

Plans for WNBQ, whose color conversion is slated for readiness about April 15, 1956, were announced Thursday by Brig. Gen. David Sarnoff, chairman of the boards of RCA and NBC, at an unprecedented news conference at which New York and Chicago were linked by closed circuit color television. The overall project, slated for completion by the fall of 1956, is being announced by Robert W. Sarnoff, executive vice president of NBC, this week, B•T learned last Friday.

Disclosure of the far-reaching plans was accompanied by brightening reports on color set production and sales but nevertheless found NBC's two rival networks less enthusiastic in their own color planning. CBS-TV, which has boosted its color program output considerably this fall, was reported to be holding fast to its announced schedule of color programs with no plans to add to them. ABC's position, made clear by President Robert E. Kintner at the annual meeting of the Assn. of National Advertisers (see page 29), was that color as a mass medium is still a long way off. There has been no indication that ABC plans to enter colorcasting in the immediate future.

NBC's $9 million outlay, bringing to $12 million that network's appropriations for color expansions in recent months, includes the following projects in addition to the WNBQ conversion:

• Construction at Burbank of an "exact duplicate" of the color studio recently completed there by NBC (see picture page 28). This will also be the "key" to free existing Burbank black-and-white studios for future conversion to color.

• Construction of another major color studio adjacent to NBC's existing Brooklyn color studio in New York.

• Expansion of color film broadcasting facilities through the addition of four new color film chains to the six already in use by NBC.

• Construction of a new and larger master control at Burbank to replace the one currently in operation at NBC quarters at Sunset and Vine in Hollywood.

• For use pending the introduction of magnetic tape recording, which is now undergoing field tests, provision of three color recording cameras at Burbank employing a lenticular film process which, developed by RCA, NBC, and Eastman Kodak, is said to provide three-hour processing and, therefore, to permit operations with the same time-delay as in black-and-white [B•T, Oct. 31].

• Tripling of the technical and service space for the present studio at Burbank to house the new master control, time-delay equipment, etc.

In addition to these projects, NBC within the past few months has authorized conversion of the Ziegfeld Theatre in New York for colorcasting and has launched work on a new office building in Burbank. While detailed costs of the individual projects were not made known, it was learned that the total outlay in New York will be $4.75 million, in Burbank $6 million and in Chicago $1.25 million.

NBC officials said the expansion will permit them to originate 80 hours of live, studio colorcasts a month starting next fall as compared with 40 hours a month now—which in itself represents a five-fold increase over last fall's schedule. These hourly estimates do not include colorcasts of sports and other outside events.

Although the closed circuit news conference related only to the WNBQ plans and the existence of the overall plan was only hinted at, these general observations were offered by Gen. Sarnoff and his NBC associates at the session, who included President Sylvester L. (Pat) Weaver Jr.; Executive Vice President Robert W. Sarnoff, and Charles R. Denny, vice president in charge of the NBC owned stations:

There is widespread "excitement" about color and dealers are "selling color receivers as fast as they are being turned out."

RCA expects to sell "more than a couple hundred thousand" color sets in 1956 and "in recent weeks we have been selling and installing at the rate of about 1,000 color sets a week" in homes throughout the country.

There are now 104 NBC affiliates equipped to re-transmit network color programs and, assuming that half of all stations are now able to transmit color in some form, it shouldn't be "very long from now" until all stations can retransmit color from the networks.

RCA's plans to reduce the cost of color sets are "the plans to increase sales," since prices will fall as production and sales rise.

It is impossible to fix a date when all network programming will be in color because this depends on facilities and on the decision of advertisers who control their own programs to put them on in color, but NBC hopes it will come "within a reasonable time."

Immediately following the news conference WNBQ broadcast its first local live color program. Color activity in another form was reported too: A Chicago dealer was said to have

PUTTING THE PUSH BEHIND COLOR


GEN. SARNOFF

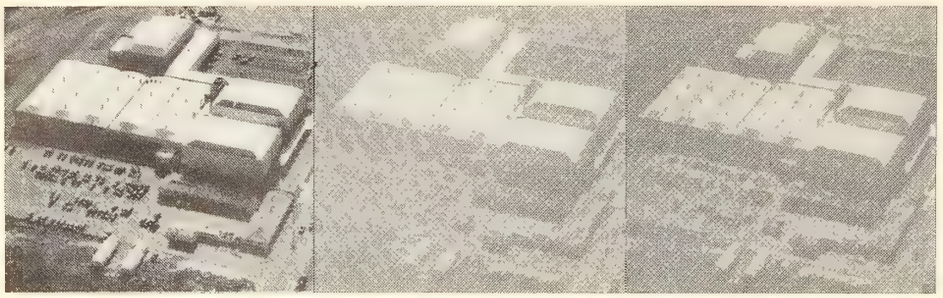

MR. WEAVER


MR. SARNOFF


MR. DENNY

RCA and NBC, with Brig. Gen. David Sarnoff setting policy, are determined to "break through the black-and-white curtain." With network color "fully established" under the direction of NBC President Sylvester L. Weaver and Executive Vice President Robert Sarnoff, the next step is to go into extensive local color production. That's the job of Charles Denny, vice president in charge of owned stations. Forecast from Mr. Weaver: Color is going to "explode."

THREE FOR ONE



AN EXACT duplicate of the NBC color studios recently completed at Burbank, Calif. (l), will be constructed there. Another major color studio will be built in Brooklyn, adjacent to the existing NBC studio.

ordered, immediately, 500 color sets from RCA (see box below).

The Chicago project involves remodeling and expansion into additional space as well as replacement of WNBQ's black-and-white equipment with equipment for color. Although network programs broadcast in black-and-white will necessarily be re-transmitted by WNBQ in monochrome, it was pointed out that all its local programs will be done in color along with network color programs—a total of about 10 hours of color programming daily when the conversion project is completed next spring, according to General Sarnoff. There may also be additional color feeds to the network from Chicago, though President Weaver indicated there has been no decision on this score yet.

General Sarnoff pointed out that "RCA and NBC from the first have undertaken to break through the black-and-white curtain"; that network color "is now well established" and the next step is to supplement network color with good local color; and that "all the know-how, all the lessons we learn in this Chicago pilot operation will be made available to other television stations interested in advancing color television as a regular service."

He predicted that "stations all over the country will have their eyes on Chicago and I believe will follow Chicago's lead and produce their local programs in color."

Robert Sarnoff hailed the WNBQ project as clearly signifying that "color television has arrived." He noted that, through color-equipped affiliates, NBC color programming is available to 90% of all tv homes, and said that "the millions who have watched color television are spreading the word." In addition to NBC's five-fold increase in color programming this year, he said, "our chief competitor has geared up its color activities and we understand it reaches something in the neighborhood of ten hours a month," which "helps to step up further the pace of color television development."

Mr. Sarnoff referred to the nine-day period ending today (Monday) as "a big week" for color, with NBC scheduling 13½ hours of color in that period and CBS adding two and a half.

Mr. Denny spelled out details of the plans for converting WNBQ, and President Weaver said that between the Chicago plan and the "tremendous success" of the color shows at the start of the fall season "I am sure that color is really going to explode."

Participants in the news conference at the Chicago end, which was under the direction of WNBQ General Manager Jules Herbuveaux, included Chicago's Mayor Richard J. Daley, who called it "a great day for Chicago" and told Gen. Sarnoff that "all of us, not only in Chicago but in the nation, are proud of you and are proud of your great accomplishments and proud of the great things you are doing for all the people of our nation."

Gen. Sarnoff explained that Chicago was chosen "for this pioneering step" because "it has always been a key city in the operations of NBC and the radio and television industry generally."

While Robert Sarnoff pointed up CBS-TV's increased color activity this year, reports circulated that CBS plans a color cutback. But these were denied by CBS-TV officials, who said they have no present plans either to expand or to contract their present color schedule.

CBS-TV's color plans for the rest of November include three more Gene Autry telecasts, four of the Red Skelton shows, two episodes of *Climax, Ford Star Jubilee,* and one of *Godfrey and Friends.* For December they include five Autry and three Skelton shows, two *Climax* productions, one *Shower of Stars* and one *Ford Star Jubilee.*

ABC's President Kintner summarized his views on color in these words in his ANA speech:

". . . I am in somewhat of a delicate position, since our company is not a manufacturer of television sets, and since I know that I need not recall to this audience that the forecast on the progress of color has been substantially overstated.

"Color television apparently will not be an important factor in the immediate future, as far as reaching large audiences is concerned. According to the best estimates we have been able to obtain in the trade, I am told that there are about 40,000 color sets compared to over 35 million black and white sets in the country at the present time—a substantial part of which are in the hands of dealers. I am also told that the industry should produce about 150,000 sets this year.

"So from a color circulation point of view, it would appear that we are now about at the stage we were in mid-1948 with black and white, and it looks to our research people as if color will go through the same five-year circulation growth that black and white did, although at a slower rate, to achieve really national penetration.

"However, perhaps I should hedge this prediction by saying that black and white set sales of 500,000 per month and more surprised even the industry, but it is my personal belief that color will not be a really major factor in network programming until at least 1957."

RUSH ORDER

PLACEMENT of reportedly the largest single order for color television sets in the history of the industry—some 500 21-inch RCA receivers "for earliest possible delivery"—was claimed Thursday by Polk Bros. furniture and appliance stores of Chicago after NBC-TV's closed circuit color tv news conference presided over by Brig. Gen. David Sarnoff.

Sol Polk, president of one of the nation's leading retail operations and heavy Chicago tv advertiser, which handles a variety of nationally-advertised brands, lauded the RCA-NBC board chairman's announcement about future Chicago color tv plans. He expressed belief that it "will at last break the color barrier," bringing color to American homes "at a reasonable price." He stated further:

"As the inevitable sales boom in color sets progresses, other industries and arts will boom in direct proportion. Color will be the keynote in what we envision as a new era of merchandising in furniture, appliances, clothing and all the consumer items which contribute to a better way of life in this country. The advent of consistent color telecasting at the local level will serve to provide all of our merchandise with an aura of newness and freshness in the coming period of color emphasis."

Mr. Polk noted his organization has had a policy for several months permitting people who have bought black-and-white sets there to apply, any time prior to Feb. 1, 1957, the full purchase price toward a new color set.

Westinghouse Announces Color Tube Expansion Plans

A FACILITIES expansion program coming to more than a million dollars to implement production of the new Westinghouse all-glass color television picture tube, which is said to be the first of its kind and to point toward lower production costs while giving improved picture quality, is being announced today (Monday) by R. T. Orth, vice president, Westinghouse Electronic Tube Division.

"Our expanded facilities program is prompted by our confidence that the new Westinghouse rectangular shadow-mask color picture tube will be ready for commercial production early in 1956," Mr. Orth said. "We feel sure our color tube will be ready for the market next spring."

The Westinghouse tube is described as dispensing with costly metal flanges to join the faceplate and funnel of picture tubes and as eliminating expensive and unwieldly insulation required in receivers employing metal-flange tubes. The $1 million-plus expansion will be at Westinghouse's Elmira, N. Y., plant.

CHEAPER DOZEN

RENEWED interest in the possible manufacture of a color tv set that would retail in the $400-500 range was set off last week as reports reappeared predicting that such a model would be demonstrated soon in New York.

Telechrome Inc., electronics research laboratory, Amityville, N. Y., has started production on 12 models, or "prototypes," of mass production color tv receivers incorporating the Lawrence color picture tube [CLOSED CIRCUIT, Oct. 24]. Telechrome has been developing the chassis for the tube—which will be either 21 or 22 inches—for Chromatic Tv Labs, owned by Paramount Pictures.

TV WILL BE NO. 1 SELLER, KINTNER TELLS ADVERTISERS

ABC president tells 46th annual meeting of Assn. of National Advertisers that television's qualities are unexcelled in an economy trending more and more toward automation and the attendant volume of production. Other highlights: appraisal of antitrust suit against advertising, plea for increased propaganda efforts in the 'idea war,' discussion of research developments.

ADVERTISER and agency executives participating in the 46th annual meeting of the Assn. of National Advertisers last week in New York were told by ABC President Robert E. Kintner that television will be "the major selling machine" in moving the nation's rising volume of production.

The broadcast media—both radio and television—possess "human" qualities which exceed those of any other method of communication and which become more and more vital in selling, advertising and marketing as the trend toward automation in production continues, Mr. Kintner said.

The ABC chief also gave the advertiser and agency men an appraisal of television trends and problem areas—advantages to look for and pitfalls to beware—and called upon them to join the broadcasters in lifting radio from a "stepchild" status.

Mr. Kintner's speech was the radio-tv highlight of a Monday-Wednesday ANA program devoted primarily to broad aspects of marketing. Other features of the program dealt with such fundamentals as budgeting; management organization; agency performance evaluation; media contributions through marketing; research tools available to advertisers; case-history proof that creative planning, advertising and marketing pay off, and an appraisal of the government's pending antitrust suit against advertising (see stories pages 30-31 and 82).

The meeting, which drew a record registration of 490 advertisers and 180 agency executives plus 90 media representatives, also heard Theodore S. Repplier, president of the Advertising Council, commend the progress being made by the U. S. Information Agency abroad but at the same time recommend the formation of a new private organization to help wage the "idea war." An Advertising Council presentation on "The Impact of Your Public Service Advertising" was another feature of the session.

Mr. Kintner, in a speech on "Tv and Radio—Today and Tomorrow," reminded the advertisers of tv's coverage growth and pointed out that 19 of the top 25 advertisers, excluding distillers, make television "unquestionably their No. 1 medium" with the "typical" advertiser in the top 25 investing 47% of his advertising dollar in network tv alone and 56% in the broadcast media.

The challenge of television is not whether it is effective, but "how best to program it, how best to buy it, and best to use it commercially," he asserted, adding: "Since only 165 advertisers use network television today, there is the added challenge of how the networks can make greater use of television by smaller companies possible."

Mr. Kintner said the trend toward participating sponsorship—with 76% of today's tv network advertisers being participating sponsors as against 51% three years ago—has made the issue of network control of programs "more and more academic." But because the networks are being given more and more responsibility for direct programming, he said there should be "much closer liaison between the advertising agencies and the networks; a much better understanding by the networks of consumer motivation, and a great deal more research by all of us on what makes people buy."

The ABC head also called attention to the trend toward film programming, pointing out that the three networks now use film programs for 40% to 50% of their Class A nighttime hours and estimating that this may ultimately rise to around 80%.

The "real significance" of "spectacular"-type shows—which he called "special programs"—in the long run "will be to expand normal programming length to 90 minutes and longer," Mr. Kintner forecast, also predicting that many hour-and-a-half and two-hour shows will be regularly scheduled. In effect, he said, what the networks and producers will be attempting to do is to re-create in the home on a regular basis program vehicles very similar to the motion pictures and the full length plays.

He said that, "on the basis of regular buying, I doubt if more than half of the special shows can achieve a good cost per thousand, but the special shows do have certain advantages in special promotion for the larger companies, as one method for use of television by the smaller companies in bringing special stars and programs to tv, so that the number of special shows should increase rather than decrease.

Among television's "problem areas" he cited rising costs (for 28 shows on the air since 1951, production costs have risen 83% and time costs have doubled). But he pointed out that "compared with four years ago, the cost-per-thousand of the typical program has fallen," even though it has risen slightly in the past year because of greater competition among networks for audience, addition of new stations and smaller markets, and the fact that some new advertisers "are not buying television with commensurate program expenditures."

"The networks are not receiving unconscionable profits," he said. "In 1954, when the network gross sales were $306 million, profits were $36.5 million including the profits of 16 owned network stations which, of course, are more profitable than the network."

Another problem, Mr. Kintner said, is color (see story page 27), but the greatest in his opinion "is the restricted market challenge." He reiterated ABC's position that, without disrupting its present business, FCC could intermix and alter allocations to permit "at least three, and I would hope four or five, truly competitive television stations in the great bulk of the top 100 markets."

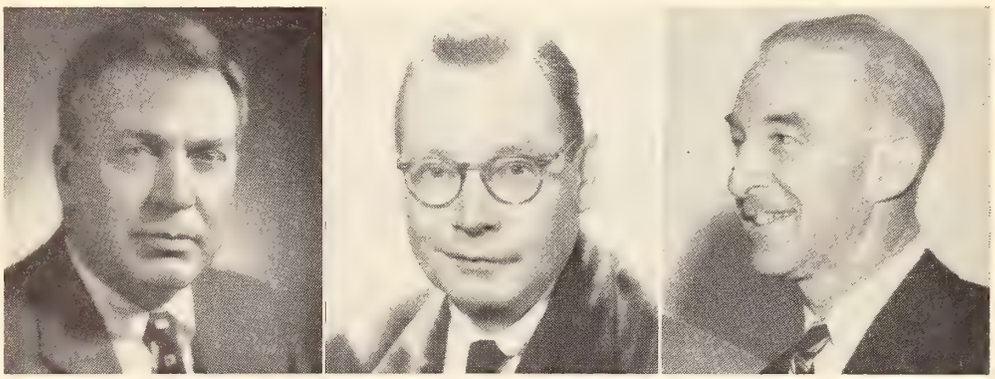
Such a move, he said, deserves advertisers' support and should be a matter of advertiser concern "because if your programs cannot be heard in many of the top 100 markets, except in bad time periods, you are not getting an equal share of the potential with your competitors." Mr. Kintner conceded that in his opinion the average tv commercial is not as "well done" as the average print ad but that "this fact is obscured by the tremendous impact advantages" of television. "In other words," he said, "I believe the effectiveness of tv advertising can be increased geometrically while tv's circulation, now that 70% of the homes are tv-equipped, can only be increased arithmetically." A "great deal more" knowledge about the viewing habits and inclinations of the tv audience is needed, he asserted, citing a special study made for ABC in Detroit (see story page 38).

Turning to radio, he cited changes in listening habits and needs, but said the problem "is primarily the failure on the part of the radio networks and of the local stations to back their research with substantial sums, to return to radio the excitement that is necessary. This reluctance of the business to gamble, I think, is also due in substantial part to the attitude taken by those advertising agencies who refuse to give it proper consideration; and by those advertisers who are most interested in satisfying distributors and salesmen with glamour buys in television rather than good advertising buys. . . .

"I think it is to the discredit of the networks, the advertisers and the agencies that this instantaneous medium with such potential for good and with such advertising advantage in cost-per-thousand, has been permitted to become a stepchild in the communications business. However, I see signs among the networks of program vitality. I hope their efforts in network radio will receive greater support from the agencies and advertisers. Thus a revitalization of radio can quickly result."

Looking 10 years ahead, Mr. Kintner fore-

TOP BRASS FOR ANA



MR. EBEL MR. MOSLEY MR. WEST

EDWIN W. EBEL, General Foods vice president, was elected chairman of the ANA to succeed Edward G. Gerbic. George E. Mosley, vice president of Seagram Distillers Co., was named vice chairman. Paul B. West continues as ANA president (story page 38).



THE 15% COMMISSION: SHOULD IT BE JUNKED?

IT SEEMS SO, AN ADVERTISING LAWYER TELLS HIS CLIENTS

LAST WEDNESDAY the business of advertising was handed an eloquent exposition of the facts of life by Gilbert H. Weil, general counsel to the Assn. of National Advertisers. Speaking at that organization's 46th annual meeting in New York, Mr. Weil delivered a two-pronged message: (1) that the current Justice Dept. antitrust complaint is neither vindictive nor necessarily to be feared, and (2) that the growth of the advertising business necessitates new reflection by advertisers and agencies upon their traditional (15%) way of doing business. B•T considers his remarks of considerable moment, and on these two pages reproduces his text, slightly condensed.

TIME and time again, the Antitrust Dept. has moved into various industries to challenge practices which were dear to the heart of the industry. Usually they are practices that have taken on the aspect of indispensable keystones in the economy of the business affected, through the hallowing processes of time—or by the inertia that goes euphemized as tradition.

Sometimes the assaults have failed, as in the recent investment bankers case. More often they have pushed through to their objective.

When such interest by the Department first makes itself known in a given industry, it is commonly attended, in its earlier stages at least, by reactions of consternation, shock, indignation, resentful frustration, and also by sincere conviction and admirable determination to stand for what is right and see the matter through at all costs.

These attitudes erupt in varying degrees in different quarters within the industry, but they stem from a surprisingly common progression of convictions (1) that Antitrust doesn't understand the nature of the industry and doesn't realize that the practices under attack are its lifeblood; (2) that Antitrust *does* understand the industry and *does* realize how essential the practices are to its existence, but it is antagonistic to the industry and is out to get it with a leap for the throat; (3) that intentionally or not, those damn bureaucrats are just going to be the death of the industry if somebody doesn't stop them!

But, when the smoke of battle has cleared away, and poppies grow in the battlefields, the dire predictions rarely seem to have come true. Individual businesses may often-times have become war casualties, but I can call to mind no instances in which an otherwise vital, sound and dynamic industry has been stunted or killed by an antitrust order.

I personally have never found, and I do not believe, that the Department has any basic antagonism against the industries—as such—within which it takes action. If you wish to feel otherwise you will have to believe that in its time it has been anti-aluminum, coal and oil; fish, fur, food and milk; railroads; telegrams, trucking and light bulbs; glass and eyeglasses; autos and movies; shoe machinery; plumbing; fire extinguishers and parking meters; real estate brokers; labor unions; and even the practice of medicine.

The common element, and the target which has really spurred Antitrust to action in these widely varied fields, has not been the industry itself, but the practices that the department believed to exist within them in contravention of the antitrust statutes. And I am of the opinion that the same is true insofar as its action in the field of advertising is concerned. I cannot feel that the department is anti-advertising, or that it is out to "get" the advertising industry, or any medium, under the guise of the antitrust laws. I simply think that, being technicians charged with the responsibility of stamping out antitrust violations wherever it may find them, the department, believing them to exist within the advertising structure, has proceeded there as it would, and has, in other, totally unrelated industries.

The part of the antitrust laws that is involved in the advertising case is that portion which prohibits two or more persons or organizations from joining together in a common plan or course of action which has restraint of trade—whether their own or someone else's—as its purpose or effect. It is a statutory recognition of the adage that in union there is strength; and that—insofar as restraint of trade is concerned—the opportunities to exercise the power that can be amassed by collective action are too dangerous in their implications to be tolerated.

The specific practices concerning which the Dept. of Justice alleges there has been unlawfully concerted action are:

1. Uniform standards for recognition of advertising agencies;
2. Refusal of credit and commissions to non-recognized agencies;
3. Refusal of trade assocation memberships to non-conforming agencies;
4. Refusal of recognition or commissions to agencies which rebate or split their commissions with national advertisers;
5. Refusal of recognition to house agencies or agencies controlled by or affiliated with media, printing or engraving establishments;
6. Charging of gross rates by media to direct advertisers;
7. Agreement amongst media that they will not depart from their published advertising rates;
8. Fixing and maintaining agency commissions at 15% of media's gross advertising rate;
9. Refrainment by agencies from competing with each other by submitting material to a national advertiser in speculative solicitation of new business.

The defendants named in the action are American Assn. of Advertising Agencies, American Newspaper Publishers Assn., Publishers Assn. of New York City, Associated Business Publications, Periodical Publishers Assn. and Agricultural Publishers Assn.

If I am unable to make anything else clear that I say this morning, I hope that I may have the power to be lucid on one point. I must make it clear, if I am to help you understand the true implications of the advertising antitrust suit.

It is this: There are certain activities, and they are many, which a business may lawfully do, if it does them by itself, acting on its own initiative and determination. Yet those very same actions may become illegal if done as the result of agreement, concert or joint program with one or more other companies.

There you have the touchstone for understanding the legal basis, rationale and objective of the Department's lawsuit. It is not based upon the thought that an advertising agency should not be paid 15% of an advertiser's media expenditures. It is not based upon the thought that such payment should not be made by the medium in the form of a discount to the agency. It is not based upon the thought that a medium has no right to select—or "recognize"—the agencies with which it will do business.

It is predicated simply upon the principle that it is unlawful for two or more independent business entities *to agree with each other* to do such things, or do participate in a *joint program* concerning them.

It's the *joining together* in such activities that the complaint sets forth as the unlawful aspect of what it claims has been done. There is no claim whatsoever that the particular activities which are alleged to have been the subject of the joint ventures are, or would be, illegal if pursued by individual companies acting entirely by themselves. And there is no indication in the complaint that the Antitrust Department has any desire to prohibit *individual* employment of such commercial devices.

Of course—and it is very important that we realize and remember this—the complaint merely represents what the Department claims to

be true; it is not necessarily the truth itself. If the case is fully litigated, it may well be that after all the evidence is in, the court may find that the standard agency commission is the result of economic evolution and tradition and not collusive action. Or that when variations in agency services and special fees are taken into account, there is no such thing as a fixed agency fee; or that the recognition programs are credit and calibre reports only, with the media owners in full exercise of their individual policies as to how they shall act upon the information thus received.

If the proof goes in those directions, then to such extent the factual basis for the government's case—as distinct from the legal theories upon which it rests—will be shot from under it.

If, on the other hand, the Department successfully woos the court to its point of view that joint action has taken place in these areas, or if a consent decree is negotiated, the result of the suit—that is, the injunctive terms of the final order—will not in any event go beyond prohibiting continuation of such collusive action. It will not ban *truly individual* performance of the activities designated in the complaint.

I have not the slightest doubt, and neither have you, that advertising is so dynamic, so vital, so full of growth and strength, that it would weather blows a hundred-fold as threatening as that. It is simply inconceivable—unless there should be so drastic a change in the nature of our economy nothing else would retain its importance anyway—that advertisers, agencies and media will not all continue to need each other, and use each other; and that suitable and appropriate mechanics will be worked out whereby the laborer who is worthy of his hire will receive it from the person or persons who derive the benefit of his services, and in fair correlation with the amount of benefit they get. . . .

So, if I have correctly analyzed the government's case, there is nothing in it from the strict legal viewpoint that is going to necessitate drastic changes in our industry, regardless of how the case turns out. Despite that, however, I cannot escape the personal belief that this lawsuit—entirely apart from its outcome and regardless of who wins it—will prove to be a strong catalytic agent in the economic evolution of some important aspects of advertising relationships.

The reason I say this is that, however the case turns out, it will necessarily focus attention upon the concept that the legal relationships between an advertiser and his agency should be fixed by individually determined agreement between them. If the government's views prevail, the decision will certainly establish that as a consideration for the future. If the defendants prevail, it will be because they will have convinced the court that that has been the state of affairs right along and presumably will continue to be so.

The highlighting of this concept comes at a time when more and more advertisers and agencies are becoming aware of the inadequacy of undiscriminating and standardized customs to serve the subtle, complex and distinctive needs of their own particular commercial situations. Their growing restlessness becomes all the more acute when the stereotyped arrangements are ones which, to varying degrees, have continued to exist after the conditions that originally infused them with good commercial sense have changed. . . .

In the simpler days of our industry, the business between an advertiser and its agency was carried on between one dominant individual in each of the companies. They were, in almost all instances, close personal friends, or became such. They understood each other, and the immediacy and uninterrupted continuity of liaison between the two top men provided a basis of understanding, mobility, trust and adaptability that was probably more efficient than anything we can substitute today. It was not necessary, when those conditions prevailed, to hamper the efficiency of a fast moving, fluid, informal set-up like that with the details, codifications and general red tape of a formal contractual instrument.

But that was possible only under those conditions. Now that advertising departments on the one hand, and advertising agencies, on the other, have grown to the complex structures which they are today, then, despite the most pleasant personal relationships which may exist between individual and individual within the larger framework, we must recognize that realistically times have changed and the relationship is now between one large business organization and another. Understandings, activities and programs which were at one time settled in a matter of minutes by two men across a desk or table, now require consideration by subcommittes, committees, departments and finally "top brass."

The individuals who in the early years of advertising-agency relationships made their decisions as spontaneously as they wished were the heads, and most frequently the owners, of their respective business enterprises. They were responsible to no one but themselves. Today the people who must make the decisions are responsible to other officers of their company, to boards of directors, and, ultimately, to stockholders.

Changes have also taken place in the complexities of technique in the advertising and marketing processes. In the developmental period of the agency commission system, the services renderable by an agency to an advertiser were pretty much limited to those that were collateral to the selling of space for media owners. They were essentially copy preparation, space contract placing, and space buying and servicing functions. They were perhaps performed more for the purpose of helping the media owner sell its product than to aid the advertiser in marketing his.

Today the services which agencies can and do furnish to advertisers range across an extremely broad and varied spectrum. They now encompass, amongst other things, the production of entertainment which once would have been thought appropriate only to theatrical producers; research; and participation, in many instances to a major degree, in the formulation of marketing and public relation policies—perhaps even product development and sales decisions. . . .

In view of the extremely mature environment that has now settled down upon our industry, how can an advertiser and an agency any longer be satisfied that they are acting up to their commensurate responsibilities when they formulate a relationship between themselves by means which, even when they are reduced to writing, amount to little more than the advertiser saying, "Hey, you wanna be my advertising agency?"—and the agency answering "Yeah, sure." . . .

The wide inventory of services which today's agencies can offer to advertisers seems to me to require extremely thoughtful attention, and carefully written definition in two areas of the advertiser-agency relationship. In the first place, since every advertiser does not want 100% of every service that an agency can possibly render to it, the parties should decide which services are to be furnished and to what extent. Secondly, the arrangement is on an unrealistic, and, hence, unsound basis if the remuneration that the agency is to receive is not fairly correlated to the services that it is to render.

AT THE TIME, IT WORKED

In the younger days of the industry when an agency's services to an advertiser were simple and relatively uniform from advertiser to advertiser, those circumstances made a uniform compensation system commercially appropriate and satisfactory. It was keyed to the conditions of the time and hence it was realistic and sound. Moreover, since those services bore quite a direct relationship to the use of media space and were predominantly in the service of media owners, it was equally natural and suitable that their compensation should be computed in relationship to the media billing, and that it should be paid by the media owners. . . .

Today, when so much of the value of some services an agency may supply may not receive ample recompense from a percentage of media billing, either because the services do not relate to or result in space or facility purchases, or, if they do, the medium involved is one with a relatively low billing rate, there is a restlessness amongst agencies concerning the traditional basis of compensation, and we find, more and more, a demand on their part, and a willingness amongst advertisers where circumstances warrant it, that additional fees be negotiated for specific services.

Conversely, where agencies are called upon to render relatively little by way of effort in comparison with large amounts receivable by them from certain media—such as tv or super-circulation periodicals—whose invoices are verging upon expression in light years, the advertisers are growing restive, and they are more and more demanding and receiving adjustment of the inequities, either in the form of additional services by the agency without further compensation, or by the franker means of rebates.

In other words, as must always happen, vestigial commercial practices may continue by momentum for some time after their true justification has ceased or altered, but ultimately the friction of new market conditions will wear away obsolescent contours and remold the structure to its new environment, or whittle it away entirely.

The circumstances I have referred to, and others which there is no time to go into here, mark the natural evolution of the moment as one that moves more and more toward individual negotiations between specific advertisers and their agencies of the custom-tailored contractual relationships which best suit their own particular needs under today's complex market and legal conditions.

MEMBERS OF THE ANA BOARD *(See elections story, page 38)*



MR. BEARD | MR. FROST | MR. KENNEDY | MR. SCHACHTE | MR. MARPLE | MR. HARRINGTON | MR. WELLS

saw color tv as "commonplace"; tv screens flat, measured in feet rather than inches, and "used wherever picture frames or mirrors are used today"; tv telephones and closed circuit tv for both business and homes; television on a transworld basis, and radios the size of a watch and carried by everyone.

Mr. Kintner spoke Tuesday at a media session in which newspapers were represented by Harold S. Barnes, director of the American Newspaper Publishers' Assn.'s Bureau of Advertising; outdoor advertising by Warner Moore, president of Outdoor Advertising Inc., and magazines and business papers by a panel moderated by Frederick Nelson, chief editorial writer of the *Saturday Evening Post,* and composed of Frank Baxter, U. of Southern California professor whose tv programs on Shakespeare have been widely hailed; Stanley High, senior editor, *Reader's Digest,* and Robert Elder, vice president of the Plax Corp. and a marketing economist well known in radio and television circles.

In a Wednesday session on new developments in advertising research, Fred B. Manchee, executive vice president and treasurer of BBDO and chairman of Advertising Research Foundation, covered five major research areas—market, motivation, copy, media, and "pay-off"—and also called attention to pilot studies in a pending project dealing with human behavior in arriving at decisions to buy products, which he said showed such "interesting results" as:

"More than twice as many people regarded a television set as a necessity than regarded it as a luxury. Opinions regarding whether television sets were expensive or inexpensive split about evenly. About three times as many of the people interviewed said that there were many differences among various brands as against those who said they did not think there were any important differences. About twice as many people said that many facts were required before making a purchase, as against the number who said that they didn't need any facts; and six times as many people said that family opinion was important as said that family opinion was unimportant . . ."

Mr. Manchee also stressed the need for more media research studies, outlined ARF's activities in various research fields, and reiterated that the ARF Radio-Tv Committee hopes the industry will provide money to enable it to conduct a series of controlled experiments in which each of the various radio-tv rating methods may be observed in action.

William A. Hart, new president of ARF, introduced the research session which also included a report by Sherwood Dodge, vice president of Foote, Cone & Belding, on the work of his ARF committee on printed advertising rating methods.

Advertising Council President Repplier, speaking at the closing luncheon Wednesday, reviewed his recent six-month round-the-world study of the "idea war." He said the USIA program is improved but not perfect. "We have made our mistakes and have learned from them. I do feel we have stopped floundering and have begun to get our feet on the ground in a field that was frighteningly new and strange." He said that Ted Streibert, former Mutual board chairman, and Abbott Washburn, formerly of General Mills, who now head the USIA operation, have "performed feats that make the labors of Hercules look like featherbedding" and have "formed the nucleus of a good organization."

Mr. Repplier said that he also would "like to see a new private organization formed to aid in the idea war," to "quietly enlist in the information program the non-government groups which give America much of its strength." But "most important of all," he said, "we must supply the USIA with tools adequate for the job," budgeting not $80 million for the idea war but "at least $200 million."

Advertising and Marketing

Robert C. Myers, director of market development for U. S. Steel Corp., showed how advertising—including *Steel Hour* on CBS-TV and open-end commercials which the company makes available for local tv sponsorship—fits into the marketing picture. President James E. Robison and associates of Indian Head Mills pictured their company's use of advertising and said that, additionally, the campaign for their textile products gets "a substantial amount of publicity" including live tv shows in conjunction with Singer Sewing Machine, 150 tv stations' use of a five-minute film run "editorially," and a disc jockey contest conducted by the company in 100 markets for three weeks.

Ford Motor Co.'s "coordinated program of product development, manufacturing, sales, and advertising in action" was presented by T. J. O'Neil, Ford's executive director of sales and advertising. The annual meeting opened with a morning session, on "Making Your Advertising More Productive in Today's Business Climate," which included two closed presentations. One was by *Fortune* magazine and pointed up that business management in recent years has reversed the long trend of advertising less when sales are down. The other was a dramatized presentation by the ANA board to show members the functions and services provided by ANA.

The advertisers were told by Albert W. Frey, professor of marketing at Dartmouth U.'s Amos Tuck School of Business Administration, that a company's advertising budget cannot be "determined properly until (1) general management stops considering advertising as a *step*-child and (2) advertising management stops considering it as an *only* child." He stressed the need for careful planning of marketing functions including advertising.

A special workshop session Monday afternoon was devoted to management practices that have proved effective in advertising operations. The panel consisted of W. B. (Pete) Potter, director of advertising, Eastman Kodak Co.; John B. McLaughlin, director of sales and advertising, Kraft Foods Co.; C. S. (Cliff) Samuelson, advertising manager, Grocery Products Div., General Mills; R. G. Holbrook, chairman of the board of Compton Adv. and vice chairman of the AAAA. Mr. Potter, who spoke on "Long-Term Budgeting for Long-Term Marketing Planning," stressed that it is important for an advertising department to provide management with the best available long-term estimates of advertising expenditures. Careful pre-planning of advertising expenditures, he said, enables Eastman Kodak to maintain reasonably-measured advertising support keyed to the company's production schedule.

Mr. McLaughlin described how Kraft Foods coordinates all marketing functions in a manner calculated to generate maximum power. He said Kraft has organized the sales and advertising departments into a single unit—a move designed to "break down the 'iron wall' that often seems to exist between sales and advertising." Accordingly, he said, Kraft has a budget that encompasses advertising, market research, sales promotion and sales expenditures, and funds can be shifted rapidly from one area to another to meet a particular marketing situation.

Mr. Samuelson outlined criteria for evaluating the performance of an agency for a client, including the quality of advertising management in relation to business acumen, alertness to new ideas and stability; advertising leadership; creative ability; technical services and personnel; over-all resources; competitive gains in all areas of responsibilities, and depth and character of replacement personnel.

Mr. Holbrook discussed the ways and means agency management evaluates the job its organization is doing for a client. He said an agency must examine an advertiser's objective and decide the kind of work the account needs and how much work it requires, and then must maintain a check on the progress of an account. In addition to making certain that the quality of work on an account is high, agency management must impress on account executives the need to anticipate future trends, so that the client may "get a jump ahead" of competitors. Agency management, he said, also must guard against such failings as complacency in leadership, internal friction and bogging down in creativity.

The ANA annual banquet was held Tuesday night, with CBS Radio and CBS-TV presenting a special program emceed by CBS-TV comic Johnny Carson.

The truth will out!

WHEN Dr. Whan made the 1955 Iowa Radio-Television Audience Survey, 74 out of every 100 Iowa homes had television sets.

Since then, the number has continued to grow tremendously. Today we estimate that in Central Iowa, WHO-TV delivers 302,200 television homes, representing over a million people — about half urban, half rural.

WHO-TV serves this great and growing audience in the best WHO tradition. Free & Peters can give you full details.



WHO-TV

Channel 13 • Des Moines



Col. B. J. Palmer, President
P. A. Loyet, Resident Manager
Free & Peters, Inc.
National Representatives

NBC Affiliate

In the rich market of

RICHMOND

Petersburg and Central Virginia

WXEX-TV *has*

1

Basic NBC-TV Network

2

Maximum power—316 K.W.

3

Maximum tower height—1049 ft. above sea level
943 ft. above average terrain . . . more than 100 ft. higher
than any station in this market

4

415,835 TV families in coverage area

5

Channel 8

Ask your Forjoe man for full details about

WXEX-TV

Tom Tinsley, President Irvin G. Abeloff, Vice President

TV NETWORK BUYS AND BUYERS

Top Ten Tv Network Advertisers in August 1955

1.	Procter & Gamble	$2,861,971
2.	Colgate-Palmolive	1,666,152
3.	Chrysler Corp.	1,497,209
4.	Gillette Co.	1,181,792
5.	R. J. Reynolds Tob.	1,105,262
6.	General Foods	1,082,986
7.	American Tobacco	848,306
8.	Lever Bros.	816,545
9.	American Home Prods	748,907
10.	General Mills	664,566

CIRCLE OF BEST SPENDERS VIRTUALLY INTACT DURING AUGUST

EIGHT of the top 10 tv network advertisers for August of this year also had placed in the listing for August 1954, according to the Publishers Information Bureau's compilation of tv network gross billings.

Comparable figures for network radio gross billings are no longer available. PIB terminated this service following issuance of July figures, saying that "recent changes in the rate and discount structures of the various networks" had affected comparisons between the networks as well as comparisons with past statistics [B•T, Oct. 10].

P. Lorillard Co. and General Electric Co. were replaced in this August's tv listing by Lever Bros. and American Home Products Corp.

Procter & Gamble Co., which consistently spends the most in network tv, compiled an impressive $2,861,971 in gross billing for the month. This was over $800,000 more than its total of August 1954.

Of some 22 categories appearing in the network tv product group breakdown, 13 increased in gross billings. Top gainers were autos (including equipment and accessories), drug and remedies, foods, gasoline, household equipment and supplies, office equipment, radio-tv sets, soaps (cleansers and polishes included) and toiletries and toilet goods.

Network tv's gross billings continued their climb upward, totaling $257,517,496 for the January-August period, as compared with last year's eight month total of $196,622,788. The August 1955 figure was nearly $7 million above the gross billing figure for that month last year.

GROSS TV NETWORK TIME SALES BY PRODUCT GROUPS FOR AUGUST AND JANUARY-AUGUST 1955, COMPARED TO 1954

	August 1955	Jan.-Aug. 1955	August 1954	Jan.-Aug. 1954
Agriculture & Farming	....	$ 39,690	$ 8,018	$ 91,510
Apparel, Footwear & Access.	194,028	2,154,709	176,241	1,968,641
Automotive, Auto Equip. & Access.	3,357,599	28,167,944	1,933,657	17,614,552
Aviation, Aviation Equip. & Access.	17,055	76,395	....	...
Beer, Wine & Liquor	618,319	4,924,144	622,133	4,531,509
Building Materials & Supplies	51,420	724,255	27,309	975,461
Confectionery & Soft Drinks	122,468	4,700,753	239,980	3,797,248
Consumer Services	40,773	793,569	76,220	553,196
Drugs & Remedies	1,804,937	14,115,452	1,137,254	8,940,968
Entertainment	....	....	7,240	7,240
Food & Food Products	5,824,156	52,119,864	5,203,210	40,296,679
Gasoline, Lubricants & Other Fuels	399,057	3,095,294	228,298	2,022,256
Horticulture	....	109,669	....	23,406
Household Equip. & Supplies	2,378,548	20,049,290	1,810,855	16,517,742
Household Furnishings	28,690	1,660,190	147,659	2,559,674
Industrial Materials	363,505	4,427,404	408,562	3,853,275
Insurance	26,600	1,072,490	57,410	1,015,337
Jewelry, Optical Goods & Cameras	211,818	2,930,424	88,324	1,665,080
Office Equipment, Stationery & Writing Supplies	415,631	3,790,302	272,165	2,994,471
Publishing & Media	68,396	486,742	7,922	88,400
Radios, Tv Sets, Phonographs, Musical Instruments & Access.	422,892	5,581,053	273,713	5,155,710
Retail Stores & Direct by Mail	....	10,392	....	42,345
Smoking Materials	3,202,819	27,337,947	3,559,233	27,827,077
Soap, Cleansers & Polishes	3,848,724	28,664,047	2,798,209	22,057,039
Sporting Goods & Toys	....	45,927	....	42,502
Toiletries & Toilet Goods	6,856,377	48,302,363	4,366,977	29,537,877
Travel, Hotels & Resorts	40,350	340,500	56,970	694,400
Miscellaneous	50,786	1,796,687	157,392	1,749,193
TOTALS	$30,344,948	$257,517,496	$23,664,931	$196,622,788

Source: Publisher's Information Bureau

LEADING ADVERTISERS IN RESPECTIVE GROUPS DURING AUGUST 1955

Knomark Mfg. Co.	$ 95,265
Chrysler Corp.	1,497,209
General Dynamics Corp.	17,055
Joseph Schlitz Brewing	179,652
Johns-Manville Corp.	51,420
William Wrigley Jr. Co.	55,800
Electric Cos. Adv.	40,773
American Home Prods.	730,044
General Foods Corp.	1,082,986
Gulf Oil Corp.	160,620
General Electric	433,553
C. H. Masland & Sons	25,360
U. S. Steel Corp.	231,775
Prudential Ins. Co.	26,600
Eastman Kodak Co.	205,245
W. A. Sheaffer Pen Co.	283,287
Crowell-Collier Pub. Co.	26,491
Philco Corp.	168,035
R. J. Reynolds Tobacco	1,105,262
Procter & Gamble Co.	2,346,364
Colgate-Palmolive Co.	1,198,625
Pan Am. World Airways	40,350
General Conference of Seventh Day Adventists	28,605



Pioneer Station Representatives Since 1932

FREE & PETERS, INC.

NEW YORK
250 Park Avenue
Plaza 1-2700

CHICAGO
230 N. Michigan Ave.
Franklin 2-6373

buy

and we can tell you why

If you really want more business and will tell us a few basic facts about your sales policy, distribution, and sales objectives, we will research your industry, competitive sales strategy and media patterns. If our study shows promise of greater impact, economy and RESULTS through Spot Radio, we will submit campaign ideas and budgets. You then decide for yourself.

Product and media research is one of the many services we offer to advertisers and their agencies. Please call or write us today.

EAST, SOUTHEAST		
WBZ+WBZA	Boston+Springfield	51,000
WGR	Buffalo	5,000
WWJ	Detroit	5,000
KYW	Philadelphia	50,000
KDKA	Pittsburgh	50,000
WFBL	Syracuse	5,000
. . . . .		
WCSC	Charleston, S. C.	5,000
WIST	Charlotte	5,000
WIS	Columbia, S. C.	5,000
WPTF	Raleigh—Durham	50,000
WDBJ	Roanoke	5,000
MIDWEST, SOUTHWEST		
WHO	Des Moines	50,000
WOC	Davenport	5,000
WDSM	Duluth—Superior	5,000
WDAY	Fargo	5,000
WOWO	Fort Wayne	50,000
WIRE	Indianapolis	5,000
KMBC-KFRM	Kansas City	5,000
KFAB	Omaha	50,000
WMBD	Peoria	5,000
. . . . .		
KFDM	Beaumont	5,000
KRIS	Corpus Christi	1,000
WBAP	Ft. Worth—Dallas	50,000
KENS	San Antonio	50,000
MOUNTAIN AND WEST		
KBOI	Boise	5,000
KVOD	Denver	5,000
KGMB-KHBC	Honolulu—Hilo	5,000
KEX	Portland	50,000
KIRO	Seattle	50,000

DETROIT
Penobscot Bldg.
Woodward 1-4255

ATLANTA
Glenn Bldg.
Murray 8-5667

FT. WORTH
406 W. Seventh St.
Fortune 3349

HOLLYWOOD
6331 Hollywood Blvd.
Hollywood 9-2151

SAN FRANCISCO
Russ Building
Sutter 1-3798

NEW VIEWING DATA OFFERED BY ABC-TV

President Kintner tells ANA about a Detroit pilot study showing viewing preferences.

SOME NEW RESEARCH on the viewing habits and inclinations of the people who make up the television audience was presented to the Assn. of National Advertisers last week by ABC President Robert E. Kintner (also see story page 29).

He said ABC had financed a pilot study in the Detroit area in order to gather information for the ANA meeting and, although "it only suggests clues," summarized its highlights as follows:

"1. We found the dominance of the housewife in nighttime tv viewing is considerably greater than the male; 28% greater with regard to overall activity and 46% with regard to general interest. Peculiarly enough, this was not necessarily traced to our living in a matriarchal society but rather to the absence of the spouse. I can only presume that in Detroit the boys either work harder or play harder.

"2. There is frequently more unanimity of appeal within the household of lower-rated programs than for most programs appearing in the top 10 in terms of total homes delivered. I suppose that this may be traced to the fact that the leading programs become more controversial, presumably developing strong dislikes as well as likes which tend to fragmentize the audience within the household.

"3. It appears that the housewife asserts herself to a greater extent in the selection of a tv program when there is general drama available or a situation comedy. As for mysteries, the housewife appears to have about the same interest level as her husband. Naturally, as you would expect, when sports events are on, the husband asserts his dominance, but what surprised me is that he exercises it also for certain types of motion pictures. I can only guess that the same factors which keep men away from home in Detroit must affect their choice of feature films on tv. Incidentally, the husband frequently reports, especially on weeknights, that he would like to watch programs other than those chosen by his family, so presumably the presence of a second television set in the home will increase the male viewing activity.

"4. The most important point that this pilot survey showed was that there were approximately half as many family members not watching tv as were watching during prime evening hours. Of there non-viewers, almost as many were in the home as were out of the home. This indicates, of course, that there is still a sizeable reservoir of potential viewers at home in peak-viewing hours which better programming would attract to the set.

"5. The old axiom of radio that habit plays a strong role in listening activity is certainly indicated by this study. The study shows that good programs, regularly slotted, are very hard to beat. Consequently, if you are considering a special one-time show in television it probably will get good results only in particularly soft time periods in the regular program schedule. Moreover, it is evident that if special shows are scheduled during strong weekly programming time periods, they reduce to a considerable degree the unanimity of audience appeal in the household. This, of course, results in reducing viewers per set to the average special show."



WEST VIRGINIA

These preliminary state and county figures from the U. S. Census of Agriculture show the number of farms with television sets in October-November, 1954, when the census was made. Figures are projected from a survey covering 20% of all farms. B•T will present farm tv figures for each state as they are tabulated by the Census Bureau. Readers can clip and save these reports to accumulate a complete, county-by-county, state-by-state file.

	Total Farms	Farms With Tv	% Tv Farms
WEST VIRGINIA			
Barbour	1,561	287	18.4
Berkeley	1,131	671	59.3
Boone	610	200	32.8
Braxton	1,773	213	12.0
Brooke	320	210	65.6
Cabell	1,643	910	55.4
Calhoun	1,258	182	14.5
Clay	849	175	20.6
Doddridge	944	122	12.9
Fayette	1,675	395	23.6
Gilmar	1,106	160	14.5
Grant	777	135	17.4
Greenbrier	2,172	535	24.6
Hampshire	1,135	278	24.5
Hancock	248	192	77.4
Hardy	1,006	186	18.5
Harrison	1,712	392	22.9
Jackson	1,751	798	45.6
Jefferson	615	435	70.7
Kanawha	1,735	741	42.7
Lewis	1,345	183	13.6
Lincoln	1,726	580	33.6
Logan	625	190	30.4
McDowell	931	136	14.6
Marion	1,379	501	36.3
Marshall	1,311	608	46.4
Mason	1,648	637	38.7
Mercer	2,235	816	36.5
Mineral	630	185	29.4
Mingo	881	272	30.9
Monongalia	1,593	744	46.7
Monroe	1,772	481	27.1
Morgan	459	207	45.1
Nicholas	1,616	426	26.4
Ohio	479	400	83.5
Pendleton	1,322	149	11.3
Pleasants	392	105	26.8
Pocahontas	1,061	147	13.9
Preston	2,060	642	31.2
Putnam	1,537	738	48.0
Raleigh	2,038	638	31.3
Randolph	1,383	229	16.6
Ritchie	1,228	222	18.1
Roane	1,904	489	25.7
Summers	1,427	202	14.2
Taylor	764	212	27.7
Tucker	542	78	14.4
Tyler	763	185	24.2
Upshur	1,648	191	11.6
Wayne	2,292	872	38.0
Webster	959	195	20.3
Wetzel	1,214	322	26.5
Wirt	604	80	13.2
Wood	1,698	506	29.8
Wyoming	1,096	222	20.3
TOTAL	68,583	20,007	29.2

OTHER STATES REPORTED IN B•T

Arkansas	Oct. 10, 1955
Arizona	Oct. 24, 1955
Colorado	Oct. 17, 1955
Connecticut	Oct. 10, 1955
Delaware	Oct. 24, 1955
Florida	Oct. 24, 1955
Idaho	July 25, 1955
Illinois	Oct. 31, 1955
Indiana	Oct. 31, 1955
Iowa	Oct. 3, 1955
Kansas	Aug. 29, 1955
Maine	Oct. 10, 1955
Massachusetts	Oct. 17, 1955
Minnesota	Aug. 15, 1955
Mississippi	Oct. 31, 1955
Montana	Aug. 15, 1955
Nebraska	Sept. 12, 1955
Nevada	June 13, 1955
New Hampshire	July 25, 1955
New Jersey	Oct. 3, 1955
New Mexico	Oct. 10, 1955
North Carolina	Oct. 24, 1955 (N. C. totals showing tv farms is corrected from 47.2% to read 26.3%).
North Dakota	Aug. 1, 1955
Oklahoma	Sept. 5, 1955
Oregon	Oct. 17, 1955
Rhode Island	Oct. 3, 1955
South Dakota	Aug. 15, 1955
Tennessee	Oct. 3, 1955
Texas	Oct. 10, 1955
Utah	Aug. 1, 1955
Vermont	July 25, 1955
Washington	Oct. 17, 1955
Wisconsin	Aug. 29, 1955
Wyoming	Oct. 24, 1955

ADVERTISERS NAME EBEL NEW CHAIRMAN

EDWIN W. EBEL, General Foods vice president in charge of marketing, was elected chairman of the Assn. of National Advertisers at the 46th ANA meeting at New York's Plaza Hotel.

George E. Mosley, vice president in charge of advertising and sales promotion for Seagram-Distillers Co., was elected vice chairman and seven others were named or re-elected to the board of directors. Paul B. West was re-elected president, a post he has held since it was created in 1935.

Mr. Ebel, who was with the Calkins & Holden, Tracey Lock Dawson and Pedlar & Ryan agencies before he joined General Foods in 1948, succeeeds Johnson & Johnson Vice President Edward G. Gerbic in the ANA chairmanship. Mr. Gerbic continues on the 18-man board for 1955-56.

The following were elected to three-year terms on the board: David F. Beard, general director of advertising, Reynolds Metals Co.; Donald S. Frost, vice president in charge of advertising, Bristol-Myers Products Div., Bristol-Myers Co., and Henry M. Kennedy, director of advertising and public relations, Prudential Insurance Co. of America. Re-elected for three-year terms were Henry Schachte, vice president of Lever Bros., and Howard A. Marple, director of public relations for Monsanto Chemical Co. Others re-elected to the board, for two and one-year terms respectively, were Ralph H. Harrington, advertising director of General Tire & Rubber Co., and Ben H. Wells, vice president of Seven-Up Co.

ANA-AAAA Plan Effort To Stress Marketing

IMPORTANCE of "integrated and creative" marketing in moving products and answering fears of over-production and unemployment is stressed in a new joint program of the Assn. of National Advertisers and the American Assn. of Advertising Agencies, unveiled last week at the ANA meeting in New York (story page 29).

The case for greater attention to marketing is dramatized in a motion picture, "Challenge to America," which was shown for the first time at the meeting and is intended for use by companies throughout the country. The film was produced under the auspices of the Committee on Understanding of Our Economic System, jointly sponsored by ANA and AAAA and headed by William C. McKeehan Jr., vice president of J. Walter Thompson Co., New York. "Challenge to America" was produced for the committee by Wilding Picture Productions, based on material developed by JWT. The agency contribution was supervised by Stanley Resor, chairman of the JWT board, and included research and creative work by Arno Johnson, Dr. Vergil Reed, Dr. Herbert Fischer and Walter Lord.

Numerous industry groups, including radio and television, have signified interest in assisting in the "Challenge to America" program, ANA-AAAA spokesmen reported, saying it will be a continuing and long-range program. It is the third to be sponsored by the joint committee since its formation in 1947.

Of all the food merchandising programs in Philadelphia...



THE PAT AND JACK SHOW



IS 1ST

Every major station in Philadelphia has a food merchandising program. According to Pulse*, the WPEN entry—The Pat & Jack Show—leads *all* the rest, including the 50,000 watt "giants" of the networks.

The cost per participation in The Pat & Jack Show is *lower* than any of the other food merchandising programs. Again, WPEN delivers the highest rating and the lowest cost per thousand.

Furthermore, there is a GUARANTEED merchandising program throughout the Penn Fruit Company chain of supermarkets available to all participants at no extra charge.

PAT AND JACK
Monday thru Saturday
9:05 – 10:00 A.M.



Represented Nationally by Gill-Perna, Inc.

*Pulse July-August '55

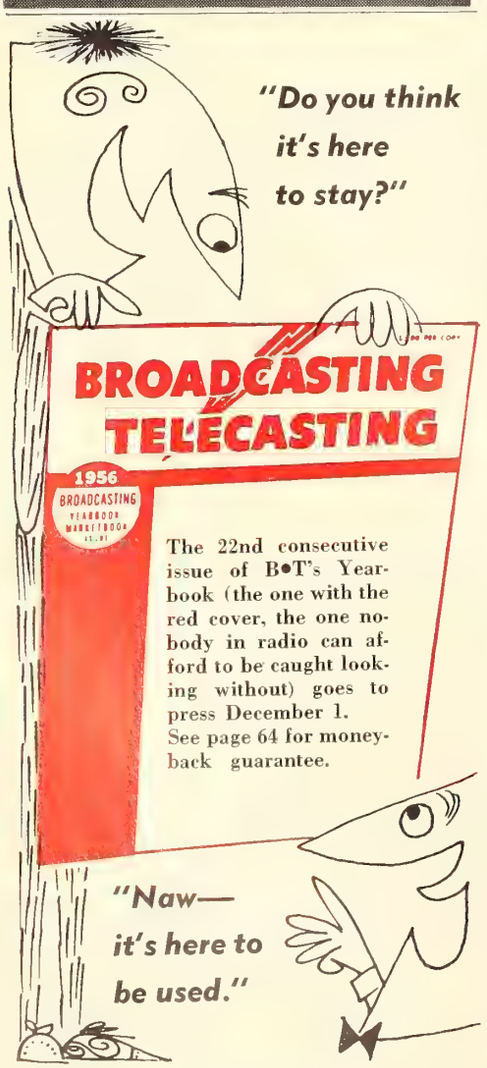
WPEN
Philadelphia

Time Buying
CHECK LIST
FOR THE
DURHAM-RALEIGH
MARKET

1. TOP COVERAGE
☑ WTVD
now 280,540 sets

2. TOP PROGRAMS
☑ WTVD
best of NBC-ABC

WTVD
Channel 11
DURHAM-RALEIGH
Call Edward Petry Co.



17 New England Stations Sell $110,000 Package to Carling

CAPITALIZING on enthusiastic interest by fans in the activities of the Boston Bruins hockey team and the Boston Celtics basketball team, WHDH Boston has arranged for the coverage of 100 games this fall on a 17-station New England lineup under the sponsorship of the Carling Brewing Co. Total cost of the commercial package is estimated at $110,000.

The idea for the extensive sports coverage originated with Bill McGrath, manager of WHDH, and Al Tanger, commercial manager, after they learned that the Bruins were attracting sell-out audiences and the Celtics were enjoying widespread, pre-season interest. Mr. McGrath reports that he decided to convert this interest into a commercial package, particularly in view of the limited telecasting of Boston sports events.

After working out a broadcast schedule satisfactory to both the Bruins and Celtics managements, Messrs. Tanger and McGrath offered 16 other stations the same schedule and received their approval. These stations are in key distribution points for the Carling Brewing Co. The proposal subsequently was laid before Carling, which accepted.

With WHDH serving as the key station in this "backyard network," other stations which have been carrying the sports schedule for the past three weeks are: WEIM Fitchburg, WAAB Worcester, WALE Fall River, all Mass.; WFAU Augusta, WCOU Lewiston, WPOR Portland, all Me.; WMOU Berlin, WTSV Claremont, WKXL Concord, WKBR Manchester, all N. H.; WTSA Brattleboro, WDOT Burlington, WIKE Newport, WSYB Rutland, WTWN St. Johnsbury, all Vt.

Harold Cabot Agency, Boston, handles the Carling account.

Adv. Research Foundation Conference Opens Thursday

AN UNEXPECTED number of advance registrations to the Advertising Research Foundation's first annual conference to be held Thursday at the Hotel Ambassador in New York brought the figure to 275 last week.

Luncheon speakers will be William A. Hart, newly-elected president of ARF, and Robert F. Elder, executive vice president of Plax Corp. and a marketing economist. Mr. Elder will speak on "Can We Make Advertising Research Pay Its Way?" Fred B. Manchee, chairman of the ARF board and executive vice president and treasurer, BBDO, will preside.

Featured in the afternoon will be a discussion of the printed advertising rating methods study that is nearing completion, and an advance look at a proposed study of consumer buying decisions.

Purex Corp. Names FC&B

PUREX Corp., South Gate, Calif., bleach and detergent maker which last month signed as co-sponsor of NBC-TV's $100,000 jackpot show, *The Big Surprise*, has named Foote, Cone & Belding, Los Angeles, as agency for its liquid bleach.

Purex formerly spent $1 million annually in newspaper advertising but to date this year has not announced any budget for that medium. Its budget for the NBC-TV show, which it shares with Speidel watch bands, hits $2 million. Purex account is split two-thirds to FC&B and one-third to Weiss & Geller, Los Angeles, which handled the NBC-TV buy.

COLORCASTING

Advance Schedule Of Network Color Shows

(All times EST)

CBS-TV

Nov. 8 (9:30-10 p.m.) *Red Skelton Show,* S. C. Johnson & Son through Needham, Louis & Brorby, and Pet Milk Co. through Gardner Adv. on alternate weeks (also Nov. 15, 22 and 29).

Nov. 10 (8:30-9:30 p.m.) *Climax,* Chrysler Corp. through McCann-Erickson (also Nov. 24).

Nov. 12 (7-7:30 p.m.) *Gene Autry Show,* William Wrigley Jr. Co. through Ruthrauff & Ryan (also Nov. 19, 26).

Nov. 19 (9:30-11 p.m.) *Ford Star Jubilee,* "Caine Mutiny Court Martial," Ford Motor Co. through J. Walter Thompson Co.

Nov. 21 (10-11 p.m.) *Studio One,* Westinghouse Electric Co. through McCann-Erickson (also Nov. 28).

NBC-TV

Nov. 7-11 (5:30-6 p.m.) *Howdy Doody,* participating sponsors (also Nov. 14-18, 21-25, 28-30).

Nov. 8 (11 a.m-noon) *Home,* fashion show colorcast, 11:30-noon, participating sponsors.

Nov. 8 (8-9 p.m.) *Milton Berle Show,* Sunbeam Corp. through Perrin-Paus Co., and RCA and Whirlpool Corp. through Kenyon & Eckhardt (also Nov. 29).

Nov. 9 (7-8:55 a.m.) *Today,* insert from Wright Air Research & Development Center, participating sponsors.

Nov. 9 (11 a.m.-noon) *Home,* insert from Wright Air Rersearch & Development Center, participating sponsors.

Nov. 10-11 (3-4 p.m.) *Matinee,* participating sponsors (also Nov. 16-18, 21-23, 25 and 28).

Nov. 14 (8-9:30 p.m.) *Producers Showcase,* "Dateline II," Ford Motor Co. through Kenyon & Eckhardt, and RCA through Kenyon & Eckhardt, Grey and Al Paul Lefton.

Nov. 15 (11 a.m.-noon) *Home,* showing of decorating & nature in miniature at 11:30-noon, participating sponsors.

Nov. 20 (4-5:30 p.m.) *Hallmark Hall of Fame,* "Devil's Disciple," Hallmark cards through Foote, Cone & Belding.

Nov. 22 (11 a.m.-noon) *Home,* preview of Christmas toys and Christmas party at 11:30-noon, participating sponsors.

Nov. 23 (7-8:55 a.m.) *Today,* insert from Independence National Park, Philadelphia, partcipating sponsors.

Nov. 26 (1:15-4 p.m.) *NCAA Football,* Army vs. Navy, participating sponsors.

[Note: This schedule will be corrected to press time of each issue of B•T]

AROUND FARGO,

IT'S WDAY-TV

BY A COUNTRY MILE!



HOOPER TELEVISION AUDIENCE INDEX Fargo, N. D. - Moorhead, Minn. — Nov., 1954			
	TV-SETS-In-Use	Share of Television Audience	
		WDAY-TV	Station B
AFTERNOON (Mon. thru Fri.) 12 noon — 5 p.m.	28	86	14
5 p.m. — 6:30 p.m.	48	88	13
EVENING (Sun. thru Sat.) 6 p.m. — 12 midnight	65	85*	17*
(*Adjusted to compensate for fact stations were not telecasting all hours)			

FARGO-MOORHEAD Hoopers prove that WDAY-TV outruns all television competition, by a comfortable country mile. *Day and night, WDAY-TV gets 5 to 6 times as many Metropolitan Fargo viewers as the next station!*

Look at the TV sets-in-use—*65% at night!*

With the next nearest stations 50, 185 and 200 miles away, you can be sure WDAY-TV is amazingly popular *throughout* the heavily-saturated Red River Valley. Let Free & Peters give you the whole story — *it's really something!*

WDAY-TV

FARGO, N. D. • CHANNEL 6

Affiliated with NBC • ABC



FREE & PETERS, INC., *Exclusive National Representatives*

NATIONAL TV POLL PROPOSED BY ARB

Bureau presents $1.2 million plan whereby 500,000 personal interviews, covering every county in U. S., will give industry complete coverage data, frequency of listening and set count.

PROPOSAL for a nationwide tv set count and station coverage study, comprising some 500,000 personal interviews and costing an estimated $1.2 million, has been made to the tv networks and to leading advertising agencies by American Research Bureau.

With a true probability sample of 500,000 personal interviews, so distributed as to include every county in the country, ARB feels acceptance of its proposal would provide the industry with accurate and fully projectable coverage data by station reception and frequency of viewing, plus a set count, an ARB spokesman said.

Before presenting the proposal, the spokesman told B•T, "ARB executives actually went into the field to test the interviewing approach being suggested. In Colorado they worked in three completely rural counties high in the mountains. In Alabama they tested in Jefferson County, which contains urban Birmingham as well as outlying bucolic districts where the educational level is low and the interviewing techniques particularly difficult to apply. The lessons learned from these field tests make it obvious that anything less than a complete interviewing technique is a compromise that is bound to reflect itself statistically in the end results."

Because the ARB proposed study would rely "only on personal interviews to gather the data, there would be no correction factors or other adjustments that would tend to negate the accuracy and projectability of the findings," he said.

It is estimated that the proposed ARB survey would devote six months to sampling, four months to interviewing, three months to tabulation and one month to copy preparation, or overall from 10 to 12 months (the schedules would overlap appreciably).

A. C. Nielsen Co. has already announced that it will conduct a second Nielsen Coverage Study of radio and tv set ownership and station coverage early next year, similar to the first such survey made in 1952 [B•T, Oct. 17].

LATEST RATINGS

ARB

Top 10 Tv Programs
Oct. 8-14

		Rating
1.	$64,000 Question (CBS)	60.0
2.	I Love Lucy (CBS)	44.8
3.	Your Hit Parade (NBC)	43.5
4.	George Gobel (NBC)	41.4
5.	Ed Sullivan (CBS)	39.8
6.	Climax (CBS)	39.3
7.	You Bet Your Life (NBC)	37.6
8.	I've Got A Secret (CBS)	36.4
9.	Disneyland (ABC)	35.6
10.	Honeymooners—Jackie Gleason (CBS)	34.2

		Viewers (000)
1.	$64,000 Question (CBS)	49,340
2.	I Love Lucy (CBS)	39,590
3.	Ed Sullivan (CBS)	39,360
4.	Disneyland (ABC)	35,890
5.	George Gobel (NBC)	34,010
6.	Your Hit Parade (NBC)	33,310
7.	Honeymooners—Jackie Gleason (CBS)	30,830
8.	You Bet Your Life (NBC)	29,450
9.	I've Got A Secret (CBS)	29,170
10.	Climax (CBS)	27,900

Copyright 1955 American Research Bureau

NIELSEN

Top 10 Television Programs
Two Weeks Ending October 8, 1955
Number of Tv Homes Reached

Rank	Program	Homes (000)
1	64,000 Dollar Question (CBS)	18,694
2	World Series-1955-Sun. (NBC)	18,631
3	World Series-1955-Sat. (NBC)	16,107
4	Ed Sullivan Show (CBS)	15,571
5	I Love Lucy-Gen. Foods (CBS)	14,260
6	Chevy Show (NBC)	13,543
7	Milton Berle Show (NBC)	13,017
8	World Series-1955-Weekday (NBC)	12,919
9	George Gobel Show (NBC)	12,832
10	Disneyland (ABC)	12,585

Per Cent of Tv Homes Reached
Program Station Basis

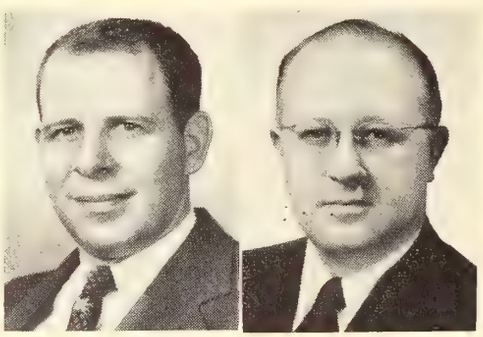
Rank	Program	Homes %
1	64,000 Dollar Question (CBS)	58.2
2	World Series-1955-Sun. (NBC)	56.1
3	Ed Sullivan Show (CBS)	48.6
4	World Series-1955-Sat. (NBC)	48.5
5	I Love Lucy-Gen. Foods (CBS)	46.3
6	Chevy Show (NBC)	44.8
7	Milton Berle Show (NBC)	40.5
8	Disneyland (ABC)	40.4
9	George Gobel Show (NBC)	39.8
10	Climax (CBS)	39.5

Copyright 1955 by A. C. Nielsen Co.

Benton & Bowles Names Rich, Kiebler V. P.'s

LEE RICH and Milton L. Kiebler, associate media directors, Benton & Bowles, N. Y., were elected vice presidents of the agency, effective last Tuesday, by the board of directors.

Mr. Rich has been with the agency for the past four years and is associate media director on the Procter & Gamble account. Mr. Kiebler has been with the agency 18 years and is associate media director on the Diversified Products Group.



MR. RICH MR. KIEBLER

Ruppert Gets Giant Rights

JACOB RUPPERT Inc. (Knickerbocker beer), New York, last week signed a four-year contract to sponsor radio and television coverage of New York Giants baseball club. Cost of the entire package was estimated at some $5 million, covering rights to the club, station time and production costs over the four-year period. Home games of the Giants will be telecast on WPIX (TV) New York with both home and road games broadcast on WMCA New York. Russ Hodges and Bob Delaney will continue as play-by-play announcers. The agency for Ruppert is Biow-Beirn-Toigo, New York.

For eight years the Giant broadcasts and telecasts had been sponsored by Liggett & Myers Tobacco Co. which reportedly decided not to renew its option.

Burnett Co. Announces Key Personnel Changes

TOP-LEVEL appointments of Lester M. Malitz as vice president and supervisor of the newly-acquired Pabst Blue Ribbon beer account and of Leonard S. Matthews as vice president in charge of media highlighted key changes announced last week by Leo Burnett Co., Chicago-headquartered agency.

Mr. Malitz joined the Burnett agency Nov. 1 after 19 years at Warwick & Legler Inc., New York, most recently as vice president and director. He had been associated with the Pabst account there since 1942 and joined the agency as media director in 1936. Previously Mr. Malitz had been with Ruthrauff & Ryan, New York, where he started his advertising career in 1923. Pabst Brewing Co. reassigned the Pabst Blue Ribbon beer account to Burnett last month [AT DEADLINE, Oct. 10].

Mr. Matthews joined Leo Burnett Co. in 1948, serving as space buyer, chief timebuyer, account executive and finally account supervisor. He assumes a post vacated by the departure of Art Porter and filled temporarily by Dr. Seymour Banks as acting department manager. Dr. Banks becomes manager of media planning and research.

In a further realignment Thomas A. Wright Jr., who held sales and sales research positions at NBC New York, was appointed a media group supervisor and Kenneth B. Fleming Jr., media group supervisor, assumes new responsibilities as senior media group supervisor.

Proper Use of Research Stressed at N. Y. Seminar

PROPER application of research in buying and selling time was stressed last Tuesday by Anne Wright, supervising timebuyer, J. Walter Thompson Co., speaking at the timebuying and selling seminar of the Radio & Television Executives Society in New York.

First, however, the buyer must be well-informed as to the objectives of a campaign, she pointed out, and then should decide what type of radio-tv is most suitable. After weighing these factors, the next step is to turn to available research, she said. Miss Wright added a warning that buyers should be "aware of the margin of error which all research companies admit to."

Robert Hoffman, director of planning and development at WOR-AM-TV New York, who shared the platform with Miss Wright, warned that ratings, "which all too often are the basis for buying and selling, don't tell enough." The "abnormal use of ratings," he said, "makes for slide rule slaves."

In his talk, Mr. Hoffman outlined what, he said, ratings "cannot tell us."

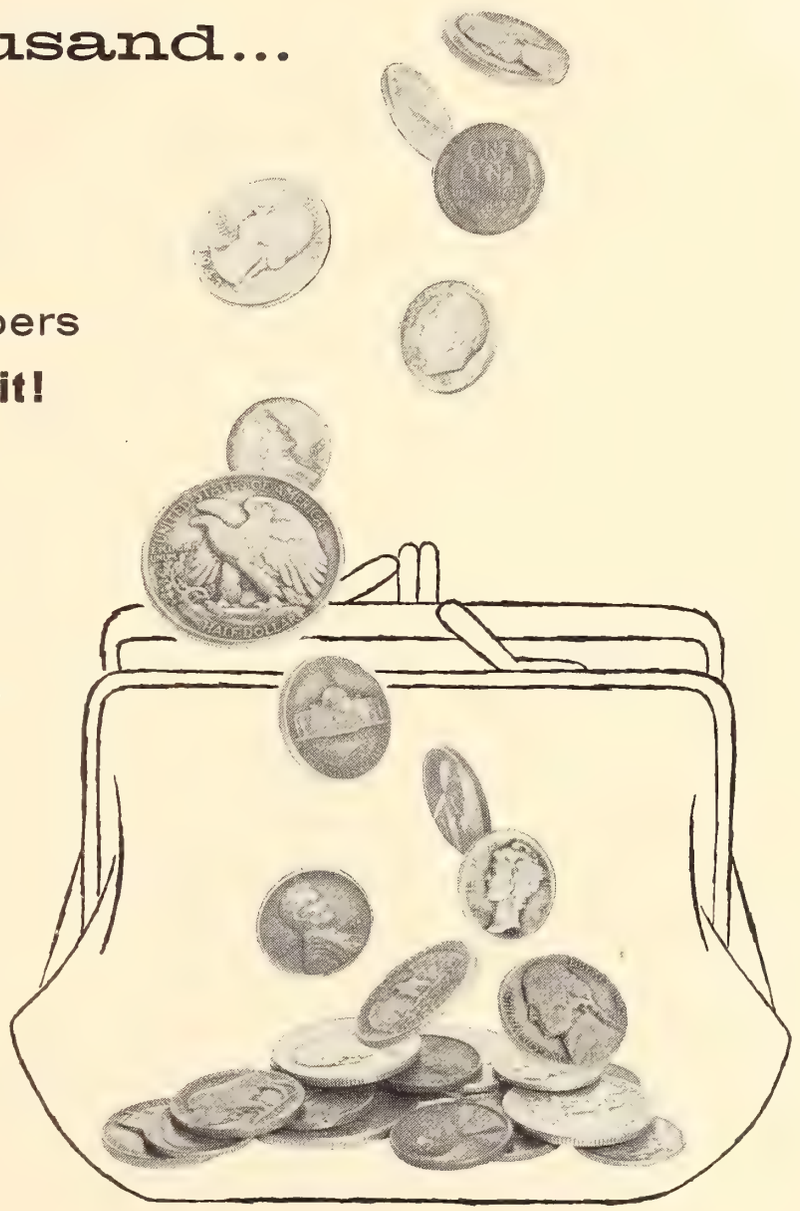
He said that ratings alone do not tell the whole story to the buyer of time. Such factors as the number of listeners per set, composition and/or turnover of the audience can enter the picture. In many cases, he noted, the average quarter-hour rating may be more important than the total rating of a given program when it is a spot carrier. The question of whether the client aims for the same people in his time placement or for different people should be taken into consideration, he said.

Bates Elects Grey, Redmond

EDWARD A. GREY, associate media director, and Louis Redmond, a copy group supervisor, elected vice presidents, Ted Bates & Co., New York. Mr. Grey joined the agency from Biow-Beirn-Toigo last January. Mr. Redmond has been with the firm for two years.

Compare the circulation and cost per thousand...

and you'll find that **radio** gives you twice the impact of newspapers in these markets. **Try it!**



We think you will agree that merchandising in all fields will become more and more important to maximize radio advertising effectiveness. That is why we, together with our radio stations, have studied and drafted a plan to help you merchandise your schedule on all Hollingbery stations. We call it the . . . Hollingbery Four-Point Plan.

Call your Hollingbery man for details—

George P. Hollingbery Co.

Offices: New York • Chicago • San Francisco • Los Angeles • Atlanta

Representing:

EAST
WADC.....Akron
WABI.....Bangor
WBCM.....Bay City
WINR.....Binghamton
WMGM.....New York City
WHIO.....Dayton
WHAM.....Rochester
WARM.....Scranton
WSPR...Springfield, Mass.

SOUTH
WQXI.....Atlanta
WGPC.....Albany, Ga.
WJBO.....Baton Rouge
WTMA.....Charleston
WRBL.....Columbus
WBIG.....Greensboro
WJDX.....Jackson, Miss.
KGHI.....Little Rock
WLVA.....Lynchburg
WIOD.....Miami
WSIX.....Nashville
WSPA.....Spartanburg

MIDDLEWEST
WGN.....Chicago
KVOR....Colorado Springs
WEBC.....Duluth
WEAU.....Eau Claire
WJPS.....Evansville
WISC.....Madison
WQUA.....Moline
KSCJ.....Sioux City
KWBB.....Wichita
Arrow Head Network

WEST
KTSM.....El Paso
KPOA.....Honolulu
KROY.....Sacramento
KUTA.....Salt Lake City
KERO.....Bakersfield
KYNO.....Fresno
KITO.....San Bernardino
KIST.....Santa Barbara
KSTN.....Stockton

Follow the leader



A new television program named *Captain Kangaroo* is leading the small fry of America each morning into their own world of fantasy and delight and holding them completely enthralled for an hour.

After only a few weeks on the air, we flatly predict that this remarkable hour of children's entertainment will soon lead all competition between 8 and 9 a.m. Its opening performances won rave notices from the critics—"a smasheroo," "a durable gem of a kidoodler," "an extraordinary session for pre-schoolers that is fit fodder for humanity of all sizes."

In fact everybody is crazy about *Captain Kangaroo:* parents, parent-teacher associations—and above all the children themselves. To them he is the Pied Piper of modern times.

As an advertiser you cannot afford to overlook this genial showman whose pockets bulge with everything that children love. If you want his eager, acquisitive and swiftly-multiplying audience in *your* pocket, your best course is to follow this great leader on

CBS TELEVISION



Since the chances are you'll be away from your television set when the Captain is on the air, we will be delighted to show you a television recording of the program.

Kennedy, Walker, Wooten Open Los Angeles Agency

FORMATION of Kennedy, Walker & Wooten, Los Angeles, advertising-public relations-publicity firm, has been announced by the the principals, Earl Kennedy, William Walker and Eugene Wooten. The office will be located at 8743 Sunset Blvd., Los Angeles 46; telephone is Crestview 6-8777.

Mr. Kennedy, with Young & Rubicam for eight years and with Maxon Inc. for five years, will specialize in radio-tv for the new firm.

Mr. Walker, who will head the KW&W media department, served as account executive with Kenyon & Eckhardt (four years) and Grant Adv. (three years). He is a specialist in the merchandising and marketing fields.

Mr. Wooten will head up the new firm's public relations department. He has a background of seven years of public relations with major film studios in Hollywood and was formerly director of public relations for Cinecolor Corp. of California and Cinecolor Ltd., England. Prior to becoming a partner in KW&W, he was vice president of Publiscope, public relations firm.



NEW PARTNERS discuss plans in their Los Angeles office. L to r: Messrs. Kennedy, Walker and Wooten.

Coleman Takes Account To Wade Adv. Agency Inc.

IN a major personnel and account expansion at Wade Adv. Agency Inc., Los Angeles, Robert E. Dwyer, executive vice president, has announced the appointment of Jerry Coleman, associate in Welsh-Hollander & Coleman Adv., Los Angeles, as account executive.



MR. COLEMAN

Mr. Coleman, who served for eight years as advertising manager of the White King Soap Co., brings to Wade the Paper Products Co. account (household paper supplies) a heavy radio-tv user. Mr. Dwyer said that further announcement will be made concerning other accounts serviced by Mr. Coleman.

Also announced were the appointments of Charles Norman Gumberg as copy chief and Ed Sterling as assistant radio-tv director. Mr. Gumberg, formerly copy chief at Mottl & Siteman, Beverly Hills agency, joins Wade today (Monday). Mr. Sterling was formerly CBS staff director in Hollywood

Two more personnel additions are to be announced.

Times Square Plug

ADMIRAL Corp., sponsor of Bishop Fulton J. Sheen's *Life Is Worth Living* (ABC-TV, Thurs., 8-8:30 p.m. EST; ABC Radio, Tues., 8:30-9 p.m. EST), is going to make full use of its Times Square sign on Broadway at 47th st., New York. The 50x50 foot illuminated display, currently carrying sales messages for the various Admiral products, will henceforth carry bulletins listing the times and topics of the Bishop's talks. Agency for Admiral is Russel M. Seeds Co., Chicago.

Further Delay Looms In Antitrust Suit

A DELAY of two or three years before the government's antitrust suit against advertising, newspaper and magazine associations, comes to trial was indicated last week, as the American Newspaper Publishers Assn. filed in Federal District Court in New York for dismissal of the complaint.

The suit charges ANPA and others with violations of the Sherman Antitrust Act. ANPA in its brief denied that it had engaged in a conspiracy in restraint of trade (or that it had authorized anyone to do so) and that it had a right to gather and disseminate among its members credit information about advertisers placing, or seeking to place, their business in newspapers. Also filing an answer to the Dept. of Justice suit was the Publishers Assn. of New York City which generally denied the allegations.

Federal Judge William R. Herlands, who indicated the extent of the delay he expected before the suit is tried, gave an additional 90 days to four other groups—including the American Assn. of Advertising Agencies—to file answers to the government suit.

Sarnoff Pinpoints Purpose Of AFA's Advertising Week

THE PURPOSE of the Advertising Federation of America sponsored National Advertising Week, according to Robert W. Sarnoff, executive vice president of NBC, is *not* to advertise advertising or to try to create some kind of phony idea that advertising people are geniuses or supermen . . . but that advertising raises the standards of living . . . makes shopping easier . . . gives you better goods for less money . . . and makes jobs more secure."

Mr. Sarnoff made these remarks in announcing the slogan of the 1956 advertising week—"Advertised brands—your guarantee of quality"—to be held nationally Feb. 19-25 throughout the nation.

Mr. Sarnoff also reported that the task force agency—Foote, Cone & Belding, under radio-tv Vice President Roger Pryor, is continuing work on advertising week material for use by advertising clubs in all media.

Rauch, Woods Named V.P.'s By Young & Rubicam

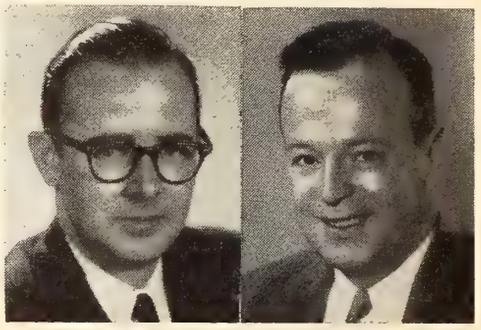
HARRY RAUCH, manager of the radio-tv publicity department, and Henry F. Woods Jr., manager of the general publicity department, Young & Rubicam, New York, have been elected vice presidents of the agency, Sigurd S. Larmon, president, announced last week.

Mr. Rauch has been with the agency for the past 11 years and Mr. Woods for the past 10.

Besosa, Quinn Elected Nielsen Vice Presidents

CHARLES W. BESOSA and William H. Quinn, formerly account executives of A. C. Nielsen Co., have been elected vice presidents in the company's radio-tv division, it was announced last week by the firm's board of directors.

Both appointees have been with Nielsen's radio-tv division for 10 years. Mr. Besosa joined Nielsen in 1937 and Mr. Quinn in 1942.



MR. QUINN MR. BESOSA

Cuff to Head Allied Stores Radio-Television Activities

SAMUEL H. CUFF, since 1947 a radio and television consultant for Allied Stores and other organizations, has been appointed director of radio and television activities for Allied Stores. In this position, he will devote his entire time to Allied's broadcast operations. He will make his headquarters at Allied's New York City offices at 401 Fifth Ave.



MR. CUFF

A&A PEOPLE

Robert J. Fitzpatrick and **Wilfred L. Copping,** public relations and copy departments, respectively, Albert Frank-Guenther Law agency, N. Y., elected vice presidents. **Richard E. Cruikshank,** resident in firm's S.F. office, also elected vice president.

Stewart L. Fritche account executive, Robert Otto & Co., N. Y., appointed vice president. He has been with firm since December 1951.

John E. Brady, radio-tv coordinator, General Foods Corp., White Plains, N. Y., appointed director of advertising services in company's corporate marketing department. **Robert A. Winston,** General Foods public relations department, named manager of corporate public relations.

Philip Harney, merchandising director, Jackson, Haerr, Peterson & Hall, Peoria, Ill., elected to agency board of directors.

Michael V. McCarthy Jr., writer at Geoffrey Wade Adv. Inc., Chicago, appointed radio-tv director, Erwin, Wasey & Co. Ltd., same city.

Fred G. Robbe, promoted to advertising manager, P. Lorillard Co. (Old Gold and Kent cigarettes). Mr. Robbe has been with firm since 1950 as assistant director of advertising.

a new family favorite

JOHNNY .44! with GENE AUTRY - ROY ROGERS FILMS galloped into every seventh home in the Minneapolis-St. Paul area . . . according to their first ARB ratings.

They join WCCO-TV's AXEL AND HIS DOG in the heart of the Northwest family circle. Nationally recognized as a program with one of the lowest costs-per-thousand-homes available on television, AXEL drew a smashing 22.2 in September ARB—to top all local cumulative ratings for Monday-through-Friday programs!

That's a phenomenal 67¢ per thousand viewers.

Both of these sparkling participation programs were part of WCCO-TV's 9 of the top 11 multi-weekly shows measured by September Telepulse. Free & Peters can put your product into Twin City focus.



WCCO-TV

The Other Member Of The Family
Minneapolis—St. Paul

CBS

W. S. Shafer, vice president of Armour & Co. (meat packers), Chicago, appointed chief of new advertising-merchandising division on Armour food products.

Charles F. Mikuta, Norge Div., Borg-Warner Corp. (appliances), Chicago, to Russel M. Seeds Co., same city, as account executive.

William J. Griffiths, senior account executive, Carmona & Allen, N. Y., to agency's Hollywood headquarters as general manager.

W. J. Gabriel Jr., William Glazier Adv. Agency, Cleveland, Ohio, named junior partner.

Stephanie Wagner, public relations department, Leo Burnett Co., to Grey Adv., N. Y., as publicity writer on national accounts.

William M. Zeigler Jr., in charge of Ross Roy Inc.'s N. Y. office, to Compton Adv., N. Y., as account executive on Standard Brands' Tender Leaf Tea.

Martha H. O'Leary, director of library, Benton & Bowles, N. Y., to J. Walter Thompson Co., same city, as head of new information center.

Douglas B. Leigh Jr., director in charge of art dept., MacManus, John & Adams, N. Y., to Kudner Agency as an art director on Frigidaire account.

William Bien appointed central region sales manager, headquartering in Chicago, Anheuser-Busch Inc. (Budweiser beer), with supervision of 13 midwestern states.

John W. Harper, Leo Burnett Co., to D'Arcy Adv., Chicago, as chief timebuyer on Standard Oil Co. of Indiana account.

Quincy G. Ryan, vice president, Ruthrauff & Ryan, N. Y., granted year's leave of absence.

Thomas W. Rickey appointed account executive in Mr. Ryan's absence.

Bill Schiffmacher, Edwards Agency, L. A., named art director.

A. Russell Tomkinson, account executive, Horton-Noyes Adv. Co., Providence, R. I., to Hutchins Adv. Co., Rochester, N. Y., in same capacity.

Boyd B. Garrigan, district sales representative, Birds Eye frozen foods, to sales promotion staff, Erwin, Wasey & Co., L. A.

Allen Stuart Brown and **Gordon Donald Hoff,** Needham, Louis & Brorby Adv., Chicago, to John W. Shaw Adv. Inc., that city, as writer and art director, respectively.

Edgar E. Rand, 50, president of International Shoe Co., died of heart attack at National Shoe Fair in Chicago Oct. 26. He also was director of several large subsidiary corporations, including Florsheim Shoe Co., Chicago.

Donald Hockstein, radio-tv supervisor, Foote, Cone & Belding, Chicago, to radio-tv commercial dept. of Tatham-Laird Inc., same city, as writer-producer.

Kenneth C. T. Snyder, director of tv department, Stockton, West, Burkhart Inc., Cincinnati, to radio-tv department of Needham, Louis & Brorby Inc., Chicago, as writer.

Ed. A. Leary, formerly with Fuller & Smith & Ross, Cleveland, on Westinghouse Electric account, to creative staff of Russel M. Seeds Co., Chicago.

Herbert J. Kaselow promoted to account executive at A. C. Nielsen Co., market research organization.

PROTECT GAINS, BROADCASTERS TOLD AT COLORADO SPRINGS NARTB MEETING

Mountain States delegates urge FCC to take control of all types of tv transmission, including community antenna systems. Lower copyright fees sought for radio. Arnoux warns of over-commercialism while Kramer takes radio broadcasters to task for running 'advertising's biggest discount house.' FCC Comr. Bartley asks radio-tv to lead drive to strengthen civil defense.

RADIO is rejoining television in the upward surge of advertising revenues as large advertisers return to the older medium, delegates attending the NARTB Mountain States meeting at Colorado Springs were told last week.

The Tuesday-Thursday meeting of Region 7 was marked by the livest discussion of industry and station policies yet heard during the autumn regional series.

In a message to the convention, NARTB President Harold E. Fellows (see page 56) led a group of industry leaders as they traced recent radio-tv advances and warned of dangers ahead for both media unless station operations are strengthened and programming policies improved. Mr. Fellows is to rejoin NARTB's roving headquarters squadron at Des Moines today (Monday) after an illness of several weeks.

Meeting High Spots

These other developments high-spotted the Colorado Springs session:

• FCC was urged to assume control over all type of tv transmission, including community antenna systems, with originating stations holding control over re-transmission of their programs.

• Lower copyright fees were demanded from copyright licensors on behalf of radio stations.

• Campbell Arnoux, WTAR-TV Norfolk, Va., vice president of the NARTB Tv Board, warned of over-commercialism and the possible loss of public support (see story page 52).

• Worth Kramer, WJR Detroit, told radio stations they are operating "advertising's biggest discount house" (see text page 54).

• FCC Comr. Robert T. Bartley called on broadcasters to lead a drive to strengthen the civil defense system (see story page 90).

Walter E. Wagstaff, KIDO-AM-TV Boise, Idaho, NARTB District 14 director, was host director at the meeting, held in the Broadmoor Hotel.

D. Lennox Murdoch, KSL-TV Salt Lake City, and Herbert A. Carlborg, CBS-TV director of editing, called on telecasters to adhere to the NARTB Tv Code. Appearing at the Thursday tv session with Edward H. Bronson, NARTB tv code director, they emphasized the importance of the code. Mr. Carlborg showed a series of censored tv excerpts.

Mr. Murdoch said the respect and confidence of listeners and viewers is fundamental to tv's future. "The bigger we get and the faster we grow, the more numerous and vociferous become our critics," he said. He called on station management to start campaigns among department heads and staff personnel to review code policies and study the recommendations and suggestions in the document. Referring to the Kefauver report and the charges made by critics, he asked, "Where would we have been had we not had a television code to point to with pride?"

Mr. Carlborg recalled two instances in which an outside packager notified the CBS Television editing department it was beyond the necessity of discussing what it termed the small-time interpretations of the network policies and the NARTB code. As a result, the packager "was dismayed to find he had offended a very vociferous racial group and aroused vigorous protests from another direction."

'Suggest Rather Than Delete'

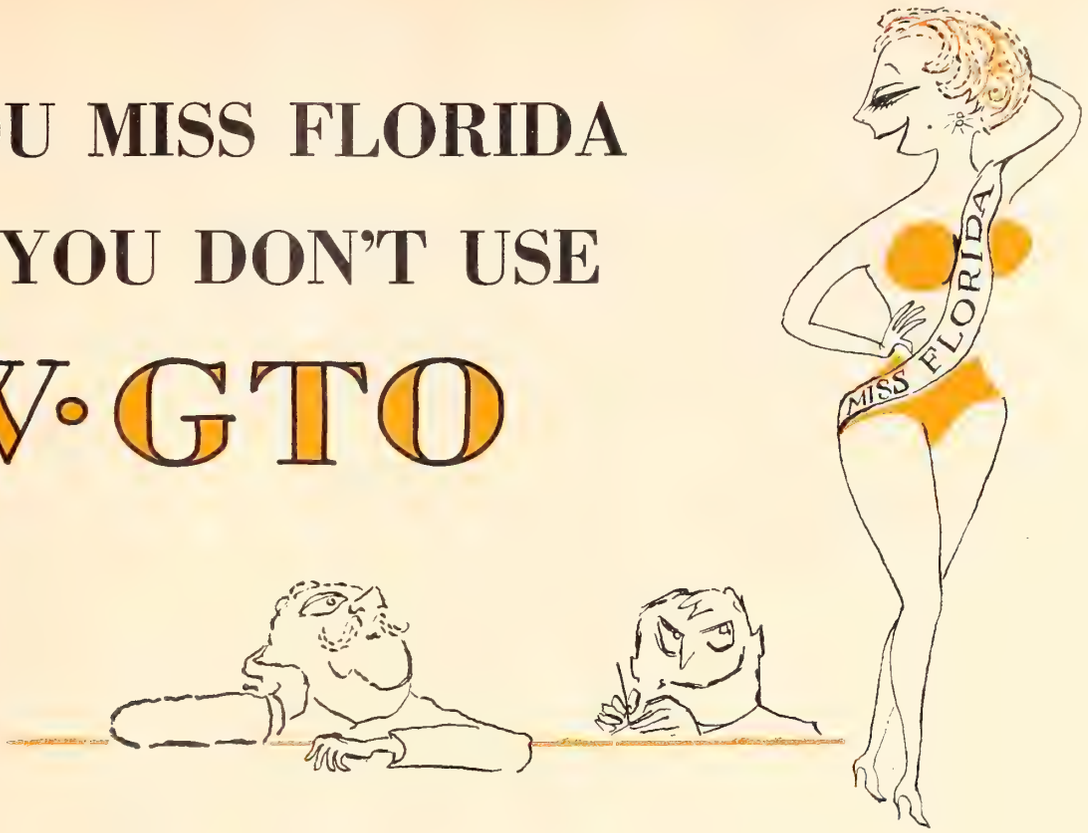
CBS Television believes in suggesting rather than deleting, he said. "We insist on being called editors rather than censors," he added.

The resolutions sessions Wednesday and Thursday turned into live discussions of music



SPEAKERS at NARTB Colorado Springs regional meeting included (l to r): front row, Walter E. Wagstaff, KIDO-AM-TV Boise, Idaho, host director; Eugene Holliday, KSL Salt Lake City; Ian Elliott, KATL Miles City, Mont.; Merle H. Tucker, KGAK Gallup, N. M.; James D. Russell, KKTV (TV) Colorado Springs; back row, Donald L. Hathaway, KSPR Casper, Wyo.; Henry H. Fletcher, KSEI Pocatello, Idaho; D. Lennox Murdoch, KSL-TV Salt Lake City; Herbert A. Carlborg, CBS-TV; Campbell Arnoux, WTAR-TV Norfolk, Va.

YOU MISS FLORIDA IF YOU DON'T USE W•GTO



from Gulf To Ocean • Gainesville To Okeechobee

Judge for yourself. There are some mighty pretty figures in the Florida market. For instance, with a powerful new radio station you reach 1,500,000 people. These same people buy $1,443,330,000 worth of products each year. Tourists swell the coffers with an additional $650,000,000 annually.

The residents of the W•GTO coverage area cruise around in 484,000 automobiles while another 1,600,000 automobiles bring in money laden vacationers every season.

This all adds up to a really important market. This is the market W•GTO delivers.



10,000 WATTS
540 KILOCYCLES

W•GTO

HAINES CITY, FLA.
PHONE 6-2621

owned and operated by* KWK, *St. Louis, Missouri

Represented by
WEED & COMPANY



WILL ROGERS—Radio and the Press worked closely from the very beginning. In an early Pittsburgh Post studio of Station KDKA, the beloved Will Rogers and a Ziegfeld Follies cast make a special broadcast.

WBC is busting its buttons—ON

It all began with Westinghouse Broadcasting Company Station KDKA!

On November 2, 1920, a few men in a little room in East Pittsburgh, sat up all night reporting the results of the Harding Presidential elections. It was the real beginning of regularly scheduled broadcasting. This historic broadcast over Westinghouse Station KDKA launched an era which changed America's whole pattern of living—with the development of two of the greatest forces ever to influence modern man—radio and television.

Today Westinghouse Broadcasting Company is the largest independent broadcasting company in the country. All WBC stations are peak-powered. They beam the very best in entertainment and information to every corner of the area they serve.

No wonder men with a message choose WBC stations! They dominate six major markets where 1/6 of America does its shopping! The one to complete *your* selling campaign is listed here:

RADIO	TELEVISION
BOSTON—WBZ+WBZA	**BOSTON**—WBZ-TV
PHILADELPHIA—KYW	**PHILADELPHIA**—WPTZ
PITTSBURGH—KDKA	**PITTSBURGH**—KDKA-TV
FORT WAYNE—WOWO	**SAN FRANCISCO**—KPIX
PORTLAND—KEX	

WESTINGHOUSE BROADCASTING COMPANY, INC.

KPIX REPRESENTED BY THE KATZ AGENCY, INC.

ALL OTHER WBC STATIONS REPRESENTED BY FREE & PETERS, INC.

No selling campaign is complete without the WBC Stations



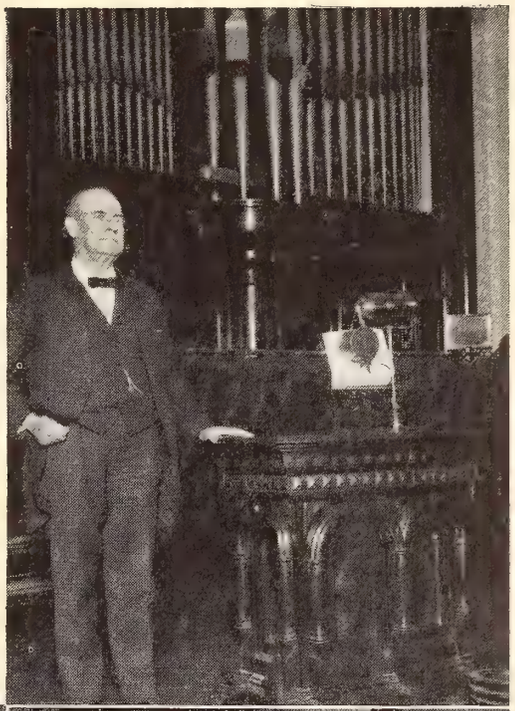


RADIO PUBLICISTS—This picture, taken in 1923, was made in the hope of winning people over to radio listening. Cotton stockings add "glamour."

BROADCASTING'S 35th BIRTHDAY!



THE HAPPINESS BOYS—Billy Jones and Ernie Hare—the original Happiness Boys—entertain with jokes and songs on a 1923 broadcast, forerunner of today's crop of comedians and laugh shows.



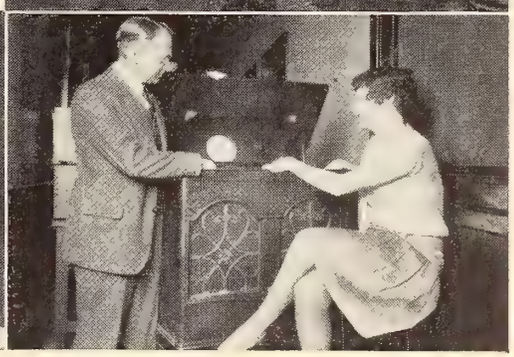
GREAT COMMONER—William Jennings Bryan is pictured during his first radio broadcast, which KDKA covered at Pittsburgh's Point Breeze Presbyterian Church back in 1922.



RADIO PIONEER—Dr. Frank Conrad is pictured at work in his laboratory years after KDKA went on the air. Assistant Chief Engineer of Westinghouse during the pioneering days of radio, Dr. Conrad supervised the construction of KDKA.

HARDING-COX RETURNS—Here is radio's most famous broadcast—the returns of the Harding-Cox election—by KDKA in Pittsburgh, which opened a great new era in communications.







CHURCH ON THE FARM—Rural listeners not only turned on their crystal sets for farm information; they also attended church via the radio. In 1921, heavy snows kept many farmers close to home, and helped KDKA gain more farm listeners.

CATHODE RAY TELEVISION—Dr. Vladimir K. Zworykin, Russian-born scientist, demonstrates new cathode ray television system developed at the Westinghouse Research Laboratories in 1929. Dr. Zworykin's experimentation laid groundwork for electronic television.

SILENCE PLEASE—The soloist was expected to ignore the "Silence, please" sign in this 1925 KDKA studio located at a Westinghouse building in East Pittsburgh.

Support the Advertising Council Campaigns



THE HOSTESS

Has caterer brother-in-law who's known as the hors d'oeuvres king of D.C. Owns pair of fat French poodles named R.S. and V.P. Highly uncoordinated dancer, but nuts about the mambo. Once took secret course in tattooing; younger sister carries lopsided blue heart and the words "I love you" on her lower left shoulder blade.

And "I love you" is the gist of the sentiment Washington advertisers have been expressing about WTOP Radio. WTOP gives them (1) the largest average share of audience (2) the most quarter-hour wins (3) Washington's most popular personalities and (4) ten times the power of any other radio station in the Washington area.

WTOP RADIO
Represented by CBS Radio Spot Sales

copyright and "any methods which require the payment of a fee, or service charge for the reception of programs." Such service charges, it was held, should be acceptable only if no other service is available or feasible without charge.

The fee subject was based on a resolution originally adopted by Colorado Broadcasters Assn. It supported the need for rule-making procedures to permit unattended satellite and booster tv transmitters; urged FCC to assume supervision over all systems of tv transmission including community antenna operations; called for establishment of property rights in tv programs that will preclude their use for sale to subscribers at a profit without permission of the originating station; claimed "first preference" is due "the pattern of free radio and television" as against fee systems.

In discussing music copyrights, it was held that fees impose a "heavy financial burden" on radio broadcasters, many of whom have suffered revenue losses due to tv. Since tv has brought increased revenues to copyright owners, the regional delegates felt ASCAP, BMI, SESAC and others should re-examine their rates and then lower them. A second resolution proposed that record labels identify copyright licensors.

Resolved by Region

Other resolutions voiced appreciation to FCC Comr. Robert T. Bartley; called for legislation requiring time zones to be kept in the same relation; thanked Director Wagstaff for his service as well as NARTB staff members; asked amendment of the FCC rules to require identifying announcements in recorded programs only if the element of time is of special significance; endorsed NARTB's effort to expand remote control to all station transmitters; urged the NARTB board to start a project looking toward minimum standards for audience sampling and measurement; favored changing the association's name back to National Assn. of Broadcasters; urged FCC to permit continued operation of private microwave relays when common carrier service is made available.

Members of the resolutions committee were G. Bennett Larson, KDYL-KTVT (TV) Salt Lake City, chairman; Ken Nybo, KBMY Billings, Mont.; Frank Quinn, KDEF Albuquerque, N. M., and William Grant, KOA Denver.

Taking part in a review of state association activities were Henry H. Fletcher, KSEI Pocatello, Idaho; James D. Russell, KKTV (TV) Colorado Springs; Ian Elliot, KATL Miles City, Mont.; Merle H. Tucker, KGAK Gallup, N. M.; Eugene M. Halliday, KSL Salt Lake City, and Donald L. Hathaway, KSPR Casper, Wyo.

Sheldon Peterson, news director of KLZ-TV Denver, called on tv stations to improve their role in attaining freedom of speech and access to public events. The battle is being fought capably at the national level by NARTB, American Society of Newspaper Editors, Sigma Delta Chi and Radio-Television News Directors Assn., he said.

"Do we have access to all the news from our city councils, our courts, our police departments and our school administrations?" he asked. "If we don't have such access and if we're not doing anything about it, then I respectfully submit that we are letting the people down in their right to know."

Mr. Peterson said tv broadcasters who do not have local news on their program schedules "are not measuring up to the responsibility which has been placed in their care." He said a news department need not be expensive, with a one-man staff satisfactory in some cases if management backing is supplied.

Taking part in a Thursday afternoon panel on "The Business of Television" were Mr. Russell; Arthur J. Mosby, KGVO-TV Missoula, Mont.; Rex Howell, KFXJ Grand Junction, Colo., and A. Prose Walker, NARTB manager of engineering.

Basic audience promotion techniques were reviewed in a Tuesday audience promotion panel. Taking part were Henry Fletcher, KSEI Pocatello, Idaho; Gene Halliday, KSL Salt Lake City; Frank C. McIntyre, KLIX Twin Falls, Idaho, and Harold Storm, KLZ Denver.

Staff behavior is the most important element in a station's promotion, Mr. Fletcher said, stressing the importance of public relations in achieving prestige. He urged development of new programs to build audience. Mr. Halliday said promotion should be based on programming, personalities and delegation of a staff promotion director. Mr. McIntyre said "excitement in programming will make listeners talk about the station. Mr. Storm called promotion "a philosophy rather than a technique," suggesting everyone on the staff should be promotion-minded.

Farm radio "is truly public service that pays," said Jack Timmons, farm director of KWKH Shreveport, La., at the opening radio session Tuesday morning. Citing success stories from both small and large stations, he said farm broadcasts have a high rate of renewals by advertisers and emphasized that revenue from farm advertising has remained constant or risen while other radio revenue has gone down.

Mr. Timmons said revenue from farm programs and adjacencies is accompanied by a loyal audience, unparalleled public relations, and the satisfaction of real service. The advertiser gets an effective medium in a great market at low cost, he said, with the message delivered by established and respected representatives of agriculture and personal representation in the field.

He said management should set service to agriculture as a station objective; show interest and take pride in farm service, placing the farm director directly under management. He advised scheduling for the peak farm audiences (6-7 a.m., noon, early evening). Program content should be interesting, informative, informal and filled with human interest as well as local information, he said, with the whole service given adequate promotional backing. He urged small stations to hire a farm director or at least use a sincere announcer and take advantage of dependable sources of information.

Radio-Tv Must Correct Flaws, NARTB Meet Told

RADIO AND TV must take stock of their present operations immediately and eliminate critical flaws, or they will be in deep trouble during the competitive media days just ahead, NARTB delegates were told last week at the Colorado Springs meeting.

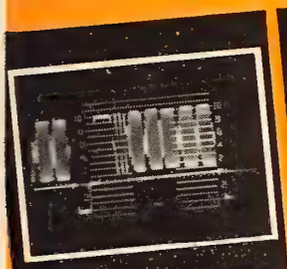
Worth Kramer, vice president and general manager of WJR Detroit, told radio delegates at the Tuesday luncheon they are operating "advertising's biggest discount house." Performance of broadcasters, who are indulging in "the most colossal giveaway program in the annals of advertising history," was described as "shockingly short of satisfactory" by Mr. Kramer, who offered a three-phase program for their consideration. (See text, pages 54 and 55.)

Campbell Arnoux, NARTB Tv Board vice chairman and president-general manager of WTAR-AM-TV Norfolk, Va., told telecasters they must make immediate appraisals or they "may lose by attrition the greatest gift that has been given an advertising medium—that almost unbelievable impact that tv has in the lives of

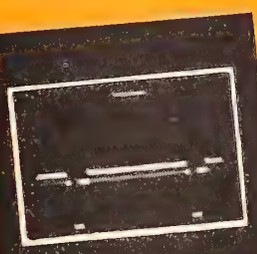
THESE SIGNALS & UNITS IN USE BY ALL MAJOR NETWORKS, STATIONS & TRANSMISSION LINKS

THE ONLY COMPLETE LINE OF VIDEO TRANSMISSION TEST EQUIPMENT

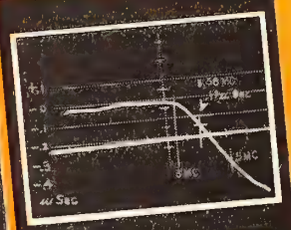
TELECHROME INCORPORATED



AMPLITUDE vs FREQUENCY. Check wide band coaxial cables, micro-wave links, individual units and complete TV systems for frequency response characteristics without point to point checking or sweep generator—Model 1070-BR.

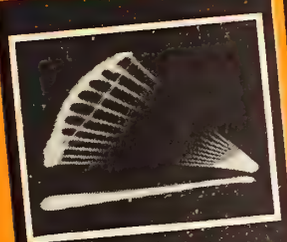


LOW & HIGH FREQUENCY CHARACTERISTICS. Determine ringing, smears, steps, low frequency tilt, phase shift, mismatched terminations, etc. in TV signals or systems.—1071-AR thru 1070-BR or 1072-AR alone.



ENVELOPE DELAY vs FREQUENCY. Shown: envelope delay characteristics of Model 620 BR NTSC receiver equalizer as indicated by Model 1603-AR.

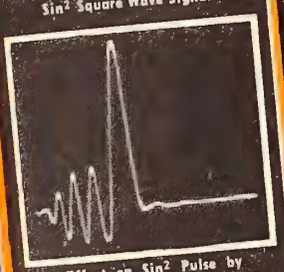
Measures "funny paper" effect.



DIFFERENTIAL PHASE vs. AMPLITUDE. Check for ability of system to transmit color with fidelity at varying amplitudes. Shown is 6AC7 video amplifier with 4° differential phase. Model 1044-AR or 1041-BR plus 1070-BR with 1601-AR.



Sin² Square Wave Signal.

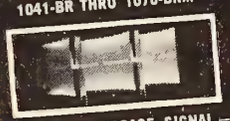


Effect on Sin² Pulse by NTSC phase equalizer.

Check for transient response of a unit or system—Model 1073-A.



STAIRCASE SIGNAL—MODEL 1044-AR OR MODULATED—1041-BR THRU 1070-BRM



(ABOVE)—STAIRCASE SIGNAL—THROUGH HIGH PASS FILTER

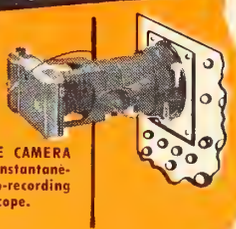


(ABOVE)—STAIRCASE SIGNAL—THROUGH LOW PASS FILTER

Hi-Lo Cross Filter for Signal analysis—608-A.

DELIVERY 30 DAYS

Literature on these and more than 150 additional instruments for color TV by TELECHROME are available on request.



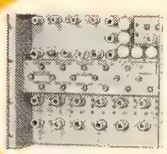
1521-A OSCILLOSCOPE CAMERA—Polaroid type for instantaneous 1 to 1 ratio photo-recording from any 5" oscilloscope.

TELECHROME INCORPORATED

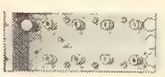
The Nation's Leading Supplier of Color TV Equipment
88 Merrick Road Amityville, N. Y.
AMityville 4-4446



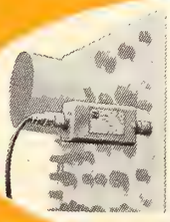
1041-BR STAIR STEP GENERATOR—Checks amplitude linearity, differential amplitude linearity and differential phase of unit or system. Variable 4-15 steps. 1044-AR — above with built in sync and blanking adder and 3.58 mc adder for modulating steps & burst on back porch.



1070-BR MULTI-BURST GENERATOR — Provides white bar and 6 bursts of pre-set freq. 0.5-6.0 mc. Own sync and blanking adder. Checks freq. response or complete system incl. those using keyed clamps. Used to add sync and blanking to output of other units (window and step generators). 1070-BRM has own 3.58 mc adder.



1071-AR WINDOW GENERATOR—Checks low frequency response of system. Fast rise time leading edge checks high frequency response. Output may be displayed on kinescope or oscilloscope. 1072-AR includes sync blanking adder.



608-A HI-LO CROSS FILTER with 3 pos. switch for viewing signal directly, or thru low or high pass filter. Allows individual observation of either high or low freq. component of signal or signal directly. Sensitive check of diff. amplitude distortion using modulated step signal from (1044-AR) through high pass section.



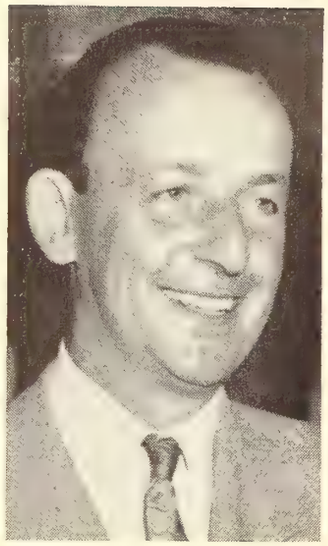
1603-AR PHASE SLOPE (ENVELOPE DELAY) CURVE TRACER—Instantaneous scope or meter reading of the envelope delay and amplitude characteristics vs. frequency of any network, video amplifier, or system up to 8 mc. Precise,time saving. Has separate transmitter and receiver units which allow one way or loop measurements.



1601-AR CHROMASCOPE—For accurate checking of color signals, or simultaneous amplitude and phase characteristics of a signal also used for measurement of phase and differential phase.



1073-A SIN²-SQUARE WAVE GENERATOR—Closely equivalent to actual camera signal. Used for rapid checking of frequency and phase characteristics of a TV or pulse unit or system. Simultaneously shows amplitude, phase, and envelope delay. (Described by R. C. Kennedy, N.B.C.,in "Electronics.")



IF YOU CAN'T SELL IT, DON'T GIVE IT AWAY

THAT's the philosophy Worth Kramer, vice president and general manager of WJR Detroit, propounded for NARTB's Region 7 Conference in Colorado Springs last week. His speech was a penetrating analysis of how radio can sell itself down the river by not selling itself for what it's worth. The text, slightly condensed, is reproduced on these two pages.

I SUBMIT that as of today our performance [as radio broadcasters] is shockingly short of satisfactory—and our rewards are correspondingly fractional.

Do you mind, figuratively speaking of course, entering the clinic with me, stripping and undergoing a check-up? Now this particular clinic isn't medical in nature; it's a sales clinic reminiscent of one I attended recently, a portion of which was devoted to a recital by several agency executives and some advertiser representatives of the ways in which they had successfully "used" radio. (Please note my overly polite employment of the word "used"—my vocabulary does contain more accurate but less polite verbs.)

Speaker A, head of a midwest agency, testified as to his successful use of radio by the use of a saturation formula. His particular method of saturation purchase was to buy on the basis of 200 rating points per week—he didn't mention whose rating system was employed—he just bought on the basis of 200 rating points per week. Apparently, if I understood him correctly, if the station, or stations, came up with 200 rating points for 20 announcements, that was fine. If, however, 40 announcements were needed to equal the 200 rating points, the station, or stations, would apparently provide 40 announcements.

NEXT STOP: CURTAINS!

Regardless of the mechanics, this purchase was based on rating points per dollar. Personally, I know of no rate card in the book that bases rates on rating points, but nonetheless that's the way this agency bought. Next stop—guaranteed audience; next stop after that—curtains!

Speaker B, also a midwest agency executive, reported that his successful formula for buying was the purchase, through a network, of a great number of 5-minute news programs. He made it perfectly plain that these weekend news programs were purchased at the contiguous rate, a very cheap and, therefore, advantageous purchase for his client. Cheap indeed!

Let's see. The great percentage of station rate cards call for five minutes at 20% of the hourly rate. Assuming then, 12 five-minutes bought by this particular client at the hourly rate, it's easy to see that the purchase was made at considerably less than 50% of the normal card rate. We'll agree, won't we, that it was a hell of a buy—but, friends, was it a hell of a sale?

Speaker C, also an agency executive told the meeting of his client's problems and his use of radio to solve those problems, and he spoke most convincingly of the pulling power for his client of our medium, but his "clincher" resolved itself into the fact that one station in one of his markets provided on a given Sunday over four hours of station time, its personnel and its mobile unit, totally free of charge, to make a success of his client's particular promotion for that day.

To be totally fair, his client's project for that day was outstandingly, almost unbelievably, successful—but, for free?

Speaker D represented a national advertiser who for many years has bought its radio through local dealers and distributors at local rates. His concept of the successful use of radio was the pronounced success he had had in arranging for free interviews on stations throughout the country in which, in his words, he "skillfully avoided the too often mention of his product."

Clever? Yes, indeed. But just another example of a "free ride."

A letter is received from an agency vice president, reading roughly as follows:

"Dear Station Manager:

We are in the process of preparing a radio advertising campaign for our client—to run for 13 weeks starting Nov. 15. Please submit to us at your earliest convenience your very best package price for four announcements daily for the 13-week campaign proposed above.

"Don't bother to send us your rate card as we have the latest *Standard Rate & Data Service* available, and we have no intention of buying from the book. So come up with your very best package price and submit it to us without delay.

"P.S. We will appreciate your also sending along details on all merchandising assistance you will give us."

A regional client, and a big one, reports frankly that it

utilizes well over 30 stations to broadcast its play-by-play baseball games, but that many stations broadcast the games for nothing and some stations even pay the line charges for the privilege of carrying the commercially sponsored games.

A representative of a large syndicated program service approaches a regional client with this proposal: You contract with us for this series of half-hour syndicated programs and we will guarantee you blank number of stations free. These stations will carry your commercial messages in the program three of the five days per week for the privilege of selling announcements to other clients the other two days weekly.

Will you concur that we have taken enough samples in our self-examination to uncover the glaring truth that radio—our medium—is indulging in the most gigantic, the most colossal give-away program in the annals of advertising history? The *$64,000 Question*—a give-away? Man alive—it's peanuts. We're part and parcel of advertising's biggest discount house—and that's the hard fact we have to face. We not only have to face it, friends, we've got to do something about it—and fast.

Before going one step further, let it be made crystal clear that in none of the above related instances do I place one iota of blame on any of the agencies or clients for the part they play in this travesty. They can all join the chorus of "Don't Blame Me" with perfect equanimity. If I were told tomorrow that I could buy a new Cadillac Eldorado for half price, believe me, I'd be there, and so would you. So, let's employ the microscope in our clinical experience and find the trouble spot. Who's to blame for this current give-away orgy? Perhaps we can utilize the process of elimination.

The blame isn't with the agencies; it isn't with the clients; certainly it isn't with the station salesmen, or sales managers, or program directors, or news editors, or engineering heads. Where then does it fall? It falls, of course, friends, directly and unequivocally upon custodianship—those who call the signals in every segment of our industry. Yes, the fault is solely ours—we've done it to ourselves.

There is a vacuum, there is a missing ingredient in our industry today, and to me it's the all-important ingredient [that] spells the one great difference between "the high road to success" and a "treadmill to oblivion." That missing ingredient, friends, is *stature*.

BUSINESS? IT'S LIKE SEX

Yesterday I overhead one broadcaster say to another, "Hi, Joe, how's business?" To which Joe replied, "Well, it's sort of like sex—when it's good, it's wonderful, and when it's bad, it's still pretty good." That little sequence provides something more than a chuckle. I sort of wonder if it doesn't give us a pretty good idea as to just why we haven't taken the time to clean up our own house—"when business is bad, it's still pretty good."

This business called radio is too good. Perhaps if it weren't so good, we'd give it the attention it should have. I choose to believe that all of these business-strangling malpractices have crept into our medium through neglect of its custodians. I swear I cannot conclude that they know of their organization's derelictions, business-wise, and are content.

How do we go about putting *stature* into our business? May I present a 3-point program for consideration?

Point One of the program: *Lay a firm business foundation.* I think that those responsible at every station should closely examine their facility, their coverage, their penetration, their competitive situation, and with all those factors in mind, establish a rate structure which in their minds is a proper and equitable one, one which permits them to operate aggressively and one which provides an excellent advertising buy for the advertiser. Once this is determined, print it. Once it is printed, publish it. Once it is published, stick to it, police it, keep it inviolate. Go one step further. Call all your people together, not just your salesmen, all your people, and spell out to them what you've done. They'll leave that meeting with a new look. It won't be their slip that is showing—it'll be their *pride*.

So, Point One resolves itself into the establishment of an individual code—a creed of business operations, if you please—a creed which each and every employe knows, respects and observes.

On one of my recent visits to New York, I visited one of the more famous [Harlem] establishments. A rather buxom gal sat at the piano and sang several songs. One song remained with me, for it went something like this: "If I can't sell it, I'm gonna sit on it—I ain't gonna give it away."

PROGRAMMING IS THE LIFEBLOOD

Point Two in "Operation Stature." Let's, for a change, *show concern* for *our product*. Hackneyed, indeed, is the statement that programming is the lifeblood of our business. But hackneyed or not, believe me, those words are so true, for programming is our *total product*—that's all we've got! Yet I think you'll agree with me that for much too long programming—the lifeblood of our business—has been the subject of almost total neglect.

In showing concern for our product, our present attention should be drawn to the characterization of our medium as the "constant companion" medium. I won't go into the statistics which point up the set sales this year, which are many percentage points higher than those of last, the total set count, the location of sets in the home, the percentage of new automobiles with radios, etc. What I do want to point out is that with this *everywhereness* which characterizes peculiarly this business of ours, we are truly on the threshold of our greatest opportunity.

Our market is not only "everyone" but it's "everyone, everywhere, around the clock." All that our market asks of us in return is that we be a worthy and interesting companion. Our market hasn't said to us. "You have to be glamorous"; it's only asked us to be interesting, and the only way we can meet the challenge of being interesting is through programming.

So, Point Two narrows down to one great challenge—accepting the invitation of 161 million Americans to program in such a manner as to become a worthy and interesting companion to them—or, in other words, to show *concern* for our *product*—programming.

Point Three is perhaps the most important point of all. It's intangible, but it's a force so powerful that, without it, all other efforts are fruitless. I choose to call it *love of the business*. Sounds corny, doesn't it? But, believe me, it *isn't*. Our industry *has* to be manned by people who love their work. All the ideas and plans we can devise will go nowhere unless, underlying their conception and their implementation, there is that fundamental, vital spark—*love of the work*.

We've seen, time and time again, instances where we haven't been on top of the news, or we haven't covered a given special event, or we haven't come up with a new distinctive program service or special program, or we haven't come up with a sale, or we haven't come up with almost any facet of the business you can mention. These things can be attributed to lack of incentive, lack of ambition, or, if you please, lack of love of the business.

We in radio, today as never before, will do well to give this factor its proper weight if we are to achieve *stature*—today, radio's only missing ingredient.



FCC COMR. Robert Bartley stopped for an inspection tour of KLZ-TV Denver enroute to the Colorado Springs NARTB regional meeting. Conducting Comr. Bartley (2d from l) on the tour were (l to r): Bob Hart, local sales manager; Hugh B. Terry, president, and Phil Hoffman, manager, all KLZ-TV.

all the people." Mr. Arnoux offered a series of management suggestions as he explained that "it is amazing how quickly John Citizen gets selective and demands better and better quality and more and more variety in his tv fare."

Mr. Arnoux said he has noted "an increasing tendency toward over-commercialism, not always in the amount of commercials but in their length and manner of delivery." He contended a commercial can and should be made interesting and should always attract the viewer's attention.

He urged management to devote "more and more time" to looking at the station's programs as well as carefully scrutinizing continuity, production and film departments, along with all other creative units.

Talent and announcers should be watched "as they appear on the picture tube," Mr. Arnoux advised, because "if you look objectively you will look at your screen as do your viewers."

He advised top-quality local programming and care in selection of films, including those advertisers buy for their programs. Standards of good taste can be attained by conforming to the NARTB Tv Code, he said, urging management to watch code adherence carefully.

It's necessary to spend money in tv in order to make money, Mr. Arnoux insisted, listing station technique and equipment that have been helpful. "The key to making money," he said, "is much more sales effort" and he showed how WTAR-TV's billing was substantially increased. He favored a basic daytime rate around 40% of Class AA nighttime, with an incentive discount for volume users. "We like high rates," he said, "and have not been afraid to boost our rates as circulation has increased. After 5½ years we are now on Rate Card No. 12."

Other recommendations included "copy-minded selling and the speculative art and story approach used by Radio Advertising Bureau" as tv devices as well as the Television Bureau of Advertising material.

Numerous Crises

Mr. Arnoux said tv has more crises than any other industry. "Right now there is a crisis in uhf operations," he said; "the crisis of pay tv; the crisis of de-intermixture; the crisis of a possible reallocation of channels and the sub-crisis of additional vhf channels that may be gleaned from fm or the military; the crisis of vhf drop-in channels; then there are the crisis of various Congressional investigations of tv looming over the horizon, and the crisis of possibly greatly increased tariffs by the AT&T on the microwave and cable services of that company, which could seriously increase our operating costs."

"Still over the horizon, but almost upon us, are the many crises attendant upon the advent of color tv; and the crisis of disastrous competition in communities where more tv stations may be licensed than the community can support."

Mr. Arnoux explained how advertisers in two instances had been allowed to use films not screened by the station, with bad results. He said WTAR-TV now looks over all films arranged by advertisers before signing the contract and another program is worked out if the material doesn't meet station standards.

Production and program departments must have the proper tools, just as engineers need good equipment, he said. He told how the station saved money for clients by hiring a full-time artist instead of continuing the use of outside artists for film, slides and stills. On the other hand, building maintenance is handled by an outside cleaning firm.

Big Clients Are Back At Radio Stand—Fellows

LARGE advertisers, many of which are in tv, are reinvesting in radio "as the lowest cost-per-thousand buy among the media," NARTB President Harold E. Fellows declared last week.

In a speech prepared for NARTB delegates at the Colorado Springs regional NARTB meeting last week, Mr. Fellows said association members making the annual autumn tour have observed that sound broadcasting "is enjoying a remarkable increase." He was unable to attend the meeting, but delegates were cheered to learn that he had returned to his Washington desk that day after a siege of pneumonia.

"Perhaps the most satisfying aspect of this increase," Mr. Fellows said, "is the fact that

FINANCING

KIDDER, PEABODY & CO.—

- Has underwritten over $1,000,000,000 of publicly offered securities in the past ten years.
- Has negotiated private financings in excess of $680,000,000 in the past five years.

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KIDDER, PEABODY & CO.
FOUNDED 1865
NEW YORK BOSTON PHILADELPHIA
CHICAGO SAN FRANCISCO
Offices and correspondents in thirty other principal cities in the United States



The only captive audience
that counts is the one that's
captured by the sheer excellence
of your commercials.

YOUNG & RUBICAM, INC.

Advertising: New York • Chicago • Detroit • San Francisco • Los Angeles • Hollywood • Montreal • Toronto • Mexico City • London


The rush
is on!

The rush is on for *Long John Silver!* The news about this spectacular television series was scarcely out when inquiries began pouring in to CBS Television Film Sales from all parts of the country.

And orders were to *buy on sight!* In the South, a potato chip firm signed for the program in 22 markets. In the Midwest, a dairy firm bought *Long John Silver* for all the cities it serves. On the West Coast, *Long John* was quickly booked to sell popcorn, a dairy mix product, and so on. And orders continue to come in—from all kinds of sponsors—from all parts of the country.

What's behind the big rush? Wonderful derring-do adventure... suspense... romance... comedy... and all the swashbuckling Robert Louis Stevenson characters. *Long John Silver* is a lavish series, superbly produced on location. Robert Newton – who was "Long John" in Walt Disney's *Treasure Island* and in the Cinema-Scope Production *Long John Silver* – heads a splendid cast. And a bright newcomer—Kit Taylor as young Jim Hawkins—appears destined to become the new television hero of all America.

Film buyer... station executive... sponsor... you'll find *Long John Silver* a real treasure to behold. But remember, *the big rush is on*—and choice markets are going fast. Get all the details now, from...

CBS TELEVISION FILM SALES, INC., with offices in New York, Chicago, Los Angeles, Detroit, San Francisco, St. Louis, Dallas, Atlanta, Boston. In Canada: S. W. Caldwell Ltd., Toronto



much of it is coming from national and regional advertisers." He said this development "must be looked upon as a boon not alone to radio broadcasters, but to those who are engaged in television, too; for it leads in the direction of establishing firmly a theory of 'sometime importance' in the past: That the intelligent purveyor of goods and services must, within his means, employ all media to do the job for him. No one, except in unusual cases, can sell without the supplemental assistance of the others."

Mr. Fellows told how the American public is budgeting leisure time to accommodate all media. Total time devoted to media has been extended, he said, and the individual "is picking his media spots."

FELLOWS DENOUNCES PAY-TV 'LETTERS'

PAY-TV proponents are trying to "split the opposition," NARTB President Harold E. Fellows said Wednesday in a talk prepared for NARTB Mountain States delegates, holding their regional meeting in Colorado Springs (regional story page 48).

Following charges by Zenith Radio Corp. officials that NARTB is underhandedly trying to stifle competition and foster a tv network monopoly [B•T, Oct. 31], Mr. Fellows said he doubted if broadcasters would allow anyone to get away with "a calculated effort to split the membership of the broadcasting industry."

He added, "I doubt if the members of this association (NARTB) are prepared to endorse a system of broadcasting which requires the audience to buy its entertainment, its news and its educational product and its advertising on a subscription basis, employing channels allocated for free service."

Mr. Fellows said he personally and members of the board "have been the targets of a direct mail campaign emanating from the offices of the proponents of subscription television. The releases from this particular organization usually take the form of a letter to me—and I use the word 'form' advisedly for more frequently than not, this is a letter that is produced in quantity—I have been told—of about 10,000 and mailed to a select list of individuals around the country. I have had the interesting experience, for example, of hearing of or reading about the existence of such a letter to me before I have received it.

"The general tenor of this campaign can be stated succinctly: It holds the NARTB board, in adopting a policy with regard to petitions now pending before the FCC on the pay-see proposition, did not reflect association membership views and that—in substance—we (the board and I) are trying to engage in some sort of conspiracy to withhold pay-see tv from the public.

"These letters and broadsides always imply, by innuendo if not bluntly, that the association has filed a brief of its position with the Commission stating that the association is opposed to pay-tv."

Mr. Fellows explained NARTB opposes any form of box-office tv that would usurp channels reserved for free television, or any of the time on such channels so devoted.

He said the NARTB Tv Board feels that a promise to the buyer that he would get programming without further cost, beyond maintenance, was implicit in the sale of every tv set.

NARTB REGION 5 CONVENES TODAY

Des Moines meeting plus Region 6 Conference Nov. 15-17 will wind up fall series.

NARTB's Region 5 Conference opens today and runs through Wednesday at the Fort Des Moines Hotel, Des Moines, with E. K. Hartenbower, KCMO Kansas City, vice chairman of the association's Radio Board, as official host. Region 5 includes NARTB Districts 10 (Iowa, Mo., Neb.) and 11 (Minn., N. D., eastern S. D.).

Also participating at the conference will be F. E. Fitzsimonds, KFYR Bismarck, N. D., director of District 11.

Today (Radio Day) opens with remarks by Mr. Hartenbower at 10 a.m., followed by three talks: "Modernizing Our Radio Engineering Concepts," by A. Prose Walker, NARTB engineering manager; "The Most for Your Money," by Charles H. Tower, NARTB employer-employe relations manager; "Fertile Ground for Radio," by John McDonald, farm director, WSM Nashville.

At 11:30 a.m. a panel on "Audience Promotion" will feature Robert W. Dillon, KRNT Des Moines; Jack Dunn, WDAY Fargo, N. D., and C. L. Thomas, KXOK St. Louis. After showing of a film on Conelrad, Henry B. Clay, KWKH Shreveport, chairman of NARTB's Radio Board, will deliver the luncheon address.

An afternoon radio "Bull Session" will be conducted by John F. Meagher, NARTB radio vice president, with Larry F. Haeg, WCCO Minneapolis, leading a small market stations



The Station with the
STRONG PULSE!

7 A.M. to 7 P.M. MON. thru FRI.

WKHM	34
Network Station A	30
Network Station B	24
Station C	2
Other Stations	10

*PULSE, JAN., 1955

SAVE 10%

Buy any 2 or more of these powerful stations and save 10% from rate card.

WKMH....Dearborn-Detroit
WKMF.....Flint, Michigan
WKHM..Jackson, Michigan
WSAM.Saginaw, Michigan

Represented by HEADLEY-REED

Get the Jack out of Jackson on
WKHM
JACKSON, MICHIGAN
Fred A. Knorr, *President*
John O. Gilbert, *Managing Director*
Jackson Television & Broadcasting Corp.
KNORR Broadcasting Corp. Affiliate

roundtable discussion, and Ben B. Sanders heading similar talks on large market stations.

Tomorrow (Association Day) features morning talks: "What You Don't Know *Can* Hurt You," by Joseph M. Sitrick, NARTB publicity and informational services manager, and "Where Do We Stand?" a report on government relations by Vincent T. Wasilewski, the association's government relations manager.

NARTB President Harold E. Fellows will deliver the luncheon address and reporting in the afternoon on state broadcaster associations will be: Iowa Broadcasters Assn., Walter J. Teich, KOEL Oelwein; Missouri Broadcasters Assn., Mr. Thomas of KXOK; Nebraska Broadcasting Assn., Virgil Sharpe, KOWH Omaha; North Dakota Broadcasters Assn., Paul C. Gussner, KGCU Mandan; South Dakota Broadcasters Assn., E. V. Eppel, KORN Mitchell.

District and state association meetings and a reception will follow, with FCC Comr. Rosel H. Hyde making the banquet address.

On Wednesday (Television Day), NARTB Tv Vice President Thad H. Brown Jr. will open sessions and talk on "The Climate of Television." Floyd Kalber, news director, KMTV (TV) Omaha, will speak on "Television Brings You the News."

Scheduled for morning discussions on "The Challenge of the Tv Code" are Harry Ward, continuity acceptance manager, NBC Chicago; Owen L. Saddler, KMTV, and Edward H. Bronson, NARTB director of Tv Code affairs.

At 11 a.m. Television Bureau of Advertising President Oliver Treyz and Norman (Pete) Cash, TvB station relations director, will make a presentation, "Tv—the Selling Machine." A panel discussion, "The Business of Television," will feature Joseph L. Floyd, KELO-TV Sioux Falls, S. D.; Frank P. Fogarty, WOW-TV Omaha; William B. Quarton, WMT-TV Cedar Rapids, and Mr. Walker, NARTB engineering manager.

W. D. Rogers Jr., KDUB-TV Lubbock, Tex., a member of NARTB's Tv Board, will make the luncheon address and the conference closes with a talk on "The Broadcasters' Labor Problems" by Mr. Tower of NARTB.

The Region 6 Conference, last of the fall series, will be held Tuesday-Thursday, Nov. 15-17, at the Baker Hotel in Dallas, with Alex Keese, WFAA Dallas, District 13 director, as host director. Region 6 includes Districts 12 (Kan., Okla.) and 13 (Tex.). District 12 director is Cy Casper, WBBZ Ponca City, Okla. Harold Hough, WBAP-TV Fort Worth, and Mr. Rogers of KDUB-TV are members of the NARTB Tv Board.

Speakers on Nov. 15 (Radio Day) will be Messrs. Walker and Tower of NARTB; Herb Plambeck, WHO Des Moines, and John M. Outler, WSB Atlanta.

On Nov. 16 (Association Day) talks will be made by Messrs. Fellows, Sitrick and Wasilewski of NARTB, and FCC Comr. John C. Doerfer.

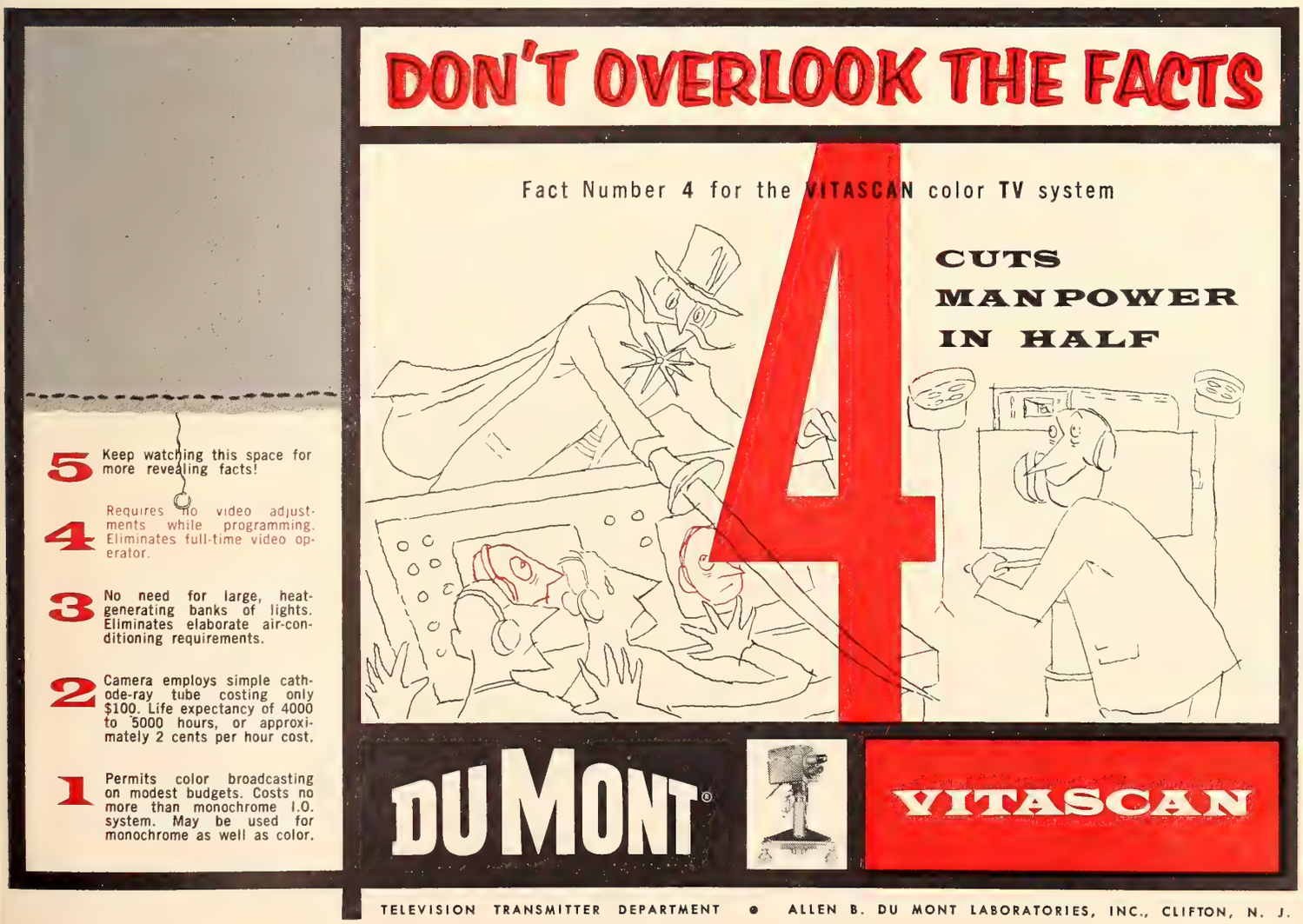
On Nov. 17 (Tv Day) speakers will include Messrs. Brown and Tower of NARTB; John Fields, WKY-TV Oklahoma City, and Joseph Baudino, Westinghouse Broadcasting Co.

N. C. Broadcasters Cruise To Hear Silvernail Speech

GUEST speaker at one of two business sessions to be held by the North Carolina Assn. of Broadcasters during its one-week convention-cruise to and from Bermuda will be Frank



NEWLY ELECTED officers of Radio & Television Women of Southern California are (l to r): seated, Jeanne Gray, actress-producer, president, and Betty Hartlane, director of guest relations for ABC's Hollywood operations, corresponding secretary; standing, Margee Phillips, assistant news director, KBIG Catalina, recording secretary; Claire Hughes, assistant station manager, KWKW Pasadena, second vice president, and Dorothy Winter, television producer-director, BBDO Hollywood office, first vice president. Miss Hughes also is president of the L. A. Advertising Women.





Dan Daniel

Star of
Noon Edition
WABT 12 to 12:30 Monday-Friday
News, Sports, Weather
WABT 6:30 p.m. Monday-Friday
Auburn Daily News
WAPI 12:30 to 12:45
Monday-Friday

Now News Director of the 3 stations WAPI, WAFM and WABT

These stations are recognized for superior handling of Birmingham and Alabama news, as well as world-wide news . . . Birmingham's only stations using Photofax and direct teletype to weather bureau. Dan Daniel is now in charge of coordinating the complete coverage.

Stars Sell on

Alabama's greatest radio station

WAPI
Birmingham
Represented by John Blair & Co.
Southeast, Harry Cummings

greatest TV station

WABT
Birmingham
Represented by BLAIR-TV

Silvernail, BBDO manager of station relations, New York.

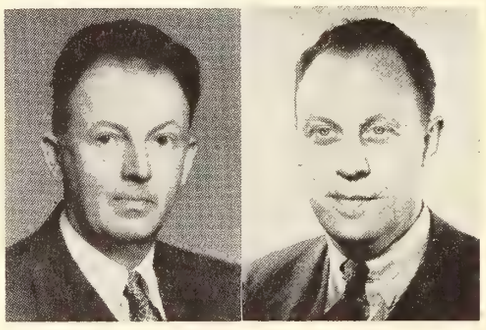
William S. Page, NCAB president, said the broadcasters will leave Wilmington this Thursday on the *M. S. Stockholm,* and return Nov. 16.

The North Carolinians will spend three days ashore in Bermuda, Allen Wannamaker, WBIG Greensboro, convention chairman, said. Allen Travel Service, 550 5th Ave., New York, is handling travel reservations, according to Cecil B. Hoskins, WWNC Asheville, NCAB secretary.

ENGINEERS ELECT LOUGHREN FOR '56

ELECTION of Arthur V. Loughren, vice president in charge of research of the Hazeltine Corp., as president of the Institute of Radio Engineers for 1956 was anounced last week by IRE. Mr. Loughren succeeds John D. Ryder, dean of the School of Engineering of Michigan State U.

Herre Rinia, director of research of the Philips Research Labs. in Eindhoven, Holland, was elected vice president. New directors for the



MR. LOUGHREN MR. RINIA

1956-1958 term are E. W. Herold, director of the Electronic Research Labs., RCA Labs., and J. R. Whinnery, professor of electrical engineering, U. of California.

IRE also announced that Frank J. Bingley, color television research engineer of the Philco Corp., has been named to receive the Vladimir K. Zworykin television prize award for 1956 for his contributions to colorimetric science as applied to television, and Jack E. Bridges, research engineer for Philco, has been designated the winner of the Browder J. Thompson memorial award for 1956 for his paper entitled "Detection of Television Signals in Thermal Noise." Presentations of these awards, in addition to those previously announced [B•T, Sept. 19], will be made during the IRE national convention in New York, March 19-22, 1956.

Two Groups Join Forces To Establish New Tv Code

IDEAS about ethics and the appointment of a general code committee highlighted the first joint meeting of the National Society of Television Producers and the National Audience Board Oct. 28 at the Beverly Club, Beverly Hills, Calif.

Tom Lewis, NSTP president, made the opening speech and read a message from NAB President Peter Goelet, who was unable to attend. Mr. Lewis said the meeting was "to devise a method by which television producers can guide themselves in the making of properties for the viewing public in either live or filmed tv shows."

Max Gilford, general counsel of the NSTP, introduced a proposed code. The first to be formulated specifically for television filming procedure, it is designed to augment the present code of the NARTB. In a brief rundown of the code, Mr. Gilford said that the television producer has a responsibility to the public "far greater" than that of any entertainment medium ever before devised.

A resolution was introduced by D. Brandon Bernstein, acting on behalf of NAB, that a National Code Commission be established, comprising members from all the professional groups and the public, to meet at regular intervals and discuss grievances "if any may arise" and to "resolve them to the mutual benefit and interest" of all concerned.

Mr. Bernstein reported that the NAB, a non-profit and non-political organization "definitely opposed to censorship" of any kind, will distribute the proposed code throughout the nation and record popular reaction.

Members of Committee

Martin Leeds was named chairman of the committee to study the code. Other members: Jack Warner Jr., Warner Bros.; Mr. Bernstein; Morton Scott, Republic Studios; Sam Schnitzer, 20th Century-Fox; Richard St. John, Alliance of Television Producers; T. Freebairn-Smith, Academy of Television Arts & Sciences, and Mr. Gilford.

In addition to Messrs. Lewis and Gilford, tv producers William Self, Mr. Leeds and William Stephens completed the NSTP representatives at the meeting. NAB delegates, in addition to Mr. Bernstein, included Mrs. Joseph Wenger, past president of the California Federation of Women's Clubs, and Mrs. Florence Thalheimer, president of the Beverly Hills Board of Education. Harold See, chairman of the NARTB film committee, represented that organization in an unofficial capacity.

Mr. See said he saw no need for another code inasmuch as the NARTB television and motion picture codes were already operating. He suggested film producers publicly acknowledge, as NARTB associate members, that their productions will be in keeping with the principles embodied in the NARTB tv code.

Also attending the meeting were 27 representatives of various media organizations.

Sally Kean, Pat Kielty Appointed to NARTB Posts

NARTB last week named Sally Ball Kean as editor of publications in the association's publicity and informational services department, replacing Fran Riley, who has resigned to join Ted Bates & Co., New York.

Patricia Kielty was named special projects editor in the same department. Both Mrs. Kean and Miss Kielty will report to Joseph M. Sitrick, manager of publicity and informational services, according to Harold E. Fellows, NARTB president.

Mrs. Kean joined NARTB in September 1953 as assistant manager of information after serving with WOL Washington, D. C., WGAY Silver Spring, Md., and on the public relations staff of the District of Columbia chapter of the American Red Cross. She is a graduate of William Woods College, Fulton, Mo., and the U. of Missouri School of Journalism.

Miss Kielty joins NARTB after four years with B•T, where she served in the Washington and New York bureaus, and before that, with the *Washington* (D. C.) *Times-Herald.* She was graduated from Marymount College, Tarrytown, N. Y., with a bachelor's degree, and Catholic U., Washington, with a master's degree. A native of Wilkes-Barre, Pa., she has been a resident of Washington for six years.

Riddle:

Why is nighttime radio like taking a bath?



It's so very personal! Once upon a time, radio listening was a "family affair." The family had one radio. The family listened *as one*. Nowadays, you catch radio by yourself. In your car. Your kitchen. Your bedroom. Your cellar workshop. In short, radio has become the *personal medium*. And ABC Radio has developed an entirely new concept of *personalized* nighttime programing!

NEW SOUNDS FOR YOU

- **LISTEN!** A brand-new idea in radio programing, designed for today's listening habits.
- **LISTEN!** It's the up-to-the-minute way to *buy* network radio . . . full sponsorship of regularly scheduled program segments. Only $800 buys a complete program segment, on the full ABC Radio Network.
- **LISTEN!** On the phone or in person your ABC Radio Network salesman can give you the exciting story of personalized listening—the new sounds for you.

LISTEN

. . . the new sound of ABC Radio

Radio Advertising Bureau Moves to New Location

RADIO ADVERTISING BUREAU has moved into new offices in the Marion Davies Bldg., 460 Park Ave., New York. RAB had been at 270 Park Ave. since its beginning 10 years ago as Broadcast Advertising Bureau.

The new quarters will occupy approximately 5,000 sq. ft. of floor space and will include facilities for the preparation of visual aids, color slide presentations and general art work for the bureau's member stations. The extra space will also be utilized in expanding its library, RAB stated.

Pennsylvania AWRT Meets

OVER 85 women attended the fourth annual conference of the Pennsylvania chapters of American Women in Radio & Television at the Brodhead Hotel, Beaver Falls, Oct. 21-23. Gertrude Trobe, director of women's activities for WBVP Beaver Falls, was chairman of the conference which featured an address by Jane Dalton, WSPA Spartanburg, S. C., president of AWRT.

Catholic Group to Convene

THE Catholic Apostolate of Radio, Television & Advertising will hold its eighth annual communion breakfast of the radio and tv industry Sunday, Nov. 20, at 10 a.m. in the Grand Ballroom of New York's Waldorf-Astoria. The breakfast will be preceded by a 9 a.m. mass at St. Patrick's Cathedral.

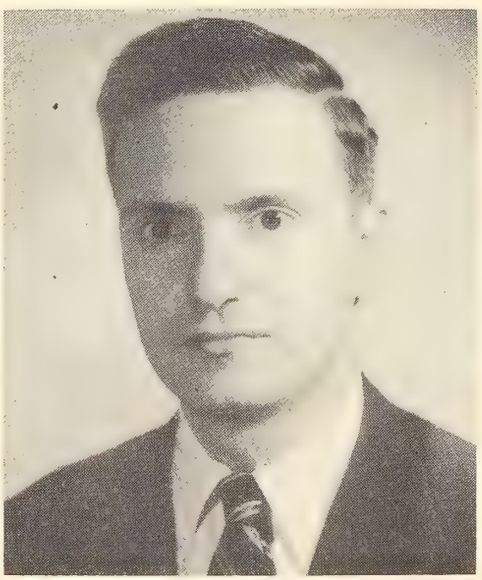


AYRES BECOMES HEAD OF NBC RADIO; DURGIN EXECUTIVE V. P. OF ABC RADIO

Other promotions at ABC Radio involve Accas, Eckstein, Seton and Riddleberger. Mr. Ayres takes over post at NBC vacated earlier this year by Fineshriber, will report to Robert W. Sarnoff.

A SHUFFLE of top radio executives last week placed Charles T. Ayres, who resigned as executive vice president in charge of ABC Radio, as head of NBC Radio.

Mr. Ayres was succeeded at ABC Radio by Don Durgin who formerly directed ABC's sales development and research departments. At the same time, ABC President Robert Kintner announced a group of promotions within the company. Gene Accas, formerly director of advertising, promotion and publicity, succeeded Mr. Durgin. Mr. Accas' former assistant, John H. Eckstein, was moved up to director of advertising and promotion, and Adolph L. Seton, named manager of publicity only a few weeks ago, assumed full responsibility for publicity. In another appointment, Stephen C. Riddleberger, of ABC's cost control unit, becomes business manager of ABC Radio, a newly created post, effective Nov. 7.



DON DURGIN

Messrs. Durgin, Accas, Eckstein and Seton will report directly to Mr. Kintner.

At NBC, the appointment of Mr. Ayres was announced by Executive Vice President Robert W. Sarnoff, who had been directing the radio operation in addition to his regular responsibilities since last February when William H. Fineshriber Jr. resigned as vice president in charge of the radio network. Mr. Fineshriber's exodus occurred in the midst of an NBC revamp of its radio operation from which subsequently has come *Monitor*, the weekend radio service, and *Weekday*, a daytime service patterned after *Monitor* that starts today (Monday).



NBC RADIO CHIEF

For an account of the career of Charles T. Ayres, see OUR RESPECTS, page 18.

Mr. Ayres, who was to have been elected a vice president at an NBC board of directors meeting last Friday, will report directly to Mr. Sarnoff.

During the time Mr. Ayres was in charge of the radio network at ABC, a post he assumed only a year ago last April, the network's new program concept, *New Sounds for You*, was developed. The programming resembles NBC's *Monitor* in that it presents diverse fare.

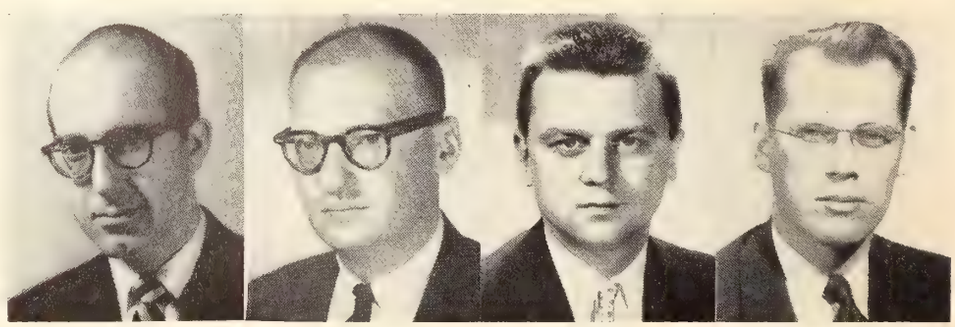
Mr. Ayres joined ABC in the spring of 1948, moving up in a rapid series of promotions by becoming eastern sales manager of ABC Radio in June of that year, director of radio sales in October 1950 and in May 1951 elected a vice president and placed in charge of radio sales.

Before joining ABC, Mr. Ayres was vice president and general manager of the radio and tv department of Ruthrauff & Ryan Inc. He was with R&R for 13 years after having been associated with Hanff-Metzer Inc., advertising agency (now Buchanan & Co.) for seven years. Before entering the agency field, he had been a salesman for National Carbon Co.

Mr. Durgin, together with associates in sales development and research, is credited by the network for the creation and development of the *New Sounds* programming which started Oct. 26. He started as a tv sales development writer, and subsequently rose through various positions including manager of owned and operated station sales development, director of television sales development and finally in Septem-

[*Networks continues on page 78*]

NEW PROMOTIONS AT ABC



ACCAS ECKSTEIN SETON RIDDLEBERGER



"You mean to tell me they got other stations too? What in tarnation fer?"

Night Time 100% Sponsored

THE NUCLEUS OF A 114-HOUR WEEKLY SCHEDULE THAT SERVES AND SELLS 161,360* TV HOMES IN 4 STATES.

*Television Magazine—Nov., 1955

	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
	DOUG EDWARDS A.H.P.	DOUG EDWARDS Pall Mall	DOUG EDWARDS Ronson	DOUG EDWARDS Pall Mall	DOUG EDWARDS Ronson	ANNIE OAKLEY Carnation	YOU ARE THERE ECAP / P & G. THIS IS YOUR LIFE
6:30	ROBIN HOOD Wildroot J. & J.	NAME THAT TUNE Whitehall	MOVIE QUICK QUIZ Dillard's	LONE RANGER Gen. Mills A.D.A.	FRANK LEAHY Dupont	PEOPLE ARE FUNNY Toni Papermate / FRONTIER Reynolds / GRAND OLE OPRY Purina	GUY LOMBARDO Dillard's / PRIVATE SECRETARY Lucky Strike / Lucky Strike JACK BENNY
7:00	TV READERS DIGEST Studebaker-Packard	TEXAS IN REVIEW Humble Oil	ARTHUR GODFREY AND HIS FRIENDS Toni CBS-Columbia Kellogg Prestone Pillsbury	BISHOP SHEEN Admiral	CITY DETECTIVE Falstaff	STAGE SHOW Nestle	ED SULLIVAN SHOW Lincoln-Mercury
7:30	BURNS & ALLEN Carnation / Toni TALENT SCOUTS	EDDY ARNOLD Butternut		CLIMAX and SHOWER OF STARS Chyrsler Corp.	CRUSADER Camels	JACKIE GLEASON Buick	
8:00	I LOVE LUCY P. & G. Gen. Foods	DANNY THOMAS Dodge Pall Mall	MILLIONAIRE Colgate		CROSSROADS Chevrolet	TWO FOR THE MONEY Old Gold Sheaffer	G.E. THEATRE G.E.
8:30	DECEMBER BRIDE Gen. Foods	RED SKELTON Pet / Carter MEET MILLIE	I'VE GOT A SECRET Winston	FOUR-STAR PLAYHOUSE Bristol-Myers Singer	PLAYHOUSE OF STARS Schlitz	IT'S ALWAYS JAN P. & G. / STAR JUBILEE Ford	HITCHCOCK PRESENTS Bristol-Myers
9:00	MR. AND MRS. NORTH Holsum	$64,000 QUESTION Revlon	STEEL HOUR U.S. Steel	BOB CUMMINGS Winston	THE LINEUP P. & G. Viceroy	GUNSMOKE Chesterfield	APPOINTMENT WITH ADVENTURE Kent Revlon
9:30	BADGE 714 Evergreen Mills	MY FAVORITE HUSBAND Frigidaire	G.E. 20th CENTURY FOX HOUR	CELEBRITY PLAYHOUSE Dillard's	PERSON TO PERSON Elgin / Remington WHAT'S MY LINE	DAMON RUNYON THEATRE Budweiser	HIGHWAY PATROL Lion Oil
10:00	GROUCHO MARX DeSoto	MASQUERADE PARTY Esquire Geritol	MILTON BERLE MARTHA RAYE Whirlpool Sunbeam RCA / Chevrolet BOB HOPE BETTY HUTTON	LORETTA YOUNG P. & G.	DOLLAR A SECOND Magen David	HIT PARADE Lucky Strike Hudnut	BREAK THE BANK Dodge
10:30	JUSTICE Tareyton	IT'S A GREAT LIFE Chrysler		PEOPLE'S CHOICE Borden	CAMERA FOUR Kay's	LAWRENCE WELK SHOW Dodge	THE WORLD TOMORROW Armstrong / THE HUNTER Tafan

PROOF OF ADVERTISER ACCEPTANCE ON THE

Powerhouse of the Southwest

100,000 WATTS

CBS INTERCONNECTED ABC

Now Telecasting Network Color

KCMC-TV

CHANNEL 6 TEXARKANA TEXAS • ARKANSAS

Represented By

Venard, Rintoul & McConnell, Inc.

Walter M. Windsor, *General Manager*

B·T TELESTATUS

A monthly situation report on present and planned tv stations and television network shows

NOVEMBER 1955

Total U. S. Stations on Air: 451
(Commercial: 434; Educational: 17)
Total Cities With Tv Stations: 290
Total Tv Homes: 32,000,000
(U. S. Census Bureau, June 1955)

HOW TO READ THIS LISTING

Each station or grantee is listed in the city where licensed.

Triangle (►): station on air with regular programming. Date of grant is shown for permittees, followed by planned starting date.

Channel number is in parentheses, followed by national network affiliations and sales representatives, estimated sets in coverage area and station's highest one-time hourly rate.

Set figures are provided by stations. Queries on set figures should be directed to stations.

Asterisk (*): non-commercial outlet.

Dagger (†): not interconnected.

Data on station color equipment: N, equipped for network color; LS, local color slides; LF, local color film; LL, local live color.

ALABAMA

ANDALUSIA†—
WAIQ (*2) 3/9/55-Unknown
BIRMINGHAM—
►WABT (13) NBC, ABC; Blair; 353,800; N; $750
►WBIQ (*10)
►WBRC-TV (6) CBS; Katz; 361,000; N; $750
WJLN-TV (48) 12/10/52-Unknown
DECATUR†—
►WMSL-TV (23) CBS, NBC; Walker; 31,200; $150
DOTHAN†—
►WTVY (9) CBS, ABC; Young; 22,800; $150
MOBILE—
►WALA-TV (10) NBC, ABC, CBS; Headley-Reed; 124,500; $400
WKAB-TV (48) See footnote
►WKRG-TV (5) CBS; Avery-Knodel
MONTGOMERY—
►WCOV-TV (20) CBS, ABC, DuM; Raymer; 71,000; $200
►WSFA-TV (12) NBC; Katz; 114,525; N; $350
MUNFORD†—
►WTIQ (*7)
SELMA†—
WSLA (8) 2/24/54-Unknown

ARIZONA

MESA (PHOENIX)—
►KVAR (12) NBC; Raymer; 140,890; N; $450
PHOENIX—
►KOOL-TV (10) CBS; Hollingbery; 140,890; N; $500
►KPHO-TV (5) DuM; Katz; 140,890; N; $450
►KTVK (3) ABC; Weed; 167,000; LF, LS; $400
TUCSON—
►KOPO-TV (13) CBS; Hollingbery; 50,100; $250
►KVOA-TV (4) ABC, NBC; Raymer; 50,500; $250
KDWI-TV (9) 4/19/55-Unknown
YUMA†—
►KIVA (11) CBS, NBC; Raymer; 27,313; $200

ARKANSAS

EL DORADO†—
KRBB (10) NBC; Pearson; 2/24/54-11/28/55
FORT SMITH—
►KFSA-TV (22) NBC, ABC, CBS; Pearson; 36,-604; $150
KNAC-TV (5) Rambeau; 6/3/54-Unknown
JONESBORO†—
KBTM-TV (8) 1/12/55-Unknown
LITTLE ROCK—
►KARK-TV (4) NBC; Petry; 118,694; N; $400
►KATV (7) (See Pine Bluff)
KTHV (11) CBS; Branham; 11/20/54-11/27/55
PINE BLUFF—
►KATV (7) CBS, ABC; Avery-Knodel; 118,694; N; $450
TEXARKANA—
►KCMC-TV (6) See Texarkana, Tex.

CALIFORNIA

BAKERSFIELD—
►KBAK-TV (29) ABC; Weed; 95,000; $275
►KERO-TV (10) NBC, CBS, Hollingbery; 152,000; N; $400
BERKELEY (SAN FRANCISCO)—
►KQED (*9)
CHICO—
►KHSL-TV (12) CBS, ABC, NBC; Avery-Knodel; 68,100; $250
CORONA†—
KCOA (52), 9/16/53-Unknown
EUREKA†—
►KIEM-TV (3) CBS, ABC, NBC, DuM; Hoag-Blair; 26,800; $200
FRESNO—
►KJEO (47) CBS, ABC; Branham; 167,000; N; $500
►KMJ-TV (24) NBC; Raymer; 167,000; N, LF, LS; $500
KARM (12) Bolling: Initial Decision 8/3/54
KBID-TV (53) See footnote
LOS ANGELES—
►KABC-TV (7) ABC; Petry; 2,240,384; $1,500
►KCOP (13) Weed; 2,240,384; $1,250
►KHJ-TV (9) DuM; H-R; 2,240,384; N; $1,200
►KNXT (2) CBS; CBS Spot Sls.; 2,240,384; N, LS, LF, LL; $2,700
►KRCA (4) NBC; NBC Spot Sls.; 2,240,384; N, LS, LF, LL; $3,600
►KTLA (5) Raymer; 2,240,384; LS, LF, LL; $1,500
►KTTV (11) Blair; 2,240,384; $1,750
KBIC-TV (22) 2/10/52-Unknown
MODESTO†—
KTRB-TV (14) 2/17/54-Unknown
SACRAMENTO—
►KBET-TV (10) CBS; H-R; 375,693; N, LF, LS; $600
►KCCC-TV (40) ABC, NBC; Weed; 165,000; $400
►KCRA-TV (3) NBC; Petry; 371,000; $650
SALINAS (MONTEREY)—
►KSBW-TV (8) CBS, ABC, NBC; H-R; 110,879; $350
SAN DIEGO—
►KFMB-TV (8) CBS, ABC; Petry; 407,092; N; $800
►KFSD-TV (10) NBC, ABC; Katz; 407,000; N; $700
SAN FRANCISCO—
►KGO-TV (7) ABC; Petry; 1,158,990; $1,200
►KPIX (5) CBS; Katz; 1,158,990; N; $1,250
►KRON-TV (4) NBC; Free & Peters; 1,158,990; N, LS, LF, LL; $1,500
►KSAN-TV (32) Stars National; 300,000; $225
KBAY-TV (20) 3/11/53-Unknown (granted STA 9/15/54)
SAN JOSE†—
►KNTV (11) Bolling; 548,159; $350
SAN LUIS OBISPO—
►KVEC-TV (6) ABC, CBS; Grant; 95,918; $200
SANTA BARBARA—
►KEYT (3) ABC, CBS, NBC, DuM; Hollingbery; 227,918; $450
STOCKTON†—
►KOVR (13) DuM; Blair; 1,160,910; $700
►KTVU (36)
TULARE (FRESNO)—
►KVVG (27) Young; 215,000; $325
VISALIA†—
KAKI (43) 10/6/54-Unknown

COLORADO

COLORADO SPRINGS—
►KKTV (11) CBS, ABC; Hollingbery; 60,688; $200
►KRDO-TV (13) NBC; Avery-Knodel; 45,000; $125
DENVER—
►KBTV (9) ABC; Free & Peters; 317,901; $600
►KLZ-TV (7) CBS; Katz; 317,901; N; $700
►KOA-TV (4) NBC; Petry; 317,901; N; $650
►KTVR (2) DuM; Hoag-Blair; 317,901; N; $400
KRMA-TV (*6) 7/1/53-Jan. '56
GRAND JUNCTION†—
►KFXJ-TV (5) NBC, CBS, ABC; Holman; 14,372; $120
PUEBLO—
►KCSJ-TV (5) NBC; Avery-Knodel; 57,350; $150

CONNECTICUT

BRIDGEPORT—
►WICC-TV (43) ABC, DuM; Young; 72,340; $200
WCTB (*71) 1/29/53-Unknown

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HARTFORD—
►WGTH-TV (18) CBS, ABC, DuM; H-R; 360,000; $500
WCHF (*24) 1/29/53-Unknown
Travelers Bcstg. Service Corp. (3) Initial Decision 5/31/55
NEW BRITAIN—
►WKNB-TV (30) NBC; Bolling; 337,536; N; $500
NEW HAVEN†—
►WNHC-TV (8) ABC, CBS; Katz; 948,702; N, LF, LS; $800
WELI-TV (59) H-R; 6/24/53-Unknown
NEW LONDON†—
WNLC-TV (26) 12/31/52-Unknown
NORWICH†—
WCNE (*63) 1/29/53-Unknown
STAMFORD†—
WSTF (27) 5/27/53-Unknown
WATERBURY—
►WATR-TV (53) ABC; Stuart; 215,400; $200

DELAWARE

WILMINGTON—
►WPFH (12) NBC, DuM; Meeker; 2,051,000; N, LS, LF; $1,000

DISTRICT OF COLUMBIA

WASHINGTON—
►WMAL-TV (7) ABC; Katz; 600,000; $750
►WRC-TV (4) NBC; NBC Spot Sls.; 752,000; N; $1,250
►WTOP-TV (9) CBS; CBS Spot Sls.; 688,880; N; $1,500
►WTTG (5) DuM; H-R; 670,000; $600
WETV (20) 10/21/54-Unknown
WOOK-TV (14) 2/24/54-Unknown

FLORIDA

CLEARWATER†—
WPGT (32) 12/2/53-Unknown
DAYTONA BEACH†—
WESH-TV (2) McGillvra; 7/8/54-Jan. 1, '56
FORT LAUDERDALE—
►WITV (17) ABC; Forjoe; 244,120 (also Miami); $400
FORT MYERS†—
►WINK-TV (11) CBS, ABC; McGillvra; 16,140; $150
FORT PIERCE†—
WTVI (19) 4/19/55-Unknown
JACKSONVILLE—
►WJHP-TV (36) ABC, NBC; Perry; 98,896; N; $200
►WMBR-TV (4) CBS, ABC; CBS Spot Sls.; 520,-386; N; $700
WOBS-TV (30) Stars National; 8/12/53-Fall '55
Jacksonville Bcstg. Corp. (12) Initial Decision 4/4/55
MIAMI—
►WGBS-TV (23) NBC; Katz; 250,381; N; $500
►WTHS-TV (*2)
►WTVJ (4) CBS; Free & Peters; 339,600; N; $900
►WITV (17) See Fort Lauderdale
WMFL (33) 12/9/53-Unknown
Biscayne Tv Corp. (7) Initial Decision 1/17/55
MIAMI BEACH†—
WKAT Inc. (10) Initial Decision 3/30/55
ORLANDO—
►WDBO-TV (6) CBS, ABC, NBC; Blair; 111,875; N; $250
WORZ Inc. (9) Initial Decision Aug. 10
WEAL-TV (18) 9/21/55-Unknown
PANAMA CITY—
►WJDM (7) ABC, CBS, NBC, DuM; Hollingbery; 30,100; $150
PENSACOLA—
►WEAR-TV (3) ABC, CBS; Hollingbery; 107,000; $250
►WPFA (15) McGillvra; 32,500
ST. PETERSBURG†—
►WSUN-TV (38) ABC; Weed; 175,874; $325
TAMPA—
►WFLA-TV (8) NBC; Blair; 214,589; N, LF, LS; $500
►WTVT (13) CBS; Avery-Knodel; 198,500; N, LF, LS; $500
WEST PALM BEACH—
►WEAT-TV (12) ABC, CBS; H-R; 301,875; $200
►WIRK-TV (21) Cooke; 48,000; $150
►WJNO-TV (5) NBC, CBS, DuM; Venard; 301,875; $250

GEORGIA

ALBANY†—
►WALB-TV (10) ABC, NBC, DuM; Burn-Smith; 45,000; $200
ATLANTA—
►WAGA-TV (5) CBS, DuM; Katz; 462,000; N; $850
►WLWA (11) ABC; Crosley Sls.; 506,475; $800
►WSB-TV (2) NBC; Petry; 516,140; N, LS, LF; $900
WQXI-TV (36) See footnote



each one is different



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WAAM	*Baltimore*
WBEN-TV	*Buffalo*
WJRT	*Flint*
WFMY-TV	*Greensboro*
WTPA	*Harrisburg*
WDAF-TV	*Kansas City*
WHAS-TV	*Louisville*
WTMJ-TV	*Milwaukee*
WMTW	*Mt. Washington*
WSYR-TV	*Syracuse*

B·T TELESTATUS

AUGUSTA—
► WJBF (6) NBC, ABC; Hollingbery; 181,300; N; $250
► WRDW-TV (12) CBS; Headley-Reed; 154,400; $250

COLUMBUS—
► WDAK-TV (28) NBC, ABC, DuM; Headley-Reed; 136,959; N; $220
► WRBL-TV (4) CBS, ABC; Hollingbery; 187,327; N; $300

MACON—
► WMAZ-TV (13) CBS, ABC; NBC (per program basis); Avery-Knodel; 108,103; N; $300
WOKA (47) See footnote

ROME†—
► WROM-TV (9) McGillvra; 174,330; $150

SAVANNAH—
► WTOC-TV (11) CBS, ABC; Avery-Knodel; 150,402; $250
WSAV-TV (3) 1/26/55-Unknown

THOMASVILLE†—
► WCTV (6) CBS, NBC; Meeker; 60,000; $200

IDAHO

BOISE†—
► KBOI-TV (2) CBS; Free & Peters; 54,350; $150
► KIDO-TV (7) ABC, NBC; Hoag-Blair; 44,000; $250

IDAHO FALLS†—
► KID-TV (3) CBS, ABC, NBC; Gill-Perna; 40,808; $175

LEWISTON†—
KLEW-TV (3) 2/9/55-11/1/55

TWIN FALLS†—
► KLIX-TV (11) CBS, ABC; Gill-Perna; Moore & Lund; 13,900

ILLINOIS

BLOOMINGTON—
► WBLN (15) McGillvra; 113,242; $200

CHAMPAIGN—
► WCIA (3) CBS, NBC; Hollingbery; 335,080; N; $700

CHICAGO—
► WBBM-TV (2) CBS, CBS Spot Sls.; 2,323,200; N; $3,300
► WBKB (7) ABC; Blair; 2,237,900; $2,200
► WGN-TV (9) Hollingbery; 2,325,000; $1,500
► WNBQ (5) NBC; NBC Spot Sls.; 2,286,000; LS, LF; $3,700
► WTTW (*11)
WHFC-TV (26) 1/8/53-Unknown
WIND-TV (20) 3/9/53 Unknown
WOPT (44) 2/10/54-Unknown

DANVILLE—
► WDAN-TV (24) ABC; Everett-McKinney; 50,000; $150

DECATUR—
► WTVP (17) ABC, NBC; Bolling; 171,500; $300

EVANSTON†—
WTLE (32) 8/12/53-Unknown

HARRISBURG†—
► WSIL-TV (22) ABC; Walker; 30,000; $150

PEORIA—
► WEEK-TV (43) NBC; Headley-Reed; 244,420; N; $400
► WTVH (19) CBS, ABC; Petry; 231,056; N; $350
WIRL Tv Co. (8) Initial Decision 11/5/54

QUINCY† (HANNIBAL, MO.)—
► WGEM-TV (10) ABC, NBC; Avery-Knodel; 150,000; N; $200
► KHQA-TV (7) See Hannibal, Mo.

ROCKFORD—
► WREX-TV (13) CBS, ABC; H-R; 260,050; N; $400
► WTVO (39) NBC, DuM;; Headley-Reed; 116,000; $250

ROCK ISLAND (DAVENPORT, MOLINE)—
► WHBF-TV (4) CBS, ABC; Avery-Knodel; 273,110; N; $700

SPRINGFIELD—
► WICS (20) ABC, NBC, DuM; Young; 103,580; $250
Sangamon Valley Tv Corp. (2) Initial Decision 11/30/54

URBANA†—
► WILL-TV (*12)

INDIANA

ANDERSON†—
WCBC-TV (61) 2/2/55-Unknown

BLOOMINGTON—
► WTTV (4) ABC, NBC; Meeker; 672,142 (also Indianapolis); N; $800

ELKHART—
► WSJV (52) ABC; H-R; 208,319; $300

EVANSVILLE—
► WFIE (62) ABC, NBC, DuM; Venard; 100,273; $300
► WEHT (50) See Henderson, Ky.
Evansville Tv Inc. (7) Initial Decision 10/4/54

FORT WAYNE—
► WKJG-TV (33) NBC, DuM; Raymer; 138,070; N; $400
► WINT (15) See Waterloo
WANE-TV (69) Bolling; 9/29/54-Unknown

INDIANAPOLIS—
► WFBM-TV (6) NBC; Katz; 660,000; N, LF, LS; $960
► WISH-TV (8) CBS; Bolling; 660,000; N; $1,000
► WTTV (4) See Bloomington
Mid-West Tv Corp. (13) Initial Decision 6/7/55

LAFAYETTE—
► WFAM-TV (59) CBS; Rambeau; 115,000; $200

MUNCIE—
► WLBC-TV (49) ABC, CBS, NBC, DuM; Holman, Walker; 107,250; N; $225

PRINCETON†—
WRAY-TV (52) See footnote

SOUTH BEND—
► WNDU-TV (46) NBC; Meeker; 176,700; N; $500
► WSBT-TV (34) CBS, DuM; Raymer; 206,363; N; $400

TERRE HAUTE—
► WTHI-TV (10) CBS, ABC, NBC; Bolling; 165,240; N; $400

WATERLOO (FORT WAYNE)—
► WINT (15) CBS, ABC; H-R; 139,625; N; $300

IOWA

AMES—
► WOI-TV (5) ABC, CBS; Weed; 315,600; N; $550

CEDAR RAPIDS—
► KCRG-TV (9) ABC; Hoag-Blair; 288,660; $325
► WMT-TV (2) CBS; Katz; 305,310; N; $500

DAVENPORT (MOLINE, ROCK ISLAND)—
► WOC-TV (6) NBC; Free & Peters; 307,070; N; $800

DES MOINES—
► KRNT-TV (8) CBS; Katz
► WHO-TV (13) NBC; Free & Peters; 280,500; N; $650
KGTV (17) See footnote

FORT DODGE—
► KQTV (21) NBC; Pearson; 42,870; $150

MASON CITY—
► KGLO-TV (3) CBS, DuM; Weed; 135,932; $200

OTTUMWA†—
KTVO (3) Bolling; 12/16/53-Unknown

SIOUX CITY—
► KTIV (4) NBC; Hollingbery; 187,743; N; $300
► KVTV (9) CBS, ABC; Katz; 154,642; N; $300

WATERLOO—
► KWWL-TV (7) NBC, DuM; Avery-Knodel; 162,159; $400

KANSAS

GOODLAND†—
KWGB-TV (10) 5/11/55-Unknown

GREAT BEND—
► KCKT (2) NBC; Bolling; 144,350; $225

HUTCHINSON (WICHITA)—
► KTVH (12) CBS, DuM; H-R; 228,230; N; $450
► KAKE-TV (10) See Wichita
► KEDD (16) See Wichita

MANHATTAN†—
KSAC-TV (*8) 7/24/53-Unknown

PITTSBURG—
► KOAM-TV (7) NBC, ABC; Katz; 138,300; $250

TOPEKA—
► WIBW-TV (13) CBS, ABC; Capper Sls.; 470,084; N; $400

WICHITA (HUTCHINSON)—
► KAKE-TV (10) ABC; Katz; 225,000; $425
► KARD-TV (3) Petry; 260,000; N, LF, LS; $350
► KEDD (16) NBC; Young; 160,968; $425
► KTVH (12) See Hutchinson

KENTUCKY

ASHLAND†—
WPTV (59) Petry; 8/14/52-Unknown

HENDERSON (EVANSVILLE, IND.)—
► WEHT (50) CBS; Meeker; 91,409; N; $250

LEXINGTON†—
► WLEX-TV (18) NBC, ABC, DuM; Forjoe; $150
WLAP-TV (27) 12/3/53-Unknown

LOUISVILLE—
► WAVE-TV (3) ABC, NBC, DuM; NBC Spot Sls.; 466,671; N; $925
► WHAS-TV (11) CBS; Harrington, Righter & Parsons (last reported set count in July 1952 was 205,544); N; $850
WKLO-TV (21) See footnote
WQXL-TV (41) Forjoe; 1/15/53-Unknown

NEWPORT†—
WNOP-TV (74) 12/24/53-Unknown

PADUCAH†—
Columbia Amusement Co. (6) Initial Decision 4/11/55

LOUISIANA

ALEXANDRIA†—
► KALB-TV (5) NBC, ABC, CBS, DuM; Weed; 107,600; $250

BATON ROUGE—
► WAFB-TV (28) CBS, ABC, DuM; Young; 82,000; $250
► WBRZ (2) NBC, ABC; Hollingbery; 171,180; $250

LAFAYETTE—
► KLFY-TV (10) CBS; Venard; 71,175; $200

LAKE CHARLES—
► KPLC-TV (7) NBC, ABC; Weed; 66,781; $200
► KTAG (25) CBS; DuM; Young; 62,167; $150

MONROE—
► KNOE-TV (8) CBS, ABC, NBC, DuM; H-R; 250,500; N; $300

New Tv Stations

THE following tv stations started regular programming within the past month:
WDBJ-TV Roanoke, Va. (ch. 7), WTVS (TV) Detroit (educ. ch. 56).

NEW ORLEANS—
► WDSU-TV (6) ABC, CBS, NBC, DuM; Blair; 355,798; N, LF, LL; $850
► WJMR-TV (20) ABC, CBS, DuM; Bolling; 139,000; $250
WCKG (26) Gill-Perna; 4/2/53-Unknown
Times-Picayune Pub. Co. (4) Initial Decision 7/7/55

SHREVEPORT—
► KSLA (12) ABC, CBS, NBC, DuM; Raymer; 93,500; $300
► KTBS-TV (3) NBC; Petry; 167,135

MAINE

BANGOR—
► WABI-TV (5) ABC, NBC, DuM; Hollingbery; 98,000; N; $150
► WTWO (2) CBS; Venard; $250

LEWISTON—
WLAM-TV (17) See footnote

POLAND SPRING—
► WMTW (8) ABC, CBS, DuM; Harrington, Righter & Parsons; 272,923; $300

PORTLAND—
► WCSH-TV (6) NBC; Weed; 184,085; N; $350
► WGAN-TV (13) CBS; Avery-Knodel; 185,000; N; $350
WPMT (53) See footnote

MARYLAND

BALTIMORE—
► WAAM (13) ABC, DuM; Harrington, Righter & Parsons; 627,380; $975
► WBAL-TV (11) NBC; Petry; 627,380; N, LS, LF, LL; $1,100
► WMAR-TV (2) CBS; Katz; 627,380; N, LF, LS; $1,100
WITH-TV (72) Forjoe; 12/18/52-Unknown
WTLF (18) 12/9/53-Unknown

SALISBURY†—
► WBOC-TV (16) ABC, CBS; Burn-Smith; 53,495; $200

MASSACHUSETTS

BOSTON—
► WBZ-TV (4) NBC; Free & Peters; 1,361,830; N, LS, LF; $2,250
► WGBH-TV (*2) 1,332,379; N, LL, LF, LS
► WNAC-TV (7) CBS, ABC, DuM; H-R; 1,361,830; N; $2,000
WJDW (44) 8/12/53-Unknown
WHMB (38) 10/12/55-Unknown

BROCKTON†—
WHEF-TV (62) 7/30/53-Unknown

CAMBRIDGE (BOSTON)†—
► WTAO-TV (56) ABC, DuM; Keller; 219,000; $250

PITTSFIELD†—
► WMGT (19) DuM, ABC; Walker; 175,886; $250

SPRINGFIELD—
► WHYN-TV (55) CBS, DuM; Bramham; 195,000; $300
► WWLP (22) NBC, ABC; Hollingbery; 192,500; N; $400

WORCESTER—
WWOR-TV (14) See footnote
WAAB-TV (20) Forjoe; 8/12/53-Unknown

MICHIGAN

ANN ARBOR—
► WPAG-TV (20) DuM; Everett-McKinney; 27,000; $150
WUOM-TV (*26) 11/4/53-Unknown

BAY CITY (MIDLAND, SAGINAW)—
► WNEM-TV (5) NBC; Headley-Reed; 312,555; N; $500

CADILLAC—
► WWTV (13) CBS, ABC; Weed; 319,241; $300

DETROIT—
► WJBK-TV (2) CBS; Katz; 1,590,400; N; $2,000
► WTVS (*56)
► WWJ-TV (4) NBC; Free & Peters; 1,580,000; N, LF, LS; $2,000
► WXYZ-TV (7) ABC; Blair; 1,568,000; N; $1,700
► CKLW-TV (9) CBC, DuM; Young; 1,550,000; $1,100. See Windsor, Ont.
WBID-TV (50) 11/19/53-Unknown

EAST LANSING†—
► WKAR-TV (*60) 58,000

FLINT†—
WJRT (12) CBS; Harrington, Righter & Parsons; 5/12/54-Dec. '55

GRAND RAPIDS—
► WOOD-TV (8) NBC, ABC; Katz; 549,149; N; $1,050
WMCN (23) 9/2/54-Unknown

KALAMAZOO—
► WKZO-TV (3) CBS, ABC; Avery-Knodel; 594,200; N; $1,000

LANSING—
► WJIM-TV (6) NBC, CBS, ABC; Petry; 435,980; N; $800
► WTOM-TV (54) DuM, ABC; McGillvra; 60,850; $200

MARQUETTE†—
WDMJ-TV (6) 4/7/54-Unknown

SAGINAW (BAY CITY, MIDLAND)—
► WKNX-TV (57) CBS, ABC; Gill-Perna; 150,000; N; $300

TRAVERSE CITY—
► WPBN-TV (7) NBC; Holman; 46,591; $100

MINNESOTA

AUSTIN—
► KMMT (6) ABC; Avery-Knodel; 89,270; $200

DULUTH (SUPERIOR, WIS.)—
► KDAL-TV (3) CBS, ABC; Avery-Knodel; 106,500; $325
► WDSM-TV (6). See Superior, Wis.
WFTV (38) See footnote

COMPARATIVE NETWORK SHOWSHEET

SUNDAY

	ABC	CBS	NBC
Noon		Ideal Toy Winky Dink and You L 12:15-30 p.m. Sust.	Hartz Capt. Hartz L
12:15			
12:30	Faith for Today	Kellogg Wild Bill Hickok F	
12:45			
1:00	College Press Conference		American Forum L
1:15			
1:30	*Dean Pike*		*Frontiers of Faith* L
1:45			
2:00			*American Inventory* L
2:15			
2:30			Gen. Dynamics Corp. Youth Wants To Know L
2:45			
3:00		Talkaround Sust.	*Dr. Spock* L
3:15	National Football League Games L Falstaff		
3:30		Adventure	*Zoo Parade* L
3:45			
4:00		Face the Nation	Nov. 6 NBC Opera Theatre Nov. 13 Gen. Motors Wide, Wide World L Nov. 20 Hallmark Maurice Evans Presents L
4:15			
4:30		Let's Take a Trip	
4:45			
5:00			
5:15	Chunky Chcolate Super Circus L		
5:30			Heinz Capt. Gallant F
5:45			
6:00			Johns Manville Pan Amer. Meet the Press L
6:15			
6:30		Electric Cos. Prudential You Are There L	Gen. Foods Roy Rogers F
6:45			
7:00	Skippy Peanut Butter You Asked For It	Campbell Soup Kellogg Lassie F	Chrysler It's A Great Life F
7:15			
7:30		Am. Tobacco Prvt Sectry. (Alt. wks.) Jack Benny	Reynolds Metals Frontier F
7:45			
8:00	Famous Film Festival (Participating)	Lincoln-Mercury Dealers The Ed Sullivan Show L	Colgate-Palmolive Variety Hour L 7:30-9 p.m. (1 wk. of 4) Color Spread Spectaculars
8:15			
8:30			
8:45			
9:00	Emerson Drug Lentheric Chance of a Lifetime	Gen. Elect. G E Theatre F	Goodyear Corp. (alt. with) Alcoa TV Playhouse L
9:15			
9:30	Pharmaceuticals Ted Mack Amateur Hour	Bristol-Myers Hitchcock Presents F	
9:45			
10:00	Pharmaceuticals Life Begins at 80	P. Lorillard Appointment With Adventure	Kleenex P&G Loretta Young F
10:15		Jules Montenier Remington What's My Line L	
10:30			American Tobacco Justice L
10:45			

MONDAY

	ABC	CBS	NBC
Noon		G. M.-Toni Wssn Oil Valiant Lady Amer. Home Products Love of Life P&G Search for Tomorrow P&G Guiding Light L	*Tennessee Ernie Ford* L
12:15			
12:30			Colgate-Palmolive Feather Your Nest L
12:45			
1:00		*Jack Paar Show* F	
1:15			
1:30		P&G Love Story	
1:45			
2:00		Robert Q. Lewis (See Footnote)	
2:15			
2:30		Art Linkletter's House Party (See Footnote)	
2:45			
3:00		Colgate Big Payoff MWF Sus. Tu, Th	NBC Matinee Theatre (Participating) Color L
3:15			
3:30		Bob Crosby (See Footnotes)	
3:45			
4:00		P&G The Brighter Day	Borden Co. Date With Life L
4:15		Am. Home Pr. Secret Storm	Jergens Co. First Love L
4:30		P&G On Your Account	Frnch. Mstd World of Mr. Sweeney L
4:45			Col.-Pal. Modern Romances L
5:00		Gen. Mills Barker Bill's Cartoons	*Pinky Lee Show* L
5:15	Mickey Mouse Club (see footnote)		
5:30			Howdy Doody (See Footnote)
5:45			
6:00			
6:15			
6:30		Whitehall News L	
6:45			
7:00	*Kukla, Fran & Ollie*	Whitehall News L	Asso. Prods. Webcor Tony Martin
7:15	Miles Labs Daly-News		
7:30	Standard Brands (Alt. wks.) Topper	Johnson & Johnson Wildroot Robin Hood F	Camel Caravan L
7:45			
8:00	Studebaker Packard TV Readers Digest F	Carnation Gen. Mills Burns & Allen L	Ford Motor Co., RCA Producers' Showcase (8-9:30 1 wk. of 4) Rem. Rand Amer. Chicle Helene Crts. Caesar's Hr. L
8:15			
8:30	Firestone Voice of Firestone L	Lvr.-Lptn. Toni Co. Godfrey's Talent Scouts	
8:45			
9:00	*Dolly Mack Show* L	P&G (Alt. wks.) Gen. Foods I Love Lucy	GE Dow Chmcl. Medic F
9:15			
9:30	CIBA Medical Horizons	General Foods December Bride	Johnson Wax alt. with Schick
9:45			
10:00	*The Big Picture*	Westinghouse Studio One L	Robert Montgomery Presents L
10:15			
10:30			
10:45			

TUESDAY

	ABC	CBS	NBC
Noon		G. M.-Toni Wssn Oil Valiant Lady Amer. Home Products Love of Life P&G Search for Tomorrow P&G Guiding Light L	*Tennessee Ernie Ford* L
12:15			
12:30			Colgate-Palmolive Feather Your Nest L
12:45			
1:00		*Jack Paar Show* F	
1:15			
1:30		P&G Love Story	
1:45			
2:00		Robert Q. Lewis (See Footnote)	
2:15			
2:30		Art Linkletter's House Party (See Footnote)	
2:45			
3:00		Colgate Big Payoff MWF Sus. Tu, Th	NBC Matinee Theatre (Participating) Color L
3:15			
3:30		Bob Crosby (See Footnotes)	
3:45			
4:00		P&G The Brighter Day	Borden Co. Date With Life L
4:15		Am. Home Pr. Secret Storm	Jergens Co. First Love L
4:30		P&G On Your Account	Frnch. Mstd World of Mr. Sweeney L
4:45			Col-Pal. Modern Romances L
5:00		Gen. Mills Barker Bill's Cartoons	*Pinky Lee Show* L
5:15	Mickey Mouse Club (see footnote)		
5:30			Howdy Doody (See Footnote)
5:45			
6:00			
6:15			
6:30		Pall Mall News L	
6:45			
7:00	*Kukla, Fran & Ollie*	Pall Mall News L	Chevrolet Dinah Shore Show L
7:15	Tidewater Oil Daly-News		Camel News Caravan L
7:30		Whitehall Name That Tune	Sunbeam RCA Whirlpool M. Raye Show
7:45	L&M Gen. Elec. Monsanto Warner Bros. Presents		M. Berle Show
8:00		R. J. Reynolds Amana You'll Never Get Rich	Chevrolet Chevy Show L
8:15			
8:30	Gen. Mills Parker Pen (Alt. wks.) Wyatt Earp	Maytag Co. (Alt. wks.) Sheaffer Navy Log F	P&G J. Wyman's Fireside Theatre F
8:45			
9:00	American Tobacco alt. Dodge Danny Thomas Show	Carter Prod. (Alt. wks.) Pharmctcls. Meet Millie L	Armstrong Cork Armstrong Circle Th'tre Pontiac Playwrights Hour L
9:15			
9:30	duPont Cavalcade Theatre	L.C. Johnson (Alt. wks.) Pet Milk Red Skelton L	
9:45			
10:00	Outside U.S.A.	Revlon The $64,000 Question L	Lever Bros. A.C. Spark Plug Big Town F
10:15			
10:30		G.M. Frigidaire My Favorite Husband	
10:45			

WEDNESDAY

	ABC	CBS	NBC
Noon		G. M.-Toni Wssn Oil Valiant Lady Amer. Home Products Love of Life P&G Search for Tomorrow P&G Guiding Light L	*Tennes Ernie F* L
12:15			
12:30			Colgat Palmoli Feath Your N L
12:45			
1:00		*Jack Paar Show* F	
1:15			
1:30		P&G Love Story	
1:45			
2:00		Robert Q. Lewis (See Footnote)	
2:15			
2:30		Art Linkletter's House Party (See Footnote)	
2:45			
3:00		Colgate Big Payoff MWF Sus. Tu, Th	NBC Matine Theatr (Partic pating Color
3:15			
3:30		Bob Crosby (See Footnotes)	
3:45			
4:00		P&G The Brighter Day	Borden Date W Life L
4:15		Am. Home Pr. Secret Storm	Jergens First Lo L
4:30		P&G On Your Account	Frnch. M World of Sweeney Col-Pa Moder Romanc
4:45			
5:00		Gen. Mills Barker Bill's Cartoons	*Pinky L Show* L
5:15	Mickey Mouse Club (see footnote)		
5:30			Howd Doody (See Footnot
5:45			
6:00			
6:15			
6:30		Ronson News L	
6:45			
7:00	*Kukla, Fran & Ollie*	Ronson News L	Coca-C Eddie Fi Show L
7:15	Miles Labs Daly-News		
7:30	American Motors American Dairy Derby Foods Disneyland	*Brave Eagle*	Plymo News Carav L
7:45			Kodal Screen Directe Playho F
8:00		Toni Co. (8-8:30) (Alt. wks.) CBS Climba. Godfrey and His Friends Kellogg (8:30-9) (Alt. wks.) Pillsbury	Scott Fathe Know Best F
8:15			
8:30	Gen. Foods American Tobacco M-G-M Parade		
8:45	Pharmaceuticals Inc. Knomark Masquerade Party	Colgate The Millionaire F	
9:00			Kraft Foods Televisi Theat L
9:15			
9:30	Dodge Break the Bank L	R. J. Reynolds I've Got A Secret L	
9:45			
10:00	Wednesday Night Fights Pabst Brewing Co. Mennen Co. (Alt. wks.) L	General Electric 20th Cntry. Fox Hour (Alt. wks.) U. S. Steel U. S. Steel Hour F	Hazel Bisho (alt. w P&G This I Your Lif
10:15			
10:30			Whitehall Pharm Midwest Hayrid L
10:45			

THURSDAY

	ABC	CBS	NBC
Noon		G.M.-Toni Wssn Oil Valiant Lady	*Tennessee Ernie Ford* L
12:15		Amer. Home Products Love of Life	
12:30		P&G Search for Tomorrow	Colgate-Palmolive Feather Your Nest L
12:45		P&G Guiding Light L	
1:00		*Jack Paar Show* F	
1:15			
1:30		P&G Love Story	
1:45			
2:00		Robert Q. Lewis (See Footnote)	
2:15			
2:30		Art Linkletter's House Party (See Footnote)	
2:45			
3:00		Colgate Big Payoff MWF Sus. Tu, Th	NBC Matinee Theatre (Participating) Color L
3:15			
3:30		Bob Crosby (See Footnotes)	
3:45		P&G The Brighter Day	Borden Co. Date With Life L
4:00		Am. Home Pr. Secret Storm	Jergens Co. First Love L
4:15			Frnch. Mstd World of Mr. Sweeney L
4:30		P&G On Your Account	Col-Pal. Modern Romances L
4:45			
5:00		Gen. Mills Barker Bill's Cartoons	*Pinky Lee Show* L
5:15	Mickey Mouse Club (see footnote)		
5:30			Howdy Doody (See Footnote)
5:45			
6:00			
6:15			
6:30		Pall Mall News L	
6:45			
7:00	*Kukla, Fran & Ollie*		
7:15	Tide Water Oil Daly-News	Pall Mall News L	
7:30	General Mills Lone Ranger F	Quaker Oats Sgt. Preston of the Yukon F	Dinah Shore Show Chevrolet L
8:00	Admiral Bishop Sheen L	R. J. Reynolds Bob Cummings Show F	Camel News Caravan L
8:15	Necchi Quality Goods Stop the Music		DeSoto-Plymouth You Bet Your Life F
8:30		Chrysler Motors Climax—Shower of Stars L	Borden Co. The People's Choice F
8:45	Brillo Star Tonight		
9:00			Chesterfield Dragnet F
9:15	Western U. P&G Am.-Hm. Down You Go	Singer Sew'g. Brstl. Myrs. Four Star Playhouse F	
9:30			Ford Theatre F
9:45		General Foods Johnny Carson L	
10:00			Lever Bros. Lux Video Theatre L
10:15			
10:30		American Home Prod. "Wanted" L	
10:45			

FRIDAY

	ABC	CBS	NBC
Noon		G.M.-Toni Wssn Oil Valiant Lady	*Tennessee Ernie Ford* L
12:15		Amer. Home Products Love of Life	
12:30		P&G Search for Tomorrow	Colgate-Palmolive Feather Your Nest L
12:45		P&G Guiding Light L	
1:00		*Jack Paar Show* F	
1:15			
1:30		P&G Love Story	
1:45			
2:00		Robert Q. Lewis (See Footnote)	
2:15			
2:30		Art Linkletter's House Party (See Footnote)	
2:45			
3:00		Colgate Big Payoff MWF Sus. Tu, Th	NBC Matinee Theatre (Participating) Color L
3:15			
3:30		Bob Crosby (See Footnotes)	
3:45		P&G The Brighter Day	Borden Co. Date With Life L
4:00		Am. Home Pr. Secret Storm	Jergens Co. First Love L
4:15			Frnch. Mstd World of Mr. Sweeney L
4:30		P&G On Your Account	Col-Pal. Modern Romances L
4:45			
5:00		Gen. Mills Barker Bill's Cartoons	*Pinky Lee Show* L
5:15	Mickey Mouse Club (see footnote)		
5:30			Howdy Doody (See Footnote)
5:45			
6:00			
6:15		Ronson News L	
6:30			
6:45		Ronson News L	
7:00	*Kukla, Fran & Ollie*		
7:15	Miles Labs Daly-News		
7:30	National Biscuit Rin Tin Tin F	Col.-Pal. 11-11 Only Adventures of Champion	Coca-Cola Eddie Fisher Show L
8:00	Hotpoint Quaker Oats Ozzie and Harriet	General Foods Mama L	Plymouth News Caravan L
8:15			P. Lorillard Truth or Consqnces. F
8:30	Chevrolet Crossroads F	General Foods Our Miss Brooks	Gulf Life of Riley F
8:45			
9:00	Wine Corp. Dollar A Second	R. J. Reynolds The Crusader F	Simoniz & Amer. C&C Big Story F
9:15			
9:30	Sterling Drug The Vise	Schlitz Brewing Playhouse of Stars F	Ponds Campbell Soup Star Stage F
9:45			
10:00	Ralston Ethel & Albert	Brown & Williamson P&G The Lineup F	Gillette Cavalcade of Sports L
10:15			
10:30		Amer. Oil Hamm Elgin Person to Person L	State Farm Red Barber's Corner L
10:45			

SATURDAY

	ABC	CBS	NBC
Noon			
12:15		National Dairy The Big Top L	
12:30			
12:45		Gen. Mills The Lone Ranger F	
1:00			
1:15		Lever Bros. Uncle Johnny Coons L	
1:30			
1:45			Pressbox Preview Co-op L
2:00			
2:15			
2:30			Avco Gen. Cigar Schick Co-op NCAA Football Games L
2:45			
3:00			
3:15			
3:30		R. J. Reynolds 11/12 only Amana Refrig. Inc. Intercollegiate Football Games L	
3:45			
4:00			
4:15			
4:30			
4:45			
5:00			Dow Chmcl. Football Scoreboard
5:15			
5:30			
5:45			
6:00		Lehn & Fink The Lucy Show F	
6:15			
6:30			Oldsmobile Max Liebman Presents 9-10:30 p.m. (once a mo.) L
6:45			
7:00		Wrigley Gene Autry Show F	
7:15			
7:30		Sylvania Beat the Clock L	Speidel Purex The Big Surprise L
7:45			
8:00		Nestle Stage Show L	Gold Seal Dormeyer Noxzema Kleenex Armour Perry Como Show L
8:15			
8:30		Buick Jackie Gleason in Honeymooners	
8:45			
9:00		P. Lorillard Sheaffer Two for the Money L	Toni Papermate People Are Funny F
9:15			
9:30		P&G It's Always Jan F (3 of 4 wks.)	Texaco Star Theatre J. Durante F
9:45			
10:00		Liggett & Myers Gunsmoke (3 of 4 wks.) F	Armour (alt.) Pet Milk Geo. Gobel Show L
10:15			
10:30		Anheuser-Busch Runyon Theatre (3 of 4 wks.)	Am. Tobacco Warner Lambert Your Hit Parade
10:45			

	ABC	CBS	NBC
AFTERNOON			
Noon			
12:15			
12:30			
12:45			
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MORNING

SATURDAY

CBS: Winky Dink and You, 10:30-11 a.m.; Capt. Midnight (Wander Co.), 11-11:30 a.m.; Tales of Texas Ranger (Curtis Candy, General Mills, alt. weeks), 11:30-12 noon.
NBC: Pinky Lee Show, 10-10:30 a.m.; Paul Winchell Show (Tootsie Rolls), 10:30-11 a.m.; Fury (General Foods), 11-11:30 a.m.; Mr. Wizard, 11:30-12 noon.

SUNDAY

CBS: Lamp Unto My Feet, 10-10:30 a.m.; Look Up And Live, 10:30-11:15 a.m.; Carnival Contest, 11:15-12 noon.

MONDAY-FRIDAY

CBS: The Morning Show, 7-8 a.m.; Captain Kangaroo, 8-9 a.m. (participating sponsors); Garry Moore and Arthur Godfrey Time, 10-11 a.m. (see footnotes); Strike It Rich, 11:15-12 noon.
NBC: Today, 7-9 a.m. (participating sponsors); Ding Dong School, 10-10:30 (see footnotes); Search For Beauty (Antell), 10:30-11 a.m.; Home, 11-12 noon (participating sponsors).

FOOTNOTES:

Explanation: Programs in italics, sustaining; Time, EST; L, live; F, film; K, kinescope recording; E, Eastern network; M. Midwestern.

ABC—Am. Par., Armour, Bristol-Myers, Campbell Soup, Carnation, Coca-Cola, Gen. Mills, S. C. Johnson & Son, Lettuce Inc., Mattel, Mars, Miles Labs, Minnesota Mining, Morton Salt, SOS, Tv Time Foods, Welch, Vick, sponsor Mickey Mouse Club, Mon.-Fri., 5-6.

CBS—Garry Moore M.—Thu. 10-10:30 a.m. Fri. 10-11:30 a.m. 10-10:15 Mon. Bristol Myers, Tue. Miles Labs, Wed. C. H. Masland, Masland exp. 11/9, Lever Bros. st. 11/16, Thu. Scott Paper, Fri. General Mills.
10:15-30 Mon. Serta st. 11/14, alt. wks. A. E. Staley, Tue. Kellogg, Wed. Simoniz, Thu. Toni alt. wks. Chun King, Fri. Lever Bros.
10:30-45 Fri. S.O.S. alt. CBS-Hytron
10:45-11 Fri. Converted Rice, alt. wks. Prudential.
11-11:15 Fri. Yardley.
11:15-11:30 Fri. Masland alt. wks. Ralston-Purina.
Arthur Godfrey
10:30-45 a.m. Mon. Minnesota Mining Mfg., Tue. Chef Boy-Ar-Dee, Wed.—Corn Prod., Thur.—Dow Chemical.
10:45-11 a.m. M. & W.—Bristol Myers. Tue. & Thu.—Kellogg.
11-11:15 a.m. M. & W.—Lever Bros., Tue. & Thu. Frigidaire.
11:15-30 a.m. — Mon.-Thu. — Pillsbury.
Robert Q. Lewis—2-2:15 p.m., Wed. Corn Prod., exp. 11/16 Fri. Brown & Williamson alt. wks.
2:15-30 p.m. Mon.—Lanolin plus
House Party
2:30-45 Mon., Wed., Fri. Lever Bros., Tue.-Thu. Kellogg.
2:45-3 p.m. Mon.-Thu. Pillsbury, Fri. Hawaiian Pineapple.
Bob Crosby — 3:30-45 p.m. Mon. Scott Paper Co., Tue. Larsen, alt. wks. Carnation, Wed. Simoniz, Thu. Toni, Fri. S.O.S., alt. wks. Gerber.
3:45-4 p.m., Mon., Wed., Fri. —General Mills. Tue.—Miles Labs, Thu.—Scott Paper Co.

NBC—Howdy Doody Mon.-Fri. 5:30-6 p.m. — Campbell Soup Co., Colgate-Palmolive Co., Continental Baking Co., International Shoe Co., Kellogg Co., Luden's Inc., Standard Brands Inc., Welch Grape Juice Co.
Ding Dong School—Mon.-Fri. 10-10:30 a.m. Colgate Palmolive Co., General Mills Inc., Gerber Products Co., International Shoe Co., Manhattan Soap Co., Procter & Gamble Co., Wander Co.

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B·T TELESTATUS

HIBBING†—
KHTV (10) 1/13/54-Unknown

MINNEAPOLIS-ST. PAUL—
► KEYD-TV (9) DuM; H-R; 630,000; $450
► KSTP-TV (5) NBC; Petry; 615,000; N, LS, LF; $1,450
► WCCO-TV (4) CBS; Free & Peters; N, LL; $1,100
► WTCN-TV (11) ABC; Katz; 600,000; $750

ROCHESTER—
► KROC-TV (10) NBC; Meeker; 110,927; N; $200

MISSISSIPPI

BILOXI†—
Radio Assoc. Inc. (13) Initial Decision 7/1/54 (case has been reopened)

COLUMBUS†—
WCBI-TV (4) McGillvra; 7/28/54-Fall '55

HATTIESBURG†—
WDAM-TV (9) 5/4/55-Unknown

JACKSON—
► WJTV (12) CBS, ABC; Weed; 125,000; $300.
► WLBT (3) NBC; Hollingbery; 146,000; N; $300

MERIDIAN—
► WTOK-TV (11) ABC, CBS, NBC, DuM; Headley-Reed; 60,000; $200
WCOC-TV (30) See footnote

TUPELO†—
WTWV (9) 12/8/54-Fall '55

MISSOURI

CAPE GIRARDEAU—
► KFVS-TV (12) CBS, NBC, ABC; Headley-Reed; 145,390; N; $300

CLAYTON†—
KFUO-TV (30) 2/5/53-Unknown

COLUMBIA—
► KOMU-TV (8) NBC, ABC; H-R; 99,320; $200

HANNIBAL (QUINCY, ILL.)—
► KHQA-TV (7) CBS, DuM; Weed; 164,220; N; $250
► WGEM-TV (10) See Quincy, Ill.

JEFFERSON CITY—
► KRCG (13) CBS; Hoag-Blair; 123,783; $200

JOPLIN—
► KSWM-TV (12) CBS; Venard; 100,444; N; $200

KANSAS CITY—
► KCMO-TV (5) CBS, ABC, DuM; Katz; 520,732; N; $1,000
► KMBC-TV (9) CBS; Free & Peters; 520,732; N, LS, LF, LL; $540 (half-hour)
► WDAF-TV (4) NBC; Harrington, Righter & Parsons; 520,732; N, LS, LF, $860

ST. JOSEPH—
► KFEQ-TV (2) CBS, DuM; Headley-Reed; 141,731; $350

ST. LOUIS—
► KETC (*9) 500,000
► KSD-TV (5) ABC, CBS, NBC; NBC Spot Sls.; 839,370; N, LS, LF; $1,200
► KTVI (36) ABC, CBS; 406,464; $400
► KWK-TV (4) CBS, ABC; Katz; 725,000; N; $1,200
WIL-TV (42) 2/12/53-Unknown

SEDALIA†—
► KDRO-TV (6) Pearson; 57,000; $200

SPRINGFIELD—
► KTTS-TV (10) CBS, DuM; Weed; 87,774; N; $200
► KYTV (3) NBC; Hollingbery; 102,570; N; $240

MONTANA

BILLINGS†—
► KOOK-TV (2) CBS, ABC, NBC, DuM; Headley-Reed; 25,000; $150

BUTTE†—
► KXLF-TV (6) ABC; No estimate given; $50

GREAT FALLS†—
► KFBB-TV (5) CBS, ABC, NBC, DuM; Hoag-Blair, 24,500; $150

MISSOULA†—
► KGVO-TV (13) CBS, ABC; Gill-Perna; 20,708; $150

NEBRASKA

HASTINGS†—
KHAS-TV (5) NBC; Weed; 2/11/55-Dec. '55

HAYES CENTER†—
KHPL-TV (6) 9/21/55-Unknown

KEARNEY (HOLDREGE)—
► KHOL-TV (13) CBS, ABC, DuM; Meeker; 80,037; $200

LINCOLN—
► KOLN-TV (10) ABC, CBS, DuM; Avery-Knodel; 132,527; $300
► KUON-TV (*12) 82,036

OMAHA—
► KMTV (3) ABC, CBS, DuM; Petry; 312,530; N, LS, LF, LL; $800
► WOW-TV (6) NBC, CBS, DuM; Blair; 322,792; N; $800
Herald Corp. (7) Initial Decision 4/6/55

SCOTTSBLUFF†—
► KSTF (10) Satellite of KFBC-TV Cheyenne, Wyo.

NEVADA

HENDERSON (LAS VEGAS)—
► KLRJ-TV (2) NBC, ABC; Pearson; 30,000; N; $225

LAS VEGAS—
► KLAS-TV (8) CBS; Weed; 30,000; $250
► KLRJ-TV (2) See Henderson
Moritz Zenoff (13) 9/28/55-Unknown

RENO—
► KZTV (8) CBS, ABC, NBC, DuM; Pearson; 20,500; $225
KAKJ (4) 4/19/55-Unknown

NEW HAMPSHIRE

KEENE†—
WKNE-TV (45) 4/22/53-Unknown

MANCHESTER—
► WMUR-TV (9) ABC, CBS, DuM; Weed; 469,017; $350

MT. WASHINGTON†—
► WMTW (8) See Poland Spring, Me.

NEW JERSEY

ASBURY PARK†—
WRTV (58) See footnote

ATLANTIC CITY—
WFPG-TV (46) See footnote
WOCN (52) 1/8/53-Unknown

CAMDEN†—
WKDN-TV (17) 1/28/54-Unknown

NEWARK (NEW YORK CITY)—
► WATV (13) Petry; 4,730,000; $2,000

NEW BRUNSWICK†—
WTLV (*19) 12/4/52-Unknown

NEW MEXICO

ALBUQUERQUE—
► KGGM-TV (13) CBS; Weed; 64,488; $300
► KOAT-TV (7) ABC; Hollingbery; 58,678; $200
► KOB-TV (4) NBC; Branham; 64,488; $325

CARLSBAD†—
KAVE-TV (6) 6/22/55-Unknown

ROSWELL—
► KSWS-TV (8) NBC, ABC, CBS; Meeker; 31,597; $150

NEW YORK

ALBANY (SCHENECTADY, TROY)—
► WROW-TV (41) ABC, CBS; Harrington, Righter & Parsons; 175,000; N, LL, LF, LS; $300
WPTR-TV (23) 6/10/53-Unknown
WTRI (35) See footnote
WTVZ (*17) 7/24/52-Unknown

BINGHAMTON—
► WNBF-TV (12) CBS, ABC, NBC, DuM; Blair; N; 400,470; $600
WQTV (*46) 8/14/52-Unknown
WINR-TV (40) 9/29/54-Unknown

BUFFALO—
► WBEN-TV (4) ABC, CBS, DuM; Harrington, Righter & Parsons; 479,051 (plus 529,194 Canadian coverage); N, LS, LF, LL; $800
► WBUF-TV (17) ABC, NBC, DuM; H-R; 170,000; $350
► WGR-TV (2) NBC, ABC; Free & Peters; 946,203 (includes Canadian coverage); N; $950
WTVF (*23) 7/24/52—Unknown

CARTHAGE (WATERTOWN)—
► WCNY-TV (7) CBS, ABC, DuM; Weed; 76,900; $200

ELMIRA—
WTVE (24) See footnote

ITHACA†—
WHCU-TV (20) CBS; 1/8/53-Unknown
WIET (*14) 1/8/53-Unknown

LAKE PLACID† (PLATTSBURG)—
► WIRI (5) NBC, ABC; McGillvra; 97,150 (plus 350,000 Canadian coverage); $250

NEW YORK—
► WABC-TV (7) ABC; Weed; 4,730,000; $3,750
► WABD (5) DuM; Avery-Knodel; 4,730,000; N, LL, LF, LS; $2,200
► WCBS-TV (2) CBS; CBS Spot Sls.; 4,730,000, N, LS, LF, LL; $6,000
► WOR-TV (9) WOR-TV Sls.; 4,730,000; $1,500
► WPIX (11) Free & Peters; 4,730,000; $1,500
► WRCA-TV (4) NBC; NBC Spot Sls.; 4,730,000; N, LS, LF, LL; $6,200
► WATV (13) See Newark, N. J.
WGTV (*25) 8/14/52-Unknown
WNYC-TV (31) 5/12/54-Unknown

POUGHKEEPSIE—
► WKNY-TV (66) ABC, CBS, NBC, DuM; Meeker; 39,600; $100

ROCHESTER—
► WHAM-TV (5) NBC; Hollingbery; 320,000 (includes 60,000 Canadian coverage); N; $800.
► WHEC-TV (10) CBS, ABC; Everett-McKinney, 295,500; N; $600
► WVET-TV (10) CBS, ABC; Bolling; 295,500; N; $600
WCBF-TV (15) 6/10/53-Unknown
WROH (*21) 7/24/52-Unknown

SCHENECTADY (ALBANY, TROY)—
► WRGB (6) NBC; NBC Spot Sls.; 453,300; N; $950

SYRACUSE—
► WHEN (8) CBS, ABC, DuM; Katz; 372,160; N; $700
► WSYR-TV (3) NBC; Harrington, Righter & Parsons; 372,160; N, LS, LF; $800
WHTV (143) 9/18/52—Unknown

UTICA—
► WKTV (13) NBC, ABC, CBS, DuM; Cooke; 196,650; N; $475

NORTH CAROLINA

ASHEVILLE—
► WISE-TV (62) CBS, NBC; Bolling; 42,000; $150
► WLOS-TV (13) ABC; Venard; 372,180; $300

CHAPEL HILL†—
► WUNC-TV (*4) 377,350

CHARLOTTE—
► WBTV (3) CBS, ABC, NBC, DuM; CBS Spot Sls.; 497,775; N, LS, LF; $900
WQMC (36) See footnote
Piedmont Electronics & Fixture Corp. (9) Initial Decision Aug. 2

DURHAM—
► WTVD (11) NBC, ABC; Petry; 275,690; N; $450

FAYETTEVILLE†—
► WFLB-TV (18) CBS, NBC; Young

GASTONIA†—
WTVX (48) 4/7/54-Unknown

GREENSBORO—
► WFMY-TV (2) CBS, ABC; Harrington, Righter & Parsons; 345,957; N, LF; $650

GREENVILLE—
► WNCT (9) CBS, ABC; Pearson; 142,820; $350

NEW BERN†—
WNBE-TV (13) 2/9/55-Unknown

RALEIGH—
► WNAO-TV (28) CBS, ABC, DuM; Avery-Knodel; 125,000; N; $250
Capitol Bcstg. Co. (5) Initial Decision 4/19/55

WASHINGTON†—
► WITN (7) NBC; Headley-Reed; 140,000; N; $325

WILMINGTON—
► WMFD-TV (6) NBC, ABC; Weed; 91,985; $200
WTHT (3) 2/17/54-Unknown

WINSTON-SALEM—
► WSJS-TV (12) NBC; Headley-Reed; 656,675; N; $550
► WTOB-TV (26) ABC; H-R; 110,555; $200

NORTH DAKOTA

BISMARCK—
► KFYR-TV (5) NBC, ABC; Hoag-Blair; 29,500; $200
KBMB-TV (12) Weed; 5/18/55-Nov. '55

FARGO†—
► WDAY-TV (6) NBC, ABC; Free & Peters; 66,660; $300

GRAND FORKS†—
KNOX-TV (10) 3/10/54-Unknown

MINOT—
► KCJB-TV (13) CBS, NBC, ABC; Weed; 29,000; $200
Meyer Broadcasting Co. (10) 10/5/55-Unknown

VALLEY CITY—
► KXJB-TV (4) CBS; Weed; 92,000; $400

OHIO

AKRON—
► WAKR-TV (49) ABC; Weed; 174,066; $300

ASHTABULA†—
► WICA-TV (15) 116,285; $200

CANTON†—
Tri-Cities Telecasting Inc. (29) Initial Decision 11/17/54

CINCINNATI—
► WCET (*48) 2,000
► WCPO-TV (9) ABC; Branham; 767,729; $1,200
► WKRC-TV (12) CBS; Katz; 662,236; N; $1,000
► WLWT (5) NBC; WLW Sls.; 525,000; N; $1,000
WQXN-TV (54) Forjoe; 5/14/53-Unknown

CLEVELAND—
► WEWS (5) ABC; Branham; 1,185,560; N; $1,000
► WNBK (3) NBC; NBC Spot Sls.; 1,215,000; N, LS, LF; $1,300
► WXEL (8) CBS; Katz; 1,100,460; N; $1,700
WERE-TV (65) 6/18/53-Unknown
WHK-TV (19) 11/25/53-Unknown

COLUMBUS—
► WBNS-TV (10) CBS; Blair; 470,350; N; $825
► WLWC (4) NBC; WLW Sls.; 350,800; N; $800
► WTVN-TV (6) ABC, DuM; Katz; 381,451; $600
WOSU-TV (*34) 4/22/53-Winter '55

DAYTON—
► WHIO-TV (7) CBS, DuM; Hollingbery; 637,330; N; $800
► WLWD (2) ABC, NBC; WLW Sls.; 332,000; N; $800
WIFE (22) See footnote

ELYRIA†—
WEOL-TV (31) 2/11/54-Unknown

LIMA—
► WIMA-TV (35) NBC, CBS, ABC; H-R; 82,638; $150

MANSFIELD†—
WTVG (36) 6/3/54-Unknown

MASSILLON†—
WMAC-TV (23) Petry; 9/4/52-Unknown

STEUBENVILLE (WHEELING, W. VA.)—
► WSTV-TV (9) CBS, ABC; Avery-Knodel; 1,074,415; $400
► WTRF-TV (7) See Wheeling

TOLEDO—
► WSPD-TV (13) CBS, ABC, NBC; Katz; 376,890; N; $1,000
WTOH-TV (79) 10/20/54-Unknown

YOUNGSTOWN—
► WFMJ-TV (21) NBC; Headley-Reed; 149,000; N; $350
► WKBN-TV (27) CBS, ABC, DuM; Raymer; 173,310; N; $350
Community Telecasting Co. (73) 11/2/55-Unknown

ZANESVILLE—
► WHIZ-TV (18) ABC, CBS, NBC, DuM; Pearson; 45,000; N; $150

OKLAHOMA

ADA—
► KTEN (10) ABC; CBS, NBC (per program basis); Venard; 88,450; N; $225

ARDMORE†—
KVSO-TV (12) 5/12/54-Unknown

ENID—
► KGEO-TV (5) ABC; Pearson; 223,000; N; $225

LAWTON†—
► KSWO-TV (7) ABC, DuM; Pearson; 71,000; $150

MUSKOGEE†—
► KTVX (8) ABC, DuM; Avery-Knodel; 248,750; N; $400

OKLAHOMA CITY—
► KTVQ (25) ABC; McGillvra; 167,381; $225
► KWTV (9) CBS, ABC; Avery-Knodel; 350,500; N; $750
► WKY-TV (4) NBC, ABC; Katz; 357,316; N, LS, LF, LL; $800
KETA (*13) 12/2/53-Unknown

TULSA—
► KOTV (6) CBS; Petry; 302,912; N; $750
► KVOO-TV (2) NBC; Blair; 298,615; N; $700
KOED-TV (*11) 7/21/54-Unknown
KCEB (23) See footnote
KSPG (17) 2/4/54-Unknown

OREGON

EUGENE—
► KVAL-TV (13) NBC, ABC, DuM; Hollingbery; 61,310; $300

KLAMATH FALLS†—
KFJI-TV (2) Grant; 12/2/54-Fall '55

MEDFORD—
► KBES-TV (5) ABC, CBS, NBC; Hoag-Blair; 30,100; $200

PORTLAND—
► KLOR (12) ABC; Hollingbery; 280,000; N; $500
► KOIN-TV (6) CBS; CBS Spot Sls.; 340,000; N; $700
► KPTV (27) NBC; NBC Spot Sls.; 336,157; N, LF, LS; $700
KTLV (8) North Pacific Tv Inc. 6/23/55-Unknown

ROSEBURG†—
KPIC (4) 6/8/55-May '56

SALEM†—
KSLM-TV (3) 9/30/53-Unknown

PENNSYLVANIA

ALLENTOWN†—
WFMZ-TV (67) See footnote
WQCY (39) Weed; 8/12/53-Unknown

ALTOONA—
► WFBG-TV (10) CBS, ABC, NBC; H-R; 537,452; $600

BETHLEHEM—
► WLEV-TV (51) NBC; Meeker; 89,307; N; $200

EASTON†—
► WGLV (57) ABC, DuM; Headley-Reed; 90,210; $150

ERIE—
► WICU (12) NBC, ABC; Petry; 218,500; N; $700
► WSEE (35) CBS, ABC; Avery-Knodel; 85,000; N; $200

HARRISBURG—
► WCMB-TV (27) Forjoe; $200
► WHP-TV (55) CBS; Bolling; 193,002; $325
► WTPA (71) ABC, NBC; Headley-Reed; 193,002; N; $350

HAZLETON†—
WAZL-TV (63) Meeker; 12/18/52-Unknown

JOHNSTOWN—
► WARD-TV (56) ABC, CBS, DuM; Weed; $200
► WJAC-TV (6) NBC, CBS, ABC; Katz; 908,287; N, LS, LF; $825

LANCASTER—
► WGAL-TV (8) NBC, CBS, DuM; Meeker; 912,950; N, LS, LF; $1,200
WWLA (21) 5/7/53-Unknown

LEBANON†—
WLBR-TV (15) See footnote

NEW CASTLE—
WKST-TV (45) See footnote

PHILADELPHIA—
► WCAU-TV (10) CBS; CBS Spot Sls.; 2,094,852; N, LF, LS; $3,000
► WFIL-TV (6) ABC, DuM; Blair; 2,105,636; N, LS, LF; $2,875
► WPTZ (3) NBC; Free & Peters; 2,088,318; N; $3,200
WPHD (23) 9/28/55—Unknown

PITTSBURGH—
► KDKA-TV (2) ABC, CBS, NBC; Free & Peters; 1,200,000; N; $1,700
► WENS (16) ABC, CBS, NBC; Branham; 375,000; $400
► WQED (*13)
WTVQ (47) Headley-Reed; 12/23/52-Unknown
WKJF-TV (53) See footnote
WIIC (11) CBS; Blair; 7/20/55-12/23/55

READING—
► WHUM-TV (61) CBS, ABC; H-R; 253,467; N; $450
WEEU-TV (33) See footnote

SCRANTON—
► WARM-TV (16) ABC; Hollingbery; 200,000; $225
► WGBI-TV (22) CBS; Blair; 260,000; $400
► WTVU (73) Everett-McKinney; 195,000; $200

SHARON†—
WSHA (39) 1/27/54-Unknown

SUNBURY†—
WKOK-TV (38) 2/9/55-Unknown

WILKES-BARRE—
► WBRE-TV (28) NBC; Headley-Reed; 271,000; N; $450
► WILK-TV (34) ABC, DuM; Avery-Knodel; 270,000; N; $300

WILLIAMSPORT†—
WRAK-TV (36) Everett-McKinney; 11/13/52-Fall '55

YORK—
► WNOW-TV (49) DuM; Keller; 106,700; $200
► WSBA-TV (43) ABC; Young; 106,700; $200

RHODE ISLAND

PROVIDENCE—
► WJAR-TV (10) NBC, ABC; Weed; 1,404,002; N; $1,000
► WPRO-TV (12) CBS; Blair; 1,404,002; $1,000
WNET (16) See footnote

SOUTH CAROLINA

ANDERSON—
► WAIM-TV (40) CBS; Headley-Reed; 127,550; N; $200

CAMDEN†—
WACA-TV (15) 6/3/53-Unknown

CHARLESTON—
► WCSC-TV (5) CBS, ABC; Free & Peters; 212,637; N; $300
► WUSN-TV (2) NBC, DuM; H-R; 193,500; $300

COLUMBIA—
► WCOS-TV (25) ABC; Headley-Reed; 96,000; $200
► WIS-TV (10) NBC; Free & Peters; 175,085; N; $400
► WNOK-TV (67) CBS; Raymer; 90,000; $200

FLORENCE—
► WBTW (8) CBS, NBC, ABC; CBS Spot Sls.; 153,560; $300

GREENVILLE—
► WFBC-TV (4) NBC; Weed; 387,044; N; $475
► WGVL (23) ABC, CBS; H-R; 130,000; $200

SPARTANBURG†—
WSPA-TV (7) CBS; Hollingbery; 11/25/53-Jan. '56

SOUTH DAKOTA

FLORENCE†—
► KDLO-TV (3) Satellite of KELO-TV Sioux Falls

RAPID CITY†—
► KOTA-TV (3) ABC, CBS, NBC, DuM; Headley-Reed; 7,620; $150

SIOUX FALLS—
► KELO-TV (11) NBC, ABC, CBS; H-R; 159,278; $450

TENNESSEE

CHATTANOOGA —
► WDEF-TV (12) NBC, ABC, CBS, DuM; Branham; 154,413; N; $400
Mountain City Tv Inc. (3) Initial Decision 7/5/54

JACKSON—
► WDXI-TV (7) CBS; Burn-Smith; 96,000; $200

JOHNSON CITY—
► WJHL-TV (11) CBS, ABC, NBC, DuM; Pearson; 185,316; $250 (film)

KNOXVILLE—
► WATE (6) NBC, ABC, Avery-Knodel; 228,440; N; $500
► WTVK (26) CBS, ABC; Pearson; 171,900; N; $250
WBIR-TV (10) Initial Decision 1/5/55

MEMPHIS—
► WHBQ-TV (13) CBS, ABC; Blair; 379,747; $700
► WMCT (5) NBC, ABC, DuM; Branham; 362,929; N; $900
WREC Bcstg. Service (3) Katz; 5/26/55-Dec. '55

NASHVILLE—
► WLAC-TV (5) CBS; Katz; 337,858; N; $550
► WSIX-TV (8) ABC; Hollingbery; 276,040; $425
► WSM-TV (4) NBC; Petry; 276,040; N; $600

TEXAS

ABILENE—
► KBRC-TV (9) NBC, ABC, DuM; Pearson; 58,260; $225

AMARILLO—
► KFDA-TV (10) CBS, ABC; H-R; 78,279; $250
► KGNC-TV (4) NBC, DuM; Katz; 78,279; $300

AUSTIN—
► KTBC-TV (7) CBS, ABC, NBC, DuM; Raymer; 138,106; N; $350

BEAUMONT†—
► KBMT (31) ABC, NBC, DuM; Forjoe; 40,000; N, LL, LF, LS; $200
► KFDM-TV (6) CBS, ABC; Free & Peters; 104,000; $300

BIG SPRING†—
KBST-TV (4) CBS; Pearson; 7/22/54-12/25/55

CORPUS CHRISTI†—
► KVDO-TV (22) NBC; ABC, CBS (per program basis); Young; 50,290; $200
Gulf Coast Bcstg. Co. (6) Free & Peters; Initial Decision 6/17/54
K-Six Tv Inc. (10) Initial Decision 1/20/55

DALLAS —
► KRLD-TV (4) CBS; Branham; 554,392; N; $1,100
► WFAA-TV (8) ABC, NBC; Petry; 554,392; N; $1,000
KLIF-TV (29) 2/12/53-Unknown

EL PASO—
► KROD-TV (4) CBS, ABC; Branham; 82,335; N; $375
► KTSM-TV (9) NBC; Hollingbery; 78,067; N; $250
KOKE (13) H-R; 3/18/54-1/1/56

FT. WORTH—
► WBAP-TV (5) ABC, NBC; Free & Peters; 510,000; N, LL, LF, LS; $900
► KFJZ-TV (11) H-R

GALVESTON (HOUSTON)—
► KGUL-TV (11) CBS; CBS Spot Sls.; 454,000; $700

HARLINGEN† (BROWNSVILLE, McALLEN, WESLACO)—
► KBGT-TV (4) CBS, ABC; H-R; 80,286; $250 (plus 8,000 Mexican coverage)

HOUSTON—
► KPRC-TV (2) NBC; Petry; 458,650; N; $900 (film)
► KTRK (13) ABC; Blair; 458,650; N, LF, LS; $700
► KUHT (*8) 450,000
KNUZ-TV (39) See footnote
KXYZ-TV (29) 6/18/53-Unknown
► KGUL-TV (11) See Galveston

LAREDO†—
KHAD-TV (8) 7/20/55-Unknown

LONGVIEW†—
► KTVE (32) Forjoe; 48,000; $175

LUBBOCK—
► KCBD-TV (11) NBC, ABC; Raymer; 88,201; N; $300
► KDUB-TV (13) CBS; Avery-Knodel; 108,003; N, LF, LS; $300 (film)

LUFKIN†—
► KTRE-TV (9) NBC; Venard; (Station receives NBC programs from KPRC-TV Houston but is not an NBC affiliate.)

MIDLAND†—
► KMID-TV (2) NBC, ABC, CBS, DuM; Venard, Brown; 51,720; $200

ODESSA†—
KOSA-TV (7) Branham; 7/13/55-Nov. '55

SAN ANGELO—
► KTXL-TV (8) CBS, NBC, ABC, DuM; Venard; 42,903; $200

B·T TELESTATUS

SAN ANTONIO—
► KCOR-TV (41) O'Connell
► KENS-TV (5) CBS, ABC, DuM; Free & Peters; 269,481; N; $700
► WOAI-TV (4) NBC, ABC; Petry; 274,596; N, LL, LS, LF; $700
Mission Telecasting Corp. (12) Initial Decision 6/16/55

SWEETWATER†—
KPAR-TV (12) CBS; Avery-Knodel; 8/26/53-Unknown

TEMPLE (WACO)—
► KCEN-TV (6) NBC; Hollingbery; 131,444; N; $300

TEXARKANA (ALSO TEXARKANA, ARK.)—
► KCMC-TV (6) CBS, ABC; Venard; 161,100; $260

TYLER—
► KLTV (7) NBC, ABC, CBS, DuM; Pearson; 102,957; $250
KETX (19) See footnote

WACO (TEMPLE)—
► KANG-TV (34) CBS; Raymer; 55,783; $150
► KWTX-TV (10) ABC; Pearson; 113,905; N; $200

WESLACO† (BROWNSVILLE, HARLINGEN, McALLEN)—
► KRGV-TV (5) NBC; Pearson; 74,698 (plus 8,000 Mexican coverage); $200

WICHITA FALLS—
► KFDX-TV (3) NBC, ABC; Raymer; 118,600; N; $300
► KWFT-TV (6) CBS; Hoag-Blair; 104,680; $250

UTAH

SALT LAKE CITY—
► KSL-TV (5) CBS; CBS Spot Sls.; 186,000; N; $575
► KTVT (4) NBC; Katz; 183,000; N; $600
► KUTV (2) ABC; Hollingbery; 192,750; $585

VERMONT

BURLINGTON—
► WCAX-TV (3) CBS, Weed; 129,249; $300

VIRGINIA

BRISTOL†—
Appalachian Broadcasting Corp. (5) Initial Decision 2/1/55

DANVILLE†—
WBTM-TV (24) See footnote

HAMPTON (NORFOLK)—
► WVEC-TV (15) NBC; Avery-Knodel; 160,000; N; $350

HARRISONBURG—
► WSVA-TV (3) ABC, CBS, NBC, DuM; Pearson; 119,525; $200

LYNCHBURG—
► WLVA-TV (13) ABC, CBS, DuM; Hollingbery; 225,000; N; $300 (film)

NEWPORT NEWS—
WACH-TV (33) See footnote

NORFOLK—
► WTAR-TV (3) CBS, ABC, DuM; Petry; 378,425; N; $875
► WTOV-TV (27) 210,000; McGillvra; $180
► WVEC-TV (15) See Hampton
Beachview Bcstg. Corp. (10) Initial Decision 12/23/54

PETERSBURG—
► WXEX-TV (8) See Richmond

RICHMOND—
► WTVR (6) ABC, CBS; Blair; 497,277; N, LF, LS; $875
► WXEX-TV (8) NBC; Forjoe; 415,835; N, LF, LS
Richmond Tv Corp. (12) Initial Decision 2/21/55
WOTV (29) 12/2/53-Unknown

ROANOKE—
► WDBJ-TV (7) CBS; Free & Peters
► WSLS-TV (10) ABC, NBC; Avery-Knodel; 366,095; N, LF, LS; $600

WASHINGTON

BELLINGHAM—
► KVOS-TV (12) CBS; Forjoe, 199,891; $300

EPHRATA†—
KBAS-TV (43) 5/4/55-Unknown

PASCO—
► KEPR-TV (19) 57,750 (satellite of KIMA-TV Yakima)

SEATTLE (TACOMA)—
► KCTS (*9)
► KING-TV (5) ABC, Blair; 463,535; N, LF, LS; $900
► KOMO-TV (4) NBC; NBC Spot Sls.; 463,535; N, LF, LS; $950
► KTNT-TV (11) CBS, DuM; Weed; 463,535; N; $700
► KTVW (13) Hollingbery; 463,535; $425
Queen City Bcstg. Co. (7) Initial Decision 4/5/55

SPOKANE—
► KHQ-TV (6) NBC; Katz; 146,257; N, LF, LS; $550
► KREM-TV (2) ABC; Petry; 145,080, N, LF, LS; $350
► KXLY-TV (4) CBS, DuM; Avery-Knodel; 155,914; $525

VANCOUVER†—
KVAN-TV (21) Bolling; 9/25/53-Unknown

YAKIMA—
► KIMA-TV (29) CBS, ABC, NBC, DuM; Weed; 57,750; $300
KRSM (23) 3/30/55-Unknown

WEST VIRGINIA

BLUEFIELD—
► WHIS-TV (6) NBC; Katz; 184,851; N; $250

CHARLESTON—
► WCHS-TV (8) ABC, CBS, DuM; Branham; 402,584; N, LF, LS; $550
WKNA-TV (49) See footnote

CLARKSBURG†—
WBLK-TV (12) Branham; 2/17/54-Fall '55

FAIRMONT†—
WJPB-TV (35) See footnote

HUNTINGTON—
► WHTN-TV (13) ABC, DuM; Petry; 202,000; N; $450
► WSAZ-TV (3) NBC; Katz; 589,060; N, LF, LS; $800

OAK HILL (BECKLEY)†—
► WOAY-TV (4) ABC; Pearson; 357,230; $200

PARKERSBURG—
► WTAP (15) NBC, ABC, CBS, DuM; Pearson; 35,902; $150

WHEELING (STEUBENVILLE, OHIO)—
► WTRF-TV (7) NBC, ABC; Hollingbery; 311,450; N; $450
► WSTV-TV (9) See Steubenville, Ohio
WLTV (51) 2/11/53-Unknown

WISCONSIN

EAU CLAIRE—
► WEAU-TV (13) NBC, ABC; Hollingbery; 82,373; $200

GREEN BAY—
► WBAY-TV (2) CBS; Weed; 235,000; $400
► WFRV-TV (5) ABC, DuM; Headley-Reed; 237,000; $300
► WMBV-TV (11) See Marinette

LA CROSSE—
► WKBT (8) NBC, CBS, ABC; H-R; 103,000; $250

MADISON—
► WHA-TV (*21)
► WKOW-TV (27) CBS; Headley-Reed; 107,000; N; $250
► WMTV (33) ABC, NBC; Bolling; 125,000; $280
Badger Television Co. (3) Initial Decision 7/31/54

MARINETTE (GREEN BAY)—
► WMBV-TV (11) NBC, ABC; Venard; 211,440; $250

MILWAUKEE—
► WISN-TV (12) ABC, DuM; Petry; 700,000; N, LF, LS; $800
► WTMJ-TV (4) NBC; Harrington, Righter & Parsons; 781,222; N, LL, LF, LS; $1,150
► WXIX (19) CBS; CBS Spot Sls.; 263,690; N; $800
WCAN-TV (25) See footnote
WFOX-TV (31) 5/4/55-Unknown

SUPERIOR (DULUTH, MINN.)—
► WDSM-TV (6) Free & Peters; 112,000; $325
► KDAL-TV (3) See Duluth, Minn.

WAUSAU—
► WSAU-TV (7) CBS, NBC; ABC, DuM (per program basis); Meeker; 78,200; $200

WHITEFISH BAY†—
WITI-TV (6) 6/29/55-Unknown

WYOMING

CHEYENNE—
► KFBC-TV (5) CBS, ABC, NBC, DuM; Hollingbery; 46,100; $150

ALASKA

ANCHORAGE†—
► KENI-TV (2) ABC, NBC; Fletcher, N. Y., Day, Seattle; 18,300; $150
► KTVA (11) CBS, DuM; Alaska Radio-Tv Sls.; 20,000; $150

FAIRBANKS†—
► KFAR-TV (2) NBC, ABC; Fletcher, Day; $100
► KTVF (11) CBS; Alaska Radio-Tv Sls.; 5,000; $135

JUNEAU†
Alaska Broadcasting System Inc. (8) 11/2/55-Unknown

HAWAII

HILO†—
► KHBC-TV (9) Satellite of KGMB-TV Honolulu

HONOLULU†—
► KGMB-TV (9) CBS; Free & Peters; 80,000 (includes Hilo and Wailuku satellites); $300
► KONA (2) NBC; NBC Spot Sls.; 77,000; $300
► KULA-TV (4) ABC; Young; 76,850; $400

WAILUKU†—
► KMAU (3) Satellite of KGMB-TV Honolulu
KMVI-TV (12) 5/25/55—Unknown

PUERTO RICO

MAYAGUEZ†—
WORA-TV (5) 1/27/55-Unknown

SAN JUAN†—
► WAPA-TV (4) ABC, NBC, DuM; Caribbean Networks; 43,345; $200
► WKAQ-TV (2) CBS; Inter-American; 65,000; $300
WIPR-TV (*6) 2/2/55-Unknown

CANADA

BARRIE, ONT.—
► CKVR-TV (3)

BRANDON, MAN.†—
► CKX-TV (5) CBC; All-Canada, Weed; 9,952; $170

CALGARY, ALTA.†—
► CHCT-TV (2) CBC; All-Canada, Weed; 33,000; $250

EDMONTON, ALTA.†—
► CFRN-TV (3) CBC; Radio Rep., Oakes; 30,246; $260

HALIFAX, N. S.†—
► CBHT (3) CBC, CBS; $220

HAMILTON, ONT.—
► CHCH-TV (11) CBC, CBS, NBC; All-Canada, Young; 349,662, $400

KINGSTON, ONT.—
► CKWS-TV (11) All-Canada, Weed; 35,000; $250

KITCHENER, ONT.—
► CKCO-TV (13) CBC; Hardy, Hunt, Weed; 172,270; $350

LONDON, ONT.—
► CFPL-TV (10) CBC, ABC, CBS, NBC, DuM; All-Canada, Weed; 128,000; $370

MONCTON, N.B.—
► CKCW-TV (2) CBC; N

MONTREAL, QUE.—
► CBFT (2) CBC French; CBC; 221,216; $800
► CBMT (6) CBC; CBC; 221,216; $600

OTTAWA, ONT.—
► CBOFT (9) CBC; $230
► CBOT (4) CBC; CBC; 38,500; $320

PETERBOROUGH, ONT.—
► CHEX-TV (12) CBC; All-Canada, Weed; 46,410; $220

PORT ARTHUR, ONT.†—
► CFPA-TV (2) CBC; All-Canada, Weed; 7,500; $170

QUEBEC CITY, QUE.—
► CFCM-TV (4) CBC; Hardy, Hunt, Weed; 30,000; $350

REGINA, SASK.†—
► CKCK-TV (2) CBC, ABC, CBS, NBC; All-Canada, Weed; 20,000; $235

RIMOUSKI, QUE.†—
► CJBR-TV (3) CBC; Stovin, Young; 14,000; $200

ST. JOHN, N. B.†—
► CHSJ-TV (4) CBC; All-Canada, Weed; 30,871; $250

ST. JOHN'S, NFLD.—
► CJON-TV (6) CBC; All-Canada, Weed; 9,000; $160

SASKATOON, SASK.†—
► CFQC-TV (8) CBC, ABC, CBS, NBC; Radio Rep.; 15,000; $230

SAULT STE. MARIE, ONT.†—
► CJIC-TV (2) CBS; CBC; All-Canada, Weed; 7,500; $170

SUDBURY, ONT.—
► CKSO-TV (5) CBC, ABC, CBS, NBC; All-Canada, Weed; 17,480; $200

SYDNEY, N. S.†—
► CJCB-TV (4) All-Canada, Weed; 18,590; $240

TORONTO, ONT.—
► CBLT (9) CBC, ABC, CBS, NBC, DuM; CBC; 280,000; $950

VANCOUVER, B. C,†—
► CBUT (2) CBC; CBC; 30,000; $400

WINDSOR, ONT. (DETROIT, MICH.)—
► CKLW-TV (9) CBC, DuM; Young; 1,496,000; $450

WINNIPEG, MAN.†—
► CBWT (4) CBC; CBC; 45,000; $320

MEXICO

JUAREZ† (EL PASO, TEX.)—
► XEJ-TV (5) National Time Sales; Oakes; 61,453

TIAJUANA† (SAN DIEGO)—
► XETV (6) Weed; 296,402; $500

The following stations have suspended regular operations but have not turned in CP's: WKAB-TV Mobile, Ala.; KBID-TV Fresno, Calif.; WQXI-TV Atlanta, Ga.; WOKA (TV) Macon, Ga.; WRAY-TV Princeton, Ind.; KGTV (TV) Des Moines, Iowa; WKLO-TV Louisville, Ky.; WWOR-TV Worcester, Mass.; WLAM-TV Lewiston, Me.; WPMT (TV) Portland, Me.; WFTV Duluth, Minn.; WCOC-TV Meridian, Miss.; WFPG-TV Atlantic City, N. J.; WRTV (TV) Asbury Park, N. J.; WTRI (TV) Albany, N. Y.; WTVE (TV) Elmira, N. Y.; WQMC (TV) Charlotte, N. C.; WIFE (TV) Dayton, Ohio; KCEB (TV) Tulsa, Okla.; WFMZ-TV Allentown, Pa.; WLBR-TV Lebanon, Pa.; WKST-TV New Castle, Pa.; WKJF-TV Pittsburgh, Pa.; WEEU-TV Reading, Pa.; WNET (TV) Providence, R. I.; KNUZ-TV Houston, Tex.; KETX (TV) Tyler, Tex.; WBTM-TV Danville, Va.; WACH-TV Newport News, Va.; WKNA-TV Charleston, W. Va.; WJPB-TV Fairmont, W. Va.; WCAN-TV Milwaukee.



THIS MAN REPRESENTS A TOTAL OF OVER 1,000,000 HOURS OF TV EXPERIENCE!

Experience makes a world of difference when it comes to quality TV production. On the air since 1948, WBEN-TV is — by far — Buffalo's oldest TV outlet, with television know-how that has been seven long years in the making.

Nearly every man on the WBEN-TV staff has been with this pioneer station since its early beginning. These skilled veterans work in two fully equipped studios that permit staging with unhurried care.

The fact is, WBEN-TV means Q-U-A-L-I-T-Y. And in a field where quality is crucial, here's good news. *There's no need to settle for anything less when quality production by* WBEN-TV *costs no more.*

in Buffalo-TV dollars count for more on channel 4

7 of 10

WBEN-TV has seven of the 10 top rated multi-weekly shows in Buffalo. WBEN-TV also has the majority of the top 15 weekly shows, according to TELEPULSE.

CBS NETWORK

WBEN-TV

BUFFALO, N. Y.

WBEN-TV Representatives

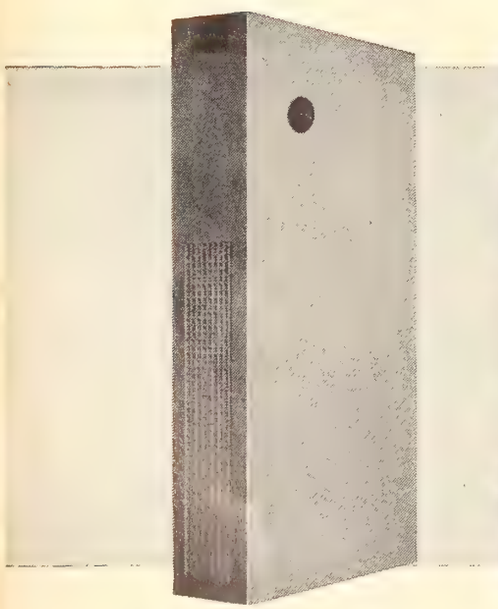
HARRINGTON, RIGHTER and PARSONS, Inc., NEW YORK, CHICAGO, SAN FRANCISCO

HERE ARE THE *facts* ABOUT FOR TELEVISION

WHAT IT IS. The General Electric Film Center is a *complete* equipment package for your station projection room. It operates on the Scanner principle and consists of a 16 mm Continuous Motion Scanner; a 2x2 Dual Slide Scanner; and a Scanner Pickup. The entire equipment package is *newly designed*, specifically for color or monochrome operation—or both.

THE G-E SCANNER SYSTEM. G.E.'s Film Center, using the Scanner principle, features better picture quality, a simpler operating method, and, lower cost for operation and maintenance. No other type system offered today can match these high G.E. requirements. The G-E Scanner system gives your station the benefits of photo-electric pickup tubes which are simple, mass-produced, inexpensive—with a *record* of dependable performance. Sweep circuits or sync signals are not needed. Color registration, smear, or shading problems *do not exist.*

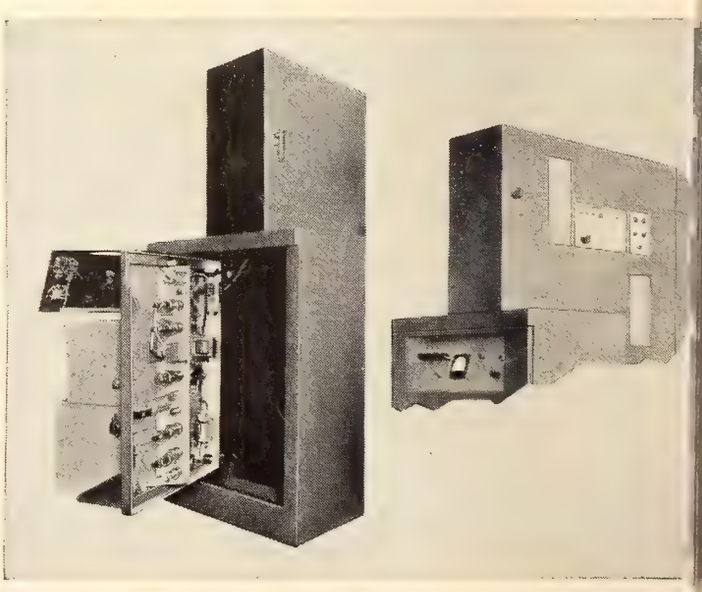
WHAT IT DOES FOR YOUR STATION. Your station can replace old equipment with a modern, G-E-designed package which will pay its way on monochrome service *now*—be on stand-by for color when you want it. With the G-E Film Center you can install basic units, block-build additional equipment as your needs and expansion plans dictate. Quality film and slide operations are assured, control monitoring is reduced. The overall operation is simplified and less costly than others. You owe it to the station to see this G-E system.



G-E Scanner Pickup—serves the same function as the film camera now used with B&W projectors. Dichroic mirrors break the light from the projectors into primary colors—photo-electric pickup cells convert it to electric signals.



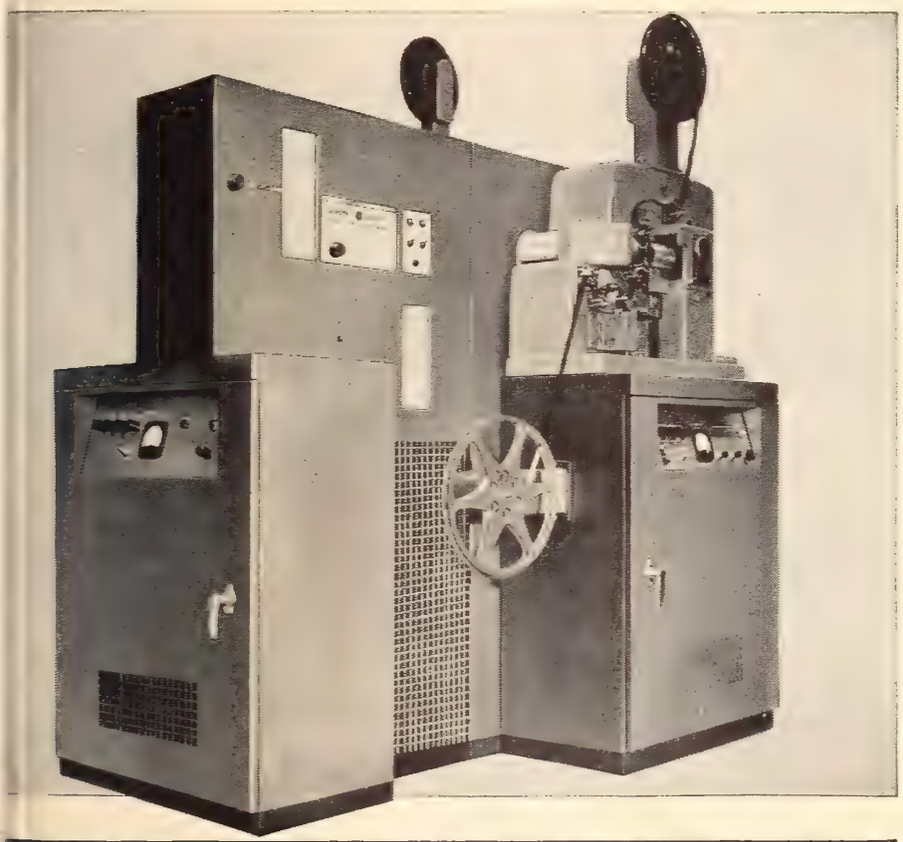
Film threading of the Eastman Continuous Motion 16 mm Projector is fast and easy. Light compensating mirrors, behind window, are out of the focal plane—eliminating dust problem—and rotate at 770 rpm.



2 x 2 Dual Slide Scanner—handles up to 16 paper, metal, or cloth-bound slides with fast positive action change. Outside knobs provide quick focus control. Slide change controls can be at the scanner or at the console.

THE G-E COLOR FILM CENTER BROADCASTERS

The Completely New G-E Color Film Center.
A New System—A New Continuous Motion Projector.
For Monochrome Service NOW—Color When You Want It!



See... Compare... Decide...

G.E.'s Scanner System coupled with the Eastman Continuous Motion Projector result in exceptionally high light transmission for the brightest, cleanest, sharpest color television pictures.

Many times the light output of other CM optical systems make it possible to obtain the best pictures from your "problem" films or slides—regardless of age or density.

Automatic film shrinkage compensation—virtually guarantees the same quality of projection time after time regardless of film shrinkage.

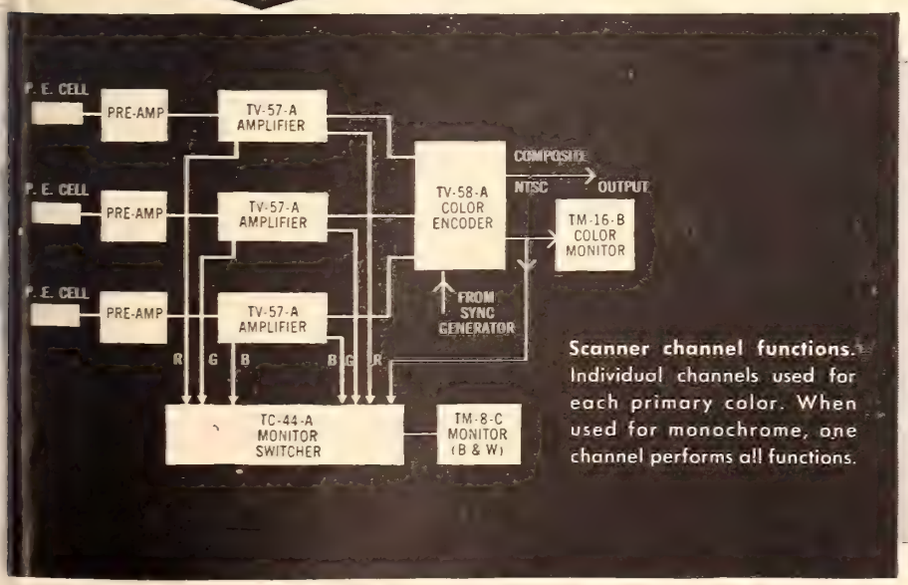
Double-duty—available for monochrome or color projection.

Block-Build. Start with 2 x 2 Dual Slide Scanner. Add one Continuous Motion Projector for limited film programming. Add a second projector, when needed, for monochrome or color film facilities.

Separate scanner tubes in each projector—assure reduced lost air-time in the event of tube failure.

Reduced maintenance and operating costs. Accessibility, simplicity of circuits, and minimum adjustments during operation cut manpower costs.

Masking amplifier actually can make the final picture better than original film.



Scanner channel functions. Individual channels used for each primary color. When used for monochrome, one channel performs all functions.

FREE BOOKLET, SPECIFICATIONS!

For detailed information about the new G-E Color Film Center see your local General Electric Broadcast Equipment Manager, or, write to: *General Electric Company, Broadcast Equipment, Section X2115-7, Electronics Park, Syracuse, New York.* In Canada, write to: *C.G.E. Electronics, 830 Lansdowne Avenue, Toronto.*

Progress Is Our Most Important Product

GENERAL ELECTRIC

[*Networks continues from page 64*]

ber, 1954, assuming the post from which he has been elevated.

Mr. Accas in 1951 came to ABC from NBC after a background in agency research at Foote, Cone & Belding, New York. He was appointed director of advertising, promotion and publicity in September 1954. Mr. Eckstein was supervisor of advertising and promotion for WABC-AM-TV New York before being made Mr. Accas' assistant last July. Mr. Seton, who was trade editor and later assistant manager of publicity for ABC after joining the network from MBS, was promoted Oct. 17 to manager of publicity.

Mr. Riddleberger joined the network in March, 1952, as ABC Radio budget officer, was promoted to various posts in the television network program department and in May 1954, assumed his duties in cost control.

If Candidates Have Hat, ABC Has Ring—Kintner

ABC today (Monday) is announcing a policy of "entertaining requests" for radio and/or tv time by Democratic or Republican party figures for announcement of their candidacy for President.

The policy statement, which is being released by Robert Kintner, ABC president, follows:

"We are keenly aware of the public interest in the selection of candidates and the election to high office of one of these men. Therefore, recognizing the tremendous coverage of broadcasting, and its impact as a news vehicle, we are happy to entertain requests for air-time in which recognized political figures may make known their availability for the nomination by their party as the candidate for President of the United States. I can think of no more valuable service that broadcasting can render in these times of intense national and international growth and development. We subscribe fully to the thesis that informed people can act more intelligently in exercising their political franchise. We propose to make available as much relevant information as possible through the networks of the American Broadcasting Company."

THE
PREFERRED
STATION
FOR
FARM SERVICE
...WIBW-TV*

. . . that's the finding of Dr. Forest Whan's TV Study of the TopekAREA. It's just another way of saying that WIBW-TV has the Kansas farm market sewed up tight . . . that we give these families the complete, dependable service they've found so helpful.

Why not write for your free copy of this valuable depth-survey. It contains scores of eye-opening findings that will help you get more sales for your advertising dollar.

*Also preferred for NEWS, WEATHER, and SPORTS.

WIBW-TV
SEE YOUR Channel 13 CAPPER MAN
V H F
The Kansas View Point

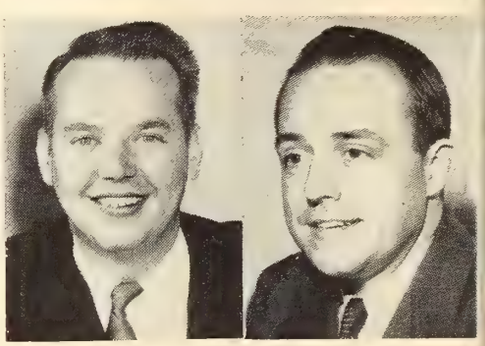
CBS-ABC

TOPEKA, KANS.
Ben Ludy, Gen. Mgr.
WIBW & WIBW-TV in Topeka,
KCKN in Kansas City
Rep: Capper Publications, Inc.

CBS Names MacPhail Director of Sports

WILLIAM C. MacPHAIL, director of promotion and publicity for the Kansas City Athletics, has been named CBS director of sports, effective Nov. 14, Sig Mickelson, CBS vice president in charge of news and public affairs, announced last week.

John Derr, present director of sports, assumes a new administrative post as CBS Radio executive producer of sports programs. Judson Bailey is CBS-TV executive producer of sports programs.



MR. MacPHAIL MR. DERR

Mr. MacPhail is a son of Col. Larry MacPhail, former president of the N. Y. Yankees baseball club. A brother, Lee MacPhail, heads the Yankees' farm system. Prior to his association with the Athletics, Mr. MacPhail served in various business capacities with minor league clubs.

NBC Asks Egypt, Israel To Cooperate on Coverage

NBC NEWS last week cabled the governments of Egypt and Israel asking for cooperation in filmed coverage of outbreaks of shootings between the two countries. The network said that although films in the past have not been confiscated, they have been held up, thus affecting their timeliness.

At the same time, the network reported that Joe Oxley, NBC newsman currently stationed in Berlin, has applied for a Russian visa in order to film a special documentary feature on Radio Moscow. Mr. Oxley also is seeking permission from the Soviets to film the feature with sound, authority for which generally has been difficult in the past.

'Matinee Theatre' Claims $4.5 Million in Billings

LARGEST advance sales for a "magazine concept" program—$4.5 million in gross billings—were claimed last week for NBC-TV's full-hour drama series, *Matinee Theatre*, according to George H. Frey, NBC-TV vice president in charge of sales. The show premiered last Monday. It is telecast live and in color, Mon.-Fri. 3-4 p.m. EST.

Mr. Frey said four new advertisers, Liggett

Why We Let "Jet" Black Escape

Mr. Black's Jag was forced off the highway by a truck full of corn cobs on the way to be furfural; it got bruised considerably. Since this happened just a few rods north of our transmitter, and he was temporarily light of pocketbook, "Jet" Black saw our call letters and got the message.

"You need me," he told us, "as a roving associate . . . I just happen to have my scrap book here."

For an honorarium of $25,000 a year ($100 in advance for eating purposes and 13 weeks off each summer to lie fallow) "Jet" said he would:



(1) Do a daily remote from the top of our transmitter, interviewing Hollywood celebrities as they airlinered by (UAL passes our roof);

(2) Leave his Mark VII, after mending, parked in front of our studio to lend eclat to the operation;



(3) Do a "Deep Deep World" simulcast from the bottom of the Wapsipinicon, telling fishermen where to go (weekends only), with no extra charge until CBS sold it.

"What," we inquired, "will this do for WMT? Besides, the Katz Agency is our roving associate."

"What will it do?" he echoed. "What will it do? Why, it'll put you on the map, that's what it'll do."

●

We can stand a little redundancy, but not $25,000 worth. WMT is already on the map. Fact is, WMT has more listeners in Eastern Iowa than all other stations in the area combined.

We were sorry to lose that eclat though.

& Myers Tobacco Co., Amm-i-dent toothpaste, Sylvania Electric Products Inc. and Bates Fabrics Co. joined the four sponsors already signed.

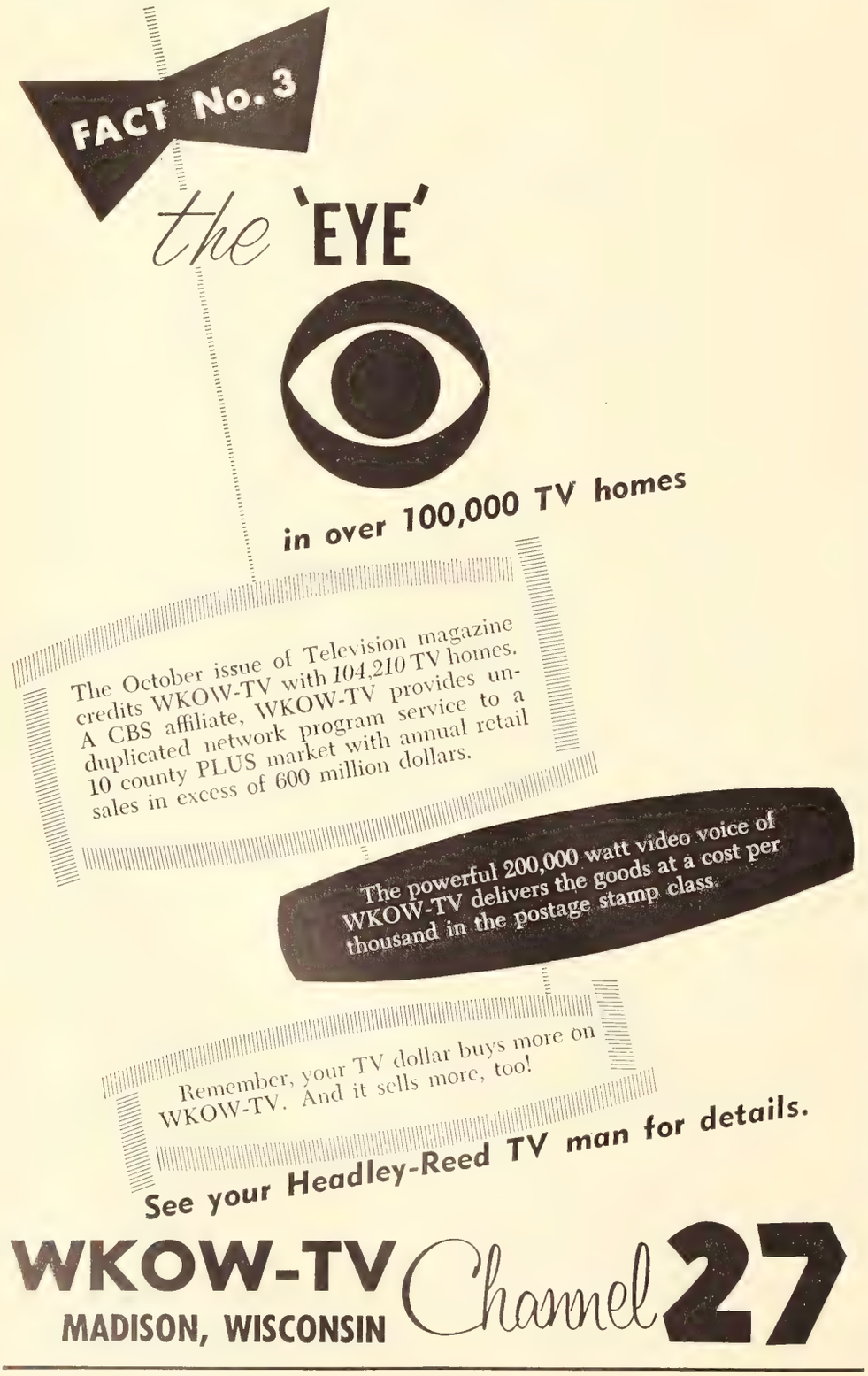
Advertisers, their agencies and number of participations purchased: L & M, through Cunningham & Walsh, 104; Sylvania Electric Corp., through J. Walter Thompson Co., 32; Block Drug Co. (Amm-i-dent toothpaste), through Harry B. Cohen Adv., 26; Bates Fabrics, through James P. Sawyer Inc., 13; Procter & Gamble, through Benton & Bowles, five quarter-hours per week for 13 weeks; Aluminum Co. of America, through Fuller & Smith & Ross, two participations for Dec. 6; Motorola Inc., through Leo Burnett Agency, 13, and B. T. Babbitt Co. (Bab-O), through Dancer - Fitzgerald - Sample Inc., 13.

ABC Radio Signs Three To Morning Programming

SIGNING of three advertisers as co-sponsors of ABC Radio's morning programming block was announced last week by William Fairbanks, national sales manager of ABC Radio, who added that a current sponsor has expanded into new time periods. Total number of present advertisers for ABC Radio morning programs is reported to be 16.

Co-sponsors are: Carter Products Inc., New York, through Sullivan, Stauffer, Colwell & Bayles, New York, for opening segment of *When A Girl Marries* (Mon.-Fri., 10:45-11a.m. EST) on Monday and Wednesday, starting Nov. 21; Frigidaire Division of General Motors Corp., Dayton, through Kudner Agency, New York, for opening segment of *When A Girl Marries* on Wednesday, starting Nov. 23; Frigidaire, also for *Breakfast Club* (Mon.-Fri., 9-10 a.m. EST), using Tuesday and Thursday segments (9:55-10 a.m. EST), beginning Nov. 22, and Monday period (9:50-9:55 a.m EST), starting Nov. 28; Milner Products Co., Jackson, Miss., through Gordon Best Co., Chicago, for *Breakfast Club* on Friday (9:35-9:40 a.m.), starting Jan. 6, 1955.

Sandura Co., Philadelphia, which already had signed for the Thursday, 9:40-9:45 a.m. portion of *Breakfast Club*, starting Nov. 17, also will sponsor the Tuesday, 9:40-9:45 a.m. segment of the program, starting Nov. 22. Agency is Hicks & Greist, New York.



WFBG-TV Joins CBS-TV

WITH emphasis on entertainment, WFBG-TV Altoona, Pa., held a celebration Oct. 22-23 to herald its primary affiliation with CBS-TV. Guests from CBS-TV's station relations and sales services department, trade publications and H-R Representatives were transported to Bedford Springs, Pa., for golf and sightseeing. The host was George P. Gable, president of the Gable Broadcasting Co., licensee of WFBG-TV.

Eight Stations Join Keystone

ADDITION of eight new affiliates in as many states has been announced by Keystone Broadcasting System, which now claims 867 station clients. Newest affiliates, according to Blanche Stein, station relations director, are KLMR Lamar, Colo.; WFRP Savannah, Ga.; WAYE Dundalk (Baltimore), Md.; WNLA Indianola, Miss.; KBGF Great Falls, Mont.; WBFD Bedford, Pa.; WMFS Chattanooga, Tenn., and WOSH Oshkosh, Wis.

NETWORK PEOPLE

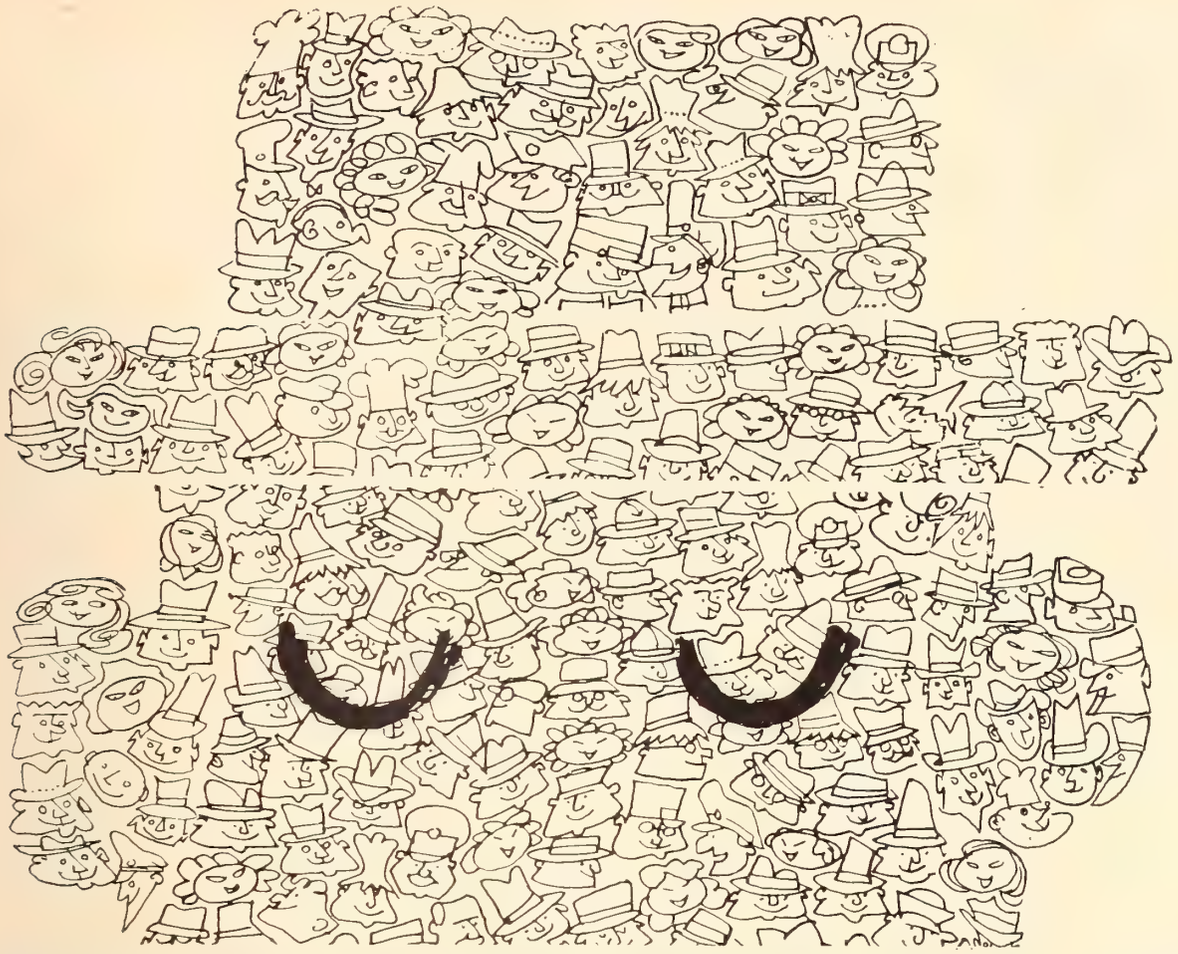
Duncan MacDonald, former supervisor of women's and religious programs, DuMont Tv Network, and leisure-special project editor, NBC-TV *Home,* to Yankee Network, Boston, as director-hostess of daily *Yankee Home & Food Show* with **Bill Hahn.** Show debuted Oct. 31 (1:15 p.m. EST), over WNAC Boston and 27 stations. She is former president, N. Y. chapter, American Women in Radio & Television.


MISS MacDONALD

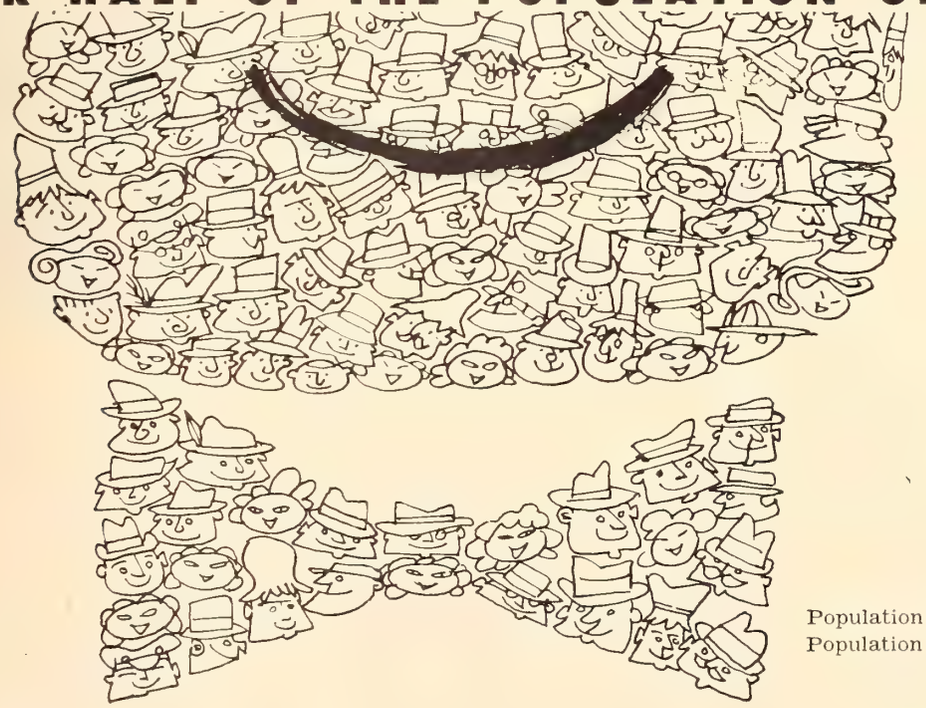
Harold Sobolov, ABC-TV studio supervisor, father of girl, Joy Mara, Oct. 19. Mrs. Sobolov is Sheila King, a tv make-up artist.

Franklin Schaffner, CBS-TV *Studio One* director, on special assignment in Hollywood to direct "The Caine Mutiny Court Martial" on Ford Star Jubilee 90-minute colorcast, Nov. 19. He resumes *Studio One* duties Nov. 28.

John G. Ponic, formerly advertising sales representative, Fawcett Publications and Everywoman's Inc., to ABC-TV Chicago sales department as account executive. He replaces **William C. Gillogly,** recently promoted to sales manager of ABC-TV Eastern Div. [CLOSED CIRCUIT, Oct. 17].



OVER HALF OF THE POPULATION OF INDIANA



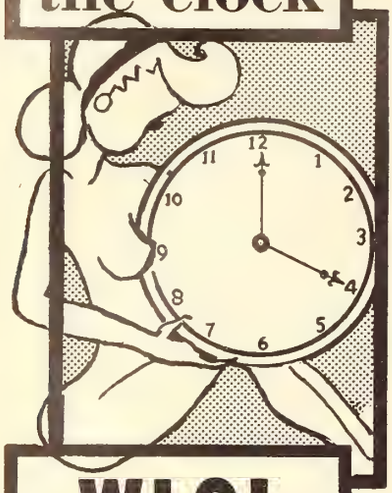
lives in the area served by WFBM-TV

Population state-wide: 4,313,091
Population WFBM-TV-wide: 2,372,800

NBC

WFBM-TV INDIANAPOLIS
Represented Nationally by the Katz Agency
Affiliated with WFBM-Radio; WOOD AM & TV, Grand Rapids; WFDF, Flint; WTCN, WTCN-TV, Minneapolis, St. Paul

around the clock



WLOL
IS THE HOTTEST STATION IN THE NORTHWEST!

Whether it's five after five in the evening, or it's a quarter to three in the early morn . . . Twin Citians always get the best in Music, News and Sports from WLOL.

The "1330 Habit" is really goin' strong right around the clock. WLOL leads all independent stations and three networks in Day and Night Pulse ratings . . . Take the time now to buy WLOL for one of your important clients.

THE TOPPER IN INDEPENDENT RADIO

WLOL
MINNEAPOLIS - ST. PAUL
5000 watts—1330 on your dial
LARRY BENTSON, *Pres.*
Wayne "Red" Williams, *Mgr.*
Joe Floyd, *Vice-Pres.*
Represented by AM RADIO SALES

DEFENSE COMPLETES 16MM CASE

Jack Warner, testifying in federal antitrust suit against movie majors, recounts earlier policy shutting door to tv for economic reasons.

FINAL decision in the government's 16mm anti-trust suit against Hollywood's movie majors should be ready by the end of the month, Los Angeles Federal District Judge Leon R. Yankwich said last week as the movie industry completed its defense case.

The substance of the film executives' testimony as to why more feature films have not found their way into television was no surprise to anyone: economics. But they indicated they will release 16mm prints to television today—if the price is right.

The Justice Dept. suit is expected to be formally closed some time this week following rebuttal arguments and summaries.

Jack L. Warner, vice president in charge of production, Warner Bros., testified his firm from 1948-1950 flatly refused to release any product to television in order to prevent injury to the theatrical market for which the films were made.

"If people can get something free, I see no reason why they should want to pay for it," he said. Free tv showing kills the re-make and re-issue value, he indicated.

Asked about Warner Bros. policy today, Mr. Warner said none exists, explaining: "It's wide open. We will entertain any offer regarding the sale of features and we will decide on the basis of our judgment."

At one time there were negotiations with ABC for the sale of 52 features, he recalled. The price offered was "insignificant," he said, but the talks developed into the current ABC-TV film series, *Warner Bros. Presents.*

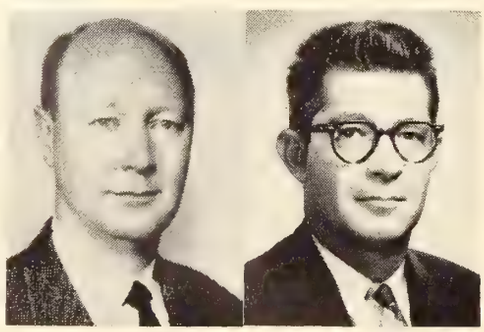
Mr. Warner's views were substantiated by Ken Kalmenson, president of Warner Bros. Pictures Distributing Corp., who said he was "against the entire program of entertainment for nothing." He admitted television has had a "drastic" effect on the box office and said it would be inconceivable to attempt to release pictures to television and then again make them available to theatres. "They would have absolutely no value," he said.

Charles J. Feldman, Universal-International sales executive, and John Desmond, head of United World Film Corp.'s domestic 16mm distribution, affirmed the opinions that tv release killed the re-make and re-issue values of theatre features. Mr. Feldman said the average return for a film released to tv is about $50,000, while the re-make of *Magnificent Obsession* grossed $5 million.

Mr. Feldman said over 5,000 theatres have closed in the past few years and declared television is the "number one factor." To release UI features to tv would have precipitated similar closings by others, he said, especially by those with marginal operations.

Ziv Adds Shaw, Jaeger In Sales Expansion Move

JAMES T. SHAW and Andrew P. Jaeger last week were added to the national sales staff of Ziv Television Programs Inc. "as part of an expansion of national-level sales activity" according to the department's sales manager, Walter Kingsley. Mr. Shaw, who will headquarter in Chicago, comes to Ziv from Henri, Hurst & McDonald, advertising agency. Mr. Jaeger, who was appointed to Ziv's New York office, formerly was a vice president of Procter Television Enterprises, and has been associated in past years with Screen Gems, subsidiary of Columbia Pictures Corp.; 20th Century-Fox, and the former DuMont Television Network.



MR. SHAW MR. JAEGER

NBC-TV Announces Changes In Film Division Sales

NBC-TV Film Div.'s sales department last week announced a group of organizational changes and promotions affecting three of its offices. They are effective today (Monday).

Daniel M. Curtis, central sales manager, Chicago, was named eastern sales manager with headquarters in New York, replacing Leonard C. Warager, who was appointed administrative sales manager.

Mr. Curtis' position in Chicago was taken by Edward A. Montanus, formerly central sales supervisor, who in turn was succeeded by Seymour (Hap) Eaton, a member of the central sales staff.



MR. WARAGER MR. CURTIS

West coast sales representative James A. Strain was named western sales supervisor, reporting to Cliff Ogden, western sales manager.

Also added to the New York staff was John M. Burns Jr.

Asher Heads Tv Dept. For 20th Century-Fox

IRVING ASHER, veteran Hollywood theatrical film producer, has been named by Spyros Skouras, president of 20th Century-Fox, as general manager in charge of all television operations. He succeeds Sid Rogell, who continues as executive production manager of the film company's Westwood lot, Hollywood.

Mr. Rogell had served in both capacities and was head of the tv film subsidiary, TCF Productions, since its inception. Otto Lang, who produced the first two of General Electric's hour shows on CBS-TV this season, continues as executive producer on the tv series and in addition will work with Mr. Asher on the studio's overall tv activities.



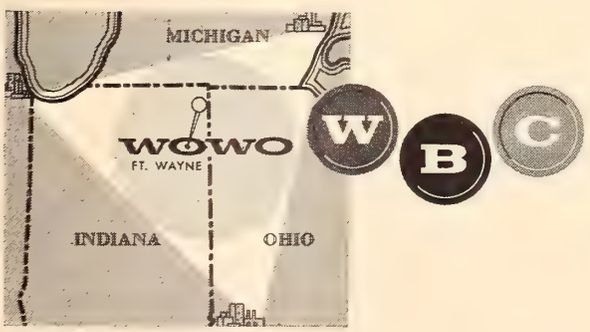
WOWO is the only single medium that covers southern Michigan, eastern Indiana and western Ohio.

The 4,000,000 people living here make it one of America's major markets. Last year's retail sales totalled almost $4,000,000,000.

And to give you an indication of how WOWO covers it—the latest 26-county Pulse gives WOWO 476 firsts out of the total 476 weekly quarter hours.

You should know more about "The 4,000,000 Market Between."

Call Tom Longsworth, Anthony 2136, Fort Wayne, Indiana, or Eldon Campbell, WBC National Sales Manager, MUrray Hill 7-0808, New York.



WESTINGHOUSE BROADCASTING COMPANY, INC.

RADIO	TELEVISION
BOSTON—WBZ+WBZA	**BOSTON**—WBZ-TV
PHILADELPHIA—KYW	**PHILADELPHIA**—WPTZ
PITTSBURGH—KDKA	**PITTSBURGH**—KDKA-TV
FORT WAYNE—WOWO	**SAN FRANCISCO**—KPIX
PORTLAND—KEX	

KPIX Represented by The Katz Agency
All other WBC stations represented by Free & Peters, Inc.

DU PONT DEVELOPS TOUGHER FILM BASE

New synthetic product is reported thinner than present film base and holds promise of less film damage after prolonged use.

DEVELOPMENT of a new synthetic base for film which could prove a boon to the tv film and moving picture industries was reported last week.

The new substance, developed and to be marketed by E. I. du Pont de Nemours & Co., is two-thirds as thick as present cellulose triacetate bases but tougher and more durable. To bear the trade name of Cronar, the base will be mass produced at du Pont's Parlin, N. J., plant by the middle of next year.

In film manufacture the base is the primary structural element that is coated on one side with a photosensitive gelatinous emulsion that records and holds the image. The base is manufactured first and then the emulsion put on. The du Pont developed substance is chemically akin to Dacron and Mylar, both synthetics.

According to published reports the most valuable feature of the substance as a base for movie and tv film (particularly kinescope) is its toughness, making breakage or fraying of perforation holes difficult and permitting as many as 15,000 flexings without a break.

Present development was said to represent the result of more than eight years research, an extension of work on polyesters begun in 1928 by du Pont which led to the perfection of nylon. Du Pont now makes finished motion picture raw stock on a triacetate base purchased from Eastman Kodak, and last month granted a license to Eastman to manufacture polyester photographic base and film under du Pont patents. Eastman was said to have no plans underway as yet to use the polyester base.

The new base—manufactured via a process in which molecules are spun into fibres for casting into film sheets—is a plastic substance, made from dimethyl terephthalate and ethylene glycol, both originating from petroleum and unrelated to triacetate bases.

KTVH Wins Again...



with
9 OUT OF 15
TOP SHOWS*

WICHITA WINDY
SCORES ONCE MORE!...

For the fifth straight time, the latest Pulse survey covering Wichita (Sedgwick County) proves conclusively that KTVH dominates. The September 1955 Pulse* gives KTVH 9 out of the top 15 shows and 5 out of the top 10 multi-weekly shows. In addition to Wichita, KTVH covers 14 other important central Kansas communities. KTVH, with unduplicated CBS coverage, can sell for you!

TO SELL IN KANSAS . . . *BUY* **KTVH**

KTVH
HUTCHINSON
KANSAS

VHF
240,000
WATTS

CHANNEL
12

CBS BASIC
Represented Nationally by H-R Representatives, Inc.

KTVH, pioneer station in rich Central Kansas, serves more than 14 important communities besides Wichita. Main office and studios in Hutchinson; office and studio in Wichita (Hotel Lassen). Howard O. Peterson, *General Manager*

National Telefilm Elects Three V.P.'s

ELEVATION of Edward M. Gray, E. Jonny Graff and Edythe Rein to the posts of vice presidents of National Telefilm Assoc. was announced last week by Ely Landau, NTA president. Mr. Gray joined NTA in 1954 as west coast sales director. Previously, he had been executive director of Sovereign Productions, president of Mutual Television Productions and founder of Monter-Gray, talent representation and package organization.



MR. GRAY

Mr. Graff has been midwest sales director of NTA since 1954, and previously had been sales manager of Snader Telescriptions sales. He also was a writer-producer with CBS and Donahue & Co. account executive.

Miss Rein has been with NTA since its organization two years ago, and has served as secretary, assistant treasurer and a member of the company's board of directors. Before joining NTA, she was production assistant to Phillips H. Lord, radio-tv producer.



MR. GRAFF



MISS REIN

NTA held a meeting of its regional sales representatives Oct. 29-30 in New York, with discussion centering around sales plans for NTA's newly-acquired properties, *Lilli Palmer Presents*, the *T.V. Theatre* and *The Mad Whirl*.

The *Lilli Palmer Presents* half-hour, tv film consists of 26 plays by well-known authors. The anthology series, tentatively titled *T.V. Theatre*, is comprised of one-hour dramas, produced in England for NTA by Harry Alan Towers. *The Mad Whirl* is a half-hour sport series, highlighting Roller Derby performances.



KOIN-TV

is head and shoulders above the rest . . .

IN THE PORTLAND, OREGON MARKET

GREATEST COVERAGE

No other station or combination of stations gives you the complete Portland trading area . . . heart of the rich Oregon and Southern Washington market. KOIN-TV is the only maximum power VHF station in the market. It reaches 33⅓% more families.*

GREATEST RATINGS

The proof of KOIN-TV's absolute superiority is in the ratings. Look at these! KOIN-TV has 80% of the top shows—weekly, multi-weekly . . . 63% more average audience than Station B, 115% more than Station C.†

GREATEST VALUE

When it comes to cost per viewer—KOIN-TV is the lowest any way you figure it . . . in coverage, in audience delivered—morning, afternoon, or night. That's our story—we prove it by results.

* August 1955 Independent Set Count
† Latest ARB

KOIN-TV CHANNEL 6

CBS TELEVISION SPOT SALES

Represented Nationally by CBS Television Spot Sales

new!
KCRA-TV
changes the picture completely in California's rich Sacramento Valley!
channel 3
Complete NBC basic programming — with TV stars and programs never before seen in the area — has come to the fabulous Sacramento Valley!
Sacramento's new station — KCRA-TV, Channel 3 — is the only low band VHF station in the Valley. 100,000 watts maximum power. The television picture has changed in Sacramento — a change that affects you, your clients and the viewing habits of thousands of Sacramento Valley families.
Be sure to re-evaluate your television advertising in the Sacramento-Stockton market. Take a second look at your present spot schedules and programs. Then call Petry.
KCRA-TV delivers one of the country's richest markets, with spendable income of more than two billion dollars!
"THERE'S LOTS TO SEE ON CHANNEL 3"
KCRA-TV
channel 3
Sacramento, Calif.
100,000 WATTS
MAXIMUM POWER
NBC
BASIC AFFILIATE
represented by Edward Petry & Co.

MCA-TV Adds 2 Programs To Film Syndication List

MCA-TV Ltd., Film Syndication Div., will syndicate *Adventures of Kit Carson* tv film series, it has been announced by Wynn Nathan, vice president in charge of sales. For four years the series had been sold directly to the Coca-Cola Bottling Co. by MCA-TV and presented in some 130 markets.

Mr. Nathan said the series consists of 105 half-hour films, with 26 available for first run in all markets and another 52 episodes first-run in all but 26 markets. The series is produced by Revue Productions.

It also was announced that MCA-TV has acquired syndication rights to *Deadline* tv film series, carried on for five years on NBC-TV under name of *Big Town*. The new series represents the 28th product to be syndicated by MCA-TV.

MCA-TV Names McManus

APPOINTMENT of Tom McManus to the newly-created post of international sales manager of MCA-TV Ltd. was announced last week by Wynn Nathan, vice president in charge of sales. Mr. McManus has been a vice president of MCA-TV Ltd. since last August.

Mr. Nathan said that "increasing worldwide interest" in American films had prompted MCA-TV to set up the new post. He said that Mr. McManus will make his headquarters in New York and coordinate sales from 26 overseas branch offices.

INS Telenews Series Sales

FOUR new sales of INS-Telenews *Weekly News Review* and *This Week in Sports* to four stations in Eastern markets, have been reported by International News Service's tv department. The sports reel, retitled *General Sports Time* (sponsored by General Tire & Rubber Co., Akron, [dealers]), was placed on WGVL (TV) Greenville, S.C., by D'Arcy Adv. It also was purchased by WOOD-TV Grand Rapids for sponsorship by the Holland Racine Shoe Co. under its original title. In Detroit, the news and sports reviews were brought by WJBK-TV, and in Schenectady, Fitzgerald beer sponsors the sports reel on WRGB (TV) through Moser & Cotins, Inc., Utica.

Tv Inc. Board Meets Nov. 12

TV Inc., New York, scheduled a meeting for its board of directors for next Saturday at the Ambassador Hotel in Chicago. Tv Inc. is a station-owned collective film buying syndicate with more than 50 member stations. Its resident buying office in New York is under the direction of Herb Jacobs, general manager, who reported last week that in the past 11 months the company has placed more than $500,000 in film orders for its members with all distributors.

New Show for Interstate

ACQUISITION of distribution rights to *Public Defender*, formerly on CBS-TV, has been announced by Ralph Branton, president, Interstate Television Corp., Allied Artists subsidiary. Syndication rights were obtained from Hal Roach Studios. Starring Reed Hadley, the series includes 69 half hour programs. Earlier, Mr. Branton announced acquisition of syndication rights to the *I Married Joan* series starring Joan Davis.

FILM SALES

KRCA (TV) Los Angeles has bought 97 feature films, 87 of them first-run in L. A. area, for showing currently. New package includes 60 Republic features from Hollywood Television Service and 37 from Unity Television Corp., including 13 British mysteries and 13 Argyle films.

FILM DISTRIBUTION

Cinema-Vue Corp., N. Y., has acquired more than 200 cartoon and one- and two-reel comedy short subjects for exclusive tv distribution, newly reactivated company announces. Library, including color Mutt & Jeff cartoons, other pen-and-ink subjects to be known as *Whimsey-land* series, Hal Roach and Mack Sennett comedies, was obtained from Cinepix Inc. Firm also announces plans for 12 sales branches to handle distribution.

National Television Film Assoc., N. Y., is making available to tv stations three films for Christmas season. They are "The Lamb in the Manger," "A Christmas Carol" and "Man's Heritage."

FILM PEOPLE

J. L. Kaufman, vice president, Grant Advertising, Detroit, to United Productions of America, Burbank, Calif., as director of advertising. **Rita Cummings,** UPA publicity, moves to firm's N. Y. office.

Julian Lesser and **Jack Douglas,** producers of *I Search for Adventure,* Television Adventure Films Corp., Culver City, Calif., announce permanent show staff as: **Lee Sholem,** director; **Sherman Rose,** supervisor; **Byron Roberts,** production manager; **Bruce Campbell,** production assistant; **Shelly Lowenkopf,** writer; **Bryden Baker,** cameraman; **Gerard Wilson,** film editor, and **Leon Klatzkin,** musical director. Series is seen in 14 cities.

Harold L. Danson, formerly vice president of Calhoun Studios, N. Y., to National Screen Service Corp., N. Y., in a sales and production capacity, principally to enlarge activities in production of tv commercials and business films.

William Golding, dealer sales promotion manager, Crosley division of Avco, to Ziv International Div. as account executive.

Robert Noah, with Barry & Enright Productions Inc., N. Y., tv packagers, since February 1954, as writer and associate producer, promoted to head of program development department.

Arthur Lerner, previously head of Columbia Pictures foreign accounting department and comptroller and assistant treasurer of Lift Trucking Rental Corp., appointed assistant treasurer of Guild Films Co., N. Y. **Ralph M. Sacks,** salesman for United Film Service in various parts of the country, and previously manager of KSAN-AM-TV San Francisco, has joined Guild Films as sales representative in the St. Louis area.

Robert P. Riley, in charge of producer relations, MCA-TV Ltd., film syndication division, father of girl, Alix Elizabeth.

SPONSORS WARM TO AP
Because . . . it's better
and it's better known.

"...Have a bad accident for you...

thought you'd want what I have quickly."

Case History No. 14

A prominent Virginia doctor was chatting with his wife and eight-year-old niece as he drove them to the golf club. They were almost there. Just over the grade crossing ahead and . . .

The car met the train with a sickening crash. The car bounced off the locomotive, tore down a warning signal and settled in the tall grass near the tracks. The doctor—head of a state mental hospital—was critically injured. His wife and niece were dying.

Within minutes, the news reached WCYB at Bristol. Assistant News Director Douglas Boy broadcast a bulletin and called The Associated Press at Richmond.

"Have a bad accident for you," he said. "Don't have all the details yet, but I thought you'd want what I have quickly."

The AP editor at Richmond had just hung up when another call came in. It was Bryan McMurry of WMEV, Marion, with the same accident. He had additional details—the name of the child, her home town, circumstances of the accident.

Another call... Boy again with more information.

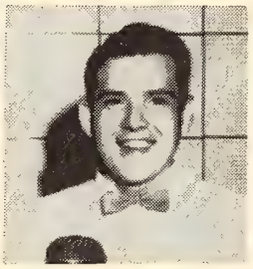
Double protection, with AP stations virtually contending for the AP telephone!

The story was of little importance to the rest of the country, but it was a major one in Virginia.





Douglas Boy
WCYB
Bristol, Va.



Bryan McMurray
WMEW
Marion, Va.

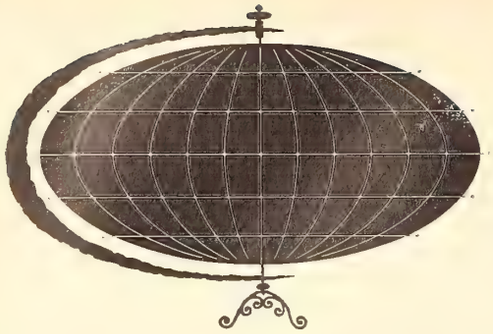
Douglas Boy at WCYB and Bryan McMurry of WMEV were on it all the way. And they saw that all other AP members in Virginia got the story—complete.

Douglas Boy and Bryan McMurry are among the thousands of active newsmen who make the AP better . . . and better known.

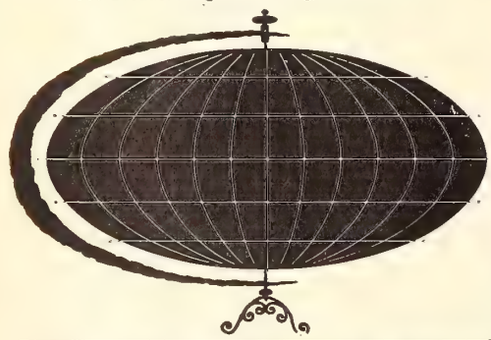
If your station is not yet using Associated Press service, your AP Field Representative can give you complete information. Or write—

Those who know famous brands . . .
. . . know the most famous name in news is AP





See Broadcasting Telecasting, November 14





"BIG TIME DAYTIME" programming with any commercial handling you want . . . live cameras always available.
"BIG TIME DAYTIME" precedes the sensational new ABC-TV evening schedules. Contact Free & Peters or:

Don Davis, *First Vice President*
John Schilling, *Vice Pres. & Gen. Mgr.*
George Higgins, *Vice Pres. & Sales Mgr.*
Mori Greiner, *Director of Television*

FCC REPORTEDLY SET TO DENY FIVE DEINTERMIXTURE PETITIONS TODAY

Requests that Evansville, Ind.; Peoria, Ill.; Madison, Wis.; Hartford, Conn., and Albany, N. Y., be made all uhf cities expected to be turned down in Commission pronouncement. Notice of rule making on allocations question also reported set for release today.

TELEVISION broadcasters braced themselves today as the FCC was scheduled to report out its findings on the much-controverted five deintermixture petitions and the, by now, highly publicized allocations rule-making notice.

According to the best information, the FCC has decided to deny all five of the deintermixture petitions.

By a vote of four commissioners, with two abstaining on the ground that no action should be taken until after the allocations proceeding is completed, the petitions to make Evansville, Peoria, Madison, Hartford and Albany all uhf cities were turned down.

The reason for not announcing this action last week was the absence from Washington of Comr. Robert T. Bartley, it was understood. Comr. Bartley was in Colorado Springs attending the NARTB regional meeting there.

Upon his return, the Commission is scheduled to meet Saturday morning for a final, formal vote. Announcement of the decision is expected to be made today.

The Commission met on this matter Wednesday afternoon and Thursday morning. Whether this 36-hour delay in announcing its actions will have any effect on the final outcome is debatable. Some observers warn that nothing is final until it is officially announced by the Commission.

Denial of the Hartford deintermixture petition is a reversal of a tentative vote taken several weeks ago. In that action, there was a majority in favor of deintermixing the Connecticut capital [B•T, Oct. 24].

The majority in the latest action, it is understood, comprises Chairman George C. McConnaughey and Comrs. John C. Doerfer, Robert E. Lee and Richard A. Mack. Comrs. Rosel H. Hyde and Edward M. Webster are reported to have argued for no action pending the outcome of the allocations notice.

It is also understood that the Commission majority has ordered its Office of Opinions and Reviews to draft orders making final pending vhf decision in Evansville, Peoria and Madison.

Hartford's vhf hearing must go through oral argument before a final decision can be rendered.

Justification for these denials, it is understood, is that the establishment of five all-uhf centers will not solve the uhf problem. FCC feels, it is believed, that the de-intermixture solution is only one of many which should be considered under an overall review of the television allocations plan.

Grant of the final decisions does not conflict with this policy, it is understood that the Commission majority feels. All tv stations—whether on the air or not—will be subject to whatever determination the Commission finally makes in the overall rule-making proceeding. There will be no conditions to the final grants, it is believed.

The rule-making—which will seek to have all comments and counter-comments submitted by Jan. 1—will discuss the numerous and varied proposals which have been submitted since the uhf-vhf problem became acute. These will include, it was believed, deintermixture, vhf drop-ins, lessening of mileage separations, use of directional antennas and vertical polarization, the retirement of the Sixth Report and Order, the establishment of a case-by-case procedure with minimum engineering standards, the overall proposals made by CBS, ABC, Mullaney-Welch, Mott & Morgan and others for the revision of the present allocations plan.

Many of the plans envisage an all-vhf tv service in the top 100 markets and the increased use of vhf drop-ins through revisions in the present mileage separation criteria.

Still pending is the proposed meeting between the FCC and government officials regarding the use of military vhf spectrum space in return for the relinquishment of uhf areas to the military services.

The Commission's action in the five deintermixture petitions will undoubtedly apply to the dozen other deintermixture petitions which have been pending. These involve such cities as Miami, Fresno and Corpus Christi.

In the five dintermixture cases, an initial decision for ch. 7 in Evansville is held by Evansville Tv Inc.; for ch. 3 in Madison by Badger Tv Co. (WIBA); for ch. 8 in Peoria by WIRL that city, and for ch. 3 in Hartford by WTIC that city.

In Albany, the denial of deintermixture petition will be followed by Commission approval to drop in ch. 10 in Vail Mills, outside Albany, it is understood. This meets the present mileage rules, it has been argued.

Other petitions for deintermixture and the status of vhf hearings are as follows:

Corpus Christi, Tex.—Initial decision for ch. 10 held by K-Six Tv Inc.; for ch. 6 by KRIS that city.

Springfield, Ill.—Initial decision for ch. 2 held by Sangamon Valley Tv Corp.

Fresno, Calif.—Initial decision for ch. 12 held by KARM that city.

Jacksonville, Fla.—Initial decision for ch. 12 held by WPDQ that city. Awaiting oral argument.

Miami, Fla.—Initial decision for ch. 7 held by Biscayne Tv Corp.; for ch. 10 by WKAT Miami Beach.

Norfolk-Portsmouth, Va.—Initial decision for ch. 10 held by Beachview Broadcasting Corp.

Raleigh, N. C.—Initial decision for ch. 5 held by WRAL that city. Awaiting oral argument.

Toledo—Seven applicants for ch. 11 are still in hearing.

Other petitions for deintermixture involve the following cities: Hutchison (Wichita), Baton Rouge, Sacramento, Spartanburg, Philadelphia, Walla Walla and Knoxville. The latter would be all-vhf if its petition were to be approved.

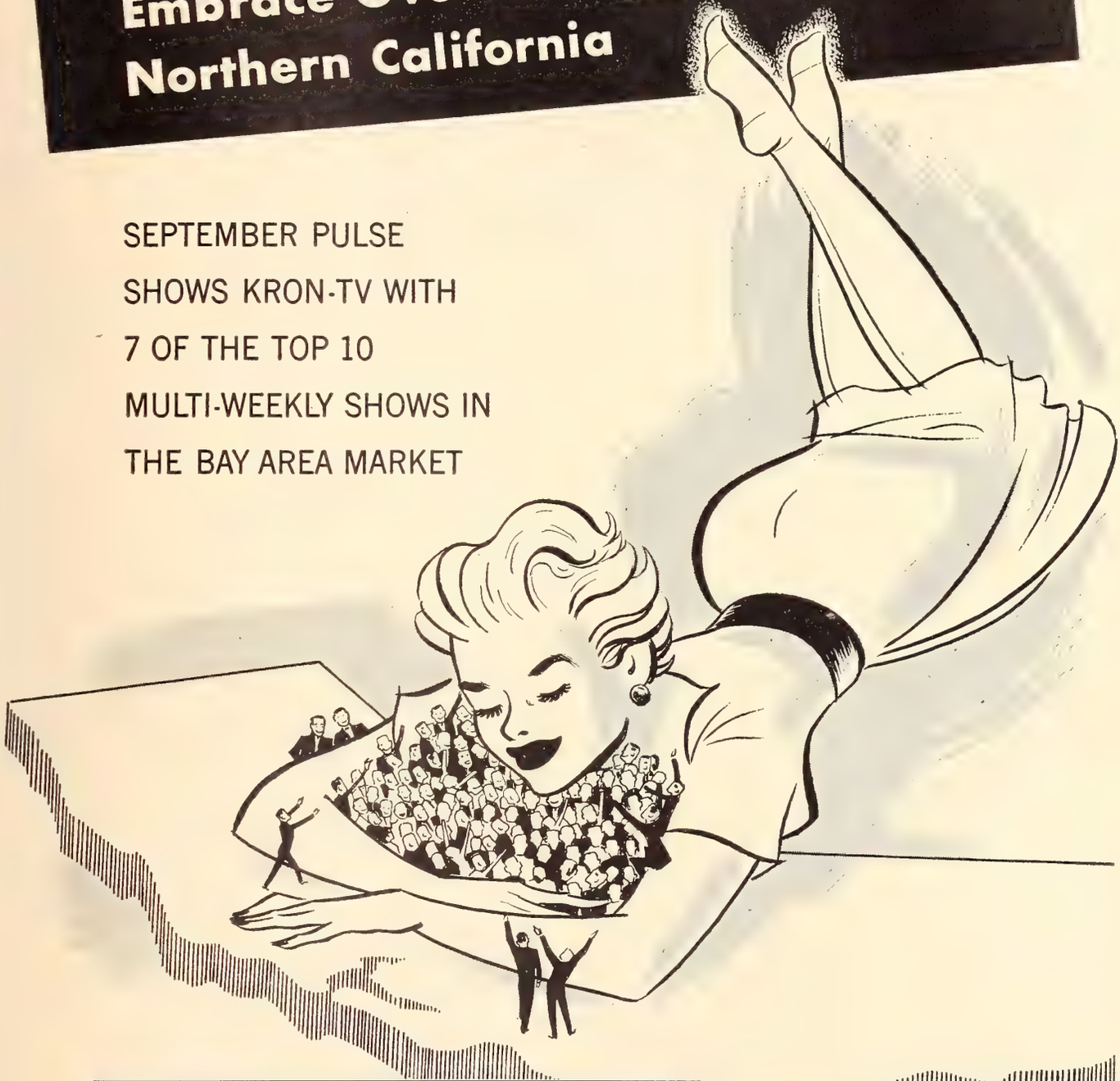
Juneau, Youngstown Tvs Granted by Commission

TWO TV GRANTS were authorized by the FCC last week for stations in Juneau, Alaska, (the territory's fifth video outlet) and Youngstown, Ohio (the city's third tv, all uhf).

In Juneau, Alaska Broadcasting System Inc. is to operate on ch. 8 with effective radiated power of 263 w visual, 132 w aural and an antenna minus 960 ft. above average terrain. The permittee estimated its construction cost at $50,750, first year operating cost at $45,000

The Loving Arms of Miss KRON-TV Embrace Over 4 Million People in Northern California

SEPTEMBER PULSE
SHOWS KRON-TV WITH
7 OF THE TOP 10
MULTI-WEEKLY SHOWS IN
THE BAY AREA MARKET



San Francisco
KRON TV
AFFILIATED WITH THE S. F. CHRONICLE
AND THE NBC-TV NETWORK ON CHANNEL **4**

Represented Nationally
by Free & Peters, Inc.

No. 7 in the series, "What Every Time Buyer Should Know About KRON-TV"

and its first year income at $50,000. The permittee is owned by William J. Wagner, owner of KINY Juneau, KFQD Anchorage, KFRB Fairbanks, KIBH Seward, KTKN Ketchikan and KIFW Sitka, all Alaska. He also has interests in KTVA (TV) Anchorage and KTVF (TV) Fairbanks.

Community Telecasting Co. has been granted ch. 73 in Youngstown. The firm is owned by Sanford A. Schafitz, owner of WFAR Farrell, Pa., and applicant for a new am in Lorain, Ohio. The latter application was designated for hearing by the Commission last week. The other principal is Guy W. Gully, banker. New station will operate with an ERP of 16.6 kw visual, 10 kw aural and have an antenna 320 ft. above average terrain. The estimated construction cost is $72,500, first year operating cost $100,000 and revenue for the first year $100,000. Youngstown's other tvs are WFMJ-TV, ch. 21, and WKBN-TV, ch. 27.

FCC SETS HEARING ON WBUF-TV SALE

SALE of ch. 17 WBUF-TV Buffalo, N. Y., to NBC for $312,500, approved without hearing by the FCC in September [B•T, Sept. 26], was designated for hearing last week following a formal economic protest by WGR-TV Buffalo [B•T, Oct. 10].

At the same time, the FCC approved purchase of ch. 15 WLBR-TV Lebanon, Pa., by Triangle Publications Inc. for $115,000 plus assumption of obligations totaling $125,000. Also approved by the Commission was the sale of KAVE Carlsbad, N. M., along with permit for ch. 6 KAVE-TV, not yet on the air, to Nancy H. Battison for $150,000.

At Buffalo, the FCC set the NBC-WBUF-TV sale for hearing on Dec. 19, adding that it will postpone a decision on WGR-TV's request for stay of the sale approval pending receipt of additional financial data from WBUF-TV. Specifically, the FCC said it wants the balance sheet and profit and loss statements of WBUF-TV from Jan. 31 to the present because it felt the financial information for this period is incomplete.

The original contract between NBC and WBUF-TV provides that WBUF-TV will remain on the air until Dec. 31, unless NBC takes over the station by that time. WBUF-TV, which suspended operations for a short time before the announcement of the NBC sale, has told the Commission it is operating at a continual loss. Ch. 2 WGR-TV has maintained that WBUF-TV has not established that it cannot maintain its service because of financial losses.

Approval of the WLBR-TV purchase by Triangle (WFIL-AM-TV Philadelphia and the *Philadelphia Inquirer*) follows a series of protests by Harrisburg uhf stations alleging economic harm if the sale is approved.

Triangle bought WLBR-TV, which ceased operation a year ago, from the Lebanon Television Corp., owned 52% by WLBR and 38% by the *Lebanon News*, with the remainder held by three other stockholders.

Triangle also owns WNBF-AM-TV Binghamton, N. Y.; WHGB Harrisburg, Pa., and has announced the contract signing for purchase of WFBG-AM-TV Altoona, Pa. (ch. 10) for $3.5 million [B•T, Sept. 26]. Triangle also is applicant for ch. 18 at Elmira, N. Y., to be used as a satellite of ch. 12 WNBF-TV.

At Carlsbad, KAVE-AM-TV was bought by Mrs. Battison, whose husband, John, is consulting engineer and former manager of CHCT-TV Calgary, Alta. The properties were bought from Val Lawrence.

CONELRAD PLAN RUNS INTO OPPOSITION

California civil defense official charges method is obsolete, can cause undue panic. FCC's Renton answers that defense plan is necessary, that shortcomings are minor.

STORM clouds have begun gathering over Conelrad, the method by which broadcasters in a target area all shift over to 640 kc or 1240 kc and transmit intermittently.

Stanley Pierson, California civilian defense director, charged last week that the Conelrad system of keeping stations on the air in the event of an enemy air attack is a failure.

In a peppery statement last Monday, Mr. Pierson asserted that the present Conelrad program is "outmoded and obsolete" and constitutes "a highly dangerous panic-producing potential."

Gist of Mr. Pierson's complaint was that Conelrad operation requires from 15 to 30 minutes before it begins operating properly, and that the "cluster" signals suffer from fading and lack of distance reception.

"We believe very strongly," he said, "the American public is being subjected to a grave and serious disservice in being educated to expect prompt, clear and concise information and instructions in the event of a national emergency."

Hits Publicity

Mr. Pierson was obviously referring to civil defense publicity advising the public to tune to 640 kc or 1240 kc in the event of an emergency attack.

The California defense director also questioned the efficacy of having stations grouped in clusters for Conelrad operation as a means of circumventing the use of regular broadcasts as "homing" signals for enemy aircraft.

"There is a growing belief, constantly becoming more vocal," Mr. Pierson charged, "that the concept of a potential enemy's dependence upon our commercial broadcast stations for navigational purposes is, in itself, exaggerated, unrealistic and outmoded."

Fear was expressed by Mr. Pierson that the time lag between radio stations going off the air and resumption under Conelrad, and the "fading" of signals after the defense operation begins constitute "a highly dangerous panic-producing potential."

Mr. Pierson's attack was the most recent of a number which have been made against the Conelrad plan. The latest was several weeks ago when broadcasters in Southern California were reported to have refused to take responsibility for initiating alerts on the air. This position was taken after a California Air Defense Command erroneously signaled an alert. This was never broadcast. Broadcasters have said, it was reported, that they feared they might unintentionally cause panic and possible death and injury to thousands in some similar future situation.

A clarification of the matter of liability in an instance of this sort was understood under consideration by the California attorney general.

Ralph J. Renton, FCC Conelrad supervisor, told B•T last week that Mr. Pierson was basically in error. Conelrad is primarily a counter measure against enemy aircraft using broadcasts for navigational purposes, he said. He asserted that this was still a significant factor and bound to become more so with the increasing use of guided missiles.

The FCC official emphasized that the broadcast of civil defense information to the populace was a secondary motive in the establishment of Conelrad. He agreed that there was a warmup period before each cluster of stations began operating together, but he pointed out some stations could move from normal to emergency operations in five minutes.

He admitted that Conelrad messages could not reach out more than 25 miles from the center of the cluster and that under present civil defense evacuation plans, the public would be bereft of over-the-air information after it had dispersed from cities.

Mr. Renton declared that there was no question Conelrad was not perfect but that it was the best we have now.

It was understood that the basic quarrel over Conelrad is between the Air Force and civilian defense officials.

There are about 1,300 commercial radio stations in the nationwide Conelrad plan. They have spent close to $1 million for equipment. A national Conelrad test, it was explained, would cost the broadcasters about $1.5 million in loss in revenues, extra operating expenses, etc.

They're Renewed

THREE of the country's major tv stations had their licenses renewed last week, but the FCC gave their operations a critical going over first. The stations are CBS-owned WBBM-TV, NBC-owned WNBQ (TV), both Chicago, and WTMJ-TV Milwaukee. Ordinarily license renewals are handled routinely by the Commission's Broadcast Bureau. These, however, were sent up for Commission action because, it is understood, their prime evening hours showed 95% commercial. Only Comr. Edward M. Webster dissented from the FCC's action renewing the licenses; he wanted to ask for further information on this, and also regarding what seemed to be a minimum of educational, agricultural and public service programs.

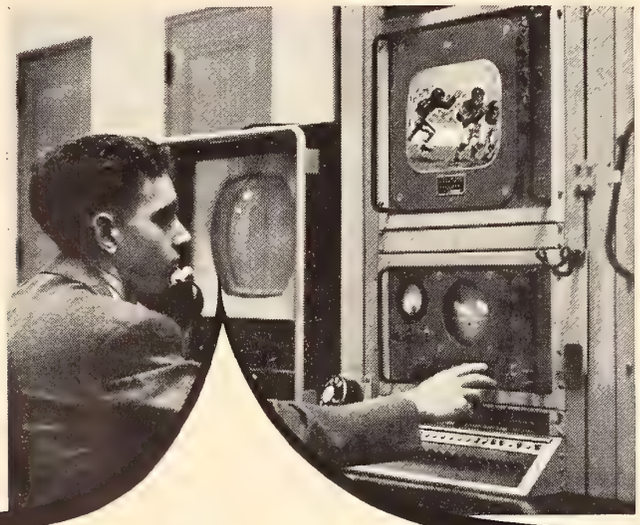
Bartley Urges Cooperation With Civil Defense Program

BROADCASTERS should lead civil defense activities by using their programming know-how but an all-broadcast alert test would cost the industry over a million dollars in a period of civil defense confusion, according to FCC Comr. Robert T. Bartley.

Addressing the NARTB Colorado Springs regional conference Wednesday, Comr. Bartley left the impression that civil defense planning is in a sorry state and good programming for broadcast-Conelrad service simply is not available in many areas.

Despite this civil defense weakness, he urged broadcasters to take the initiative in cooperating with local civil defense groups and Conelrad. "In approximately 35% of the communities having Conelrad stations, there has been little or no program coordination by civil defense groups," he said. Noting this is not a responsibility of broadcasters, he urged them to utilize their programming know-how.

About a million radio transmitters operate



They talk of Pigeons and Glitch

"Pigeons" are not birds to a Bell System technician. They are impulse noises causing spots which seem to fly across the TV picture. And when he talks of "glitch" with a fellow technician, he means a low frequency interference which appears as a narrow horizontal bar moving vertically through the picture.

It is important that our technicians can describe the quality of their signals in terms which mean the same to Bell System technicians in television operating centers along the line.

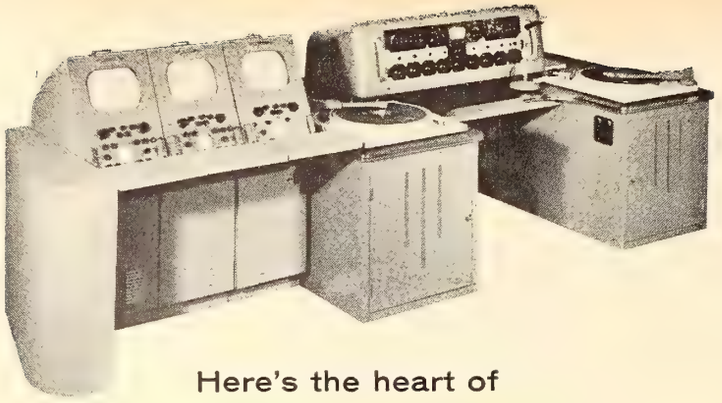
They continually check their monitors and oscilloscopes to guard the quality of the signal as it wings across the nation. If one of them notes any defect in the picture, he may want to compare the signal he is receiving with those received by monitors back along the line. It is important that they talk a uniform language with precise definitions. That way they quickly isolate the point of interference and correct it.

This teamwork along Bell System lines is another item which assures the network that the signals represent the best possible service that Bell System ingenuity can provide.



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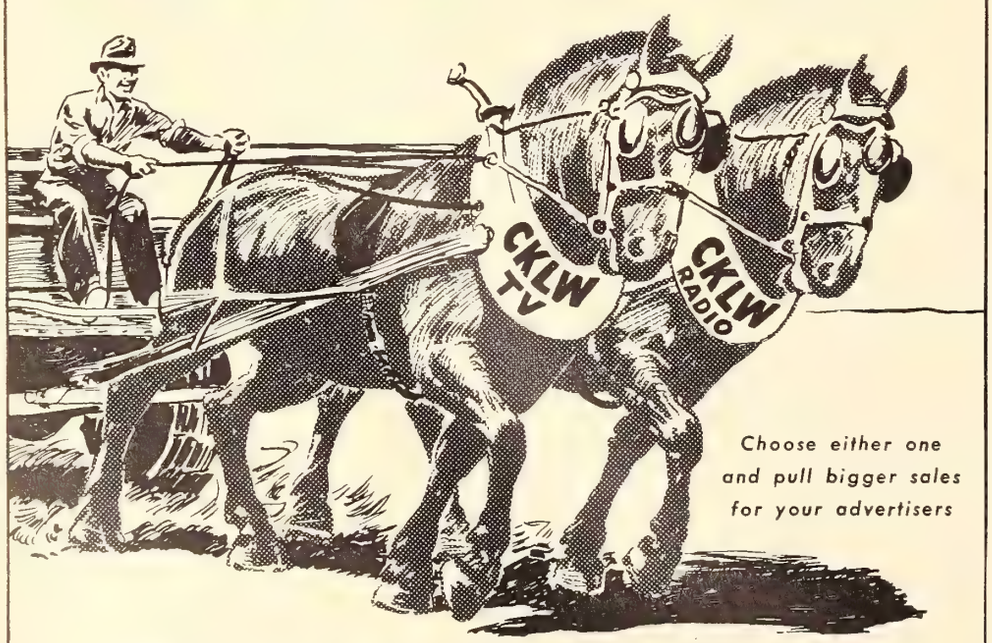
DAGE equipment, thoroughly proved in actual daily operation, is up-to-the-minute in design and application . . . assures low-cost installation, low-cost maintenance. For complete details on DAGE "packaged TV" or on individual DAGE units, write, wire or phone DAGE TV, Michigan City, Indiana, Michigan City 3-3251.

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GET *MORE PULL...* WITH THE MOST POWERFUL TEAM IN THE DETROIT AREA!



Choose either one and pull bigger sales for your advertisers

CKLW-TV penetrates a population grand total area of 5,295,700 in which 85% of all families own TV sets.

CKLW radio covers a 15,000,000 population area in 5 important states. The lowest cost major station buy in the Detroit area.

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325,000 Watts
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CKLW

800 kc. Radio
50,000 Watts
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Guardian Bldg., Detroit

under voluntary or mandatory Conelrad, he said, including 800,000 licensed by the FCC as well as the military and government transmitters. Voicing appreciation for excellent broadcast cooperation in Conelrad, he said, "Conelrad is essential for defense. It is effective in minimizing navigational information. Civil defense broadcasts are necessary. The programming problem, at least for the present, should receive top attention. And the public must be educated as to the utility and the limitations of Conelrad."

An extensive educational campaign would be needed, if broadcasters were to avoid a wasteful alert demonstration next June when another national test of emergency government operation is planned, he said. "Broadcasters are the only people who were ready" for emergency tests, he reminded. Participation in the June maneuver would require approval of FCC, Secretary of Defense and Office of Defense Mobilization.

WNYC Successful in Fight For Use of 5-Kw Transmitter

AFTER almost a two-year battle, New York City-owned WNYC won its fight for FCC permission to use a 5 kw transmitter—to be operated at 1 kw during its regular broadcast hours, and at 5 kw for Conelrad operations.

The municipal station (1 kw limited on 830 kc) sought permission to double up on a new transmitter in January 1954. This required a waiver of a Commission rule which prohibits a station from using a transmitter with power in excess of its authorized radiated power. The FCC denied the request. WNYC went to court, and last May the U. S. Court of Appeals in Washington remanded the case to the FCC on the ground that the Commission cannot deny an application without a hearing—even though the application conflicts with a rule. This decision was similar to the same court's ruling in the multiple ownership case brought by Storer Broadcasting Co. The Supreme Court has accepted review of this latter decision.

Meanwhile, WNYC bought a 5 kw transmitter, but altered it to meet the 1 kw rule. The Commission's action last week authorizes WNYC to restore the transmitter to its 5 kw rating; to be used at 1 kw for regular operations and at full 5 kw power for Conelrad operations.

Five Station Transfers Get Approval of FCC

FIVE SALES, amounting to more than $600,000, were approved by the FCC last Wednesday. The five grants were:

• KRKD-AM-FM Los Angeles, Calif.—to Continental Telecasting Corp., from Radio Broadcasters Inc., for $417,500 [B•T, Oct. 10]. Principals include Frank Oxarart, 20% owner of KVOA-AM-TV Tucson, Ariz., and the Albert Zugsmith Corp., media broker.

• KMYR Denver, Colo. — from KMYR Broadcasting to Dolph-Pettey Broadcasting Co. for $60,000 [B•T, July 18]. Messrs. William B. Dolph and Herbert L. Pettey have varying degrees of interest in WMT-AM-TV Cedar Rapids, Iowa, KJBS San Francisco, KULA-AM-TV Honolulu and KGIL San Fernando, Calif.

• KSTT Davenport, Iowa—transfer of control from Davenport Broadcasting Co. to Quint Cities Broadcasting Co. for $62,800 [B•T, Sept. 26]. Buyers, holding 90% of Quint Cities, are



J. L. Cassingham, President of The Detectron Corporation, tells how

"A $98.50 investment can make your fortune!"

"The great uranium rush is on!

"All you need is a Geiger Counter like this $98.50 Detectron — and some luck.

"Fifty people have already become uranium millionaires. Many hundreds have made substantial fortunes, among them a janitor, an electrician, a plumber's helper, a lawyer, a dentist, a housewife — all amateurs!

"News of even a small strike can run a dealer out of instruments. But we can deliver new instruments overnight by Air Express. And some of those towns are pretty remote. Air Express is not only the fastest air service — it is often the *only* one. No wonder we need Air Express. We would be seriously handicapped without it.

"Yet we *save* money by specifying Air Express! 25 lbs. from North Hollywood to Denver, for instance, costs $8.05. That's $3.15 less than any other complete air service!"

Air Express

GETS THERE FIRST *via U.S. Scheduled Airlines*

CALL AIR EXPRESS . . . *division of* **RAILWAY EXPRESS AGENCY**

25% owners of applicant for a new am outlet in Algona, Iowa.

• WBRN Big Rapids, Mich.—assignment of license from Paul A Brandt to WBRN Inc. for $50,000. WBRN Inc. president and 55% stockholder is D. Spencer Denison, station general manager.

• KHOB Hobbs, N. M.—To Permian Basin Radio Corp. from Lea County Broadcasting Co. for $55,000. Among the buyers are President Charles R. Scott (25.3%), Secretary-Treasurer Quenton K. Crandall (26.4%), Vice President Helen F. Orr (25.3%), all KHOB employes, and Mike A. Barrett (10%), owner of KTFY Brownfield, Tex.

(For details of other transactions last week, see FOR THE RECORD, starting on page 113.)

REPORT CRITICIZES RADIO-TV STATUS

Study under auspices of American Civil Liberties Union suggests Communications Act might be revised to permit more freedom of broadcast media. Also proposed: Study of relative impact of radio, tv and press.

POSSIBLE overhauling of the Communications Act and a study of the relative impact of radio, tv and the press were suggested last week in a six-week study made for the American Civil Liberties Union by Allen Raymond on the subject of suppression of news from the public by federal agencies and branches of the government.

Mr. Raymond, whose 37-year journalism career includes foreign posts with the *New York Times, New York Herald-Tribune* and the *Saturday Evening Post,* released the report Thursday. ACLU's board of directors has authorized "widest possible dissemination."

Meanwhile, the House Government Information Subcommittee opens hearings on the same subject today (Monday), beginning with a discussion-type session featuring 14 persons considered to be experts in the field of freedom of information.

At a Thursday news conference Mr. Raymond said he thought the radio-tv media should be "freed from every possible restraint."

The Raymond report, highly critical of the Eisenhower Administration's government information policies, said that although both GOP and Democratic administrations have "been guilty of censorship at the source of news, against the public interest, invisible government is now worse than at any time in many years."

He pointed to "the rise in recent years of two government-controlled media, radio and television, which themselves are in constant danger of unwarranted dictation, concerning their powers of public discussion, by the FCC." Asking, rhetorically, whether radio-tv should be less free than the press in their commentaries, he stated: "Government power for renewable licensing now restrains them."

Obviously referring to the WICU (TV) Erie, Pa.-Ed Lamb license renewal case at one point, he said that an FCC majority has "sought to take away a television license from a critic of the national administration, on the ground that he once was a member of the Communist Party and had falsely denied it."

He recommended that non-governmental agencies (he suggested a legal group, perhaps sponsored by the American Bar Assn.) study the Communications Act and other acts to determine if they are in tune with the times. He said that, although provisions in the Communications Act were intended to give all political viewpoints equal access to the air, they have failed. ". . . But they still exert a restraint upon broadcasters."

The report seemed to indicate that Mr. Raymond felt there were shortcomings in radio-tv coverage of public meetings and congressional hearings, such as distracting attention from proceedings or causing hearing participants to "act in the movies" before tv cameras. Broadcasters have met these arguments by saying radio-tv coverage now can be made unobtrusive and that tv cameras do not cause such "acting," but only record it.

Mr. Raymond said the use of purchased time on radio and tv by political parties in election campaigns "has a major bearing on the liberties of the American people. . . ."

"There is a power in the theatrical and dramatic use of television to stir the emotion and temporarily to warp the judgment of countless people who could not be so influenced by the printed word," Mr. Raymond said. He expressed fear of what "the power of the Presidency or the power of the purse [ability to buy radio-tv time], or both combined, can do momentarily at critical times to the mind of the American people by televised dramatics."

Mr. Raymond's proposed media study would be entrusted to "such privately endowed colleges and universities as have earned through long years the trust of an informed public."



Functional Music Permits Granted to Nine More Fms

NINE MORE fm stations were granted permission by the FCC last week for functional music operations. This brings to 11 the number of fm's to receive the new subsidiary communications authorizations; the first two received permits last month [B•T, Oct. 17].

Two of the subsidiary communications authorizations issued last week went to stations that will be the first to conduct their services on a multiplex basis. The stations are WFLY (FM) Troy, N. Y., and WJDX-FM Jackson, Miss. Another station, KSON-FM San Diego, is authorized for both simplex and multiplex, but plans to discontinue simplex upon installation of multiplex equipment.

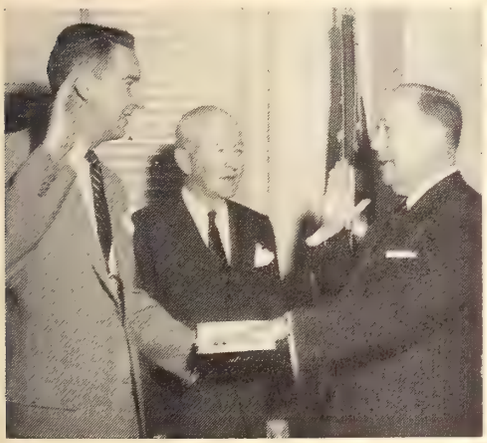
The other six stations will simplex their background music: KITE-FM San Antonio; WPIC-FM Sharon, Pa.; WMMW-FM Meriden, Conn.; KUTE (FM) Glendale, Calif.; KING-FM Seattle, and WLDM (FM) Oak Park, Mich.

Last month the first such authorizations were awarded to WWDC-FM Washington and WPEN-FM Philadelphia.

Jameson Named to Handle ICA Congressional Relations

GUILFORD S. JAMESON, former president of the Federal Communications Bar Assn., was sworn in last week as deputy director of the International Cooperation Administration. He will be in charge of congressional relations.

During congressional consideration of the McFarland amendments to the Communications Act in the 81st Congress, Mr. Jameson appeared as official spokesman for the FCBA. He is author of the law making it a federal offense



BEING SWORN IN as new deputy director for congressional relations of the International Cooperation Administration is Guilford S. Jameson (r), Washington attorney active in broadcast practice. The oath is being administered by C. W. Birely Jr., ICA personnel director (l), as ICA Director John B. Hollister watches.

to intimidate witnesses appearing in any proceeding before a federal department, independent agency or congressional committee.

FCC Asked to Approve $33 Million Lines Project

FCC was asked Tuesday to authorize construction by AT&T's Long Lines Dept. and 19 Bell System associated companies of some $33 million in supplemental communication facilities.

The new construction, according to Long Lines in New York, would provide 2.5 million channel miles of telephone facilities, more than a million miles of telegraph channels and about 5,300 channel miles for radio-tv networks.

The proposed construction would begin next year, with major projects including the building of a coaxial cable between Atlanta and Augusta, Ga., for telephone and tv service; the equipping of existing coaxial cable routes between Augusta and Charlotte, N. C., and between Indianapolis and Louisville, with a system tripling present capacity.

Ten New Radio Outlets Authorized by Commission

FCC last week issued construction permits for 10 new am stations, all with 1 kw or less.

Authorizations were:

• Pell City, Ala.—St. Clair Broadcasting System, 1430 kc, 1 kw daytime only. Among the principals is John H. Haynes, engineer for WMLS Sylacauga, Ala.

• Selma, Ala.—Central Alabama Broadcasting Co., 1570 kc, 1 kw daytime only. Owner Roland Jordan Jr. is former chief engineer of WCRL Oneonta, Ala. The grant carried a condition that program tests not be authorized until WETU Wetumpka, Ala., begins program tests on 1250 kc and that the new station not be licensed until WETU is licensed on 1250 kc.

• Oceanside, Calif.—San Luis Rey Broadcasting Co., 1320 kc, 500 w fulltime. None of the principals have other radio-tv interests.

• Indialantic-Melbourne, Fla.—Melbourne On The Air Inc., 1050 kc, 500 w daytime only. Melbourne President Richard M. Fairbanks is 51% owner of WIBC Indianapolis, Ind.

• Bremen, Ga.—West Georgia Broadcasting Co., 1440 kc, 500 w daytime only. None of the

9,507,200

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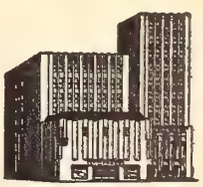
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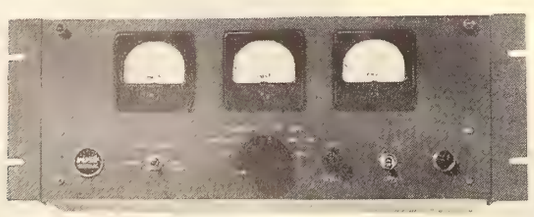
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permittee's principals have other radio-tv interests.

• Boise, Idaho—Radio Boise Inc., 740 kc, 500 w daytime only. Radio Boise President Roger L. Hagadone is general manager of KJRL Pocatello, Idaho, and Vice President Richard K. Mooney is secretary of the Idaho Press Assn.

• Anoka, Minn.—Anoka Broadcasting Co., 1470 kc, 1 kw daytime only. Anoka President John H. Lemme is 75% owner of KLTF Little Falls, Minn., and Vice President Oscar Lemme is 25% owner of KLTF.

• O'Neill, Neb.—Holt County Broadcasting Corp., 1400 kc, 250 w fulltime. Principals are Russell M. Stewart (50%), 33.3% owner of KNEB Scottsbluff, Neb., and 16 2/3% owner of KOLR Sterling, Colo., Robert D. LaRue Sr. (50%), 8.59% owner of KFTM Fort Morgan, Colo., and Les Weber, KNEB salesman.

• Conway, N. H.—WJWG Inc., 1050 kc, 1 kw daytime only. Mr. and Mrs. John W. Guider own the permittee and WMOU-AM-FM Berlin, N. H. Mr. Guider owns 9.7% of WMTW (TV) Poland Spring, Me.

• Waupaca, Wis.—Chain O'Lakes Broadcasting Corp., 1320 kc, 1 kw daytime only. None of the permittee's principals have other radio-tv interests.

TELEPROMPTER ASKS FOR OWN NETWORK

Firm's request that FCC rule on plan for nationwide private network to serve broadcast field clients draws Commission comment that it would be a common carrier.

EXISTENCE of plans for a nationwide, private broadcast industry communications network became known last week when the FCC published its reply to a request by TelePrompTer Corp., New York, for a ruling on its proposal to formulate a private line telegraph service.

The Commission told TelePrompTer that its proposed network would constitute a communication common carrier operation.

In seeking the FCC's position on its proposal, TelePrompTer, which owns and furnishes visual prompting aids for performers and others using television or making public addresses, described its plan as a private, intercity telegraph network—via leased Western Union lines—to be used to service television stations, networks, advertising agencies, program organizations, and other such potential users.

It also proposed to use this network to perform a program rating service, through the linking of a sample number of tv sets in various cities via telephone, and to furnish program material to stations for local live programs, such as news, home economics, educational and public service matter.

It planned to link 500 cities eventually, with 250 initially. The plan called for five major switching centers—New York, Los Angeles, Chicago, Dallas and Atlanta. Cost of leasing lines from Western Union was estimated at $1.2 million yearly.

The cost of this service was to be pro-rated among the users, except that TelePrompTer was to have free use of up to 25% of the time for its own services.

At week's end, TeleprompTer officials were studying the question of whether to go ahead under a common carrier authorization from the FCC. This would mean that it must file charges and have them approved by the FCC, and accept traffic from anyone who might wish to use the network.

Attention Broadcast Men!

35 History-Making Articles on "Scatter Propagation"



Whenever radio seemingly reaches its limit, such as the "line of sight" range of TV, then radio engineers find a way to smash that limit . . . and open up whole new fields.

Now it's "Scatter Propagation"... the way to unlimit "line of sight" broadcasting . . . discovered and perfected by radio engineers.

And now, for the first time, it is fully reported in 35 great articles in the October issue of "Proceedings of the IRE."

All IRE members will devour this issue and treasure it as they have the history-making issues on Color TV, Transistors, Electric Computers, etc. This October number will rank high as a practical service to the whole industry—a great reference text of 380 pages—and someday become a collector's item among radio engineers.

Price to non-members . . . $3.00

1. "Foreword", by K. A. Norton and J. B. Wiesner
2. "Characteristics of Beyond-the-Horizon Radio Transmission", by K. A. Bullington
3. "Radio Transmission at VHF by Scattering in the Lower Ionosphere", by D. K. Bailey, R. Bateman and R. C. Kirby
4. "On the Scattering of Radio Waves by Turbulent Fluctuations of the Atmosphere", by F. Villars and V. F. Weisskopf
5. "Aerodynamic Mechanisms Producing Electronic Density Fluctuations in Turbulent Ionized Layers", by R. M. Gallet
6. "Some Remarks on Scattering from Eddies", by R. A. Silverman
7. "Investigations of Ionospheric Forward-Scatter Propagation at Frequencies Exceeding MUF", by W. G. Abel, J. T. deBettencourt, J. F. Roche and J. H. Chisholm
8. "UHF Long-Range Communication Systems", by G. L. Mellen, W. E. Morrow, A. J. Pote, W. H. Radford and J. B. Weisner
9. "Diversity Reception in UHF Long-Range Communications", by C. L. Mack
10. "Factors Affecting Spacing of Radio Terminals in a UHF Link", by I. H. Gerks
11. "Demonstration of Bandwidth Capabilities of Beyond Horizon Tropospheric Radio Propagation", by W. H. Tidd
12. "Characteristics of Tropospheric Scattered Fields", by L. G. Trolese
13. "Results of Radio Propagation Tests on Beyond-Horizon Paths", by K. Bullington, A. L. Durkee and W. J. Inkster
14. "Investigations of Angular Scattering and Multipath Properties of Tropospheric Propagation of Short Radio Waves Beyond the Horizon", by J. H. Chisholm, P. A. Portmann, J. T. deBettencourt and J. F. Roche
15. "Some Tropospheric Scatter Propagation Measurements Near the Radio Horizon", by H. Janes and P. I. Wells
16. "Rate of Fading in Tropospheric Propagation", by K. A. Norton, H. B. Janes and A. P. Barsis
17. "Probability Distribution of the Amplitude of a Constant Vector plus a Raleigh Distributed Vector", by K. A. Norton, L. E. Vogler, W. V. Mansfield and T. J. Short
18. "Trans-Horizon Microwave Propagation over Hilly Terrain", by H. Kurihara
19. "VHF Tropospheric Overwater Measurements Far Beyond the Radio Horizon", by L. A. Ames, P. Newman and T. F. Rogers
20. "Foreward Scattering of Radio Waves by Anisotropic Turbulence", by H. Staras
21. "Note on Scatter Propagation with a Modified Exponential Correlation Function", by A. D. Wheelon
22. "Propagation of Short Radio Waves in a Normally Stratified Troposphere", by T. J. Carroll and R. M. Ring
23. "Measurements of the Phase of Radio Waves Received Over Transmission Paths with Electrical Lengths Varying as a Result of Atmospheric Turbulence", by J. W. Herbstreit and M. C. Thompson
24. "Phase Difference Variations in 9350 Megacycle Radio Signals Arriving at Spaced Antennas", by A. P. Deam and B. M. Fannin
25. "Survey of Airborne Microwave Refractometer Measurements", by C. M. Crain
26. "Amplitude, Scale and Spectrum of the Refractive Index Inhomogeneities in the First 125 Meters of the Atmosphere", by G. Birnbaum and H. E. Bussey
27. "Some Applications of the Monthly Median Refractivity Gradient in Tropospheric Propagation", by B. R. Bean and F. M. Meaney
28. "Some Fading Characteristics of Regular VHF Ionospheric Propagation", by G. R. Sugar
29. "Line-of-Sight Propagation Phenomena, I. Ray Treatment", by R. B. Muchmore and A. D. Wheelon
30. "Line-of-Sight Propagation Phenomena, II. Scattered Components", by A. D. Wheelon and R. B. Muchmore
31. "Near-Field Corrections to Line-of-Sight Propagation", by A. D. Wheelon
32. "Obstacle Gain Measurements over Pikes Peak at 60 to 1046 Mc", by R. S. Kirby, H. T. Dougherty and P. L. McQuate
33. "The Role of Meteors in Extended-Range VHF Propagation", by O. G. Villard, Jr., E. R. Echleman, L. A. Manning and A. M. Peterson
34. "Certain Mode Solutions of Forward Scattering by Meteor Trails", by G. H. Keitel
35. "The Use of Angular Distance in Estimating the Median Transmission Loss and Fading Range for Propagation through a Turbulent Atmosphere over Irregular Terrain", by K. A. Norton, P. L. Rice and L. E. Vogler

Proceedings of the IRE
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SECOND CUBAN TV CITES INTERFERENCE

Angel Cambo, head of ch. 4 CMUR-TV Havana, backs one colleague's earlier protest of Miami vhf conflicts, asks U. S. city be made all uhf. He denies another Cuban broadcaster's assertion that interference is no real problem.

THE interference problems between Miami and Havana television stations are acute, a second Havana broadcaster said last week.

In a letter to B•T, Angel Cambo, president of ch. 4 CMUR-TV Havana, joined the point of view of Goar Mestre, president of the CMQ-TV Network in Cuba, that ch. 4 WTVJ (TV) Miami is causing serious interference problems in the Cuban capital [B•T, Sept. 5].

One Cuban telecaster has disclaimed the alleged seriousness of the interference between Miami stations and Cuban outlets. That was A. H. Barletta Jr., vice president of ch. 2 CMA-TV Havana [B•T, Sept. 26].

Mr. Cambo, like Mr. Mestre, referred to the recommendation for a mutual allocation agreement, suggested to the FCC by Dr. Antonio Marti of the Cuban communications ministry last year.

An FCC spokesman told B•T last week that nothing had been done about the Cuban complaint regarding interference claims between stations of the two countries. He pointed out that when the FCC made tv integration arrangements with Canada and Mexico before coming out with its 1952 table of allocations it attempted to work out a similar plan with Cuba but was not successful.

Mr. Mestre had suggested that Miami be deintermixed, making it an all-uhf city. This is substantially the position of Storer Broadcasting Co., which has recommended that Miami be made all-uhf, except for WTVJ (TV) there.

It is WTVJ which is interfering with CMUR-TV on the same channel, Mr. Cambo wrote. This interference, he said, occurs "not on rare instances but permanently." CMUR-TV will have to build a higher tower and install a more powerful transmitter, Mr. Cambo said.

Excerpts of Mr. Cambo's letter follow:

"As president of Television Nacional, S. A., owner of Channel 4 (CMUR-TV) and the only Cuban tv station which, up to the present, operates on a similar Miami channel, I wish to emphasize that without any doubt my Havana station has interference problems with Miami, not on rare instances but *permanently,* to such extent that I will be compelled to make new installations, with a higher tower and . . . more powerful transmitting equipment.

"Referring to the statement made by Mr. Barletta that my station has no interference troubles, I only wish to point out that this affirmation is made by my competitor who owns Channel 2 and is not a member of the Cuban Association of Radio and Television Broadcasters. To ascertain if a channel has or has no interference corresponds, I believe, to the owner of the station—in this case the writer —and to the proper authorities, through the usual investigation, but not to a station which is not suffering from interference.

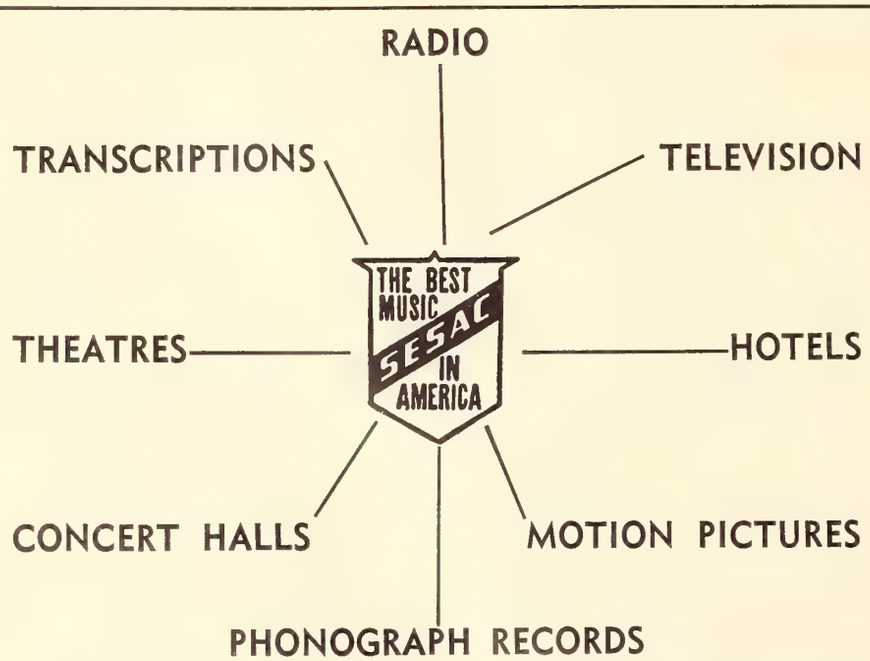
"After reiterating that my tv Havana station is interfered with by Miami's similar tv channel, I wish to point out that it was a long time ago when I first pointed out to the Cuban Association of Radio and Television Broadcasters—of which I am honored in being a member—my fears that if the Miami tv station operating on ch. 4 increased its transmitting power it would interfere with my Havana station, and suggested the convenience for both the U. S. and Cuba to reach a mutual protective agreement. In the early days of television, we had lived with the false impression that those tv interferences were technically impossible, but by that time we had already observed that the propagation was much greater than originally calculated and we began to fear that an increase in power would cause serious interference. Some time after, I was informed that it was possible that conversations on this point would take place between the United States and Cuba, but in fact this never took place.

"The present interference caused to my Havana station led us to consider the urgency of reaching an agreement with the United States for mutual protection. Upon learning that some cities in the United States had been declared uhf zones, where only uhf tv stations could operate and that the FCC was studying the application of this system in the city of Miami, the Cuban Association of Radio and Television Broadcasters thought it was the right moment to suggest to the Ministry of Communications the advisability of taking the matter up with the proper U. S. authorities in an endeavor to find an adequate solution to this matter.

"The Ministry of Communications received our suggestion with an understanding spirit and, in compliance with the proper diplomatic procedure, they sent Dr. Antonio Marti, high official of the Ministry of Communications, to confer with the FCC.

"In this first meeting, Dr. Marti informed the FCC of the tv interference that my Havana station was suffering from Miami and the possibility that in the future new interferences might occur, as the number of Miami tv stations would increase, so that the FCC might study the convenience of deintermixing Miami city. Dr. Marti also suggested to the FCC to check and confirm this interference problem. Needless to say that Dr. Marti also mentioned to the FCC that in case this system would not be applied in Miami, Cuba was more than willing to start negotiations with the United States for mutual protection.

"The fears expressed by Mr. Goar Mestre—who is a member of the Cuban Association of Radio and Television Broadcasters—in his re-



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ferred letter addressed to you, are shared by all Cuban broadcasters who believe that this is the right moment to explore the possible solutions to avoid present and future interferences, in behalf of both U. S. and Cuban television audiences.

"These, believe me, are the real facts. Anything aside from this is making a tempest in a teapot! Far from it being our intention to molest our neighbors, or hurt their interests or ignore the United States, legitimate rights to use vhf channels. The common use of channels is precisely the spirit on which our radio broadcasting system in our North American Region is based and represents a magnificent example of the good relationship that must prevail between neighboring countries."

Approval of Albany Sale Recommended

AN FCC hearing examiner last week affirmed the FCC's approval of the purchase of WROW-AM-TV Albany, N. Y., by Lowell Thomas and associates.

Chief Hearing Examiner James D. Cunningham found that none of the charges made by now defunct WTRI (TV) Albany was valid. He recommended that the grant of the $298,800 transfer be reinstated.

The decision becomes final unless it is protested within 40 days of the date of issuance, Oct. 31.

WTRI, largely owned by Harry C. Wilder, had protested the sale of the WROW stations on the ground that it violated FCC policy proscribing ownership of broadcast properties by network officials and employes, that there was a violation of the antitrust laws because the Thomas group had discussed affiliation with CBS before buying the stations, and that there was concealment because Mr. Thomas was not revealed as the CBS news commentator and associate Frank Smith was not disclosed as Mr. Thomas' business manager in the application [B•T, Oct. 31].

Mr. Cunningham held that Mr. Thomas was not an official or employe of CBS, that the CBS switch in affiliation was based on business judgment, and that no violation of the antitrust laws was apparent. Mr. Cunningham also found that it was doubtful that the Commission was misled because Messrs. Thomas and Smith were not identified.

Both WTRI and WROW-TV are uhf stations. WTRI was the CBS-TV affiliate in the Albany-Schenectady-Troy area until the purchase of WROW-TV by Mr. Thomas' group. It suspended operations after it lost the CBS affiliation.

Super-Power U's Protest 2 Million Watt Experiment

OBJECTIONS to the application of WGBI-TV Scranton, Pa., for permission to experiment with 2 million watt output [B•T, Oct. 24] were scheduled to be filed with the FCC Friday by WBRE-TV and WILK-TV Wilkes-Barre, Pa.

Key to the objections was WGBI-TV's request for permission to experiment with powers up to 2 megawatts during the regular operating day. This violates the maximum power limitation, the Wilkes-Barre stations claim, and the general FCC policy that experimentation be carried on during off hours. Under present FCC rules, uhf stations (all the outlets involved are uhf) may radiate up to 1 million watts. WBRE-TV and WILK-TV already are radiating that power. Authority for WGBI-TV to broadcast with 2 megawatts will put them at a competitive disadvantage, the protesting stations claim.

ALTEC DYNAMIC MICROPHONE—Type 660A 660B



Here's a dynamic microphone of broadcast quality, exceptional ruggedness and dependability. Equipped with a swivel head with 5/8" x 27" stand thread allowing a 90° vertical tilt.

FREQUENCY RESPONSE:	35 to 12,000 cycles
POWER OUTPUT LEVEL:	—57 dbm (10 dynes/cm2)
IMPEDANCE:	660A — 30 ohms 660B — 30, 150, 20,000 ohms
DIMENSIONS:	4" long — 1 11/16" dia.
FINISH:	Silver satin die-cast aluminum
WEIGHT:	660A: 11 oz. 660B: 13 oz.



ALTEC CARDIOID MICROPHONE—Type 670A

Ideal for broadcast or public address, this cardioid microphone with ribbon provides continuously adjustable patterns to permit "tuning out" undesirable noises by shifting the null point.

FREQUENCY RESPONSE:	30 to 15,000 cycles
POWER OUTPUT LEVEL:	—58 dbm (10 dynes/sq. cm.)
IMPEDANCE:	Adjustable 30/50 or 150/250 ohms
DIMENSIONS:	7 1/2" x 3 3/8" x 2 1/2"
FINISH:	Dull gray plastic
WEIGHT:	20 oz.

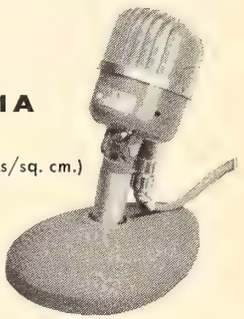
ALTEC "LIPSTIK" MICROPHONE—Type M20



For top performance in miniature size, the Altec "Lipstik" microphone is one of the finest, most versatile ever made. Omnidirectional pickup. Easily concealed on performers on TV sets.

FREQUENCY RESPONSE:	10 to 15,000 cycles
POWER OUTPUT LEVEL:	Varies with impedance
IMPEDANCE:	10,000 ohms higher
DIMENSIONS:	3 1/8" long — 0.6" dia.
FINISH:	Grey enamel and bright steel
WEIGHT:	5 oz.

ALTEC VELOCITY MICROPHONE—Type 671A



This velocity microphone provides a new high in exceptional quality at low cost. High signal to low hum pickup makes it especially valuable in many different situations. Two-stage wind filter is incorporated in the case.

FREQUENCY RESPONSE:	30 to 16,000 cycles
POWER OUTPUT LEVEL:	—56.5 dbm (10 dynes/sq. cm.)
IMPEDANCE:	Adjustable 30/50 or 150/250 ohms
DIMENSIONS:	4 1/2" x 3 3/8" x 2 1/2"
FINISH:	Dull gray plastic
WEIGHT:	14 oz.

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SDX MARKS KDKA AS 'HISTORIC SITE'

National journalistic fraternity commemorates original spot in Pittsburgh where 35 years ago the Harding-Cox election returns were broadcast on the Westinghouse station.

RECOGNITION came to radio as a full-fledged journalistic medium from the nation's largest organization of newsmen in a ceremony last Tuesday marking KDKA Pittsburgh as a "historic site in journalism" on that station's 35th anniversary of regular broadcasting.

In the name of Sigma Delta Chi, representing 25,000 members in all phases of news gathering and dissemination, the Westinghouse station received a bronze plaque which cited KDKA's "historic broadcast" of the Harding-Cox presidential election returns on Nov. 2, 1920. The plaque will be installed at the site of the original KDKA studio in a building of the Westinghouse Electric Corp.'s plant at East Pittsburgh. A replica will be placed in the KDKA studios in the Grant Building in downtown Pittsburgh.

The presentation was made by Charles C. Clayton, executive assistant to the publisher of the *St. Louis Globe-Democrat* and past president of Sigma Delta Chi, to L. R. Rawlins, general manager of KDKA, at a luncheon meeting of the Pittsburgh Advertising Club. At the head table was Mrs. Frank Conrad, widow of the late Westinghouse engineer who was instrumental in launching KDKA and who thus became known as the "father of radio."

Mr. Clayton said the presentation marked the first time SDX had given recognition to radio. He characterized the event as one "whose historic significance probably will be more clearly discerned by future generations."

Describing the event as one which recognizes "the birth of a new and powerful medium of communication," Mr. Clayton pointed out that Sigma Delta Chi is the only organization that can speak for the entire journalism profession. Its membership includes journalism students, those who teach them, the working newspapermen, the editors and publishers and those of allied fields including creative writers and public relations men.

Most significant of all, he said, is the fact that "this ceremony recognizes both the opportunities and the obligations that are inherent in radio as a servant of the basic right of a democracy—the people's right to know."

Radio and television, he added, "are today essential members of the fourth estate. And certainly I am not one of those who is ready to say that television has outgrown its older brother. I am convinced that there is a real place for both in the vital role of serving the people's right to know, just as those of us who work on newspapers and magazines have a part to play in serving this bulwark of democracy. * * *

"There is a phrase, well-known to all who are members of Sigma Delta Chi, which keeps ringing in my ears today. It expresses our obligation to serve the people's basic right to know 'with a vigilance that knows no midnight, and a courage that knows no retreat.' It is in the spirit of those words that I would like to dedicate this plaque."

FCC Comr. Richard A. Mack, in an off-the-cuff address, cited the wisdom and foresight of KDKA's founders, Dr. Conrad and the late H. P. Davis. Mr. Davis' philosophy of station responsibility and operation, enunciated in 1920, would stand today as a guide for all in broadcasting, he asserted.

Mr. Mack paid tribute also to newspapermen and to the press associations for their contributions to broadcast programming. "I think that some day the radio people ought to give an award to the newspaper people," he said.

The founders of KDKA, the Commissioner said, were responsible for the building of the "multi-billion dollar industry" of today. Because broadcasting became a "public necessity" there had to be Federal regulation, he concluded.



SIGMA DELTA CHI bronze plaque, commemorating KDKA's "historic broadcast" of the 1920 election returns, is presented to Westinghouse officials by Charles C. Clayton (2d r), *St. Louis Globe-Democrat* executive and past SDX president. L to r: Chris J. Witting, president of Westinghouse Broadcasting Co.; L. R. Rawlins, KDKA general manager; Mr. Clayton, and D. H. McGannon, Westinghouse Broadcasting Co. vice president.

NEW PROGRAM PLANS OUTLINED BY QRG

DEVELOPMENT of programming plans, including the creation of basic daytime and nighttime formats, was authorized by directors of Quality Radio Group Inc., meeting in Chicago last week after the QRG stockholders' sessions.

The organization re-elected Ward Quaal, vice president of Crosley Broadcasting Corp., president, along with other officers for additional one-year terms.

William B. Ryan, QRG executive vice president, who has concerned himself with development of initial presentations to advertisers and agencies, has been authorized to proceed with a master programming plan involving greater emphasis on shows for teenagers. He will report "at the earliest possible date" to QRG's executive committee, again headed by Frank Schreiber, vice president of WGN Inc., Chicago, and a director of Quality.

Armed with a board approved budget for the fiscal year starting Oct. 1, 1955, Mr. Ryan promised Quality will offer, aside from new program plans, national "unduplicated" coverage and "lowest" competitive time rates.

QRG stockholders expressed renewed confidence in its sales concepts, mapped tentative plans for initial programming aired to member stations and lauded QRG's officers and directors for their efforts in behalf of the organization.

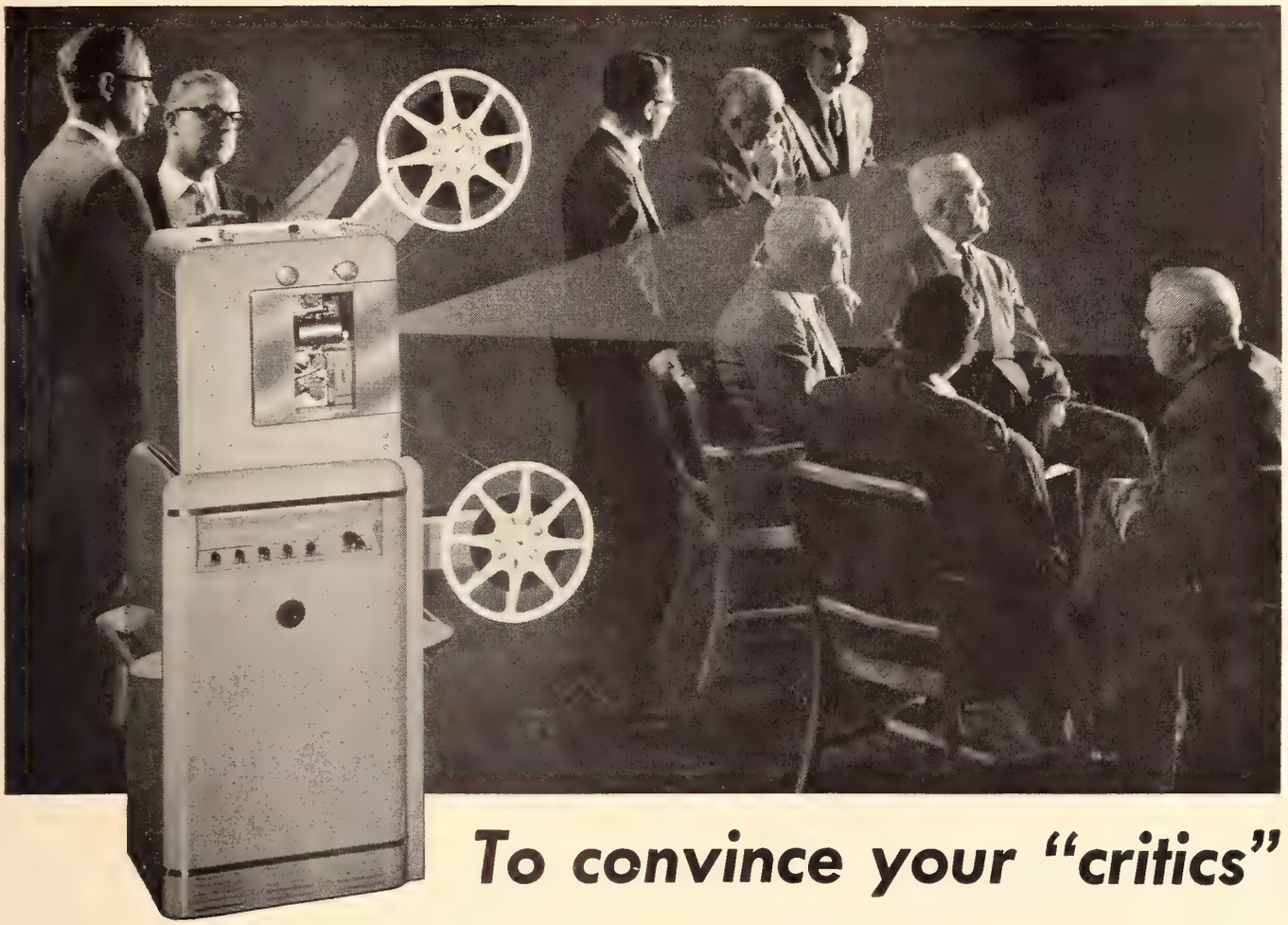
Also re-elected were W. H. Summerville, vice president, WWL New Orleans, as vice president, William D. Wagner, secretary, WHO Des Moines, secretary-treasurer, and Mr. Ryan.

Four new directors were named replacing others not eligible under Quality's bylaws. New directors are: Gordon Gray, vice president, General Teleradio Inc.; John M. Cutler, general manager, WSB Atlanta; Gustav K. Brandborg, assistant general manager, KVOO Tulsa, and Wayne Coy, president and general manager, KOB Albuquerque, N. M.

Retiring as directors are: Frank Fogarty, vice president, WOW Omaha; C. T. Lucy, general manager, WRVA Richmond, Va.; J. Leonard Reinsch, managing director, Cox stations, Atlanta, and Charles H. Crutchfield, executive vice president, WBT Charlotte, N. C.

Mr. Lucy was replaced by Mr. Gray on the Quality executive committee which also includes John H. DeWitt, president, WSM Inc.,

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At audition time, he's likely to become supercritical. But a *perfect presentation* can help you sell him—and that's what you can give with an Eastman 16mm. Projector, Model 25. Here's why . . .

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Sharp pictures and clear sound duplicate the perfection of actual telecasting conditions . . . keep your prospect enthused and help get his signature on the contract. The Model 25 has the *identical* sound, optical, and mechanical components used in the superb Eastman Model 250 Television Projector.

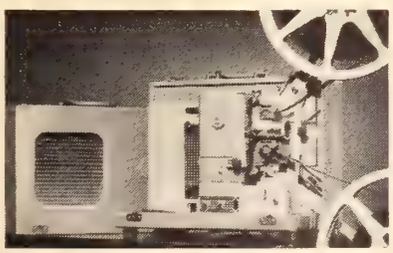
Talk in the same room

The Model 25 runs so quietly that discussion will not be interrupted, and hard-thinking viewers will not be distracted—even when you run the projector in the same room. Precisely synchronized motors and the exceptionally stable oil-sealed film-transporting mechanism make this whisper-quiet performance permanent.

Simple to operate

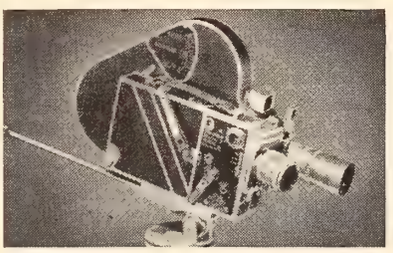
You needn't be a technician or an expert to get perfect projection from the Model 25. Controls are simple and positive-acting. And once you set them . . . forget them!

Complete information about the Model 25 is yours on request. But only a demonstration will show why it passes any audition test. Ask your Kodak Audio-Visual Dealer, or send coupon.



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A Kodascope Pageant Sound Projector is ideal for around-the-town preview work. Your prospective sponsors will appreciate its quiet operation; sharp, brilliant pictures; and clear, comfortable sound. Your salesmen will enjoy its convenient, single-case portability and its easy, dependable operation. And you will like its long, maintenance-free life, thanks to its exclusive *permanent* pre-lubrication. Six models to meet every 16mm. need!



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On-the-spot news events, commercials—any TV movie assignment is easily within the scope of the Cine-Kodak Special II Camera. It handles dissolves, fades, animation, and other special effects without additional equipment and without the need for optical printing. With pre-loaded film chambers, your Cine-Kodak Special II will be ready to go into action and stay in action whenever a big story breaks in your city.

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Nashville; Ralph Evans, executive vice president, WHO Des Moines, and Donald Thornburgh, president of WCAU Philadelphia.

Besides Messrs. DeWitt, Evans, Quaal and Schreiber, other directors of QRG are James M. Gaines, vice president, WOAI San Antonio, and Chris Witting, president, Westinghouse Broadcasting Co.

Quality now claims 23 stockholder member stations.

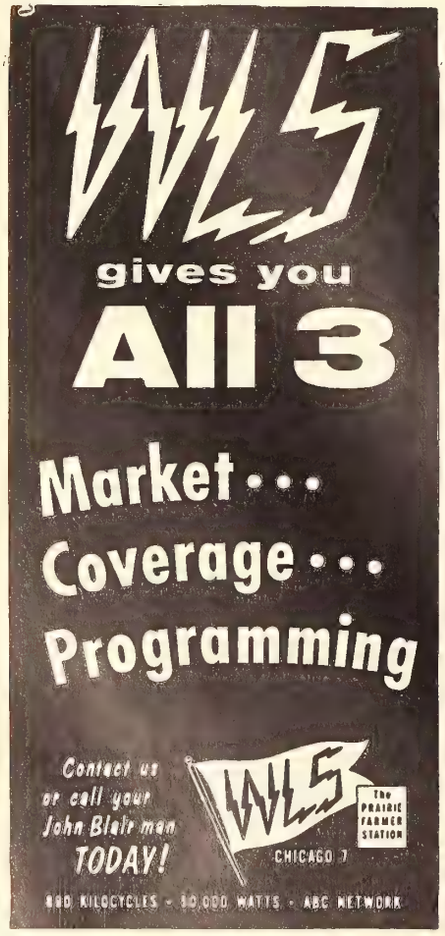
Storer Third-Quarter Report Shows Overall Income Gains

NET INCOME gain of $273,722 for its third quarter earnings after taxes for 1955 over the same period last year, was reported last week by Storer Broadcasting Co. Third quarter net earnings totaled $1,012,360 as against 1954's $738,638. Earnings per share rose from $.29 in 1954 to $.41 this year.

Net earnings after taxes for the nine-month period, ended Sept. 30, 1955, were $2,864,269 compared to $2,355,974 for the 1954 period. Earnings per share—based upon the combined total number of common and "B" common shares currently outstanding—were $1.14 compared to $.92 in 1954.

September net earnings reached an all-time monthly high of $409,439—an increase of 90.5% over September 1954's earnings of $214,913.

Storer stations are: WSPD-AM-FM-TV Toledo; WJBK-AM-TV Detroit; WAGA-AM-TV Atlanta; WBRC-AM-TV Birmingham; KPTV (TV) Portland, Ore.; WJW and WXEL-TV Cleveland; WGBS-AM-FM-TV Miami, and WWVA-AM-FM Wheeling, W. Va.



KMYR Appoints Barry Long Vice President-General Mgr.

FOLLOWING FCC approval last week of the sale of KMYR Denver to Dolph-Pettey Broadcasting Co. (see page 92), the appointment of Barry Long as vice president - general manager was announced by Herbert L. Pettey, president of the company.



MR. LONG

Mr. Long has been sales manager of KOA Denver and WNBC New York as well as local sales manager of KLZ Denver.

KMYR also announced that a new transmitter and studios are being constructed north of Denver looking toward a power increase to 5 kw on 710 kc. The station presently operates on 1340 kc, 250 w.

KTHV (TV) Sets Nov. 20 For Start of Operations

PROGRESS REPORT from KTHV (TV) Little Rock, Ark., says that the ch. 11 station plans to begin commercial operation around Nov. 20 with maximum power of 316 kw. KTHV will be affiliated with CBS-TV.

Pending completion of its new two-story studio building, expected in February, KTHV will operate from its present site, 313 Main St., programming only at night (Mon.-Sat., 5:55-11, Sun. 4-11).

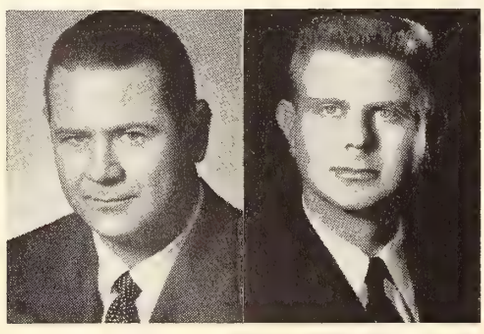
The new tv building, at 8th and Izard Sts., will comprise 27,000 sq. ft. and will house two studios (40 x 50 and 30 x 50 ft.). KTHV will operate from a 1,175 ft. tower atop 1,030-ft. Shinall Mountain, bringing total height to 2,025 ft.

Management lineup is as follows: B. G. Robertson, general manager; W. V. Hutt, commercial manager, and Cecil Bland, program director.

STATION PEOPLE

E. H. Keown named general manager of WQSN Charleston, S. C. (formerly WUSN). Mr. Keown was formerly general manager of WHAN Charleston.

John Devine, acting commercial manager and former promotion manager, KVOO-TV Tulsa, named commercial manager. **Gordon E. Gearhardt,** White Adv. Agency, Tulsa, to KVOO-TV as promotion manager.



MR. DEVINE MR. GEARHARDT

Edward E. Kash, senior producer, Henri, Hurst & McDonald, Chicago, appointed station manager, WEEK Peoria, Ill.

Al Constant, general manager, KBAK-TV Bakersfield, Calif., elected vice president and member of board of directors.

W. C. Blanchette, commercial manager, KFBB Great Falls, Mont., appointed station manager, replacing **LeRoy Stahl,** resigned to do freelance writing. **William E. Spahr,** KFBB staff, named assistant station manager in charge of personnel production and public relations.

Jerry White, WMBR-TV Jacksonville, Fla., sales service department, to program director, WMBR-AM-FM. **Wally Kopec,** film department, replaces Mr. White as tv sales service director. **Dan Hicks** and **Bill Blackburn** to local account executives, WMBR. **Barbara Simpson** and **Beverly Painter** to WMBR-AM-FM-TV promotion staff. **Betty Trammel** to WMBR radio continuity director. **Dottie Johnson** to tv continuity department. **Jamie Lirette** named talent and women's editor, WMBR-TV.



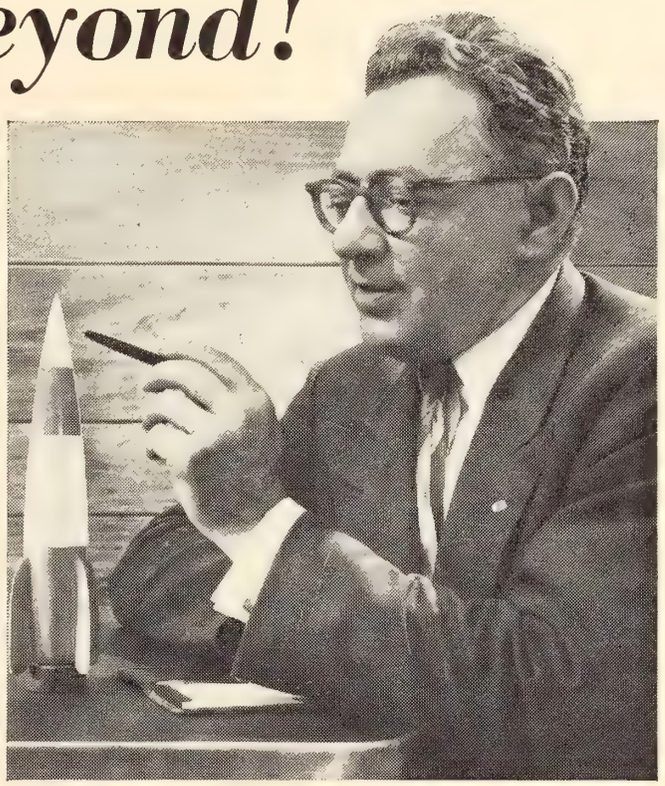
REPRESENTATION agreement with John E. Pearson Co. was signed Wednesday during NARTB Colorado Springs meeting by KRDO-AM-TV Colorado Springs and KCSJ-AM-TV Pueblo, Colo. Harry Hoth (r), KRDO-AM-TV president, signed for that station. Ray J. Williams (l), president of Telerad Inc., management corporation, signed for KCSJ-AM-TV. John E. Pearson (c), president of the representative firm, signed the pact along with James D. Bowden, vice president. The two tv stations currently comprise the Silver Dollar Network, also represented by the Pearson firm. Both tv outlets are NBC-TV affiliates. Agreement becomes effective Dec. 1.

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Willy Ley is one of the first pioneers in rocket research. As early as 1927 he became one of the founders of the German Rocket Society. Now a popular author and lecturer on "rocketry," Willy Ley is also a consultant to the Office of Technical Services of the Department of Commerce and a member of rocket societies all over the world.

During my lecture tours, I visit a great many oil company laboratories. Each time I find oil scientists vitally interested in the fuels of tomorrow. In fact, our discussion automatically seems to turn to fuels for all kinds of rockets—for rocket-propelled aircraft—and finally—for space-going craft!

Rocket fuel research is highly complex—and very expensive. You see, there is no "best" fuel for rockets. Each rocket has special needs. For example, if your rocket is a military missile, it may have to stand ready, fully fueled, for quite some time. That calls for a fuel which can "stand and wait."

But if you have a towering research rocket which carries instruments beyond the stratosphere and pokes its nose into empty space to see how empty it actually is, you need a special fuel combination which can be put into the tanks just before firing.

Furthermore, we want rocket fuels to contain more than just a lot of energy. Like the motorist who wants a fuel without knock—the rocket engineer has lots of special wishes: his fuel must not freeze on cold days in the Arctic—nor can it develop high vapor pressure on a hot day in the tropics.

It must not be too light because lots of fuel weight in the tank is essential. It must be in plentiful supply because a large rocket burns about 300 pounds per second. For the same reason it must not cost too much. And it must be a good heat conductor because fuel is used to cool the rocket motor from outside before it is injected to burn inside. And to make the rocket engineer really happy, the fuel should not need any ignition but burst into flame spontaneously when meeting the liquid supplying the vital oxygen.

You can see that developing "perfect" rocket fuels is a tough assignment. But from what I've seen of oil scientists, they're sure to meet this challenge.

Top automotive engineers will tell you that the moment they come up with an advanced engine design, oilmen always are ready with the proper fuel to power this engine efficiently and economically. And in rocket research, oil scientists have already contributed various jet fuels, ethyl alcohol for research rockets and the hydrazine needed for "ignitionless" rockets.

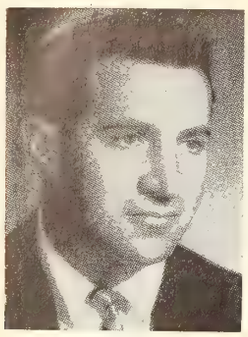
There is a good reason why American oilmen are always ready for tomorrow. It is the intensely competitive nature of the oil industry. No company can stand still even for a second. Each company exerts every effort to stay ahead of rivals by developing new and improved products at *the lowest possible price.* The result is progress—lots of it.

To me this is a perfect example of the way all of us —whether we are rocket engineers or just car owners—benefit from the American competitive business system.

This is one of a series of reports by outstanding Americans who were invited to examine the job being done by the U. S. oil industry. This page is presented for your information by The American Petroleum Institute, 50 West 50th Street, New York 20, N. Y.

STATIONS

Joseph Stamler, WABC-TV New York account executive, last week was appointed sales manager, succeeding **Lawrence L. Wynn,** resigned. Prior to joining WABC-TV in 1952, Mr. Stamler was sales manager of WNDR Syracuse.



MR. STAMLER

Beal Belford, merchandising director, KFWB Hollywood, appointed advertising, publicity and merchandising director for the Hollywood outlet.

Stanford Levy, WRCA-TV studio supervisor, appointed to newly-created post of WRCA-TV sales facilities coordinator. He will relieve tv salesmen of detailed administration and procure advance sales information.

Richard H. Newhouse, Associated Publishers Inc., national newspaper representatives, to sales department of WLIB New York.

Clyde Farnsworth, Scripps-Howard foreign correspondent-feature writer, to WCPO Cincinnati news bureau.

Paul Roscoe, sportscaster, KFEQ St. Joseph, Mo., to sports staff, KSAN-TV San Francisco.

Eleanor Arnett Nash, Baltimore *Evening Sun* columnist, fashion writer and sister of comic poet, Ogden Nash, debuted in new series Nov. 4 on WMAR-TV Baltimore. Her brother appeared on first *Eleanor Nash at Home* show.

Joe H. Baker, promotion manager, KMTV (TV) Omaha, appointed account executive. **Amos Eastridge,** publicity director, succeeds Mr. Baker as promotion manager. **Steve Shepard** appointed KMTV sports director replacing **Dick Charles,** resigned to take position with Omaha automobile firm.

Ernie Myers, chief announcer, KCBQ San Diego, to XETV (TV) Tijuana-San Diego talent staff.

Donald Painter, program production manager, WTAP Parkersburg, W. Va., to KFMB-TV San Diego as director. **Tom Cole,** sales development and promotion assistant, KFMB-AM-TV, named tv director.

AWARDS

Sloan Foundation Releases Report on Grant Recipients

ALFRED P. SLOAN Foundation last week released a report covering 1953-54, listing some 80 institutions as recipents of grants totalling more than $6.5 million, of which about $400,000 was for radio-tv educational projects.

Principal beneficiary of the foundation's appropriation for radio-tv was NBC-TV's *American Inventory* tv program, which is produced by Teleprograms Inc. in cooperation with the network. Other activities supported financially by the foundation during the period were the Alfred P. Sloan Awards for highway safety, presented to radio and tv stations and networks ($25,000); Freedoms Foundation, Valley Forge, Pa. ($31,815); special series of radio transcriptions, produced by Teleprograms and featuring regional economic developments in New England ($10,000).



MINIATURE Liberty Bells were presented to Campbell Soup Co. and Television Programs of America last Thursday by the U. S. Treasury Dept. for the firms' parts in boosting the Savings Bonds program. Lassie, star of the Campbell-sponsored CBS-TV show of the same name, is the key promotional tie-in of the Treasury program, and Campbell and TPA donated a special 20-minute film for showing across the country. The awards were accepted in Washington last Thursday by Rex Budd (l), vice president and director of advertising for Campbell, on behalf of Campbell President William B. Murphy, and Milton A. Gordon, president of TPA.

PROGRAM SERVICES

PAY TV ADVOCATES CLASH ON METHOD TO BE USED

In debate at engineers' meet, Jerrold representative claims its wired system is least fallible, most feasible. Skiatron speakers defend over-the-air broadcasting method, disparage Jerrold plan as easier to 'tap' and more costly.

WOULD pay television be more economically feasible under a system utilizing orthodox over-the-air broadcasting or under one using wire?

While the FCC still is considering the merits of arguments in favor of, and opposed to, toll tv, representatives of the Skiatron Electronics & Television Corp. and the Jerrold Corp. last week opposed each other in a debate, with Skiatron favoring over-the-air broadcasting and Jerrold the wired system. The debate was held at a joint meeting in New York of the Institute of Radio Engineering and the American Electrical Engineers Institute.

The debate was precipitated by a challenge issued last June by Jerrold, which claimed that the systems utilizing coded broadcast could be broken. Companies which propose coded broadcasts, including Skiatron, Zenith Radio Corp. and the International Telemeter Corp., were invited to participate in the debate, but Zenith and Telemeter officials did not attend the meeting. Jerrold also has contended that it is more economical to "pipe" toll tv into the home by wire.

On behalf of Skiatron, Dr. J. H. Laub, director of research, called Jerrold's proposals "a return to the horse-and-buggy era." He said that toll tv, as proposed by Jerrold, does not require FCC approval since it does not use the airwaves, and said Jerrold could have placed its system into operation if it were at all feasible. In more detail, William J. Shanahan, chief engineer of Skiatron, took sharp issue with Jerrold's arguments. He asserted that Jerrold's claim that the Skiatron code could be easily broken was "false and misleading," and further charged that Jerrold's proposals for wired tv were not only more costly than Skiatron's but also the system was easier to "tap."

Turning to Jerrold's proposal for wired toll tv, Mr. Shanahan said that estimates from public utilities companies placed the cost of installing underground cables and equipment needed to wire New York City at $50,000 a city block, in contrast with Jerrold's figure of as little as $100 a city block. At Mr. Shanahan's request, Skiatron showed a film, taken in a community in Pennsylvania, demonstrating the way the wires of Jerrold-equipped community antenna system could be "tapped."

Howard Kirk, vice president in charge of engineering for Jerrold, reiterated the company's stand that each of the codes of Skiatron, Zenith and Telemeter could be broken by a potential "bootlegger." He discussed in detail the ways and means a "bootlegger" could break each of the codes. Mr. Kirk observed that as far back as last June, Jerrold had offered to hold a public demonstration, designed to show that the codes could be broken.

Turning to Jerrold's proposal for a wired pay-tv system, Mr. Kirk explained that it would encompass an extension of the techniques devised for community tv system operations, many of which use Jerrold equipment. He said a detailed analysis of cost figures by Jerrold

L.B. Wilson INCORPORATED WCKY CINCINNATI O.

IN CINCINNATI
There is ONLY ONE station
Which gives you
BOTH!

In Home:
Second in the "In Home" Audience

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First in the "Out of Home" Audience

Ask Us for Facts and Figures

showed that costs are lower for the wired system as high saturation is achieved, with the cost per subscriber about one-half to one-third of the cost for a scrambled broadcast system.

Mr. Kirk disputed the accuracy of the figures presented by Mr. Shanahan on the cost of wiring a New York City block. He said the $50.-000 cost might be for the wiring of a highly-populated area where large apartment houses are located, but that it would cover hundreds of families. He acknowledged that wires could be "tapped" under the Jerrold system but pointed out that a tapped wire is easily located, and service could be stopped to the "illegal" party.

Halpern Says Commercial Tv, Theatre Tv Won't Compete

BECAUSE theatre closed-circuit television has nothing to do with home viewing, it will never assume the proportions of a competitor of commercial radio-tv, according to Nate Halpern, president of Theatre Network Television Inc.

Speaking before a luncheon meeting of the New York Sportscasters Assn. last Wednesday, Mr. Halpern said theatre tv is a "distinct and different type of medium" that so far has been limited to special sports events. "Only a heavyweight championship bout such as the Marciano-Moore fight could have, and did, pull in a record-breaking $1,300,000 gate for a one night stand," he said, "and this once again illustrated the impracticality—from our point of view—of going into regular run-of-the-mill sporting events."

Mr. Halpern declined to comment on TNT's entertainment aspects "because that would take me into the area of pay-as-you-go tv." TNT, he said, is currently expressing interest, however, in telecasting Broadway plays and musicals to theatre audiences. The company last year inaugurated several remote closed-circuit telecasts of the Metropolitan Opera in New York.

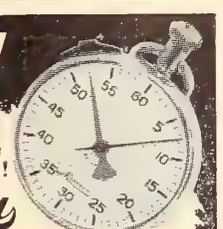
George W. Kopp Dies; ASCAP Central Div. Head

FUNERAL SERVICES were held Oct. 29 in La Grange, Chicago suburb, for George W. Kopp, 40, who had been central division manager of the American Society of Composers, Authors & Publishers (ASCAP) for nearly 10 years. He died from a heart ailment Oct. 26 after five weeks illness.

Mr. Kopp originally joined ASCAP as a field representative in 1938. He served as an Infantry captain during World War II, and was appointed central division manager of ASCAP in January 1946.

Mr. Kopp is survived by his wife, Edna, and two sons, George S. and Robert Jeffery. Burial was last Tuesday in Hackensack, N. J.

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World Bank Recordings Made Available to Radio

WORLD BANK, Washington D. C., an international organization owned by 58 governments, has made seven tape recordings available free to radio stations. Five of the recording are of 4½ minutes duration, while the other two run for 14½ minutes.

The tapes deal with happenings in various countries in which the bank operates. Stations which have signed for the services are WLW Cincinnati, WHAS Louisville, WTMJ Milwaukee, KNX Los Angeles, WBZ Boston, KSD St. Louis and WSUN St. Petersburg, Fla.

Stations may receive tapes by writing Dwight Mallon, World Bank, 1818 H St., N. W., Washington, D. C.

Philey Sees New Trend In Ziv Radio Sales Rise

DESCRIBING the 47% increase in package and group program sales of Frederic W. Ziv Co. transcribed radio shows during the first half of 1955 as "a growing counter trend to the music and news swing of many U. S. radio outlets," a company official declared last week that the audience demand for star-value radio programming is on the upswing.

Ben Philey, Ziv's sales manager, claimed that the public demand for syndicated programming has developed because there is "less network programming of this sort available."

Ziv officials said that much of the sales activity by stations is based on heavy purchases of open-end program packages for vertical block slotting often in prime evening or weekend time.

Among the reported "most popular" radio programs are *Mr. District Attorney, The Eddie Cantor Show, Favorite Story, Cisco Kid* and *I Was a Communist for the FBI.*

Ziv Hosts Foreign Tv Group

FREDERIC W. ZIV Co., Cincinnati, will play host Nov. 12 to approximately 24 tv executives from South and Central America, Africa and Europe. The group, in the U. S. under the auspices of the State Department's special television project [B•T, Aug. 15] in order to observe American television and film production, have been invited by Ziv to look into its $2.5 million world-wide tv operations. Ziv International Div. services 12 foreign countries with specially-dubbed telefilms.

PROGRAM SERVICES PEOPLE

S. McMillan Shepard Jr. appointed to board of directors and named treasurer-comptroller of EMC Recordings Corp., St. Paul, Minn. Also appointed to EMC board were **Frederick Weyerhaeuser** and **Allen D. Shores.**

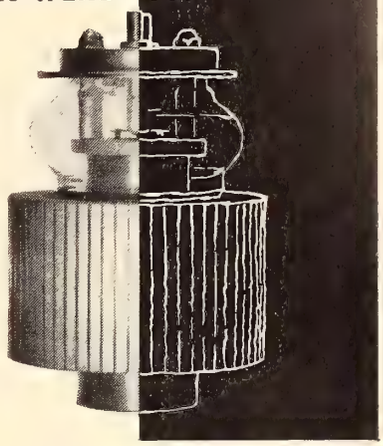
PROGRAM SERVICES SHORTS

Sunset Records, Hollywood, has signed licensee agreement with Wild Bill Hickok merchandising div. of Delira Corp. to introduce first record album of western character. Album, released this month, is musical-narrative titled "On the Santa Fe Trail" with Guy Madison and Andy Devine portraying their respective tv roles of Wild Bill and Jingles.

National Jewish Welfare Board, N. Y., has published working manual on use of tv for Jewish community centers. Booklet, *JCC on Tv—Telling Your Center Story on Television,* is designed to help professional and volunteer workers in centers make best use of facilities available to them locally.

ML-5530

Tops 20,400 Hours In 93.9 Mcs. Service at WLRD-FM



"...as of August 23, 1955 our three kilowatt FM type 5530 tube had 20,468 plate hours. It was still going strong and showing little sign of age..."

Alan H. Rosenson
Chief Engineer, WLRD-FM

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. . . we believe that this distinction has been earned and achieved through the 25 years of continuous, reliable WHBF service in the broadcasting of news, education and entertainment to an appreciative Quad-City community . . . now ¼ million people.

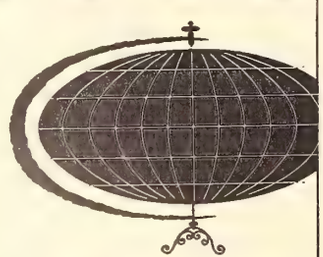
Les Johnson, V.P. and Gen. Mgr.

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TELCO BUILDING, ROCK ISLAND, ILLINOIS
Represented by Avery-Knodel, Inc.

Where do the ears have it?

See Broadcasting Telecasting, November 14



Radio-Tv Set Output Eclipsing '54 Total

THE Radio-Electronics-Television Mfrs. Assn. reported today (Monday) that during the first nine months of 1955 one million more tv receivers were produced than during the similar 1954 period. Radio set production is a full 25% above last year's figures at this time, RETMA said.

Production figures for the first nine months of 1955 follow:

	Television Sets	Home Radio Sets	Radio Portables
Jan.	654,582	280,121	47,303
Feb.	702,514	232,831	109,120
March (5 wks.)	831,156	300,840	233,465
April	583,174	193,431	265,866
May	467,394	161,357	258,701
June (5 wks.)	539,973	181,930	255,833
July	344,295	141,119	79,410
Aug.	647,903	300,513	106,197
Sept. (5 wks.)	939,515	417,802	139,164
TOTAL	5,760,506	2,209,944	1,495,059

	Auto Radios	Clock Radios	Total Radios
Jan.	573,837	166,885	1,068,146
Feb.	597,742	150,031	1,089,724
March (5 wks.)	774,025	173,944	1,482,274
April	567,876	72,602	1,099,775
May	563,369	130,608	1,114,035
June (5 wks.)	584,567	182,605	1,204,935
July	404,443	93,517	718,489
Aug.	403,320	137,604	947,634
Sept. (5 wks.)	511,278	234,106	1,302,350
TOTAL	4,980,457	1,341,902	10,027,362

Owen Moves to CBS-Columbia As V.P. in Charge of Sales

NORMAN C. OWEN, vice president in charge of distribution, Zenith Radio Corp., Chicago, was appointed vice president in charge of sales for CBS-Columbia, New York, tv and radio receiver manufacturing division of CBS Inc.



MR. OWEN

Mr. Owen succeeds Harry Schecter, who resigned and who plans to associate with another firm. Prior to joining Zenith Corp., Mr. Owen was the president and a director of Webster-Chicago Corp.

DuMont Sets New Project

ALLEN B. DUMONT Labs Inc. last week announced plans to enter a program of diversification of instrument production, noting that it is currently marketing a number of general purpose electronic instruments and is engineering a "complete new line" of cathode-ray oscillographs. Named to head the new diversification program were F. William Scharpwinkel, production control manager of DuMont's technical products division, as service manager for the technical sales department, and Rudolph H. Arp, instrument service manager of the company, as manager of sales parts.

DuMont Moves on West Coast

WEST COAST headquarters of Allen B. DuMont Labs Inc. last week moved to larger quarters at 11800 W. Olympic Blvd., Los Angeles. The new location contains 30,000 sq. ft. of research, laboratory and office space and its own private railroad siding. Also housed in the new building is the warehouse and warranty service department.

Johnson, Robb Promoted In GE Sales Department

TWO new sales appointments were made last week in General Electric Co.'s tube department. Merle F. Johnson, administrator of sales for GE's distributor sales department in Schenectady, N. Y., was named to head the Chicago regional distributor sales office, while Louis M. Robb, San Francisco district sales manager, was appointed to succeed Mr. Johnson.

Mr. Johnson has served GE in various accounting and personnel capacities since 1936. In 1949 he was named district sales manager for the tube department in Washington, D. C., returning to Schenectady in 1953 to become sales administrator.

Mr. Robb joined GE in 1946 and in 1950 was named statistician in the tube department's product sales analysis program. In 1951, he was named to the San Francisco post.

Sylvania Reaches New High

SYLVANIA Electric Products Inc. has reported that its net earnings of $9,556,210 for the first nine months of 1955 ended Sept. 30 not only was the highest record for any comparable period in the company's history, but also exceeded 1954's full-year earnings.

Don G. Mitchell, chairman and president, reported a gain of 55% (or $3,389,984) over last year's full-year net earnings of $9,536,181 for the first nine months of 1955, whereas net sales of $216,242,559 for the first nine months were 8% higher than that of last year's comparable period. Third quarter sales of $77,529,210 established a new high for the quarter and were 5% greater than a year ago.

Minn. Mining Sets Record

MINNESOTA Mining & Mfg. Co. (broadcast tapes), St. Paul, has reported the largest quarterly sales volume of its history for the period ended Sept. 30—$71,067,503—and also record-breaking net income and earning figures. Net income before taxes was placed at $17,693,112 and earnings after taxes and dividends at $8,904,112, the company announced Wednesday. Sales volume is 27% ahead of the $55,892,505 recorded for the same three months in 1954.

Gates Sells Gear to WEAV

WEAV Plattsburgh, N. Y., has purchased a Gates transmitter and associated equipment to boost the station's power from 1 to 5 kw. The equipment will be installed in a new transmitter building slated to be completed in four months. WEAV also is building new studios which will be occupied around the first of the year.

SMPTE Sees Electronicam

ALLEN B. DUMONT LABS' electronicam tv-film system was demonstrated Tuesday to more than 400 members of the Atlantic Coast section of the Society of Motion Picture & Television Engineers in New York. Among films viewed by society members was a 30-minute run of Jackie Gleason's *The Honeymooners* which, company officials said, required only 37 minutes of actual filming before a live audience.

MANUFACTURING PEOPLE

George L. Wilcox, executive vice president, Westinghouse Electrical International Co., N. Y., elected president of Canadian Westinghouse Co. Ltd., Hamilton, Ont. He succeeds **Herbert H. Rogge,** who resigned but remains on board of director.

Ernest H. Vogel, marketing manager of General Electric Co.'s electronics division, Syracuse, retired last week after 10 years of service.

Ralph Bloom, district sales manager, Magnecord Inc. (tape recorders), Chicago, promoted to eastern regional sales manager of Magne Music Inc. division.

Charles B. Graham, manufacturer's representative, appointed distribution and promotion manager, hi-fidelity div., Fairchild Recording Equipment Co., succeeding **Robert G. Bach.**

Allen S. Johnson, Webster-Chicago Corp., to Thompson Products Inc. (electronics, aircraft, automotive parts), Cleveland, Ohio, as assistant to manager, electronics division.

Raymond D. Griffiths, field sales manager, Sylvania Electric Products Inc., electronic systems division, Buffalo, N. Y., to National Co., Malden, Mass. (communications, electronics equipment), as director, government contracts department.

Joseph C. Morrison, supervisor, General Electric Co. steam turbine generator department appointed manager of engineering lab and development unit, GE power-tube sub-department.

Arthur B. Shesser, Haydu Bros., N. J., (electronics, glass equipment) subsidiary of Burroughs Corp., named director of sales. **Frank G. Ferdinand** appointed sales manager of cathode ray tube division.

Ellis L. Redden, director of advertising and sales promotion, Magnavox Co., resigned.

W. R. G. Baker, vice president, General Electric Co., with **J. C. Nonnekens** and **Robert M. Estes,** of GE's electronic products division, left U. S. Tuesday for a 23-day flying inspection of electronics plants and facilities in Europe. They are expected to return Nov. 23.

MANUFACTURING SHORTS

Capehart-Farnsworth Co. has completed arrangements with Canadian Westinghouse Co., Hamilton, Ont., for Canadian manufacture and distribution of Capehart line of monchrome and color tv receivers and high-fidelity phonographs. First Canadian-made Capehart products are expected to be on the market in November from Canadian Westinghouse plant at Brantford, Ont.

Raytheon Mfg. Co., Waltham, Mass., reports that its receiving and cathode ray tube operations division has equaled its 1934 safety record when division completed two million man hours without a lost-time injury. Record, begun Nov. 13, 1954, covered both Newton and Quincy, Mass., plants, and was broken Sept. 6, when employe sustained minor injury. Liberty Mutual Insurance Co. safety officials in recognition, will award special plaques to Raytheon plants.

S. O. S. Cinema Supply Corp., N. Y. has brought out all-purpose film developing and reversal processing machine, called Bridgamatic Jr, Type RA, designed to take new pre-hardened emulsions, including Eastman Tri-X reversal. Unit has speed control allowing changes in developing time from 1½ to 12 minutes and



Advertisement

From where I sit
by Joe Marsh

Tie This One For Consideration–

Closed the office early last Saturday to go after pheasants with Pops Foster. I used fewer shells than the old gentleman and took home more birds—but *not* because I did better shooting.

I'd borrowed a dog for the occasion. Pops took along Blue, his ancient pointer. Several times I noticed Pops walk up to a clump of bushes Blue had pointed at and fire into the air—though he hadn't flushed a single bird.

Naturally, I wanted to know why. "Well," he said sheepishly, "I've been hunting with that dog for 11 seasons. His nose isn't much help any more—but I'd rather waste a shell than let him know."

From where I sit, Pops always shows consideration for people, *too. For instance, this is a small thing, but he puts a bottle of beer on ice for me when I visit him—though he never takes anything but coffee himself. Even if he doesn't agree with me on a matter of personal choice (which is his right) he'd rather not make a "point" of letting me know.*

Joe Marsh

Copyright, 1955, United States Brewers Foundation

will process at rate of 1,200 feet per hour. Stations and producers are offered time payment plan with equipment trade-ins. Prices start at $1,095.

Tarc Electronics Inc., Westbury, N. Y., announces "Colorscope" (Reg. T. M.) video signal evaluator for monochrome and color, which combines seven test unit functions in one compact instrument. New unit occupies space 14 x 16 x 24 in. plus power supply and can be set up for dolly carry or rack mounted. Ten signal displays are seen on instrument's face by means of function switch. Unit is priced at less than $5,000.

Allied Radio Corp., Chicago, has opened new hi-fi studio at 2025 W. 95th St., that city bringing number of area outlets to three. New studio features auditioning facilities, engineer advisers and leading brand audio equipment stocks.

Aerovox Corp., Cinema Engineering Co. Division, Burbank, Calif., is producing new magnetic erasing pencil type 8905 as an accessory for film or tape recording. Device erases small areas, syllables or parts of words and operates on 115 volts AC, 60 cycles at 10 w. Dimensions are those of king-size fountain pen with black phenolic material finish. Companion product is 27-pound Cinema Degausser type 9205, tank-type bulk eraser, also for tape and film erasing. Designed for industrial use and long life, Degausser is engineered for complete erasure of program and residual noise.

Technical Appliance Corp., Sherburne, N. Y., has introduced multi-set tv couplers for private homes, apartments, motels or other multi-set installations. New Taco Model 825 couplers, available as two-way and three-way splitting devices, are housed in weatherproof cases for outdoor installation. Company, manufacturers of Taco antennas and accessories, says new couplers are of voltage-splitting type and do not require power line connections.

Sylvania Electric Products Inc., N. Y., will build multi-million dollar plant in Altoona, Pa., for production of tv receiving tubes, according to Sylvania vice president in charge of tube division operation, Matthew D. Burns. Plant will cover approximately 110,000 sq. ft. of space and will be one story high, replacing smaller plant currently used by firm.

Westinghouse Electric Corp., N. Y., last week brought out new series of compact, caster-equipped mobile tv consoles with 21-inch screens, retailing at suggested price range of $219.95 to $279.95. Westinghouse noted models would have "utility and appeal" for hotel, hospital, other commercial uses.

Emerson Radio & Phonograph Corp., N. Y., last week introduced new, three-speed compact portable phonograph weighing 6¼ lbs. and measuring 5¼ x 12¼ in., to retail at suggested price of $24.00 Firm has also brought out its first portable tape recorder, model 900, complete with crystal microphone, power supply cord and two reels, at suggested retail price of $192.

Allen B. DuMont Labs Inc., announces introduction by its television receiver dept. of its second am-fm high-fidelity radio-phonograph combination at suggested retail price of $325.

Bell & Howell Co., Chicago, announces new model 385 Filmosound 16mm sound motion picture projector, which it claims produces four times as much sound volume at low voltage as previous models. B & H also announces addition to series of 16mm model 70 cameras (model 70-DR). New unit features coupled viewfinder and lens turret for greater operating convenience.

Central Canadians Elect Darling

TOM DARLING, manager of CHML Hamilton, Ont., was elected president of the Central Canada Broadcasters Assn. at the organization's annual meeting in London, Ont., Oct. 25. He succeeds Howard C. Caine, manager of CKFH Toronto.

Other officers elected were Al Collins, CKLB Oshawa, Ont., first vice-president; Baxter Ricard, CHNO Sudbury, Ont., second vice-president; Doug Trowell, CFPL London, Ont., secretary, and Fen Job, CJFB Brampton, Ont., as treasurer. Television station representatives elected to the board were Roy Hofstetter, CKWS-TV Kingston, Ont., and Ralph Snelgrove, CKVR-TV Barrie, Ont.

The French-language stations, meeting at Ste. Marguerite, Que., Oct. 16-19, elected David A. Gourd, CKRN Rouyn, Que., president of L'Association Canadienne de la Radio et de la Television de Langue Francaise. Phil Lalonde, CKAC Montreal, was elected vice-president and Maurice Boulianne, CJSO Sorel, Que., was elected secretary-treasurer. Directors elected were Tom Burham, CKRS-TV Jonquiere, Que., Rene Lapointe, CKBL Matane, Que., and Paul Lepage, CKCV Quebec.

U. S. Shows Continue to Top Canadian Popularity Ratings

OCTOBER *Telerating Report* of Elliott-Haynes Ltd., Toronto, shows U. S.-originated programs the most popular on a national rating of four basic Canadian cities; Montreal English-language, Toronto, Winnipeg and Vancouver.

The ten leading shows were *Four Star Playhouse* with rating 57, *Toast of the Town* 56.7, *Studio One* 52.4, *Burns & Allen* 45.6, *Ray Milland* 45.3, *Holiday Ranch* (Canadian) 43.4, *Big Town* 41.6, *Medic* 40.9, *Fireside Theatre* with Jane Wyman 40.1, and *Star Stage* 38.6.

Canada reverted to standard time at the end of September, and American network shows seen from U. S. stations or on Canadian stations on the microwave network were an hour earlier than usual. This resulted, in later hours of the evening, towards greater viewing of dramatic presentations on Canadian stations when U. S. stations aired their 11 p.m. newscasts, at 10 p.m. Canadian time. There was also an increase in viewing and percentage of sets in use increased by 5.2% to 53.4 in Montreal English-language homes, in Toronto by 8.4% to 55.3, in Winnipeg by 4% to 58.8, and in Vancouver by 3.6% to 54.3.

In the Toronto area, where highest concentration of tv receivers is still located, highest rated program from Canadian or U. S. stations was *The $64,000 Question,* with rating of 66.7, followed by *All-Star Hockey* 43.3, *NHL Hockey* 42.1, *I've Got a Secret* 38.2, and *The Millionaire* 36.8.

Opinions on Liquor Ads Sought by Canadian Board

CANADIANS are being asked to state their opinions on beer, wine and liquor advertising by the Ontario Liquor Control Board. William Collings, chairman of the board, has announced that a report on liquor advertising is to be made in December.

The board is gathering thoughts and comments from the public, radio and television stations, newspapers, periodicals, transit organizations, liquor firms and temperance groups. Institutional advertising is now permitted in some provinces by beer and liquor firms in transit services and some publications, but none on radio and television in provinces other than Quebec. No product mention may be made on Quebec radio and tv stations. Canadian magazines published in Quebec province carry product advertising by beer, liquor and wine interests.

The Ontario Liquor Control Board chairman stated that "if there is a better way of regulating liquor advertising, we want to know about it. We are looking to public opinion for guidance."

Two Canadian Firms Merge Into Batten Films Ltd.

A MERGER between two Canadian television and commercial film producing companies at Toronto has resulted in formation of Batten Films Ltd. The merged companies were the motion picture division of Rapid Grip & Batten Ltd., photo-engravers, and Meridian Productions. Headquarters will be in the former Queensway studios of Rapid Grip & Batten Ltd., with Ralph Foster, formerly of Meridian Productions, as manager.

Mr. Foster was at one time chief of films of United Nations, deputy film commissioner of Canada's National Film Board and its representative in Australia.

Julian Roffman, formerly of Meridian, has been named director of productions. He has been with British and United States film companies and Columbia Broadcasting System. Gerald J. Keeley, formerly of Rapid Grip & Batten, has been named sales manager of the merged firm.

S. W. Caldwell Ltd. Expands

S. W. CALDWELL Ltd., Toronto, has bought its fourth building at 400 Jarvis St., Toronto in its expansion to handle all phases of radio tv and equipment service. The new building will house the executive offices, equipment division and TelePrompTer of Canada Ltd., an affiliated company. Two buildings across the street, 447 and 443 Jarvis St., house recording studios, laboratories, sales department, film division, art department, carpentry and paint shops. The affiliated Sponsor Film Service Ltd. is located at 225 Mutual St.

Canada Tv Sales at New High

DURING September 1955 a total of 119,724 tv sets were sold in Canada, bringing the number sold in the first nine months of the year to 464,344, valued at $141,008,360. The September sales marked a new monthly record. Sales in the first nine months of 1954 were 345,327 sets. Geographically most sets this year were sold in the province of Ontario which accounted for 171,322 sets; with Quebec 120,666 sets; the four western Canadian provinces 123,698 sets, and the four Atlantic coast provinces, 48,663 sets.

Politicians on Trans-Canada

POLITICAL broadcasts will be heard on Ontario stations of the Trans-Canada network every Monday evening at 7:45 p.m, with representatives of the three major Ontario political parties sharing the 25 weekly periods. Ten periods have been allotted to the Progressive Conservative party, eight to the Liberal party and seven to the Cooperative Commonwealth Federation (socialist) party. Broadcasts, starting Nov. 14, run through June 4 on 13 Ontario stations.

EDUCATORS URGE PRESERVATION OF FM

National Assn. of Educational Broadcasters adopts resolution to FCC at annual meeting in Chicago. NAEB also wants equal opportunity to participate in any form of toll tv that Commission might adopt.

RESOLUTIONS asking the FCC to preserve the present fm band (88-108 mc) for fm broadcasting and to permit educational broadcasters "the same opportunities to participate" in any form of toll tv authorized by the Commission were adopted by the National Assn. of Educational Broadcasters at the closing sessions of its meeting in Chicago Oct. 26-29.

The Commission also was urged to retain the principle of reserved channels for non-commercial, educational tv stations "in any future allocations plan" and to "give no less favored treatment to education in the future than currently provided." The proposal was designed to counter suggestions that a time limit be placed on use of channels so reserved.

NAEB adopted the toll tv recommendation—but stressed it did not necessarily favor it—after an earlier talk by Dr. Millard C. Faught, economic consultant to Zenith Radio Corp. Holding out the hope to educators that subscription television might provide a source of revenue for exploring tv's potentials more fully, Dr. Faught suggested FCC rules could be changed to allow non-commercial outlets to participate in any form of toll tv that might be authorized. He expressed conviction pay-as-you-see tv would make a major contribution to educational telecasting.

Frank E. Schooley, NAEB president and broadcasting director at the U. of Illinois, told over 300 delegates to the association's 31st annual convention that present radio-tv assignments must be retained for education. He said he felt there should be more educational radio-tv outlets. He also lauded commercial broadcasters for their contributions to education.

Problems also confront educational tv broadcasters but they are paltry compared to the "total problem of educating America today," he asserted. Mr. Schooley also said that educational tv broadcasters should be permitted to participate with commercial television in any future toll tv experimentation.

Several aspects of the medium were dissected at opening day sessions of the convention, held at the Del Prado Hotel Oct. 26-29. Special feature was the showcasing of outstanding kinescopes and tape-recordings supplied by NAEB and the commercial radio-tv networks for the convention's radio and television program festivals.

Opening day talks were delivered by Edward L. Ryerson, president of the Chicago Educational Television Assn., on educational tv in Chicago (progress report on WTTW [TV] that city); by Harold B. McCarty, director of WHA Madison (U. of Wisconsin outlet), on educational radio in Wisconsin, and by Dr. David Dodds Henry, president of the U. of Illinois, on "Televised Education."

Dr. Frances Horwich, supervisor of children's programs at NBC, spoke on her program, *Ding Dong School.*

NAEB Re-elects Officers, Names Convention Sites

ENTIRE slate of 1954-55 officers, including President Frank E. Schooley, broadcasting director of U. of Illinois, was re-elected by the National Assn. of Educational Broadcasters at its 31st annual convention in Chicago Oct. 26-29. Delegates also voted to hold the 1956 and 1957 meetings in Atlanta, Ga., and St. Louis, Mo., respectively.

Re-elected in the closing sessions of the Chicago convention at the Del Prado Hotel were John Dunn, director of the Oklahoma Educational Television Authority, vice president; William Harley, program director for state broadcasting service, WHA-TV Madison, Wis. (U. of Wisconsin), secretary, and Robert J. Coleman, director of WKAR-AM-FM East Lansing (Michigan State U.), treasurer.

Three new regional directors also were named: Arthur F. Weld Jr., program director, WAER Syracuse (Syracuse U.), Region I; Miss Ola Hiller, manager of WFBE Flint (Flint public schools), Region III, and John Schwarzwalder, manager, KUHF-KUHT (TV) Houston (U. of Houston), Region V.

Minderman Reviews Educ. Tv, Predicts 25 Outlets by June

THE COST of one educational tv station is the equivalent of building one 20-room elementary school building, Earl Minderman, National Citizens Committee for Educational Tv, told the Professional Panhellenic Assn. at Pocono Manor, Pa., Friday.

All 258 educational tv stations possible under the reserved channel allocation plan in the FCC's table of allocations could be built at a cost of 77 cents per capita and operated each year for 38 cents per capita, Mr. Minderman said.

He reviewed the educational tv picture, saying there were 18 educational stations now operating and predicted there would be 25 by June of next year.

Episcopal Radio-Tv Meeting

STATEWIDE conference on broadcasting was held under the auspices of the Episcopal Radio & Television Council of New Jersey on Oct. 28 at the Princeton Seminary Radio Center. The conference was attended by Episcopal clergymen and laymen in the state.

Those who spoke at the all-day meeting included Herbert Rice, supervisor of program development for General Teleradio's owned-and-operated stations and formerly vice president of Mutual, on "Parsons, Programs and People"; Charles Hill, director of WJLK Asbury Park, N. J., on "What Radio Stations Expect of the Clergy," and the Rev. Dr. S. Franklin Mack, director of the Broadcasting & Film Commission of the National Council of the Churches of Christ, on "Why Episcopal Clergymen Should Broadcast." Fred Van Deventer, producer and member of the *20 Questions* program panel, served as moderator during a question and answer period.

Spock Film Series Readied

NEW 13-week series dealing with problems of rearing children and featuring nationally-known child authority Dr. Benjamin Spock, has been leased by the Educational Tv & Radio Center, Ann Arbor, Mich. The series, titled *Parents and Dr. Spock* — produced by educational WQED (TV) Pittsburgh—is being made available only to educational tv outlets. Later, the center said, the programs will be made available to commercial stations in non-educational tv areas.

IN DETROIT
You Sell More on CHANNEL 4
WWJ-TV
NBC Television Network
DETROIT
Associate AM-FM Station WWJ
Owned and Operated by THE DETROIT NEWS
National Representative
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CONCERT MUSIC
Typical of BMI "service" is the complete kit of "Concert Music" material used by broadcasters daily . . . scripts and data which help solve many music programming needs.
Included in BMI's *Concert Music Service* are:
CONCERT PIN-UP SHEET—A monthly listing of new recordings, contemporary and standard.
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EDUCATION

Lighting Course Planned

FERD MANNING, CBS-TV lighting technician (*Studio One, Omnibus*) has been named to head the American Theatre Wing's tv production training program. The course, encompassing not only lighting problems but other tv production details, is one of the new eight-week courses initiated by ATW's radio-tv supervisor, Arthur Hanna, for active professionals. Attendance also is open to advertising executives and sponsoring company officials.

Further details may be obtained by contacting Isadora Bennett at 37 West 52d St., New York 19.

EDUCATION PEOPLE

Patricia Smithdeal, production manager-women's director, WJHL-TV Johnson City, Tenn., to Alabama Educational Television Commission as program coordinator. **Madge Law,** Birmingham YWCA public relations department, to commission as public relations coordinator.

EDUCATION SHORTS

Films of *Science in Action,* TPA-produced film series sponsored by Marine National Bank of Milwaukee on WXIX (TV) there have been offered by bank to science teachers of public and parochial schools for classroom use. Station has also presented film recording of season's first Edward R. Murrow *See It Now* show dealing with U. S. vice presidency to Milwaukee Public Library for school and community use.

Educational tv is getting helping hand from WSTV-TV Steubenville, Ohio, with teaching of accredited course by Ohio State U. in station's studios, aided by WSTV-TV personnel. Classes, planned to train educators and leaders, are said to constitute first such course at commercial station in Tri-State area.

WKRC-TV Cincinnati, in cooperation with U. of Cincinnati, this season is offering academic credit college course, titled *UC Telecourse.* Series deals with principles of psychology and is seen Saturdays at 9 a.m.

Educational station KUON-TV Lincoln, Neb., has instituted series of four televised Industry Tv Short Courses for businessmen. Given first or second week of each month, Mon.-Fri., 11:30 a.m., courses deal with "Training New Employees," "Communications," "Work Simplification" and "Statistical Quality Control." They are designed for office and factory viewing.

WGBH-TV Boston, non-commercial educational tv station, originates all live broadcasts on its Tuesday evening schedule directly from Museum of Fine Arts, Boston, only institution of its kind equipped with permanent facilities for live telecasts, it is claimed.

WIAN-FM Indianapolis, new public school station, has started broadcasting classroom programs 9:30 a.m. to 2 p.m. weekdays.

Radio Corp. of America, department of information, N. Y., has published brochure listing RCA scholarships and fellowships. Past recipients and schools are listed as well as administering RCA educational committee.

Educational Television & Radio Center, Ann Arbor, Mich., has issued booklet, "Presenting National Educational Television," outlining history of center's three-year operation. Center has acquired 1,200 programs for release to affiliated stations.

PROGRAMS & PROMOTIONS

WFBM-TV OUTGUESSES EXPERT

MERCHANDISING gimmick for DuPont Co.'s *Frank Leahy and His Football Forecast* on WFBM-TV Indianapolis is the station's "Beat Leahy" contest being conducted by WFBM-TV sports director Tom Carnegie and *Open House* host Ken Linn. At last report Mr. Carnegie was ahead of Mr. Leahy. Mr. Linn was running third.

STAGES KITCHEN CARNIVAL

KGW Portland, Ore., opened its fall promotion guns with an eight-day Kitchen Carnival which brought more than 18,000 listeners to the civic auditorium. Station personalities and officials cooperated with 125 food, appliance and related industries to keep crowds entertained and most scheduled broadcasting originated from the Carnival, day and night. Extra interest was drummed up with a disc jockey contest which drew entrants from stations throughout the state.

WTVJ (TV) SALES CONTEST

SUMMER sales slump was sidestepped in Miami, Fla., by WTVJ (TV) with a contest for account executives. With compilation of July-August-September figures, John S. Allen, vice president-general sales manager, reports a record number of new contracts for those months. Frank Boscia won the Philco refrigerator first prize and Paul Weiss, who joined the staff a month after the contest was underway, came through for second place and a 21-in. television set.

NEWSPAPER SALUTES WHTN-TV

SPECIAL 14-page section of the Huntington, W. Va., *Herald-Advertiser* newspaper Sunday, Oct. 2, saluted the entry of WHTN-TV to that market. The cover showed a ship, blazoned WHTN-TV Channel 13, sailing in on the screen of a giant, full-page tv set. Newspages told the station's story, introduced owners, personnel and programming, and carried congratulatory ads from Huntington businesses.



KABC-TV Hollywood calls its newest sales gimmick "Life of a Salesman." Implementing his pitch for morning and afternoon shows with a GE portable set is Donald Quinn, assistant general sales manager.

WHAS-TV STARS FAMILY DOCTOR

WHAS-TV Louisville this month completed a public affairs series designed to help viewers to a better understanding of the family doctor. Titled *Rx: M.D.* and produced in cooperation with the Jefferson County Medical Society, the show starred Dr. Richard Slucher, president-elect of the Kentucky Medical Assn., guest physicians and Ed Mills, WHAS-TV staff announcer. The series dealt with children, adults, geriatrics and sickroom treatment.

KHJ JOINS 'TO MARKET' PLAN

KHJ Hollywood has joined "To Market! To Market!" super-market merchandising plan, which guarantees store display to sponsors' products in station-contracted space. The Hollywood station is sixth "To Market" subscriber, following the footsteps of Arizona stations KTUC Tucson, KOY Phoenix, and KYMA Yuma, and California outlets KGB San Diego and KFXM San Bernardino.

PROMISES NO PET PEEVES

WITH local stations becoming more and more music-minded, WMGM New York is launching a *Negative Request* program—one that promises listeners that it "won't play the records you don't want to hear." The audience is asked to submit postcards listing their "five most detested records." Upon receipt, the thumbs-down choices are duly noted by the station's d.j.'s who make every possible effort to avoid playing them during *Negative Request.*

WNYC ELECTION COOPERATION

NEW YORK owned WNYC is making preparations for extensive coverage of election night news tomorrow (Tues.) when regular programming will be cancelled at 7 p.m. for concentration on poll developments. The station has made arrangements to feed its election results to other radio and tv stations in the New York area.

STATION MAGNIFIES MESSAGE

CKVL Verdun, Que., has distributed small shaving mirrors to advertisers and agencies, with the non-magnifying side of the mirror carrying a label reading, "portrait of a smart time-buyer" and the reverse side of the mirror reads, "magnify your sales with CKVL."

PEACH PROMOTION PULLS

WOWO FT. WAYNE, Ind., in promotion pamphlet points out "everything's peachy at WOWO." The Westinghouse station reported that on Aug. 14, ten days before Michigan Peach Day, it invited all its listeners to send in their names and addresses for eligibilities to win a bushel of Michigan peaches. Cards came in from 33 states, the District of Columbia, and Canada, numbering 17,295. Says the pamphlet: "Moral—you, too, can get a peach of a pull with WOWO!"

'CHICAGO CALLING' ON WMAQ

"MOBILITY" and "flexibility" are the twin keystones of a new early-morning radio service launched by NBC o&o WMAQ Chicago today (Monday) along the lines of the parent network's weekend *Monitor.* The program, titled *Chicago Calling* and scheduled Mon.-Fri. from 5:30-8:45 a.m. CST, features recorded music, time and weather reports, sports, market reports, news and direct special events coverage provided by the station's mobile unit and "beeper" phone interviews.



FILM PRESENTATION was held in Chicago's Sheraton Hotel by KLAC Los Angeles for advertisers and agency account executives and timebuyers, with Adam J. Young Jr., representative firm, as host. At the gathering (l to r): Harry Pick, Dancer-Fitzgerald-Sample; John Cole, McCann-Erickson; Felix Adams, KLAC commercial manager; Harry Goldsmith, Russel M. Seeds Co.; Merle Myers, Russel M. Seeds Co., and Harvey Mann, H. W. Kastor & Sons Adv.

DODGE CONTEST PLUGS SAFETY

DODGE Div. of Chrysler Corp. has inaugurated a "Make America Safety Conscious" contest in which four motorists will be given a new car every year for a lifetime for submitting the best 10-word safety slogans. Designed to support the National Safety Council's accident prevention program, the contest will be spotlighted on Dodge's *Lawrence Welk Show* starting Nov. 12 for four weeks.

KGVO PLEASED WITH CONTEST

CANARY-NAMING contest by KGVO Missoula, Mont., drew an obvious winner and awarded an obvious prize. Mrs. Myrtle Starks of Milltown, Mont., named the two KGVO birds "Kagy" and "Veeeo." Her prize? The birds.

WHITING TO BE ON 'OPRY'

GRAND OLE OPRY cast will feature singer Margaret Whiting as guest Nov. 12 for the show's second ABC-TV installment this season. In the show audience will be 1,000 delegates to the WSM Nashville National Disc Jockey Festival.

ARMAS HEARD BACK HOME

WRUL New York, which beams Spanish language broadcasts to Latin America each night, last Wednesday aired the address of President Castillo Armas of Guatemala before the National Press Club luncheon in Washington, D. C., to his countrymen. WRUL programs are well known to Guatemalan listeners. Last year, after the communist uprising in that country had been subdued, the station received a special citation from the Armas government for its "constant and regular supply of truthful and factual information . . ."

BOOK TITLE INSPIRES NBC-TV

NBC-TV sent out 3,000 dummy bookjackets to its client and agency contacts featuring a silhouetted "Girl in the Gray Flannel Suit." Gimmick: to guess her identity. Answer: Lee Ann Meriweather, Miss America of 1955 and newest member of the *Today* show permanent cast. The jacket was a take-off on Sloan Wilson's current best-seller, *The Man in the Gray Flannel Suit.*

ZIV MAKES SERVICE TIE-IN

IN A SALUTE to the second annual Safe Driving Day on Dec. 1, an episode of Ziv Television's *Highway Patrol* series specifically keyed to traffic safety will be carried during the week of Dec. 1 in the 23 eastern markets in which Ballantine Beer sponsors the series. A Ziv spokesman said that other clients and stations carrying *Highway Patrol* are expected to make similar tie-ups to the national event, which is sponsored by President Eisenhower's Committee for Traffic Safety, in cooperation with more than 200 safety organizations.

SENDS FAX PARTY INVITATIONS

INVITATIONS to the preview party of its *Joe Graydon Show,* sent by KFMB-TV San Diego to agencies and advertisers, carried a special news appeal. Pictures of Mr. Graydon, turned out by United Press facsimile and bearing an invitation cutline, were delivered by hand to prospective guests.

LISTENERS LIKE NEW SCHEDULE

NORFOLK, Va., listeners are writing cards and letters by the hundreds to WLOW there, backing the station's new 24-hour block programming schedule, the station reports. The program shuffle represents the first major change since WLOW went on the air in 1947.

THE SMART BUY IN MILWAUKEE



REGIONAL COVERAGE AT LOCAL RATES

WFOX 860 KC

Adam J. Young Jr., Inc., Nat'l Reps.

AM WEVD FM

4 Reasons Why

The foremost national and local advertisers use WEVD year after year to reach the vast

Jewish Market of Metropolitan New York

1. Top adult programming
2. Strong audience impact
3. Inherent listener loyalty
4. Potential buying power

Send for a copy of "WHO'S WHO ON WEVD"

Henry Greenfield, Managing Director

WEVD 117-119 West 46th St., New York 19

5,000 WATTS Day and Night

WESTERN MICHIGAN'S WKNK MUSKEGON, MICHIGAN

LOW RATES

ASK HIL F. BEST

KCOH HOUSTON

KNOK FT. WORTH-DALLAS formerly KWBC

WMRY NEW ORLEANS

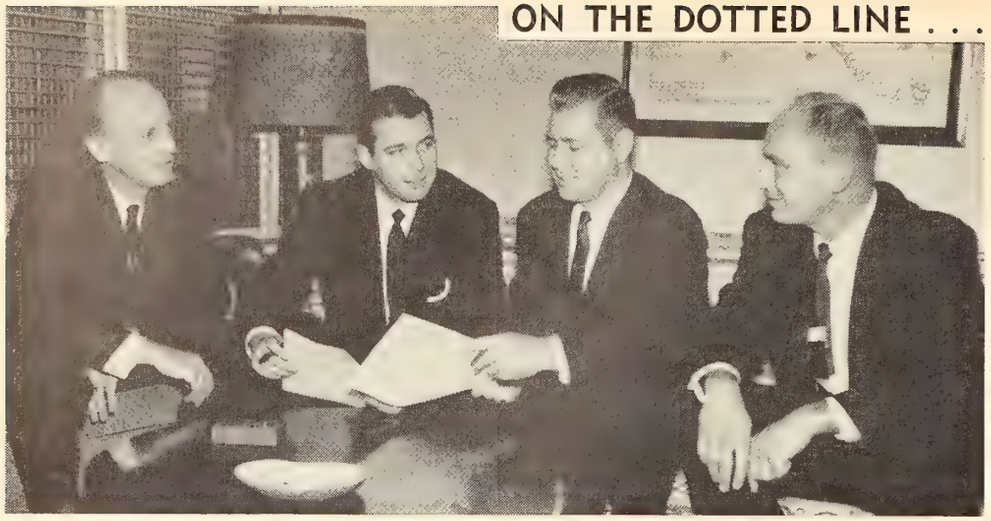
1 order delivers the Negro Population of the South's 3 Largest Markets ...cuts cost, too!

negro radio South

Gill-Perna, Inc., Nat'l Representatives

Lee F. O'Connell, West Coast

ON THE DOTTED LINE . . .



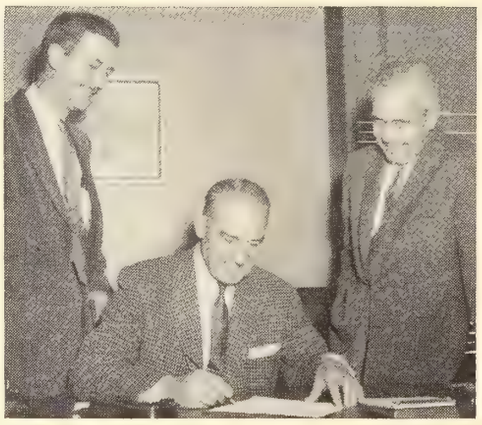
DISCUSSING the contract giving KNX Hollywood and Columbia Pacific Radio Network exclusive play-by-play rights to the Little Rose Bowl game for five years are (l to r): Maurice Webster and Bert S. West, both of KNX-CPRN; Vincent Heublein, president of Pasadena Junior Chamber of Commerce, and Don Judson, chairman of the Junior Rose Bowl Committee. This is the second five-year agreement between KNX-CPRN and the bowl, to be played Dec. 10 this year.



DICK ARNOLD of Boulevard Motor Sales Co., Baltimore, signs for three daily newscasts for 26 weeks on WFBR that city. Witnessing the contract signing are (l to r) Kenneth G. Miller, WFBR account executive; Frank Smith, Harry J. Patz agency, and Dudley Tichenor, WFBR sales director.



CONTRACT for increased radio-tv budget to kick off a new jingle for Rose Exterminator Co., San Francisco, is negotiated by Jack Kuehne, general manager of the company; Claes Wyckoff, head of Wyckoff & Assoc. advertising agency, producer of the jingle, and Wayne Anderson, account executive, KGO-AM-TV San Francisco. The Rose Co.'s radio-tv budget for this year is more than double what it spent in broadcasting in 1954. The company is conducting a jingle spot campaign in the San Francisco area using KFRC, KCBS, KRON-TV, KGO-AM-TV and KSFO, all San Francisco, and KROW Oakland.



After a period of sponsoring tv only, Valley National Bank of Phoenix has signed a one-year contract calling for six five-minute and two quarter-hour Sunday newscasts on KOY Phoenix. Completing the arrangements are (l to r): Paul Gribben, KOY commentator; Carl Bimson, Valley president, and John Hogg, KOY manager.



SPONSORSHIP of the films of 10 Notre Dame football games over WFIL-TV Philadelphia is taken by M. A. Bruder & Sons, for its M. A. B. paints and Rich-Lux finishes. L to r: Thomas A. Bruder, president of the paint company; Sherman D. Gregory, WFIL-TV sales manager, and W. Wallace Orr, president, W. Wallace Orr Agency, which handles M. A. Bruder & Sons.

HOME FEDERAL Savings & Loan Association of Tulsa has signed a 52-week contract for sponsorship of KOTV (TV)'s *The Weather Report* with the Krick Meteorological Consultants of Denver furnishing weather information. The twice weekly program over ch. 6 features a seven-day advance forecast. L. to r: seated, James C. Richdale, KOTV commercial manager; Phyllis Edmonds, vice president, Home Federal Savings & Loan; Dr. Irving P. Krick, head of Krick Meteorological Consultants; standing, Bob Thomas, KOTV's weatherman, Jack Hauser, station account executive, and Robert Freeland, KOTV promotion manager. ➤



Station Authorizations, Applications

(As Compiled by B • T)

October 27 through November 2

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

Cp—construction permit. DA—directional antenna. ERP—effective radiated power. vhf—very high frequency, uhf— ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw kilowatts. w—watts, mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization. STA—special temporary authorization.

FCC Commercial Station Authorizations
As of September 30, 1955 *

	Am	Fm	Tv
Licensed (all on air)	2,757	521	144
Cps on air	14	17	†329
Cps not on air	113	17	108
Total on air	2,771	538	473
Total authorized	2,884	555	581
Applications in hearing	150	2	169
New station requests	219	7	28
New station bids in hearing	95	0	112
Facilities change requests	143	6	38
Total applications pending	727	131	256
Licenses deleted in Sept.	0	5	0
Cps deleted in Sept.	2	0	3

*** Does not include noncommercial educational fm and tv stations.**

† Authorized to operate commercially, but station may not yet be on air.

Am and Fm Summary Through Nov. 2

	On Air	Licensed	Cps	Appls. Pending	In Hearing
Am	2,774	2,769	175	268	154
Fm	540	255	41	17	3

Tv Summary Through Nov. 2

Television Station Grants and Applications Since April 14, 1952

Grants since July 11, 1952:

	Vhf	Uhf	Total
Commercial	293	315	608[1]
Noncom. Educational	17	17	34[2]

Total Operating Stations in U. S.:

	Vhf	Uhf	Total
Commercial on air	332	102	434
Noncom. Educ. on air	13	4	17

Applications filed since April 14, 1952:

	New	Amend.	Vhf	Uhf	Total
Commercial	962	337	759	539	1,299[3]
Noncom. Educ.	59		32	27	59[4]
Total	1,022	337	791	567	1,359[5]

[1] 153 Cps (30 vhf, 123 uhf) have been deleted.
[2] One educational uhf has been deleted.
[3] One applicant did not specify channel.
[4] Includes 34 already granted.
[5] Includes 642 already granted.

FCC ANNOUNCEMENTS

New Tv Stations . . .

ACTIONS BY FCC

Youngstown, Ohio—Community Telecasting Co. granted uhf ch. 73 (824-830 mc); ERP 16.6 kw vis., 10 kw aur.; ant. height above average terrain 320 ft., above ground 335 ft. Estimated construction cost $72,500, first year operating cost $100,000, revenue $100,000. Post office address P. O. Box 150, Farrell, Pa. Studio location Youngstown. Trans. location Poland Rd., near Youngstown. Geographic coordinates 41° 02′ 57″ N. Lat., 80° 36′ 58″ W. Long. Trans. Continental, ant. Gabriel. Legal counsel Carl L. Shipley, Washington, D. C. Consulting engineer applicant. Principals are: **Sanford A. Schafitz** (50%), sole owner **WFAR Farrell, Pa.**, and applicant for new am in Lorain, Ohio, and **Guy W. Gully** (50%), director, First Natl. Bank of Greenville, Pa., and partner S. J. Gully Bank, Farrell. Granted Nov. 2.

Juneau, Alaska—Alaska Bcstg. System Inc. granted vhf ch. 8 (180-186 mc); ERP 263 w vis., 132 w aur.; ant. height above average terrain minus 960 ft., above ground 263.5 ft. Estimated construction cost $50,750, first year operating cost $45,000, first year revenue $50,000. Post office address P. O. Box 1040, Anchorage. Studio and trans. location A. J. Rock Dump, Juneau. Geographic coordinates 58° 17′ 21.8″ N. Lat., 134° 23′ 38.3″ W. Long. Trans. and ant. Adler Communications Labs. Legal counsel Philip M. Baker, Washington. Consulting engineer A. D. Ring & Assoc., Washington. Permittee is owned by **William J. Wagner** who also owns **KINY Juneau, KFQD Anchorage, KFRB Fairbanks, KIBH Seward, KTKN Ketchikan** and **KIFW Sitka**, all Alaska. He has interests in **KTVA (TV) Anchorage** and **KTVF (TV) Fairbanks**. Granted Nov. 2.

APPLICATION

Ponce, Puerto Rico—American Colonial Bcstg. Corp., vhf ch. 9 (186-192 mc); ERP 826 w vis., 413 w aur.; ant. height above average terrain 2,524 ft., above ground 237 ft. Estimated construction cost $18,937, first year operating cost $45,000, revenue $90,000. Post Office address P. O. Box 4189, San Juan, Puerto Rico. Studio and trans. location, Ponce. Geographic coordinates 18° 09′ 19″ N. Lat., 66° 33′ 22″ W. Long. Trans., Adler; ant., RCA. Legal counsel, Frank Stollenwerck, Washington. Consulting engineer, Kear & Kennedy, Washington. Applicant is owner **WKVM San Juan** and is applicant for new tv station at San Juan. Filed Oct. 28.

APPLICATION AMENDED

Boise, Idaho—Magic Valley Television amends its application for new tv to furnish additional financial and program data. Filed Nov. 1.

Ironwood, Mich—Upper Michigan-Wisconsin Bcstg. Co. amends application for new tv to operate on ch. 12 to specify construction cost as $78,494.80; ERP of 785 w vis., 393 w aur.; ant. 540 ft. above average terrain and 293 ft. above ground; trans. Gates and ant. GE. Amended Oct. 28.

PETITIONS

Brunswick, Ga.—WGBR Jesup, Ga., petitions FCC to amend Sec. 3.606 so as to allocate ch. 8 to Brunswick, Ga. Filed Oct. 28.

Lubbock, Tex.—Texas Technological College petitions FCC to amend Sec. 3.606 so as to change ch. 5 in Lubbock from commercial to educational channel. Filed Oct. 28.

Existing Tv Stations . . .

ACTIONS BY FCC

WSPD-TV Toledo, Ohio—Granted mod. of cp to change trans. site to point about nine miles southeast of Toledo, increase ant. from 510 ft. to 970 ft. and make ant. and equipment changes. Granted Nov. 2.

WTSK-TV Knoxville, Tenn.—Granted request to change call letters to **WTVK (TV)**; denied objection of **WIVK Knoxville**, since FCC sees no likelihood of confusion. Granted Nov. 2.

APPLICATIONS

KOOL-TV Phoenix, Ariz.—Files amendment to change ERP to 303.4 kw vis., 151.71 kw aur., and make equipment changes. Filed Oct. 28.

WOSU-TV Columbus, Ga.—Seeks mod. of cp to change ERP to 215 kw vis., 129 kw aur. and make equipment changes. Filed Nov. 1.

WTVH (TV) Peoria, Ill.—Seeks mod. of cp to change ERP to 171 kw vis., 92.3 kw aur. and make

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ant. change. Ant. height above average terrain 1,010 ft. Filed Oct. 28.

WINT (TV) Waterloo, Ind.—Seeks mod. of cp to change ERP to 442 kw vis., 242 kw aur., install DA system, make other equipment changes and specify trans. location as Cemetery Rd., 2.5 miles southeast of Auburn, Ind. Filed Oct. 28.

WGBI-TV Scranton, Pa.—Seeks mod. of cp to change ERP to 800 kw vis., 400 kw aur. and make ant. changes. Ant. height above average terrain 1,334 ft. Filed Oct. 28.

KHAD-TV Laredo, Tex.—Seeks mod. of cp to change trans. location to Hamilton Hotel, Salinas Ave. and Houston St., Laredo, Tex., change ERP to 2.27 kw vis., 1.15 kw aur. and make equipment changes. Filed Oct. 28.

KMID-TV Midland, Tex.—Seeks cp to change ERP to 100 kw vis., 50 kw aur. and make minor equipment changes. Filed Oct. 28.

WEAU-TV Eau Claire, Wis.—Seeks cp to change ERP to 145.6 kw vis., 72.81 kw aur. Filed Oct. 28.

PETITION

WGOV-TV Valdosta, Ga.—Petitions FCC to amend Sec. 3.606 so as to add ch. 8 to Valdosta. Filed Oct. 28.

New Am Stations . . .

ACTIONS BY FCC

Selmer, Tenn.—Shiloh Bcstg. Co.'s application for cp to operate on 1010 kc, 500 w D dismissed at request of applicant. Dismissed Nov. 2.

Warrenton, Va.—Connie B. Gay's application for cp to operate on 1250 kc, 1 kw D dismissed at request of applicant. Dismissed Nov. 2.

APPLICATIONS

Phoenix, Ariz.—Q Bcstg. Co., 740 kc, 1 kw D. Post office address P. O. Box 5282, Phoenix. Estimated construction cost $23,629, first year operating cost $25,344, revenue $45,147. Principals are: Pres. **Frank S. Barc Jr.** (50.2%), former station manager **KRUX Glendale, Ariz.**; Vice Pres. **Frank S. Barc Sr.** (8.3%), retired newspaperman, Treas. **Stanley Worlund** (8.3%), former salesman **KRUX**, Sec. **Katherine Boos** (16.6%), office manager, and Asst. Sec. **Carmon Myrick** (16.6%), electrical contractor. Filed Nov. 1.

Scottsdale, Ariz.—Arizona Aircasters Inc., 1490 kc, 250 w unl. Post office address P. O. Box 182, Scottsdale. Estimated construction cost $48,319.52, first year operating cost $64,767, revenue $83,624. Principals include Pres. **Richard B. Gilbert** (66.36%), disc jockey on **KTYL Mesa, Ariz.**, Vice Pres. **D. D. Castleberry** (6.36%), building contractor, Sec. **Geoffrey A. Lapping** (.63%), radio engineer, Treas. **Joseph C. Lincoln** (.63%), owner stained glass works and part owner of hotel, **Fred Eldean** (19.06%), public relations man, and **Mr. and Mrs. H. K. S. Dowell** (6.36%) Mr. Dowell is disc jockey-announcer for **WGN Chicago**; Mrs Dowell is WGN music dept. employe. Filed Nov. 1.

Hemet, Calif.—Riverside County Broadcasters, 1230 kc, 100 w unl. Post office address P. O. Box 701, Hemet. Estimated construction cost $6,725, first year operating cost $30,914.28, revenue $48,193.60. Sole owner **Richard T. Sampson** is broadcast engineering consultant. Filed Nov. 1.

Old Saybrook, Conn.—Long Island Sound Radio Corp., 1420 kc, 500 w D. Post office address P. O. Box 68, Old Saybrook. Estimated construction cost $19,936.60, first year operating cost $30,000, revenue $42,000. Principals include Pres.-Gen. Man. **Joseph P. Trantino** (33.3%), program director **WMMW Meriden, Conn.**, Vice Pres.-Sec. **Vivien N. Trantino** (33.3%), secretary, and Treas. **Nathan L. Dubin** (33.3%), dentist. Filed Nov. 2.

Jacksonville, Fla.—Robert W. Rounsaville, 730 kc, 250 w D. Post office address 3165 Mathieson Dr., N. E., Atlanta, Ga. Estimated construction cost $13,087.89, first year operating cost $60,000, revenue $85,000. Mr. Rounsaville owns **WQXI Atlanta, Ga., WBAC Cleveland, Tenn., WCIN Cincinnati, Ohio, WWOK Charlotte, N. C., WMBM Miami Beach, Fla., WLOU Louisville, Ky.**, 51% of **WBEJ Elizabethton, Tenn.**, is permittee of **WQXI-TV Atlanta, WQXL-TV Louisville**, and **WQXN-TV Cincinnati** and has option to buy **WQOK Greenville, S. C.** Mr. Rounsaville told FCC he would dispose of his interests in WBEJ or WBAC if Commission cited his present station ownership as reason for rejecting present application. Filed Nov. 1.

Sanford, Fla.—Sanford Bcstg. Co., 1270 kc, 500 w D. Post office address 101 Moonlit Ave., Portsmouth, Va. Estimated construction cost $7,900, first year operating cost $40,000, revenue $45,000. Equal partners are **Jack Siegel**, 16⅔% owner **WLOW Portsmouth, Va.** and sec.-dir. of **WMFJ Daytona Beach, Fla.**, and **WALT Tampa, Fla.**, and **Robert Wasdon**, 16⅔% owner WLOW and vice pres.-dir. WMFJ and WALT. Filed Nov. 1.

Tifton, Ga.—C. N. Todd, 1340 kc, 250 w unl. Post office address Box 72, Douglas, Ga. Estimated construction cost $14,775.32, first year operating cost $36,000, revenue $50,000. Mr. Todd is retail tire and appliance dealer. Application is contingent on grant to **WWGS Tifton** for change in facilities. Filed Nov. 1.

Greensburg, Ind.—Southeastern Indiana Broadcasters Inc., 600 kc, 500 w D. Post office address P. O. Box 228, Greensburg. Estimated construction cost $44,100, first year operating cost $48,199, revenue $82,000. Principals are Pres. **John D. Jennings Jr.** (75%), former chief engineer **WOCH N. Vernon, Ind.**, Vice Pres. **Charles N. Cutler** (20%), 25% owner of applicant for new am in Greenville, Ohio, and Sec.-Treas. **Marna D. Cox** (5%), housewife. Filed Nov. 1.

Benson, Minn.—West Central Minnesota Bcstg. Co., 1290 kc, 1 kw D. Post office address Rt. 2, Hutchinson, Minn. Estimated construction cost $19,990, first year operating cost $40,000, revenue $50,000. Sole owner **Albert S. Tedesco** owns 85% of **KDUZ Hutchinson, Minn.** and 35% of applicant for new am in Algona, Iowa. Filed Oct. 28.

Morris, Minn.—Western Minnesota Bcstg. Co., 1570 kc, 1 kw D. Post office address Clifford L. Hedberg, Cokato, Minn. Estimated construction cost $25,848.01, first year operating cast $30,000, revenue $40,000. Sole owner **Clifford L. Hedberg** is 50% owner of *Cokato* (Minn.) *Enterprise*, weekly newspaper. Filed Nov. 1.

Lexington, Mo.—Jerrell A. Shepherd, 1430 kc, 500 w D. Post office address Huntsville, Mo. Estimated construction cost $13,561, first year operating cost $40,000, revenue $48,000. Mr. Shepherd owns **KNCM Moberly, Mo.**, 98% of **KLIK Jefferson City, Mo.**, and 98% of applicant for new am in Pine Bluff, Ark. Filed Nov. 1.

APPLICATIONS AMENDED

Lakeland, Fla.—Denver T. Brannen amends application for cp to operate on 1330 kc, 1 kw D to change frequency to 1540 kc. Amended Oct. 28.

Hapeville, Ga.—Greater South Bcstg. Co. amends application for cp to operate on 1480 kc, 1 kw D to change power to 5 kw, change trans.-studio locations and change station location to Atlanta, Ga. Filed Oct. 28.

Albermarle, N. C.—Stanly County Bcstg. Corp. amends application for new am to operate on 1580 kc, 1 kw D, to change power to 250 w. Amended Nov. 2.

Ardmore, Pa.—Franklin Bcstg. Co. amends application for cp for new am to operate on 900 kc, 1 kw DA-D to specify change trans. location, install DA and change station location to Philadelphia, Pa. Amended Nov. 2.

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Existing Am Stations . . .

APPLICATIONS

WATM Atmore, Ala.—Seeks cp to change from 1580 kc to 1590 kc and power from 250 w to 1 kw. Filed Nov. 2.

KWFC Hot Springs, Ark.—Seeks mod. of cp to change ant.-trans. location. Filed Oct. 28.

KAVL Lancaster, Calif.—Seeks cp to change from 1340 kc to 610 kc, increase power from 250 w, to 500 w N, 1 kw D and install DA-2. Filed Oct. 28.

WMEG Eau Gallie, Fla.—Seeks mod. of cp to increase power from 500 w to 1 kw. Filed Oct. 28.

WABR Winter Park, Fla.—Seeks cp to mount tv ant. on top of am tower (increase in height). Filed Oct. 28.

KBLI Blackfoot, Idaho—Seeks cp to change from 1490 kc to 690 kc; increase power from 250 w to 1 kw; change hours of operation from unl. to D and make equipment changes. Filed Oct. 28.

WHIL Medford, Mass.—Seeks cp to increase power from 1 kw to 5 kw. Filed Oct. 28.

WKMF Flint, Mich.—Seeks cp to increase power from 1 kw, unl. to 5 kw D, 1 kw N and change from DA-1 to DA-2. Filed Oct. 28.

WKMI Kalamazoo, Mich.—Seeks cp to change to DA-N and establish remote control operation. Filed Nov. 2.

WNIA Cheektowaga, N. Y.—Seeks mod. of cp to make ant. system changes. Filed Oct. 28.

WDOS Oneonta, N. Y.—Seeks cp to change from 1400 kc to 730 kc; increase power from 250 w to 500 w; change hours of operation from unl. to D, change location of ant. Filed Oct. 28.

WLON Lincolnton, N. C.—Seeks cp to increase power from 500 w to 1 kw. Filed Oct. 28.

WMFD Wilmington, N. C.—Seeks cp to decrease center tower of DA array (DA-2). Filed Nov. 1.

WKBI St. Marys, Pa.—Seeks cp to make ant. system changes. Filed Oct. 28.

WPRE Prairie du Chien, Wis.—Seeks cp to change frequency from 1280 kc to 980 kc and make ant. system changes (increase height). Filed Oct. 28.

KGU Honolulu, Hawaii—Seeks cp to change from 2.5 kw to 10 kw, change trans. location and establish remote control operation from studio location. Filed Oct. 28.

APPLICATION AMENDED

WRAD Radford, Va.—Amends cp to change hours of operation from D to unl. using 5 kw D and install DA-N to specify changes in DA system. Amended Oct. 28.

New Fm Stations . . .

APPLICATIONS

Sacramento, Calif.—Capitol Radio Enterprises, 95.1 mc, 35.6 kw unl. Post office address Hotel Senator, Sacramento. Estimated construction cost $8,250, first year operating cost $11,040, revenue $15,000. Principals in applicant own **KGMS Sacramento**. Filed Oct. 28.

Greeneville, Tenn.—Radio Greeneville Inc., 94.9 mc, 3 kw unl. Post office address P. O. Box 243, Greeneville. Estimated construction cost $4,000, first year operating cost $960, revenue none. Applicant is licensee of **WGRV Greeneville, Tenn.** Filed Oct. 27.

Glendale, Wis.—High Fidelity Bcstg. Corp., 96.5 mc, 10.767 kw unl. Post office address 2563 N. Summit Ave. Milwaukee 11, Wis. Estimated construction cost $6,359, first year operating cost $3,515, revenue not given. Principals include Pres. **Hugo Koeth Jr.** (50%), retail radio dealer, Vice Pres. **Arlene Baker**, secretary, Sec.-Treas. **James G. Baker** (50%), 33.3% owner Peerless Theatre Corp. and part time employe **WRJN Racine, Wis.**—Filed Oct. 28.

Existing Fm Stations . . .

ACTIONS BY FCC

WMUZ (FM) Detroit, Mich.—Granted mod. of cp to change ERP to 25 kw and change studio location. Granted Oct. 27.

WAPO-FM Chattanooga, Tenn.—Granted request for cancellation of license. Granted Oct. 27.

APPLICATIONS

WAFM (FM) Birmingham, Ala.—Seeks mod. of license to change name from The Television Corp. to Alabama Bcstg. System Inc. Filed Oct. 28.

WMUZ (FM) Detroit, Mich.—Seeks mod. of cp to change ERP to 25 kw, ant. height above aver-

(Continues on page 120)

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RADIO

Help Wanted

Managerial

Manager, young, aggressive, strong on sales with experience in small market as sales manager or manager for metropolitan station. Box 299E, B•T.

Salesmen

New station has openings for salesmen. Guarantee and liberal commission. Must be experienced in radio or TV sales. Box 243E, B•T.

Unusual opportunity for salesman. Married, 25-35 to become sales manager metropolitan station and eventually manager of one of group stations. Box 298E, B•T.

Florida CBS station needs experienced radio salesman immediately. Growing market demands expansion. Send photo with resume to Box 315E, B•T.

Salesman—we are looking for a good man to add to our growing nationwide company. We have an unusual financial opportunity to offer. Box 342E, B•T.

Announcers

Help wanted: Unusual opportunity for announcer-program director of experience. Must be top morning man capable handling news, musical clock, and ab-lib disc jockey shows on network regional station with opportunity to work into tv station now under construction. Immediate opening. Send photo, complete background, references and tape. Only top experienced persons need apply. Box 398E, B•T.

East coast Florida kw has opening for night shift, first phone announcer. Emphasis on DJ. $75.00 weekly. Send resume and tape. Box 408E, B•T.

Play-by-play and board. Sharp small market operation. Permanent. Start $62.50 minimum. Small northwest Nebraska college town. Write KCSR, Chadron. Experience necessary. Good future for right man.

Opportunity for good experienced, married, morning announcer. Send resume. ABC network, KFRO, Longview, Texas.

Wanted immediately. Young man to work into PD. Must handle some news, records and write ads. Year experience preferred but not necessary. Start salary approx. $70.00. Call E. C. Krebsbach, KGCX, Williston, N. D. 3-3778.

Night man, first telephone, good voice, reliability requisites. Write Dick Vick, Manager, KGEZ, Kalispell, Montana.

Fishing is great. Work is steady. Pay is good. KOOS, Coos Bay, Oregon, needs a first class ticket holder who is a professional announcer. Send full details of experience and tape of air work.

First phone combo, top independent station, must have top voice. Opportunity to learn tv. Send tape. KREM, Spokane, Washington.

Experienced staff announcer Opportunity for advancement with growing concern. Will consider all applications but announcer must be compatible with market of 120,000 population. KLIN Radio, Sharp Building, Lincoln, Nebraska.

Announcer with first class ticket, strong on news needed immediately for 1000 watt fulltime independent. Complete details including expected salary in first letter. Call or write Manager, KOKX, Keokuk, Iowa.

Wanted: One announcer-salesman and one announcer-newsman. Radio Station KVOU, Uvalde, Texas.

News Editor—Experienced reporter, writer and broadcaster. Take complete charge fulltime department. Midwest and rural experience preferred. Immediate opening. Send background, tape and picture on first reply to Glenn Stanley, KBOE, Oskaloosa, Iowa.

RADIO

Help Wanted—(Cont'd)

Need one announcer, experienced; one announcer-salesman and one combo man for daytime independent in south Georgia. Send resume, photo and tape to WAAG, Adel, Georgia.

Announcer wanted. WCNT, Centralia, Ill. Experience necessary. Contact Charles Presley.

$100 a week to combination announcer-program director at WDIX, Orangeburg, S. C.

Combination engineer/announcer for midsouthern resort town; very desirable living conditions. Also fulltime announcer. Contact WEEB, Southern Pines, N.C.

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Announcer with first class ticket wanted by one of the best small-market independents in the east. Please write fully. Bob Mims, Manager, WESO, Southbridge, Mass.

Combo announcer-engineer with emphasis on announcing. Immediate opening. Forward tape and full particulars to V. G. Balkcum, WGBR, Goldsboro, N. C.

Two combo men. First class ticket announcing ability required. $75 for 48 hour week. Write WLBN, Lebanon, Ky., or call 486.

Personality disc jockey, for east Mississippi's top fulltime music-news-sports station. Excellent working conditions, top pay to right man. Include deejay show on tape resume. Send tape, photo, resume, salary requirements to WMOX, P. O. Box 1511, Meridian, Mississippi.

Announcer-engineer, for east Mississippi's top fulltime music-news-sports station. Excellent working conditions, top pay to right man. Include deejay show on tape resume. Send tape, photo, resume, salary requirements to WMOX, P. O. Box 1511, Meridian, Miss.

WPIK, Alexandria, Virginia, metropolitan Washington, D. C. area independent wants good announcer. Must be experienced, capable, dependable. Looking for man with ability to sell on air. Send tape and resume, first letter, WPIK Alexandria, Virginia.

Florida east coast fulltimer needs good announcer with 1st class license capable of transmitter maintenance. $80 week. A beautiful permanent Florida hometown. WSTU, Box 518, Stuart, Florida.

Announcer with first class license. Immediately. WVOS, Liberty, N. Y.

Announcer, some experience, announce and run board, WVOS, Liberty, New York.

There's always an opening in Nebraska for good radio and tv people. If you're interested in progress and a future in radio and tv get your name in the Nebraska Broadcasting Association file. Send your name, address and historical data to: Dick Chapin, Director, NBA Personnel Placement Bureau, % KFOR, Lincoln, Nebraska.

Technical

Chief engineer, emphasis on maintenance. Announcing not required but will be advantage. Box 341E, B•T.

Operator with first class license. Must have car. Limited announcing, remote controlled am and fm. Box 348E, B•T.

Pioneer midwest am-tv station needs experienced radio control operator. Some maintenance experience desired. Write resume including starting salary to Box 376E, B•T.

Engineer-announcer. Combination position open. Contact Radio Station KCOW, Alliance, Nebraska.

RADIO

Help Wanted—(Cont'd)

Combination engineer-announcer, good working conditions. Send tape, KPOW, Powell, Wyoming.

Chief-engineer-announcer — new — beautifully equipped 1000 watt daytimer—top position, pay vacation, working conditions—progressive, sound and solvent station—we'll wait for good man. Send resume, tape, WBOF, Virginia Beach, Virginia.

Engineer-announcer. Immediately. WVOS, Liberty, N. Y.

Programming-Production, Others

Experienced copywriter, male or female. Midwest metropolitan area station needs person who can write, service and has production knowhow. Salary open. Send complete details first letter. Box 322E, B•T.

Leading Ohio indie wants continuity writer. Minimum three years experience and department store background preferred. We don't want a Gal Friday. This is a professional writing job and your only concern will be to write hard-selling copy. You'll replace a pro who's been with us four years and is leaving for personal reasons. Salary open. Tell all first letter and enclose samples. Box 399E, B•T.

News Editor—experienced reporter, writer and broadcaster. Take complete charge fulltime department. Midwest and rural experience preferred. Immediate opening. Send background, tape and picture on first reply to Glenn Stanley, KBOE, Oskaloosa, Iowa.

Copywriter. Leading station in southeast expanding staff has opening for experienced commercial copywriter. Prefer young lady with good education and proven creative flair. Give complete background and past and expected earnings first letter. WSAV, Savannah, Georgia.

Situations Wanted

Managerial

General manager of successful, independent, competitive major market, desires to grow with similar operation in major or secondary market. Experienced all phases radio from FCC application through profitable management. Salary commensurate with right community and ownership policies. Glad to talk over your offer. Box 276E, B•T.

Twenty years management experience. Dependable, efficient, progressive. Tv knowledge. References. Box 411E, B•T.

Salesmen

Hard-hitting salesman-announcer, prefers west, southwest. Box 378E, B•T.

10 years experience includes selling, creating, writing, producing, directing, film, announcing and executive. Would like to "stick with" experience. Surely, some station, network, agency, packager, or sponsor has need. Box 390E, B•T.

Announcers

Announcer, DJ. 3 years experience. College grad. Married. Seeks permanent position with future. Box 228E, B•T.

Attention California—Experienced announcer-engineer. Presently employed 1 kw net. Family man. Box 321E, B•T.

Superior staff announcer. Presently employed New York. Network voice—delivery. Minimum, $100. Box 335E, B•T.

Announcer, experienced. Do topnotch job DJ, staff. Employed, wish relocation. Box 343E, B•T.

Top DJ-announcer. Just left 5000 watt southwestern indie. Desire permanent relocation. Box 354E, B•T.

Announcer, versatile, DJ, news, three years college, $100 a week. Box 365E, B•T.

Announcer—First phone. 4 years experience. Graduate. Family. Now employed. Box 368E, B•T.

Ready to go up in Rocky Mountain area. Announcer, DJ-personality, idea man. Tape, picture on request. Box 377E, B•T.

Employed announcer in major market wishes news. Fine presentation. Proven news personality. Am or tv. College. Family. Relocate only if offer sound. Box 382E, B•T.

Good, mis-used announcer-program director looking for right opportunity. Make offer. Box 387E, B•T.

For Florida. All-round announcer. Ten years radio as staff, morning man, sports director. Three years experience program director. Presently employed. Family. Box 391E, B•T.

RADIO

Situations Wanted—(Cont'd)

Announcers

Available! Announcer with network and metropolitan station experience desires position with aggressive organization. Specialist news, DJ, ab-lib. Dependable, veteran, tape. Box 394E, B•T.

Announcer-PD, good background—sports, news, play-by-play, music. Northeast only. Best references. Box 402E, B•T.

Announcer-program director, employed, six years experience; news, sportscasting, deejay, production shows. Desires sports or announcing position in medium or large market with college. Married, veteran. Box 403E, B•T.

Announcer—salesman, married, 1st phone. Florida station, desires better connection. Box 413E, B•T.

Staff announcer. Married, veteran, recent broadcasting school graduate. Knowledge all phases. Will travel. Box 406E, B•T.

Announcer. 1 year experience. Authoritative voice on news. DJ. Desire work in eastern states. Box 407E, B•T.

Negro announcer—29 years old. Midwestern graduate, writes continuity. Strong on commercials, news and DJ shows. Good diction. Ambitious. $60.00 minimum. Tape, photo, resume on request. Ben Benson, 546 East 37th Place, Chicago 15, Illinois.

Ready to broadcast your basketball games. Versatile play-by-play, staff man. Available immediately. Bill Diamond, 22-23 23 Street, Astoria, N. Y. Astoria 4-2359.

Highly commercial radio-tv announcer with 6 years experience in Cleveland, including two 50,000 watt stations—WGAR and WTAM—desires good permanent position. Also, interested in sales or administrative position. Keen production sense. Excellent references. Please contact Guy Ewing, #419, YMCA, Grand Rapids, Michigan.

DJ, news, 2 years experience sports, play-by-play. Bob Feriss, 630 DuMont Ave., Brooklyn 7, N. Y. Hyacinth 8-1075.

DJ, sports play-by-play, versatile, 2 years experience, married, 27, vet, Pete Franklin, 73 Propp Ave., Franklin Square, L.I., N.Y., Phone: FL 2-6286.

Experienced announcer relocating desires permanent connection. News, commercials, teen-age platter appeal. Sober, reliable, references, tape. Tom Hopkins, Box 92, Bernardsville, New Jersey. Bernardsville 8-0538 after 6 P.M.

Experienced sports announcer . . . deserves year round permanent position with security. East or midwest. Minimum, $100. Harry Hornbecker, 525½ North 4th Street, Keokuk, Iowa. 3129-J.

Announcer, thoroughly, extremely ambitious, single, veteran. Recent graduate School of Radio Technique. Locate with 300 miles radius N. Y. C. Joe Martinz, Jr. TW 8-6273.

Staff announcer, small station. Heavy news, commercials, no telephone. James L. Moran, 1061 Mayfair Road, Union, New Jersey.

Young announcer—trained all phases radio, operate board—available immediately. Travel, tape. Resume. Dan Rearverth, 8 Keppel Street, Buffalo 10, N. Y.

Technical

Radio-television, four year, transmitter engineer. 1st class license, car. Box 227E, B•T.

Experienced am-fm engineer. Was chief on installation of 10 kw fm transmitter. Transmitter, studio or maintenance work desired. Box 309E, B•T.

Studio or transmitter operator. RCA graduate. First phone. Position with future. Box 379E, B•T.

Programming-Production, Others

Talented young woman — Five years experience radio, television. B. S. in Radio. Writing, air work including women's shows. DJ, live commercials. Seeks opportunity with Florida radio or tv station. Box 381E, B•T.

Program director-announcer seeks permanent location in northeast. Independent and and affiliate experience—know sports, news, music, play-by-play. Box 401E, B•T.

Program director—assistant sales manager, good commercial voice, ad-lib, phone interviews and sales. Competent, intelligent assistant to manager. Desire responsibility and $75.00 per week to start. 4 years college. 7 years radio experience —age 40 years. Available one week. Box 405E, B•T.

RADIO

Situations Wanted—(Cont'd)

Radio-television PD. Eight years experience building successful local programs radio and tv. Small to medium community preferred. Presently employed medium market. Above average air personality. Box 410E, B•T.

News-special events director; spot coverage, tapes a specialty; broad experience, educational, travel background. Rogers, 310 Pinehurst Road, York, Pennsylvania; Telephone 8-3203.

TELEVISION

Help Wanted

Salesmen

Salesmen—Excellent opportunity for ambitious, aggressive salesman in midwestern, NBC, low channel, full power station. Send complete information and photo to Box 395E, B•T.

Announcers—need announcer who can do a top job on and off camera. Send photograph and background information to KTIV, Sioux City, Iowa.

Vhf station in the Ohio Valley has sales position open with guarantee and commission. Reply Box 1957, Huntington, W. Va.

Tv salesman wanted by NBC channel 3 station going on air soon. Excellent opportunity for man interested in fastest-growing market in southeast. Send complete information including background, experience, photo first letter to Tom Belcher, WSAV-TV, Savannah, Georgia.

Announcers

New station on Channel 10 in El Dorado, Arkansas, has openings for experienced announcers. Call Union 2-3480 or write Box 791, El Dorado, Arkansas.

Technical

TV chief engineer vhf station, large western city. $9,000 per year to start. Must have top technical and administrative ability. Box 311E, B•T.

Have openings tv transmitter engineer, tv transmitter maintenance engineer, tv studio engineer. Southwestern station. Advise background and salary expected. Box 317E, B•T.

Two competent studio maintenance engineers and one experienced film editor for large southwestern vhf. Apply Box 362E, B•T.

Maximum power vhf in midwest needs two first class operators familiar with master control camera and production work. Only experienced men considered. Write giving full details including starting salary to Box 375E, B•T.

KOAT-TV Albuquerque, New Mexico, has excellent openings for experienced tv transmitter operator and wife to live under ideal conditions at mountain top transmitter site. Good salary plus heat, light and lodging for the right man. Contact Ken Sharman at KOAT-TV.

Assistant chief engineer for uhf am-fm. Reply to include experience, resume and salary requirements. WARD, Johnstown, Pa.

Programming-Production, Others

Nighttime director—vhf station wants man for night hours; should have some directing experience and, perhaps, some announcing background. Box 384E, B•T.

New station on Channel 10 in El Dorado, Arkansas has openings for men or women in continuity, news, and film departments. Call Union 2-3480 or write Box 791, El Dorado, Arkansas.

Situations Wanted

Managerial

Nation's best general manager—radio or television. Experienced in national and local sales, engineering, personnel, production and programming. Well-know throughout the industry. Available at once. Box 985C, B•T.

Salesmen

Salesman-sportscaster, 8 years experience radio and television, 29, married. Now employed, but desire a change. Prefer west or northwest. Box 386E, B•T.

Announcers

Experienced individual not interested in immediate openings in tv. But, would like to place my application with you for future consideration and employment if it were a step ahead. Box 345E, B•T.

TELEVISION

Situations Wanted—(Cont'd)

Program manager, 12 years experience, top references, strong sales, interview. Box 389E, B•T.

Technical

Chief engineer or what have you? Seven years experience. Construction, operation and chiefly maintenance. Get engineering results you desire or it costs you nothing. Box 383E, B•T.

Television studio technician — maintenance and operation, also radio transmitter—directional antenna experience. First phone, draft exempt, single, car. Box 392E, B•T.

Programming-Production, Others

Tv copywriter—2 years experience. Will double as floor man, sell, do promotion, anything you need. Relocate anywhere. Box 380E, B•T.

Five years commercial experience tv director, announcer. Prefer metropolitan market—west. Box 393E, B•T.

FOR SALE

Stations

Rural radio station with auditorium. One of the most profitable operations in America. Radio is daytime and does very well. No competition. Stations nets $15,-$20,000 every year. Auditorium promotions does same. Auditorium will pay for station in five years. Enterprising operator has a golden opportunity. Buildings and real estate valued in excess $150,000. Cash needed $50,000 down. Southern location. Box 388E, B•T.

Georgia small market station. "Like new" equipment. Gross low, growing. Price $44,000; $14,000 down, balance over five years. Paul H. Chapman, 84 Peachtree, Atlanta.

(*Continued on next page*)

RADIO & TELEVISION SALESMEN

These Are Salaried Positions With Commission

Here is an ideal opportunity for top radio and television salesmen to join a progressive AM-TV organization. You will receive NO Draws but instead be paid a straight salary, based on your experience, to start. You will also receive liberal commissions with your only limit being your ability to sell. We are located in a fine market, ideally located. These openings are brought about with our expansion program and search for top-rated men. If you are interested, write or wire all details to: Box 412E

FOR SALE

Stations

Market over 200,000 per owner. Excellent combo setup, optional. Offered on best terms to qualified am principals only. Ralph Erwin. Broker. Box 811. Tulsa.

Special offering. Daytime, full kilowatt station, with owner hospitalized. Located big southwestern market area. Tremendous potential, large permanent and transient population. Due to illness of stockholder, I will give details only to those financially qualified and ready to buy now. Requires $20,000 cash. Send full financial qualications and name all your associates, first letter. This station is open for complete inspection by qualified buyers. Write to Ralph Erwin, the Southwest's Exclusive Broker, covering Colorado, Kansas, Missouri, Oklahoma, Arkansas, Texas. Box 811. Tulsa.

Free list of good radio and tv station buys now ready. Jack L. Stoll & Associates, 4958 Melrose, Los Angeles 29, California.

Music station, daytime, large market, $85,000, under priced at five times earnings, owner retiring, terms, Hugh R. Norman, Box 534, Davenport, Iowa.

Radio stations for sale, 100 watts day to 50kw full, Minnesota, Iowa, Washington, Virginia, Illinois, Wisconsin and California, also uhf, vhf, write for detail, Hugh R. Norman, Box 534, Davenport, Iowa.

Equipment

250 watt composite transmitter with 1340 xtals, $250. Box 396E, B•T.

For sale or will trade for good broadcast equipment one Altec model A-322C limiter—used less than one year. Station KBOY, Medford, Oregon —P.O. Box 1109.

For sale: RCA 250 watt transmitter, model 250G. In good operating condition and meets FCC specs. Complete with tubes less 1230kc crystals, $450.00 plus transportation. Ideal Conelrad rig. KISD, Sioux Falls, S. D. Telephone 4-5571.

FOR SALE

Equipment

Must sell 340 foot heavy duty self-supporting Truscon tower by November 15. Will consider any offer over $3000. Contact H. Frederick, KLIN, Lincoln, Nebraska.

B&W 200 audio ocillator and 400 distortion analyzer. Both like new $250 prepaid. J. E. Howell, WTSB, Lumberton, N. C.

Motorola 150mc fm transmitters and receivers easily converted to remote equipment. Six volt transmitter $65.00. 110 volt receiver, $100. M. Hoffman, 3321 Ewald, Detroit 38, Michigan.

WANTED TO BUY

Stations

We are principals and want to deal with principals only for a station with annual net income in excess of $25,000 after taxes. All replies confidential. Box 770C, B•T.

Experienced operator wants station in major market. Profitable operation unimportant; price must be right. Give complete details. Box 385E, B•T.

Stations wanted now. Radio and tv. Licensed brokerage service for stations in Colorado, Kansas, Missouri, Oklahoma, Arkansas, and Texas. Offices in Oklahoma and Texas. Ralph Erwin. Broker. Box 811. Tulsa.

Individual investor will trade highly desirable Rio Grande Valley property for radio station in good market area. Prefer Oklahoma, Texas, Arkansas, Kansas, Louisiana. Must be sound $90,000 to $100,000 value and stand investigation. All replies acknowledged. B. M. Grotkop, 106 N. E. 2nd St., Oklahoma City.

WANTED TO BUY

Stations

Experienced operator will pay $50,000 down for uhf or vhf, operate, pay-out balance. Hugh R. Norman, Box 534, Davenport, Iowa.

Equipment

Wanted: 250 watt fm xmtr and 5 or 6 bay antenna. Box 397E, B•T.

Need console for broadcasting station. Wire or write make, condition and price to Standard Electric, Umatilla, Oregon.

Used RCA TT-25BH-vhf power amplifiers—state condition—list accessories available. Price first letter. Box 323E, B•T.

STL audio transmitter and receiver, 900 megacycles, GE or REL. Phil Hedrick, WSJS, Winston-Salem, N. C.

Small used studio console. Quote price and condition. WASA, Havre de Grace, Maryland.

Late model 20 to 35 kw, air-cooled General Electric tv amplifier for channel 13; Mosby's, Inc., P. O. Box 1470, Missoula, Montana.

INSTRUCTION

FCC license training—correspondence or residence. Resident classes held in Hollywood and Washington. Beginners get FCC 1st class license in 3 months. For details write Grantham School, Dept. 1-N, 821 19th Street, N.W., Washington, D.C.

FCC first phone license. Start immediately. Guarantee coaching. Northwest Radio & Television School, Dept. B, 1221 N.W., 21st Street, Portland 9, Oregon.

BROADCASTERS THROUGHOUT THE COUNTRY FIND...



Time, worry and expense can be saved by calling Northwest *First*. John Birrel, our Employment Counselor may have just the person you need. There's no charge for this service and you are assured of well-screened, professionally trained people.

Here's why Broadcasters prefer Northwest's graduates...

- Over 16,000 square feet devoted to studios, control rooms, and student servicing.
- Five complete image orthicon camera chains.
- Six complete control rooms with professional consoles, rack-mounted tape recorders, disc recorders, turntables, monitors, switchers.
- Film editing equipment
- An outstanding staff of professional instructors who are presently working at network affiliates—NBC, CBS, ABC.
- Practical training. Professional trainees learn by doing — actually participating in closed-circuit productions.

Your collect wire or call is always welcome. Call Northwest *first*. Our Employment Counselor . . . John Birrel . . . assures you of immediate, personal attention.

SUBSCRIBER TO NARTB

NORTHWEST RADIO & TELEVISION SCHOOL HOME OFFICE: 1221 N. W. 21st Avenue Portland, Oregon • CA 3-7246

HOLLYWOOD, CALIFORNIA 1440 North Highland HO 4-7822

CHICAGO, ILLINOIS. . . . . . 540 N. Michigan Avenue DE 7-3836

WASHINGTON, D. C. . . . . . 1627 K Street N. W. RE 7-0343

RADIO

Help Wanted

Salesmen

SALES TRAINEES
GATES RADIO CO.
Quincy, Ill.

Has immediate openings in expanding Sales Department for trainees to handle future openings, such as,

★ ***Traveling Sales Engineers***
★ ***Branch Store Managers***
★ ***Other Positions in Sales Department***

Technical radio background or experience required. Complete training, permanent positions, advancement, complete employee benefits. Send complete details along with recent photo to Personnel Director.

Technical

ELECTRONIC ENGINEERS

Immediate openings in expanding engineering department for men with experience in any of the following fields:

★ *TV transmitter and studio equipment.*
★ *Communication transmitters.*
★ *AM and FM transmitters.*

Permanent positions, chances for advancement, complete employee benefits.

Please mail complete details and photo to Personnel Director.

GATES RADIO CO.
QUINCY, ILLINOIS

Programming-Production, Others

CONTINUITY WRITER

Girl continuity writer wanted for top-flight station in fine market. Good pay and working conditions. This is a great opportunity for a talented and ambitious woman. Call, wire or write

Radio Station WLEX
Lexington, Kentucky
30433

Situations Wanted

Programming-Production, Others

PROGRAM DIRECTOR—ANNOUNCER

Thoroughly experienced PD-Announcer, strong on news, sports, music, play-by-play, desires permanent location. Best references. Northeast only.

Box 400E, B•T.

TELEVISION

Help Wanted

Salesmen

TV ACCOUNT EXECUTIVE
2-3 Years Selling Experience A Must
WXEX-TV
Sales Office:
6200 West Broad St.
Richmond, Va.
Phone: 88-2837

Announcers

FARM DIRECTOR WANTED:

TV ANNOUNCER: Good announcer with ability to handle farm news in rural market in mid-west. Also for other announcing duties. Good starting salary. Send photo, references and resume to

Box 370E, B•T.

TV ANNOUNCERS

Two positions open for news and sports plus staff work. Fine opportunity to become associated with company owning three stations. This is fastest growing area in nation. If you want to make your ability pay-off in the long run write immediately, including photo.

Box 409E, B•T.

TELEVISION

Situations Wanted

Programming-Production, Others

SUCCESSFUL TV PERSONALITY—PLUS

Prominent newspaper reporter. Lured into TV in one of five nation's largest cities. Produced and staged own top rated shows on NO budget. Desire smaller market to develop ideas and head or assist in news, programming, promotion, advertising departments. $200 weekly base required. Proof of success will be submitted.

Box 404E, B. T.

FOR SALE

Equipment

TOWER & ANTENNA

Blaw-Knox tower, self-supporting, type 40, 287 feet, complete with lighting equipment.

GE 8-bay turnstile antenna, Channel 12, 50 kw rating.

GE 50 kw diplexer.

Andrew transmission line, 3⅛ inch, 50 ohm, 600 feet, with hangers.

Contact Phil Hedrick, WSJS Television, Winston-Salem, North Carolina.

TOWERS
RADIO—TELEVISION
Antennas—Coaxial Cable
Tower Sales & Erecting Co.
6100 N. E. Columbia Blvd.,
Portland 11, Oregon

INSTRUCTION

FCC 1st PHONE LICENSES IN 5 TO 6 WEEKS
WILLIAM B. OGDEN—10th Year
1150 W. Olive Ave.
Burbank, Calif.
Reservations Necessary All Classes—
Over 1700 Successful Students

EMPLOYMENT SERVICE

PR* vs *PR

We'll match your PERSONNEL REQUIREMENTS, against the PROVEN RECORDS of qualified people.

A confidential service to Radio and TV Stations, and program producers, anywhere.

Palmer-DeMeyer (Agency)
50 E. 42nd Street. N.Y.C.
MU 2-7915
Paul Baron, Dir.: Radio-TV-Film-Adv.
Resumes welcome from qualified people.

(Continues from page 114)

age terrain 196 ft., studio location to 15551 Woodrow Wilson Ave., Detroit, Filed Oct. 28.

WLOE-FM Leakesville, N. C.—Seeks mod. of cp to change frequency to 94.5 mc. Filed Oct. 28.

Ownership Changes . . .

ACTIONS BY FCC

KBID-TV Fresno, Calif.—Granted assignment of license to **John Poole Bcstg. Co.** No change in ownership; corporate change only. Granted Oct. 27.

KRKD-AM-FM Los Angeles, Calif.—Granted assignment of licenses to Continental Telecasting Corp. for $417,500. Principals include **Richard C. Simonton** (36⅔%), electrical engineer with wired music interests, **Frank Oxarart** (26⅔%), 20% owner **KVOA-AM-TV Tucson, Ariz.**, and 50% owner radio-tv production firm, and **Albert Zugsmith Corp.** (36⅔%), media broker. Granted Nov. 2.

KMYR, Denver, Colo.—Granted assignment of cp to Dolph-Pettey Bcstg. Co. for $60,000. Principals are Vice Pres. **William B. Dolph** (40.2%), pres. **WMT Cedar Rapids, Iowa,** 29% owner **WMT-TV Cedar Rapids,** 15% owner **KJBS San Francisco,** interest in **KULA-TV Honolulu,** interest in **KGIL San Fernando, Calif.**; Pres. **Herbert L. Pettey** (40.2%), pres. **KULA-AM-TV Honolulu,** director of licensee of **KGIL San Fernando.** Other shares are owned by other business firms. Granted Nov. 2.

KSTT Davenport, Iowa—Granted transfer of control to Quint Cities Bcstg. Co. for $62,800. Principals, holding 90% of present application, are 25% owners of applicant for new am in Algona, Iowa. Granted Nov. 2.

WBRN Big Rapids, Mich.—Granted assignment of license to WBRN Inc. for $50,000. Principals include Pres. **D. Spencer Denison** (55%), **WBRN** employe, and Vice Pres. **John A. White** (45%), physician. Granted Nov. 2.

KAVE-AM-TV Carlsbad, N. M.—Granted assignment of license to Voice of the Caverns Inc. for $150,000. Principals are: Pres. **Nancy H. Battison** (76%), no other broadcast holdings; Vice Pres. **Charles D. Cole** (3%), engineer; Sec.-Treas. **Edward P. Talbott** (16%), 5% owner **KOSA Odessa,** and 5% owner **KROD-AM-TV El Paso,** both **Tex.,** and **Philip M. Baker** (5%), radio-tv attorney. Granted Nov. 2.

KHOB Hobbs, N. M.—Granted assignment of license to Permian Basin Radio Corp. for $55,000. Permian principals are: Pres. **Charles R. Scott** (25.3%); Sec.-Treas. **Quenton K. Crandall** (26.4%); Vice Pres. **Helen F. Orr** (25.3%); **Mike A. Barrett** (10%); **Billy O. Shaw** (6.5%), and **Charlie D. Shaw (6.5%).** Principals Scott, Crandall and Orr are KHOB employes. Mr. Barrett owns **KTFY Brownfield, Tex.** Granted Nov. 2.

KOBE Las Cruces, N. M.—Granted transfer of control to Edwin E. Merriman, Hugh S. Thomas and Robert W. Tobey for $5,349.99 plus assumption of $31,800 indebtedness. Principals are partners in **KOTS Deming, N. M.** Granted Nov. 2.

WCGC Belmont, N. C.—Granted assignment of license to Central Bcstg. Co., a corporation, from Central Bcstg. Co., a partnership, for $15,000. Partnership principals **R. R. Hilker, Otis Shepherd, Lucielle Hand** and **Arthur Hilker Jr.** take in 18 local stockholders. R. R. Hilker will own 26%, Lucielle G. Hand 25%, Earl Helms 10% and H. F. Stroupe 6.67%. Remaining stockhoders will not own more than 5% each. Granted Nov. 2.

WHK-AM-FM-TV Cleveland, Ohio—Granted assignment of license to The Forest City Pub. Co. See application below. Granted Nov. 2.

WLBR-TV Lebanon, Pa.—Granted transfer of control from Lebanon Bcstg. Co., et al, to **Triangle Publications Inc.** for $115,000. Triangle owns **WFIL-AM-FM-TV Philadelphia,** 50% **WHGB Harrisburg, Pa.,** and **WNBF-AM-TV Binghamton, N. Y.** Granted Nov. 2.

KGKO Dallas, Tex.—Granted transfer of control of 25% of stock of licensee corporation from **Leonard Coe** to **W. L. Pickens** and **H. H. Coffield** for $20,000. Mr. Pickens will hold 43.3% and Mr. Coffield 56.7%. Granted Nov. 2.

KHBR Hillsboro, Tex.—Granted assignment of license from Hill County Bcstg. Co. to **Nelson W. Galle** for $11,100. Mr. Galle holds no other broadcast interests. Granted Nov. 2.

APPLICATIONS

KFOX-AM-FM Long Beach, Calif.—Seeks transfer of control to **W. T. McDonald** for $75,000. Mr. McDonald is buying 45% and will now own 90% of outstanding stock. Filed Nov. 1.

KMBY Monterey, Calif.—Seeks assignment of license to KMBY Bcstg. Corp. for $10,405.20. Present sole owner **Frederick A. Gwynn** will retain 25% interest and **B.P. Timothy,** present KMBY sales manager, will be president and 75% stockholder. Filed Nov. 1.

KVON Napa, Calif.—Seeks assignment of license to **Jack L. Powell** and **Alyce M. Powell** (husband and wife) as joint tenants for $75,000 including assumption of a $37,500 note. Mr. and Mrs. Powell jointly hold 17.2% of **KVEN Ventura, Calif.** Mr. Powell is station manager **KXOC Chico, Calif.** Filed Oct. 28.

WNRC-AM-FM New Rochelle, N. Y.—Seeks transfer of control to **Frances Daniels** for $2,000. Transfer is from husband to wife; Mrs. Daniels already holds 47% interest in station. Filed Oct. 28.

WTIK Durham, N. C.—Seeks transfer of control to **Hugh Holder** for $5,000 plus assumption of $69,000 in debts. Mr. Holder, CBS announcer, owns 33.3% of **WMYR Myrtle Beach, S. C.** Filed Nov. 1.

WHK-AM-FM-TV Cleveland, Ohio—Seeks assignment of license to **The Forest City Pub. Co.** the parent firm. Subsidiary, now licensee of stations, would be eliminated. Corporate change only; no change in control. Filed Oct. 27.

KERC Eastland, Tex.—Seeks assignment of license to Tri-Cities Inc. for $30,000. Principals are Pres. **Hugh Neeld** (25%), employe of **KSEY Seymour, Tex.,** Vice Pres. **D. J. Brookreson,** (25%), attorney and Sec.-Treas. **D. J. Brookreson II** (25%), attorney. Still outstanding is 25% share of stock. Filed Oct. 28.

KOL Seattle, Wash.—Seeks transfer of control to **Mrs. Marie S. Taft,** individually and as trustee of estate of **Archie G. Taft Sr.,** deceased. Mrs. Taft is buying 423 outstanding shares for $1,000 and will be sole owner of outlet. Mrs. Taft's sons, **Archie G. Taft Jr.** and **William R. Taft,** own, respectively, **KBKW Aberdeen, Wash.,** and **KRKO Everett, Wash.** Filed Nov. 1.

WDNE Elkins, W. Va.—Seeks assignment of license to MARJA Corp. for $50,000. Principals are: Pres.-Treas. **John P. Carr** (100%), attorney and asst. sec. and director of Land O' Lakes Bcstg. Corp., licensee of **WILE Cambridge, Ohio,** and owner of licensee of **WTRL Bradenton, Fla.,** Sec. **Martha F. Carr** (holds stock jointly with Mr. Carr), housewife, and Vice Pres. **Howard A. Donahoe,** 100% owner of Land O' Lakes. Filed Nov. 2.

Hearing Cases . . .

INITIAL DECISION

WROW-AM-TV Albany, N. Y.—Hearing Examiner James D. Cunningham issued initial decision looking toward (1) confirming Commission action of Nov. 3, 1954, granting application for consent to transfer control of **WROW-AM-TV Albany, N. Y.,** from Hyman Rosenblum, et al., to Lowell J. Thomas, et al., and (2) denying protest to such grant filed by **WTRI (TV) Albany.**

OTHER ACTIONS

WBUF-TV Buffalo, N. Y.—Nov. 2 FCC designated for hearing on Dec. 19 application for assignment of cp of **WBUF-TV Buffalo** from WBUF-TV Inc. to NBC and made **WGR-TV Buffalo,** which had protested Commission Sept. 21 grant of said application, party to proceeding bearing burden of proof; and postponed decision on WGR's request for stay of grant pending receipt of additional financial data from WBUF-TV Inc.

WEOL Elyria, Ohio—Nov. 2 FCC, on protest by Lorain Journal Co., Lorain, Ohio, designated for hearing application of Elyria-Lorain Bcstg. Co. for renewal of license of **WEOL Elyria,** and made protestant party to proceeding bearing burden of proof.

WMAN Mansfield, Ohio—Nov. 2 FCC, on protest by Mansfield Co., Mansfield, Ohio, designated for hearing application of Richland Inc. for renewal of license of **WMAN Mansfield** and made protestant party to proceeding bearing burden of proof.

NARBA Notifications . . .

This notification consists of list of changes, proposed changes, and corrections in Asssignment of Mexican Standard Broadcast Stations modifying appendix containing assignments of Mexican Standard Broadcast Stations attached to "Recommendations of the North American Regional Broadcasting Agreement Engineering Meeting January 30, 1941," as amended. Listing includes call letters, location, power, hours of operation, class of station and probable date of operation.

Mexican Change List No. 184 Oct. 15, 1955

570 kc

XEHP Ciudad Victoria, Tamaulipas (delete assignment—) 1kw D, 150 w N, Class IV, 10-15-55.

580 kc

XEHP Ciudad Victoria, Tamaulipas—1 kw D, 150 w N, Class IV, 4-15-56.

770 kc

XECJ Apatzingan, Michoacan (see 1340 kc)—1 kw D, Class II, 4-15-56.

1340 kc

XECJ Apatzingan, Michoacan (delete assignment)—1 kw D, 250 w N, Class IV, 4-15-56.

1400 kc

XEAB Santa Ana, Sonora (increase D power)—1 kw D, 250 w N, Class IV, 1-15-56.

1420 kc

XEEP La Paz, Baja California—500 w, Class II, 4-15-56.

Routine Roundup . . .

October 27 Applications

ACCEPTED FOR FILING

License to Cover Cp

KOZE Lewiston, Idaho—Seeks license to cover cp which authorized new am station.

WTOW Towson, Md.—Resubmits application for license to cover cp which authorized new am station.

WCHJ Brookhaven, Miss.—Seeks license to cover cp which authorized change in frequency and increase in power.

WPRB (FM) Princeton, N. J.—Seeks license to cover cp and request for remote control from studio site.

Cp

KSCU (FM) Santa Clara, Calif.—Seeks cp to replace permit (as mod. which authorized new educational station) which expired Sept. 9, 1955.

Modification of Cp

KFXJ Grand Junction, Colo.—Seeks mod. of cp to extend completion date to 5-22-56.

WSBA-TV York, Pa.—Seeks mod. of cp to extend completion date to 5-22-56.

WTVS (TV) Detroit, Mich.—Seeks mod. of cp to extend completion date to 5-30-56.

October 28 Applications

ACCEPTED FOR FILING

Modification of Cp

WMYR Fort Myers, Fla.—Seeks mod. of cp (which authorized power increase and equipment change) for extension of completion date.

KSBR (FM) Mount Diablo, Calif.—Seeks mod. of cp (which authorized new fm station) for extension of completion date.

WNBH-FM New Bedford, Mass.—Seeks mod. of cp (which authorized changes in licensed station) for extension of completion date.

WKRG-TV Mobile, Ala.—Seeks mod. of cp (which authorized new tv station) to extend completion date to 3-1-56.

KOTA-TV Rapid City, S. D.—Seeks mod. of cp (which authorized new tv station for extension of completion date to 4-1-56.

WICR Cruz Bay, Virgin Islands—Seeks mod. of cp (as mod. which authorized new am station) for extension of completion date.

WFLB-TV Fayetteville, N. C.—Seeks mod. of cp (which authorized new tv station) to extend completion date to 5-27-56.

License to Cover Cp

WMVA Martinsville, Va.—Seeks license to cover cp which authorized erection of new ant. and fm ant. mounted on top.

KABC-TV Los Angeles, Calif.—Seeks license to cover cp which authorized changes in facilities of existing tv station.

WXYZ-TV Detroit, Mich.—Seeks license to cover cp which authorized changes in facilities of existing tv station.

WFIL-TV Philadelphia, Pa.—Seeks license to cover cp which authorized changes in facilities of existing tv station.

KGNC-TV Amarillo, Tex.—Seeks license to cover cp which authorized new tv station.

WNGO-FM Mayfield, Ky.—Seeks license to cover cp (which authorized new fm station).

Remote Control

WHAN Charleston, S. C.; WCRT Birmingham, Ala.; WGMA Hollywood, Fla.; KWSK Pratt, Kan.

SCA

Sacramento, Calif.—Capitol Radio Enterprises, applicant for new fm, seeks SCA for new station, if and when granted.

November 1 Applications

Accepted for Filing

License to Cover Cp

KCLS Flagstaff, Ariz.—Seeks license to cover cp which authorized frequency change, ant. system changes, change hours of operation and install DA-N.

KROY Sacramento, Calif.—Seeks license to cover cp which authorized change in ground system.

WCOJ Coatesville, Pa.—Seeks license to cover cp which authorized increase in power, change hours and install DA-N.

WJET Erie, Pa.—Seeks license to cover cp which authorized frequency change and change hours of operation.

KMIL Cameron, Tex.—Seeks license to cover cp which authorized new am station.

KDJI Holbrook, Ariz.—Seeks license to cover cp which authorized new am station.

WWIL Fort Lauderdale, Fla.—Seeks license to cover cp which authorized increase power, change

hours of operation and install DA-1.

WTMC Ocala, Fla.—Seeks license to cover cp to increase D power.

WCPC Houston, Miss.—Seeks license to cover cp which authorized new am station.

WCPH Etowah, Tenn.—Seeks license to cover cp which authorized new am station.

KVOS Bellingham, Wash.—Seeks license to cover cp which authorized ant. system changes.

KTIV (TV) Sioux City, Iowa—Seeks license to cover cp which authorized new tv station.

WKRC-TV Cincinnati, Ohio—Seeks license to cover cp which authorized changes in existing tv station.

KRCA (TV) Los Angeles, Calif.—Seeks license to cover cp which authorized changes in facilities of existing tv station.

KCCC-TV Sacramento, Calif.—Seeks license to cover cp which authorized new tv station.

KFVS-TV Cape Girardeau, Mo.—Seeks license to cover cp which authorized new tv station.

License to Cover Cp Returned

WAMY Amory, Miss.—Seeks license to cover cp which authorized new am station. (Sec. II signed after application was notarized.)

SCA

WBBQ-FM Augusta, Ga.

Modification of Cp

WPAG-TV Ann Arbor, Mich.—Seeks mod. of cp (as mod. which authorized replacement of cp for new tv station) to extend completion date to 4-11-56.

WORX Madison, Ind.—Seeks mod. of cp (which authorized new am station) for extension of completion date.

Cp

WJPB-TV Fairmont, W. Va.—Seeks cp to replace expired cp which authorized replacement of cp for new tv station.

Renewal of License

WQUA Moline, Ill.; WDUZ Green Bay, Wis.; WIGM Medford, Wis.; WCNT-FM Centralia, Ill. WSEL (FM) Chicago, Ill.; WEPS (FM) Elgin, Ill.

November 2 Decisions

ACTIONS ON MOTIONS

Weston, W. Va.—On request of Joint Committee on Educational Television (JCET), Commission on Oct. 31 extended time to Dec. 3 for filing comments and time for filing replies to such comments to 10 days thereafter in matter of amendment of table of assignments, rules governing television stations, to make ch. 5, now assigned Weston, W. Va., for non-commercial educational use, available at Weston for commercial use.

Bryan-College Station, Tex.—On request of Texas Agricultural & Mechanical College System, Commission Oct. 31 extended time to Dec. 3 for filing comments and time for filing replies to such comments to 10 days thereafter in matter of amendment of table of assignments, rules governing television stations to remove educational reservation on tv channel 3 at College Station, Tex., and make it available jointly by both Bryan and College Station, Tex., for commercial use, and that either ch. 48, now assigned to College Station, or ch. 54 now assigned to Bryan, be reserved for educational use instead of ch. 3

By Comr. E. M. Webster

Broadcast Bureau—Granted petition for extension of time to Nov. 10 to file comments to petition to enlarge issues filed by Midwestern Bcstg. Co. on Oct. 19, in ch. 4 proceeding, Cheboygan, Mich., involving applications of Midwestern Bcstg. Co. and Straits Bcstg. Co. Action Oct. 31.

By Comr. Rosel H. Hyde

Bill Mathis, Abilene, Tex.—Granted petition for leave to amend his am application so as to reduce power from 1 kw to 500 w and to specify new trans. site and application, as amended is removed from hearing docket; petition for grant of application dismissed. Action Oct. 27.

By Hearing Examiner Hugh B. Hutchison

WTIF Tifton, Ga.—Gave notice of prehearing conference re am application of **WTIF Tifton, Ga.**, on Nov. 2. Action Oct. 31.

By Hearing Examiner Elizabeth C. Smith

Clarksburg Pub. Co., Ohio Valley Bcstg. Corp., Clarksburg, W. Va.—Granted joint motion for continuance of hearing in ch. 12 proceeding from Nov. 15 to Jan. 16, 1956. Action Oct. 26.

By Chief Hearing Examiner James D. Cunningham

Broadcast Bureau—Granted petition to remove from hearing status am application of Delta-Democrat Pub. Co., Greenville, Miss. Action Oct. 25.

By Hearing Examiner H. Gifford Irion

Caguas P. R.—On examiner's own motion continued indefinitely hearing conference scheduled for Oct. 31 in ch. 11 proceeding, Caguas, P. R., involving applications of American Colonial Bcstg. Corp. and Supreme Bcstg. Co., Inc. Action Oct. 26.

By The Commission

Action November 2

Renewal of License

WBRN Big Rapids, Mich.; WCEN Mount Pleasant, Mich; WBFC Fremont, Mich.; WGN-TV Chicago, Ill.; WHBF-TV Rock Island, Ill.; WSLN Delaware, Ohio; WNOW-FM York, Pa.; WBBM-TV Chicago, Ill.; WNBQ (TV) Chicago, Ill.; WTMJ-TV Milwaukee, Wis.

November 2 Applications

ACCEPTED FOR FILING

Remote Control

KWGB Goodland, Kan.

Cp

KPFA (FM) Berkeley, Calif.—Seeks cp to replace cp (which authorized changes in licensed station).

Renewal of License

WGEM-FM Quincy, Ill.

Modification of Cp

KTLA (TV) Los Angeles, Calif.—Seeks mod. of cp (which authorized change in existing tv station) to extend completion date to 5-1-56.

WTVD (TV) Durham, N. C.—Seeks mod. of cp (which authorized new tv station) to extend completion date to 5-7-56.

WDBJ-TV Roanoke, Va.—Seeks mod. of cp (as mod. which authorized new tv station) to extend completion date to 5-30-56.

License to Cover Cp

KOIN-TV Portland, Ore.—Seeks license to cover cp which authorized new tv station.

KRBC-TV Abilene, Tex.—Seeks license to cover cp which authorized new tv station.

WSAU-TV Wausau, Wis.—Seeks license to cover cp which authorized new tv station.

Broadcast Bureau Decisions

Actions of October 27

WKMH-FM Dearborn, Mich.—Granted license to cover cp for changes in licensed station.

KGST Fresno, Calif.—Granted mod. of license to change name of licensee.

Actions of October 28

KSCU (FM) Santa Clara, Calif.—Granted cp to replace expired cp for noncommercial educational station.

WTVS (TV) Detroit, Mich.—Granted extension of completion date to May 30, 1956.

WSBA-TV York, Pa.—Granted extension of completion date to May 22, 1956.

KFXJ-TV Grand Junction, Colo.—Granted extension of completion date to May 22, 1956.

Actions of October 31

KOTA-TV Rapid City, S. D.—Granted extension of completion date to May 25, 1956.

WKRG-TV Mobile, Ala.—Granted extension of completion date to May 23, 1956.

WFLB-TV Fayetteville, N. C.—Granted extension of completion date to May 27, 1956.

Actions of November 1

WGST-FM Atlanta, Ga.—Granted extension of STA to waive Sec. 3.261 of rules to permit station to remain silent to Dec. 1, 1955.

WROV-FM Roanoke, Va.—Granted extension of STA to waive Sec. 3.261 of rules to remain silent to Dec. 31, 1955.

Actions of November 2

WNGO-FM Mayfield, Ky.—Granted license to cover cp for new fm station.

WNBH-FM New Bedford, Mass.—Granted mod. of cp for extension of completion date to March 18, 1956.

WPRB (FM) Princeton, N. J.—Granted license to cover cp for new fm. Also granted remote control operation from studio and waiver of Sec. 3.261 to permit cessation of operations at Christmas and during vacations.

WAFM (FM) Birmingham, Ala.—Granted mod. of license to change name to Alabama Bcstg. System Inc.

WORX Louisville, Ky.—Granted mod. of cp for extension of completion date to Jan. 2, 1956.

KWEW Hobbs, N. M.—Granted mod. of cp to operate trans. by remote control.

WMYR Fort Myers, Fla.—Granted mod. of cp for extension of completion date to March 1, 1956.

KWIQ Seattle, Wash.—Granted mod. of cp to change ant.-trans. and studio locations and operate trans. by remote control.

WTOW Towson, Md.—Granted license to cover cp which authorized new am station.

KVOS Bellingham, Wash.—Granted license to cover cp which authorized change from employing DA-1 to DA-N.

WCHJ Brookhaven, Miss.—Granted license to cover cp which authorized change frequency and increase power.

WBEE Rehoboth Beach, Del.—Granted license to cover cp which authorized new am station and specify studio location.

UPCOMING

NOVEMBER

Nov. 6: Indiana Radio-Tv Newsmen Semi-Annual meeting, WIRE Studios, Indianapolis.

Nov. 9-12: National Convention of Sigma Delta Chi, Chicago.

Nov. 10: ARF Conference on Current Activities in Marketing & Research, Hotel Ambassador, New York

Nov. 10-16: North Carolina Assn. of Broadcasters, aboard *M. S. Stockholm* (Bermuda cruise).

Nov. 14: Texas Assn. Broadcasters Fall Convention, Baker Hotel, Dallas.

Nov. 14: RAB Clinic, Minneapolis.

Nov. 15: RAB Clinic, Milwaukee.

Nov. 16: RAB Clinic, Chicago.

Nov. 17: RAB Clinic, Indianapolis.

Nov. 17-19: Radio-Tv News Directors Assn. Convention, Denver.

Nov. 18: RAB Clinic, Detroit.

Nov. 28: RAB Clinic, Louisville, Ky.

Nov. 29: RAB Clinic, Dayton, Ohio.

Nov. 30: RAB Clinic, Cleveland.

DECEMBER

Dec. 1: RAB Clinic, Pittsburgh.

Dec. 2: RAB Clinic, New York.

NARTB Regional Meetings

Region 5 (Dist. 10, 11, Minn., N. D., Eastern S. D., Iowa, Neb., Mo.)	Nov. 7-9	Fort Des Moines Hotel, Des Moines
Region 6 (Dist. 12, 13, Kan., Okla., Tex.)	Nov. 15-17	Baker Hotel, Dallas

BROADCASTING • TELECASTING

THE NEWSWEEKLY OF RADIO AND TELEVISION

1735 De Sales Street, N. W., Washington 6, D. C.

PLEASE START MY SUBSCRIPTION WITH THE NEXT ISSUE.

I've checked service desired.

☐ 52 weekly issues of BROADCASTING • TELECASTING $7.00
☐ 52 weekly issues and BROADCASTING Yearbook-Marketbook 9.00
☐ 52 weekly issues and TELECASTING Yearbook-Marketbook 9.00
☐ 52 weekly issues and both Yearbook-Marketbooks 11.00

☐ Enclosed ☐ Bill

name *title/position*

company name

address

city *zone* *state*

Please send to home address — —

The Drift From 15 & 2?

TO THOSE readers who may not have examined it before reaching this page we commend to their attention the condensed text of the speech made last week to the Assn. of National Advertisers by that organization's general counsel, Gilbert H. Weil.

The speech is noteworthy not only for its lucidity in describing the government's anti-trust suit against advertising but more so for its realistic suggestion that some of the practices to which the government objects are absurdly archaic. In Mr. Weil's view, these practices whether illegal or not, need updating.

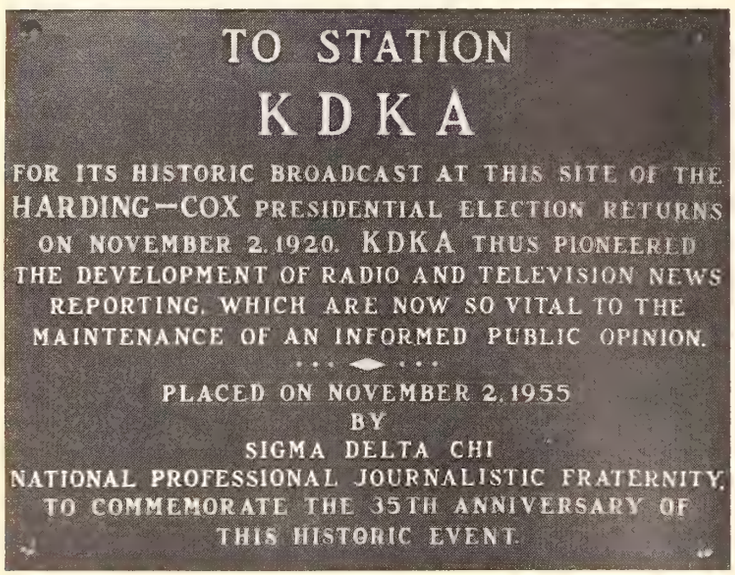
The standard commission system under which advertisers historically have paid their agencies, Mr. Weil says, evolved at a time when the agency function and the advertiser-agency relationship were infinitely simpler than they are in today's complex world of marketing and advertising. It would be difficult to disagree with him.

When the ANA's general counsel proposes change, change is more than probable. Radio and television as well as other media may find their way of doing business with agencies and advertisers on the verge of major revision.

Landmark

AMERICAN radio was singularly honored last week. Sigma Delta Chi, national professional journalistic fraternity, gave formal recognition to radio as an essential part of the Fourth Estate by marking KDKA Pittsburgh, as a "Historic Site in Journalism."

The occasion was the 35th anniversary of KDKA. The plaque presented to the Westinghouse station tells the story:



To those who lived through the press-radio war of the middle '30's this citation carries a very special meaning. The more youthful in broadcasting should know that radio did not achieve its journalistic eminence easily. There were those among the press who would have preferred government ownership of radio to the "American Plan." Recognition did not come until after radio openly had challenged the newsgathering organizations which had refused to take it on as a customer.

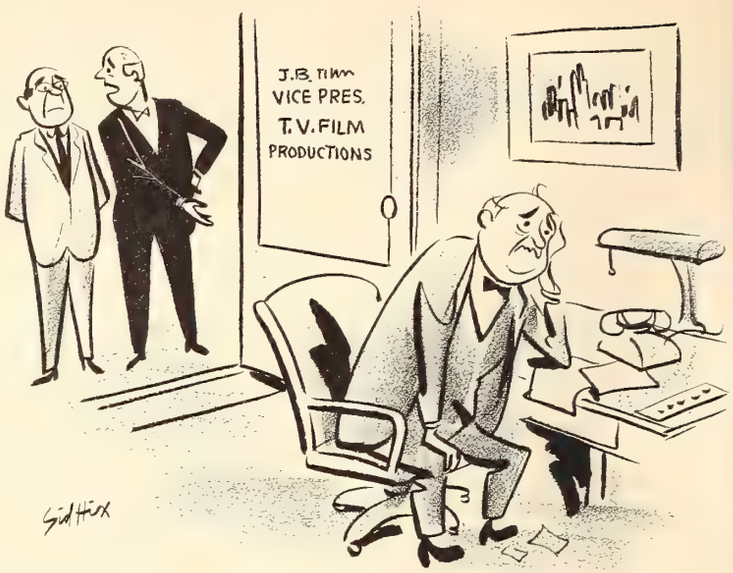
That era, happily, is past. Broadcasting and the printed page live together, competing vigorously for both news and business. The public benefits because the competition, almost everywhere, is free and open.

KDKA is the twelfth historic site to be marked by Sigma Delta Chi. Others were associated with such names as John Peter Zenger, Joseph Pulitzer, William Allen White, Ernie Pyle and Henry Jarvis Raymond, founder of the *New York Times*.

The record will show that the Historic Sites in Journalism Committee that selected KDKA for the honor, from among 20 distinguished nominees, included Turner Catledge, managing editor of the *New York Times;* Norman Chandler, publisher of the *Los Angeles Times;* Ken Clayton, of the *Chicago Tribune* (chairman); Bill Henry, newspaper columnist and NBC commentator, and Palmer Hoyt, editor and publisher of the *Denver Post*.

The tribute paid KDKA by Sigma Delta Chi is one which the whole art of broadcasting shares with that distinguished station. Two revered Westinghouse men, both now deceased—Dr. Frank Conrad, then assistant chief engineer, and H. P. Davis, vice president of Westinghouse in charge of engineering—could not have envisioned that which they wrought when they induced Westinghouse ownership to underwrite KDKA as a regular, rather than an experimental, station to operate on a daily schedule.

In accepting the Sigma Delta Chi plaque, Les Rawlins, KDKA general manager, spoke for all of those in broadcasting when he expressed gratitude to "those pioneers who made this award possible."



Drawn for BROADCASTING • TELECASTING by Sid Hix

"He was perfectly satisfied with his job until he found out what our property men, electricians and sound mixers make!"

Woodpulp to Radio

AS A WEEKLY newsmagazine which is written, edited and manufactured by processes similar to those used by newspapers, we understand the publishing problems created by a rise in newsprint prices, and we sympathize with newspaper publishers who now have to adjust their operations in consideration of substantial added expense.

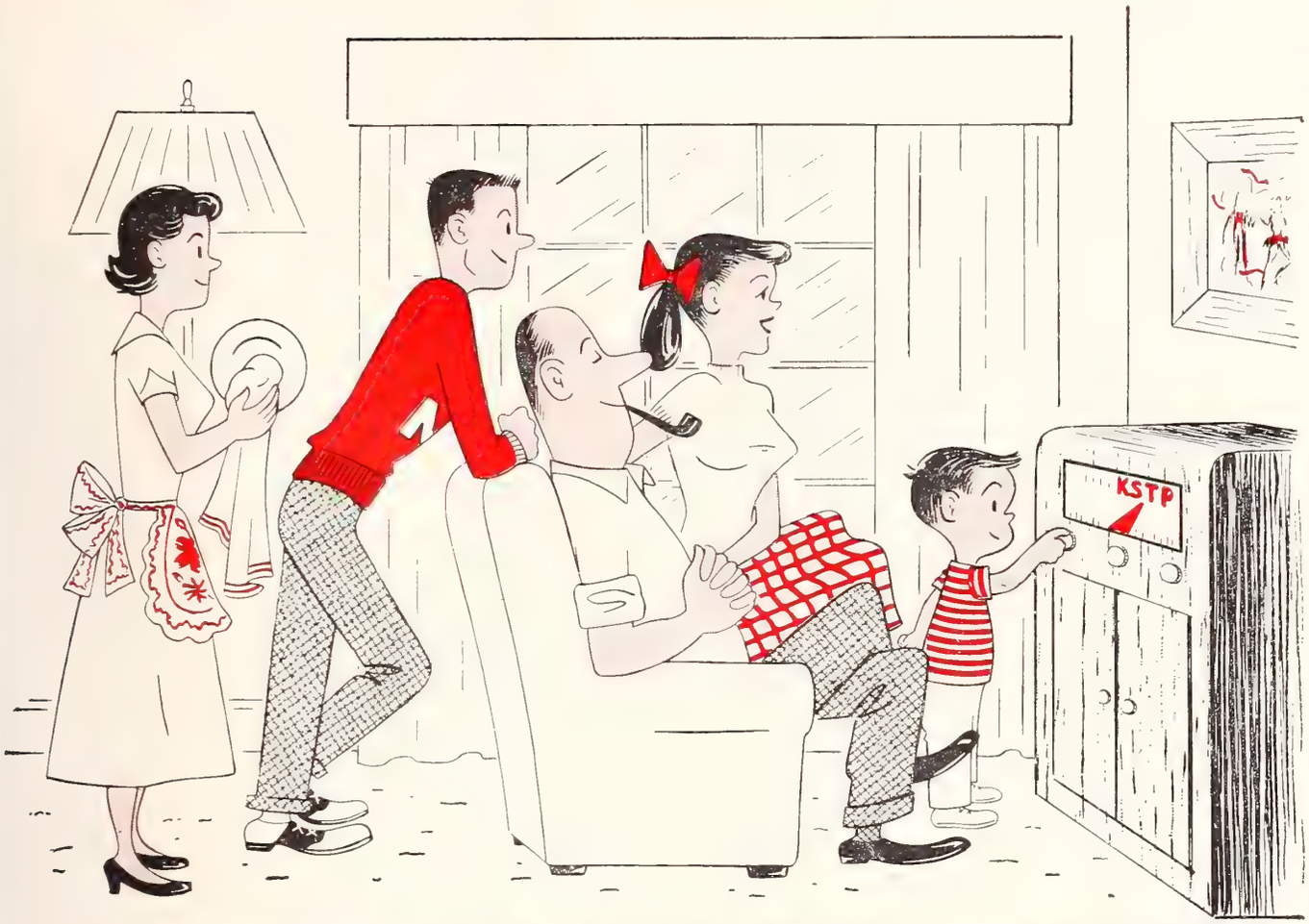
The new prices of newsprint will mean a total increase of $32 million per year to U. S. daily newspapers, according to Cranston Williams, general manager of the American Newspaper Publishers Assn. The nation's daily press, says Mr. Williams, will have to increase its revenues—through higher advertising and circulation rates—to meet its bigger publication bills.

As we say, we sympathize with the newspaper publishers because we are personally familiar with the problems of coping with printing overhead. We would be derelict in our function as the newsmagazine of radio and television, however, if we failed to point out that both of those media stand to gain by the newspaper publishers' situation.

When newspaper advertising rates go up, as it appears they must, the already distinct advantage which radio enjoys as an advertising medium will become even more obvious. Radio is now the least expensive mass medium. By comparison it will become even cheaper when newspapers hike their advertising price. Of necessity national and local advertisers will have to re-evaluate their media appropriations.

Television, too, will find its position improved. A principal argument used by newspaper space salesmen against television has been its high cost. That argument will be weakened to the extent that newspaper space rates rise.

In business competition, it is inevitable that one enterprise must take advantage of the problems of another. The paper manufacturers have created for newspapers a problem which radio and television cannot help but profit by.



There's a NEW SOUND on KSTP!

The best music in town, presented by the Northwest's top personalities. That, in a nutshell, is the story of the NEW SOUND at KSTP Radio.

KSTP's extensive music library of more than 30,000 selections has been completely restocked with the finest music ever recorded, and KSTP programming has been revised in order to present this fine musical entertainment to best advantage.

KSTP stars Bill Ingram, Johnny Morris, Jimmy Valentine, Don Riley, and Rodger Kent will deliver these all-time favorite tunes into the Northwest market of more than 800,000 radio homes and FOUR BILLION DOLLARS in spendable income.

KSTP will continue its unmatched news and sports reporting and other top shows, combined with the NEW SOUND, providing the type of entertainment today's radio audience demands.



KSTP Radio

50,000 WATTS

MINNEAPOLIS • ST. PAUL *Basic NBC Affiliate*

"PRICED and PROGRAMMED" to serve today's radio needs!

EDWARD PETRY & CO., INC. • NATIONAL REPRESENTATIVES

IN INLAND CALIFORNIA (AND WESTERN NEVADA)

Beeline RADIO

delivers more for the money





Inland California's Beeline stations, purchased as a unit, give you more listeners than any competitive combination of local stations . . . and at the lowest cost per thousand!
(SAMS & SR&D)

...JUST LOOK AT KMJ FRESNO

KMJ has **MORE LISTENERS** than any competitive station, daytime or nighttime, according to May '55 Pulse survey of seven major cities in Fresno area.

KMJ has **MORE TOP RATED SHOWS** . . . 9 out of the 10 most popular programs in the Fresno area are KMJ shows, reports latest Pulse.

KMJ has **WIDER COVERAGE** than any competitive station, daytime or nighttime. (SAMS)

McClatchy Broadcasting Company

SACRAMENTO, CALIFORNIA • Paul H. Raymer, National Representative

VEMBER 14, 1955

35c PER COPY

BROADCASTING TELECASTING

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25TH year

E NEWSWEEKLY
F RADIO AND TV

FOOD FOR THOUGHT



CARL MOORE

Six mornings a week, Carl Moore proves his drawing power by attracting a very large share of the Boston listening audience. Key *your* food advertising to a sales-proven personality—WEEI RADIO's Carl Moore!



MORGAN BAKER

Morgan Baker's informal, but informative, sales appeals are backed by actual product testing by a panel of Boston housewives. There's no trick to selling with Morgan Baker . . . when he sells 'em . . . they BUY!



PRISCILLA FORTESCUE

Priscilla Fortescue's infectious enthusiasm, plus guest stars, and her on-the-spot recordings from all over the world, sparks her listeners to move *your* product off grocers' shelves in Greater Boston!



MOTHER PARKER

Mother Parker's skilled interpretation of food facts has won the confidence of thousands of Boston housewives. Over 200 sponsors have already relied on this confidence to sell *more* of their products in Boston!



JOHN SCOTT

Smooth salesmanship by John Scott plus audience-building music by top recording artists, combine to make his shows your best bet to sell *more* of your product to his legion of listeners in the Greater Boston market!

If you want your share of NEW ENGLAND'S No.1 MARKET *use*

WEEI BOSTON

Represented by CBS Radio Spot Sales

Another thinly disguised WJR success story



"Let me see one of those big, blue diesels Marshall Wells told me about this morning"

Marshall Wells, farm editor for WJR, Detroit, sold a tractor a while back.

A farmer came into the sponsor's Lapeer, Michigan, dealership and said, "Let me see one of those big, blue brutes Marshall Wells told me about this morning."

Although the farmer had been interested in other makes, he took Marsh's word and bought a big, blue diesel tractor. One day, while he was working it in a field, one of the competitive tractor salesmen asked if he had bought it.

"Yep, on the one condition," said the farmer, "that it'll do everything Marsh Wells says it will."

"It will," sighed the salesman, and went home.

Even competition can't argue with Marsh Wells.

In a recent survey of listenership in WJR's primary coverage area, Alfred Politz Research, Inc. discovered that 37 percent of all listeners always tune in Marsh for farm market reports. There are 196 other stations dividing the rest into small portions.

Marsh is an expert—so recognized by sponsors and listeners alike. His integrity breeds astonishing loyalty. His talent is a valued part of WJR's $1 million annual local talent budget.

His sponsors keep on renewing. Like other smart advertisers, they know spot radio on WJR is the fastest, cheapest way to move goods in the Great Lakes market. Maybe your advertising manager knows, too. Ask him.

The Great Voice of the Great Lakes

WJR *Detroit*

50,000 Watts CBS Radio Network



Here's WJR's primary coverage area. Write us for your free copy of the Politz report or ask your Henry I. Christal Co. man.



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a sales beauty

the ever-blooming

Channel 8 Multi-City Market

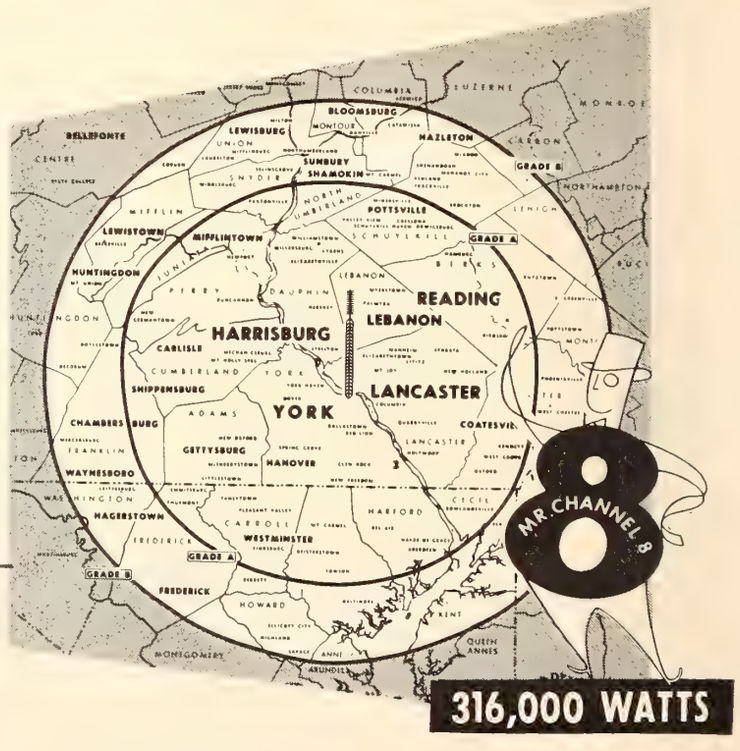
WGAL-TV

LANCASTER, PENNA.

NBC and CBS

Ever-growing sales are *yours* in the Channel 8 Multi-City Market. It's a vast, diversified region—a *buying* market. Sell the 3½ million people who live here, who own 912,950 TV sets and who spend $5½ billion annually.

STEINMAN STATION
Clair McCollough, *Pres.*



Representatives:

MEEKER TV, INC.

New York
Chicago
Los Angeles
San Francisco

closed circuit.

SCATTER SCUTTLEBUTT • Arrival of scatter propagation communications systems on scene [B•T, Oct. 24] is seen in some quarters as possibly heralding major impact on entire spectrum allocations. Present techniques use vhf bands up to 60 mc, but underlying theories is thought that entire vhf could be used to great advantage. This brings tv and fm broadcasting into purview of scatter advocates —the military being among foremost. Whole subject may be aired at scatter seminar in Washington today and tomorrow sponsored by Institute of Radio Engineers groups and George Washington U.

B•T

HAMSTRINGING features of political broadcasting law are already at work—full year before 1956 presidential election. Thinking they might be able to persuade him to admit live television to news conference set for Wednesday morning, day after his expected announcement of candidacy, advisors to Adlai Stevenson first sounded out tv networks. As of late Friday they had found networks cool. Reason: Mr. Stevenson will be avowed candidate Wednesday and to broadcast lengthy news conference would expose networks to rash of demands for equal time. Issue won't be settled until today or tomorrow.

B•T

LINEUPS FORMING • With FCC network tempo being stepped up (witness meeting in Washington today [Monday] of network heads with FCC Chairman McConnaughey at latter's call), some independent tv stations reportedly are planning their participation in proceedings, probably *amicus curiae* or as "friends of FCC." Their big complaint presumably is freezing out of program product through syndication and effects of "option time."

B•T

NUMBER of old-line vhf stations, concerned about where things may be headed in efforts to break down present allocation tables and thereby curtail their present rural and remote coverage, are beginning to talk up formation of protection committee to counter efforts of organized uhf stations seeking such changes. Presumably group would be tv counterpart of clear channel organization set up quarter-century ago to protest incursions on power-station am coverage.

B•T

NEW NETWORK ROLE? NBC Executive Vice President Robert Sarnoff is recipient of thought-provoking letter from midwest broadcaster calling for new network approach on programming. Briefly, concept of proposal is that networks offer programs (mostly news) as press associations offer their services to clients. Thesis is that tv has evolved as primary entertainment medium of broadcasting and that local radio stations are doing excellent local job, but networks would add national or international aspect.

B•T

THERE's good chance top level meeting between FCC and Office of Defense Mobilizations officials on swap of some uhf channels for few vhf channels from military may take place this week. Conference will be strictly exploratory, it's understood, but it's move toward FCC Chairman McConnaughey's hope to settle one way or other possibility of adding more vhfs to television. Question of capturing government channels for broadcast services has always been live one in Washington communication circles, but this is nearest FCC has ever come in moving toward that goal.

B•T

CLEARANCE TROUBLE • They may not know it, but salesmen for some film companies are making no friends among agencies and station representatives—and may lose business—by promising station clearances they can't deliver. Complaint: That some salesmen, to clinch sale of film property, will "guarantee" clearance of specific prime hours on top-rated stations which agencies have not been able to clear through reps. Result: Reps look bad to agencies and agencies look bad to their clients—till it turns out these salesmen can't produce more than small percentage of clearances they'd promised. In fairness, these sources say, it should be noted that there are instances—"not commonplace," they say—in which film salesmen became heroes by delivering clearances after others had failed.

B•T

DOES White House still plan to rotate chairmanships on independent agencies, in line with statement made last year when President Eisenhower named new chairmen for Civil Aeronautics Board and FCC? Question has been raised in government circles, now that more than year has elapsed since George C. McConnaughey assumed FCC chairmanship on Oct. 4, 1954. There is no indication that any change is in offing at FCC, but that did not deter FCC insiders from raising question.

B•T

COMMAND PERFORMANCE • Entire Hollywood crew of NBC-TV *Matinee Theatre* worked all night following Milton Berle's color show last Tuesday to whip together "An Apple for Miss Myrtle," for Wednesday noon color origination. Originally slated for Thursday, "Apple" was pushed up because RCA-NBC Chairman Brig. Gen. David Sarnoff was showing off new daytime color venture to select agency group Wednesday and had not been informed that black-and-white kinescope play made in October was scheduled. Monochrome kinescopes are spotted day after Berle color shows because of production problems at Burbank studios. Command performance also required rescheduling Thursday and Friday plays.

B•T

ONE of big tv advertisers, which began in Midwest in tv's early days, is exploring tv station markets in hope of acquiring full quota of outlets. It reportedly has budgeted initial $5 million for "down-payments," with assurances that more will be available if appropriate acquisitions are in sight. Group already has contacted at least one former top network executive to work with it, presumably having in mind Chicago headquarters.

B•T

TIMEBUYERS MOVING • In reshuffle of timebuyers to take place shortly, Jan Gilbert, Product Services Inc., will move to Doyle Dane Bernbach, New York, succeeding Nina Flynn, who joins Robert Orr & Assoc., New York.

B•T

VISIONS of mountains of work are haunting Washington consulting engineers with issuance last week of allocations review by FCC (story, page 27). And if Sixth Report and Order is stripped of restrictions, every tv case from then on may well be technical problem, requiring greatly enlarged consulting staffs. Many firms have been quietly seeking additional men, but one at least needs them mostly for backlog of am work which has mounted to new highs in recent months. Principals of this consulting outfit are afraid to begin thinking of staff requirements come any substantial changes in tv standards.

B•T

SPEC FOR ABC-TV • Latest development in big-time network tv is report that ABC-TV plans to premiere with star-studded program of spectacular, or special, variety much sooner than had been widely anticipated. Chief reason, it's understood, is that network now has potential sponsor under wraps. Show, originally pegged for sometime in fall season next year, is being advanced to possible debut next February —thus pushing schedule ahead more than six months.

B•T

PROPERTY rights in tv signals may be adjudicated sooner than expected. Bill Grove, KFBC-TV Cheyenne, Wyo., has moved to intervene in application of Rawlins, Wyo., community tv system application to Wyoming Public Service Commission for franchise certificate. Mr. Grove, who has been active in urging broadcaster opposition to antenna systems, claims certificate should be denied because Rawlins wired closed circuit system does not have his permission to pick up KFBC-TV signals.



KTHS (LITTLE ROCK)

PAYS OFF IN CASH, TOO!

When you pick up the check for time on 50,000-watt KTHS, you're buying coverage of a *lot more* than Metropolitan Little Rock.

KTHS pays off—in *Cash* (Ark.), for example. This little Craighead County town isn't much of a market in itself. But combined with hundreds of other hamlets, towns and cities, it helps account for KTHS's *interference-free* daytime coverage of more than 3,370,000 people!

In Arkansas, use the BIG radio value—KTHS, Basic CBS in Little Rock.



The Station KTHS daytime primary (0.5MV/M) area has a population of 1,002,758 people, of whom over 100,000 do not receive primary daytime service from any other radio station . . . Our interference-free daytime coverage area has a population of 3,372,433.

KTHS 50,000 Watts CBS Radio

BROADCASTING FROM

LITTLE ROCK, ARKANSAS

Represented by The Branham Co.

Under Same Management as KWKH, Shreveport

Henry Clay, Executive Vice President

B. G. Robertson, General Manager

at deadline

TvB BOARD APPROVES BIGGER BUDGET FOR INTER-MEDIA BILLINGS BATTLE

TELEVISION Bureau of Advertising will appropriate $550,000-$600,000 to fight battle for tv medium among advertisers, agencies and station representatives in coming year, TvB board decided during first annual membership meeting in Chicago ending Friday (see earlier story page 82). Officers traced rapid progress made by TvB in competition with printed media, specifically American Newspapers Publishers Assn.'s Bureau of Advertising, and vigorous support by member stations.

TvB board now becomes 16-man group, with addition of new members. In election of officers four added to board and Clair R. McCollough, WGAL-TV Lancaster, Pa., steps out as co-chairman. H. Preston Peters, Free & Peters Inc., succeeds George Brett, The Katz Agency, as station representative man on board and Norman E. (Pete) Cash, TvB station relations director, was elected vice president. Virginia Hensler elected assistant secretary-treasurer.

New directors for one-year terms are Robert Lemon, WTTV (TV) Bloomington, Ind.; Gordon Gray, WOR-TV New York; Robert Tincher, KTVT (TV) Sioux City, Iowa, and Otto Brandt, KING-TV Seattle, Wash. Board now comprises 12 station, two network, one station representative members and the president, Oliver Treyz. New officers take office Jan. 1. All nominations adopted unanimously.

Retained in office are Richard A. Moore, KTTV (TV) Los Angeles, as co-chairman; W. D. Rogers Jr., KDUB-TV Lubbock, secretary; Lawrence H. Rogers, WSAZ-TV Huntington, W. Va., treasurer, and as board members, Campbell Arnoux, WTAR-TV Norfolk; Roger W. Clipp, WFIL-TV Philadelphia; Henry W. Slavick, WMCT (TV) Memphis; Kenneth L. Carter, WAAM (TV) Baltimore, and George B. Storer Jr., Storer Broadcasting Co. Also Charles R. Denny, NBC New York, and Merle S. Jones, CBS-TV New York.

Mr. Rogers delivered financial report, noting income projected to $604,000, on basis of expenditures of $44,000 and income up to $50,000 monthly.

NCAA, in Crackdown, Takes Football Telecast From Iowa

CBS-TV affiliates in Iowa were prohibited from carrying District 4 National Collegiate Athletic Assn. football game between Wisconsin and Illinois last Saturday by order of NCAA. Action followed previous Saturday's telecast of Iowa-Minnesota game by KRNT-TV Des Moines in defiance of black-out imposed by NCAA (story, page 110).

Walter Byers, NCAA executive secretary, on Friday issued the following statement:

"The unauthorized telecast of Des Moines, Iowa, violated the understandings and agreements in effect between the NCAA and the CBS Television Network. It is incredible that KRNT-TV ignored and disregarded these commitments. Final disposition of this phase of the matter has not yet been determined.

"... The NCAA television committee adopted special provisions to govern collegiate football telecasting in the State of Iowa at the request of the CBS Television Network and other interested parties. Since these provisions have been violated and there is lack of adequate assurance at this time that they will be observed Nov. 12, the NCAA television committee has been forced to conclude that the special provisions are no longer meaningful and, consequently, they have been voided.

"This means that the District Four CBS telecast is not to be released in the State of Iowa tomorrow. If this deprives other CBS affiliated television stations in Iowa from airing this game, the NCAA television committee greatly regrets this inconvenience but wishes to submit that the fault does not rest with the NCAA."

Late Friday, Big Ten (Western Conference) met to explore legal implications of KRNT-TV telecast, but reached no decision.

RADIO RECORD

WBBM Chicago, which reportedly leads nation in total radio billings, will equal highest year in its history in 1955—equivalent to 1952—says H. Leslie Atlass, vice president-general manager. Local and national spot billings will eclipse 1952, offsetting loss in network billings.

Weed Sees Tv Spot Booming

INCREASE in tv spot sales next year predicted Friday by Joseph J. Weed, president of Weed Television Corp., New York, station representatives. In message to clients, Mr. Weed forecast enlarged spot budgets, increase of new advertisers in spot tv and new products to be made and to be advertised via spot by old tv advertisers. Other factors cited: Tightening of availabilities in some areas because of demand for local time on stations by national political parties.

GOOD REASON

WHEN Compton Adv., New York, moves to its new offices next March, it will have enlarged and improved facilities for both radio and tv sound track recording. Reason, according to agency, is that television represents about 50% of Compton's billing. New studios also will have special projection rooms for viewing and editing tv films. Compton has leased four floors in building being constructed at 625 Madison Ave. with lease to run for 15 years at rental totaling $8 million. New quarters will provide some 125,000 square feet of office space—increase of about 80% over Compton's current space at 261 Madison Ave.

• BUSINESS BRIEFLY

OSCARS & OLDSMOBILES • General Motors Corp.'s Oldsmobile Div. reportedly has agreed to sponsor for third straight year NBC-TV's coverage of Academy of Motion Picture Arts and Sciences ("Oscar") awards next March 21 (10:30 p.m.-12:15 a.m. EST). Estimated cost of package said to be $300,000. Agency for Oldsmobile is D. P. Brother, Detroit.

JERGENS' MINUTES • Andrew P. Jergens Co., Cincinnati, buying national one-minute tv spot campaign in 50 markets, effective Jan. 1, for 22 weeks, for Jergens lotion. Agency is Robert W. Orr & Assoc., N. Y.

CARS MOVE AGAIN • Studebaker-Packard, which had cancelled its radio network buy last week because of slowness in production [AT DEADLINE, Nov. 7] will institute one-week (Nov. 21-26) radio spot campaign in 75 markets where distribution has progressed more rapidly. Minutes will be used. Benton & Bowles, N. Y., is agency.

MORE FOR MOGUL • Emil Mogul Co., N. Y., already handling two Revlon products (Aquamarine lotion and Silkenet shampoo), has been assigned its third Revlon account, reportedly men's toiletries. Television spot time is understood to be considered in media plans.

INSURANCE RENEWAL • Allstate Insurance Co., Chicago, renewed Friday its sponsorship of ABC Radio's *Sports Today With Bill Stern* (Mon.-Fri., 6:30-6:45 p.m. EST). Agency for Allstate is Christiansen Adv. Inc., Chicago.

'CIRCUS' SPONSOR • Roto-Broil Corp. of America (rotisseries-broilers), N. Y., was to start sponsorship of half-hour of ABC-TV's *Super Circus* with yesterday's (Sunday) telecast. Sponsor will alternate segments weekly, taking 5-5:30 p.m. EST period yesterday and 5:30-6 p.m. EST slot beginning with next Sunday's telecast. Product Services Inc., N. Y., is agency.

BEER BUYS 'SUSIE' • Sponsorship by Drewrys Ltd., U. S. A. Inc. (beer) of *Susie,* tv film series, in 13 midwestern markets is being announced today (Monday) by Leslie Fairbairn, advertising director of Drewrys, and Michael M. Sillerman, executive vice president of Television Programs of America, distributor of series. Business was placed through MacFarland, Aveyard & Co., Chicago, which is planning extensive merchandising campaign for *Susie,* which consists of re-runs of *Private Secretary,* currently on CBS-TV.

FOR MICHIGAN COUGHS • Buckleys Ltd., Toronto, Canada, buying 13-week schedule of radio spots in four Michigan markets (Kalamazoo, Flint, Grand Rapids, and Saginaw) for its cough syrup effective Jan. 1. Agency is Hilton & Riggio Inc., N. Y.

SWEET BUSINESS • Sunkist Pie Co., Chicago, appoints Ruthrauff and Ryan Inc., Chicago.

MIXES ON AIR • Flako Products Div., Quaker Oats Co., has launched saturation spot radio campaign, using about 2,000 announcements for 13 weeks, in five eastern markets, for Flako pie crust and Flakorn corn muffin mix. Agency is Roy S. Durstine, N. Y.

HARD TO BEAT...



KPHO-TV IN PHOENIX!

ACES IN ANY ADVERTISER'S HAND . . . these KPHO-TV program personalities consistently win audiences and sales for CHANNEL 5 advertisers! Their programs are "buy-words" in Phoenix homes. Backed by full scale promotion and merchandising, their local impact will bring you ever-greater sales in the growing Phoenix area.

Goldust Charlie

— one of Arizona's first TV caricatures, created in '51 and still a favorite! Phoenix youngsters meet with the "old prospector" weekdays at 4 p.m. at his televised General Store for homespun humor and "Little Rascals."

Tom Sherlock

— Phoenicians like their weather, especially the way it's presented by Sherlock on "3 STAR NEWS" each weekday at 5:50 p.m. and at 10:05 p.m. He's been one of Phoenix' leading TV personalities since he joined KPHO-TV in '51.

Wallace Snead

— star of "It's Wallace?" on KPHO-TV each weekday at 4:35 p.m. Ask any Phoenix youngster about this program . . . it's the HIGHEST-RATED afternoon children's show in town. Draw to this for a sure winner!

Ruth Dunlop

— Director of Women's Activities for KPHO, her program "COOK'S CORNER" soon begins its sixth year on KPHO-TV. Winner of a 1954 Zenith Television Award, Ruth is a Phoenix habit with housewives each weekday at 3 p.m., when she presents cooking and sewing hints.

Jack Murphy

— Phoenix' name for news! Jack's nightly newscast within "3 STAR NEWS", weekdays at 5:30 p.m., is Phoenix' most widely-watched, multi-weekly local news program. (ARB July, '55) As KPHO-TV's Executive Producer and News Editor, he's also seen weekdays at 11:45 a.m. and at 2:45 p.m.

DEAL YOURSELF IN ON THIS WINNING HAND...KPHO-TV, PHOENIX!

MEREDITH *Radio and Television* STATIONS

affiliated with **Better Homes and Gardens** and **Successful Farming** magazines

KANSAS CITY		SYRACUSE		PHOENIX		OMAHA	
KCMO	KCMO	WHEN	WHEN	KPHO	KPHO	WOW	WOW
RADIO	TV	RADIO	TV	RADIO	TV	RADIO	TV
810 kc.	Channel 5	620 kc.	Channel 8	910 kc.	Channel 5	590 kc.	Channel 6
ABC	CBS	ABC	CBS	ABC		CBS	NBC

Represented by KATZ AGENCY INC — JOHN BLAIR & CO. BLAIR TV, INC.

at deadline

Home Town Tv Organization Plans Staff, Incorporation

CHARTER of incorporation for Committee for Home Town Television Inc., designed to be nation-wide organization of both uhf and vhf broadcasters to serve needs of "home town" stations, has been adopted by group of Connecticut, Massachusetts, and New Jersey stations [B•T, Aug. 29], Philip Merryman, WICC-TV Bridgeport, president of CHTT, said Friday.

He said Harry Plotkin, Washington radio-tv attorney, had been retained as legal counsel and Kear & Kennedy, Washington consulting engineers, as engineering counsel, and that CHTT also plans to employ economic consultant and full-time publicity aide. One of organization's first moves, he indicated, will be submit to FCC allocations brief to be prepared by Mr. Plotkin.

Corporation charter, to be filed in Connecticut, was approved Thursday at Hartford meeting attended by representatives of some eight tv stations, according to Mr. Merryman, who said next meeting will be held soon but that date has not been definitely fixed. Charles DeRose, WHYN-TV Springfield, Mass., is CHTT board chairman. Home office is at Mr. Merryman's WICC-TV.

50-Cent Record Player Developed for Propaganda

FIFTY-CENT, hand-operated phonograph for use in international propaganda warfare demonstrated by Brig. Gen. David Sarnoff, chairman of RCA and NBC boards, who noted instrument is light and unbreakable, can be dropped by air "behind the Iron or Bamboo Curtain," and is so simply designed it could be assembled and operated by anybody. He said he demonstrated machine to President Eisenhower and other officials last April during conference in connection with his cold war memorandum which White House released in May [B•T, May 16].

Public demonstration was before Overseas Press Club of America in New York, using unbreakable seven-inch records that play for three minutes and can be manufactured for five cents each. Machine's reproduction was described as "surprisingly" loud and clear. Gen. Sarnoff said number of machines have been delivered to Voice of America for field tests and that other U. S. agencies are showing "a lot of quiet interest." Machine was developed by Arthur van Dyke, staff assistant to Dr. C. B. Jolliffe, RCA vice president and technical director, who operated and explained it in demonstration. Gen. Sarnoff said RCA had no commercial interest in it, that design details are available to anyone, that toy manufacturers might be better equipped to produce it than RCA and that they might be able to get price of 50 cents or less down to about 20 cents.

FCC Executive Hangs Self

GEORGE L. JENSEN, 51, chief, engineering div., FCC Field Engineering & Monitoring Bureau, was found hanged in basement of his Arlington, Va., home Friday. Police said Mr. Jensen, long-time employe of the FCC, had been under treatment for severe migraine headaches.

REAL DOPE

GUILD Films Co., New York, reported Friday that episode of *Confidential File* series dealing with barbiturate addiction has been viewed by House subcommittee investigators as part of their study of narcotics. After viewing film at U. S. Court House in New York, Hale Boggs (D.—La.), committee chairman, called film "a valuable contribution to the committee's picture of the narcotics situation." In addition to viewing *Confidential File,* which is carried on 85 tv stations, committee members heard testimony from narcotics squad agents, custom officials and physicians.

Thanksgiving Spec Set

NBC-TV will present special, color spectacular titled *Assignment: India* on Thanksgiving Day, Nov. 24 (5-6 p.m. EST), according to announcement today (Monday) by Davidson Taylor, vice president in charge of public affairs. Featured on program will be Chester Bowles, former ambassador to India. Program was produced in India under direction of Ted Mills.

L. A. Baseball Teams to Try Broadcast Formula Switches

BASEBALL interests will be watching West Coast radio-tv experiment next season as Pacific Coast League's Los Angeles Angels and Hollywood Stars each try different broadcast formulas to lick sagging gate receipts.

Stars have sold both radio and tv rights to Harry Maizlish, KFWB Hollywood, on theory radio helps gate but tv kills it. Angels will revert to schedule of daytime home games (except Friday nights) with telecasting on KHJ-TV Los Angeles, believing promotion of home audience, mostly women, may help.

Both teams have been telecasting home games at night for four years on KHJ-TV. KFWB, planning to use only radio rights, reportedly paid Stars almost as much for both radio and tv rights as team got last year from two sources. KFWB last year paid Stars $45,000 for radio; KHJ-TV paid team $100,000-plus for tv.

UPCOMING

Nov. 14: Texas Assn. Broadcasters Fall Convention, Baker Hotel, Dallas.

Nov. 15-17: NARTB Region 6 Conference, Baker Hotel, Dallas.

Nov. 17: National Tv Film Council Fall Tv Film Forum, Hotel Delmonico, New York.

Nov. 17-19: Radio-Tv News Directors Assn. Convention, Denver.

Nov. 19: Arizona Broadcasters Assn. Meeting, Hotel Rancho Grande, Nogales.

For other Upcomings see page 123.

PEOPLE

HENRY HOWARD, CBS Radio director of business affairs since December 1953, appointed director of music operations of CBS-TV effective immediately. Post is new and created to "administer the complex and expanding uses of music in tv," according to announcement. Mr. Howard has been in legal and business administration service with CBS since 1939, except for wartime service with U. S. Navy general counsel office.

Appointment of **JUDITH WALLER,** longtime director of public affairs and education for NBC in Chicago, as public affairs representative for network was announced last week by **DAVIDSON TAYLOR,** NBC vice president in charge of public affairs. In her new post, Miss Waller will travel throughout country and serve as liaison between network and national organizations. She will continue to maintain headquarters in Chicago.

CHARLES MOOS, NBC's manager of labor relations since May 1955 and previously attorney in network's legal department, appointed manager of talent and contract operations for NBC.

ROBERT M. SEEPE, assistant to executive vice president, Wilson & Co. (meat packers), Chicago, appointed head of marketing-research activities of Compton Adv. Inc., Chicago.

JOHN CAPLES, vice president of BBDO, will speak before Advertising Club of New York's advertising and selling course today (Monday) on "Tested Advertising Methods."

THEODORE B. KIRBY, formerly with MBS promotion department and Pedlar & Ryan Inc., N. Y., to copy chief, ABC audience promotion department.

EMIL F. HUBKA JR., formerly manager of public relations, U. of Illinois Professional Colleges, to Motorola Inc. as public relations assistant for news services.

WILLIS DUNBAR, public affairs director, WKZO Kalamazoo, Mich., named vice mayor of Kalamazoo.

WDSU-TV Plans New Tower To Extend Its Coverage

WDSU-TV New Orleans plans to construct new transmitter building at site of new 975 ft. tower in St. Bernard Parish, including duplicate transmitters, ch. 6 station announced Friday following FCC approval of application to move transmitter site. Station, now atop Hibernia Bank Bldg. with 425 ft. antenna,, will greatly increase its coverage of New Orleans area when new transmitting facilities are completed, Robert D. Swezey, executive vice president and general manager, said. Construction of new facilities, including equipment for color and black-and-white, will begin in near future.

CBS-TV EMP Adds One

KHAD-TV Laredo, Tex. (ch. 8), owned and operated by Vidicon Industries of America, Midland, Tex., will join CBS-TV under network's Extended Market Plan on or about Dec. 1, Herbert V. Akerberg, CBS-TV vice president in charge of station relations, said Friday. Station has been under construction since early summer.

AWRT Board to Meet

MEETING of board of directors of American Women in Radio & Television will be held Thursday and Friday in Boston, at which plans for 1956 AWRT annual convention will be formulated. Reports from chairmen of various national committees also will be read.

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Toronto: 32 Colin Ave., Hudson 9-2694. James Montagnes.

SUBSCRIPTION INFORMATION

Annual subscription for 52 weekly issues $7.00. Annual subscription including BROADCASTING Yearbook (53d issue): $9.00, or TELECASTING Yearbook (54th issue): $9.00. Annual subscription to BROADCASTING • TELECASTING, including 54 issues: $11.00. Add $1.00 per year for Canadian and foreign postage. Regular issues: 35¢ per copy; 53d and 54th issues: $3.00 per copy.

ADDRESS CHANGE: Please send requests to Circulation Dept., BROADCASTING • TELECASTING, 1735 DeSales St., N.W., Washington 6, D. C. Give both old and new addresses, including postal zone numbers. Post office will not forward issues.

BROADCASTING* Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING*—The News Magazine of the Fifth Estate. Broadcast Advertising* was acquired in 1932, Broadcast Reporter in 1933 and Telecast* in 1953.

*Reg. U. S. Patent Office

Copyright 1955 by Broadcasting Publications Inc.

KTLA

CHANNEL 5

Towers Over Southern California's GOLD COAST

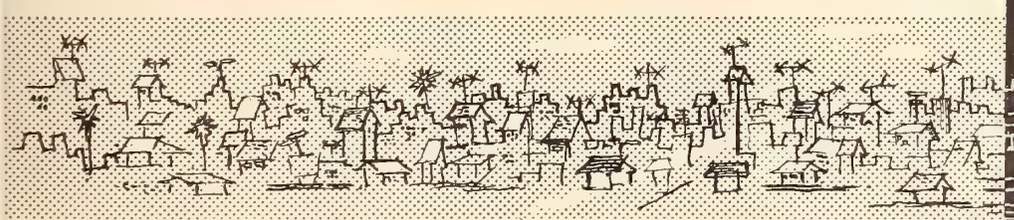
—The Nation's Second Richest Television Market!

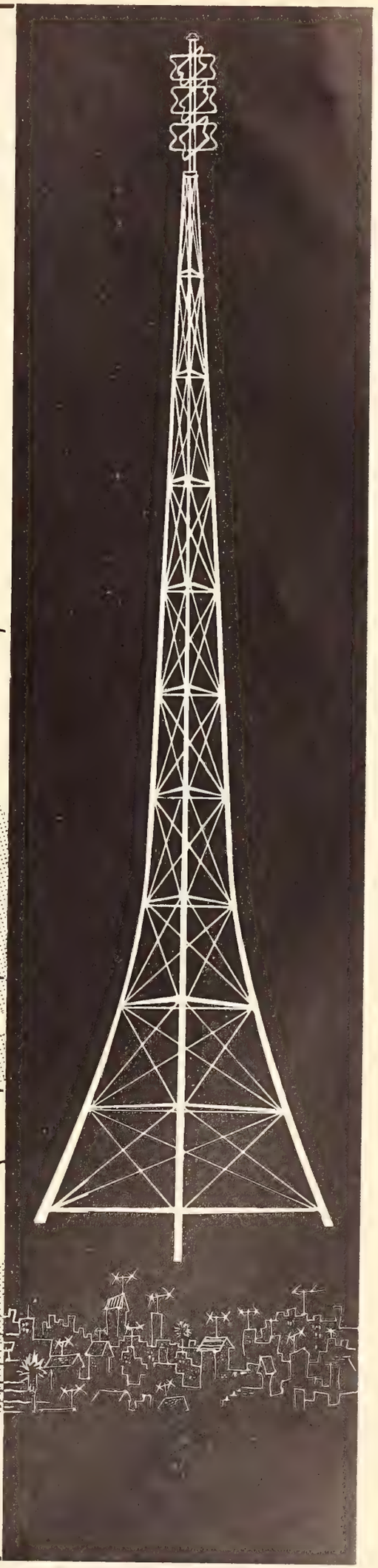


"Southern Californians live better, eat better, have fewer worries and drive more automobiles than any comparable set of humans in all the world!"—*

POPULATION	7,227,000
TELEVISION SETS	2,300,000
ANNUAL INCOME	$13,747,000,000
RETAIL SALES	$ 8,991,000,000

**LOS ANGELES EXAMINER Research Department*





5800 Sunset Boulevard • Hollywood 28, California

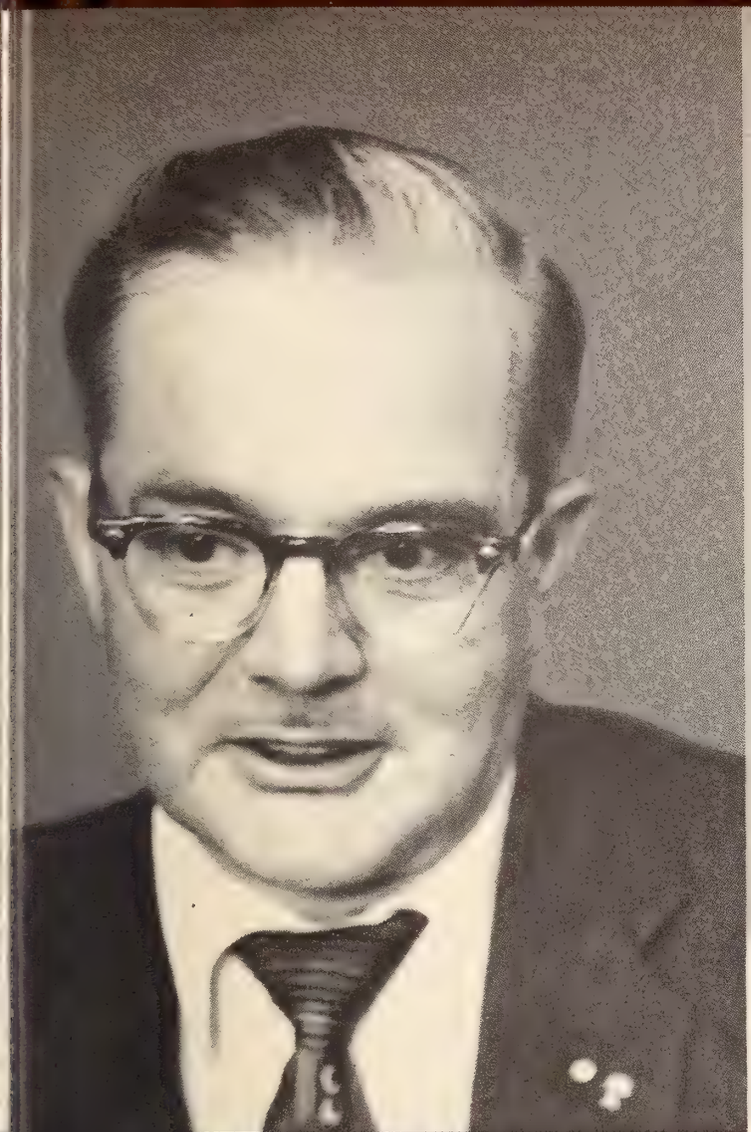
REPRESENTED NATIONALLY BY PAUL H. RAYMER COMPANY, INC.



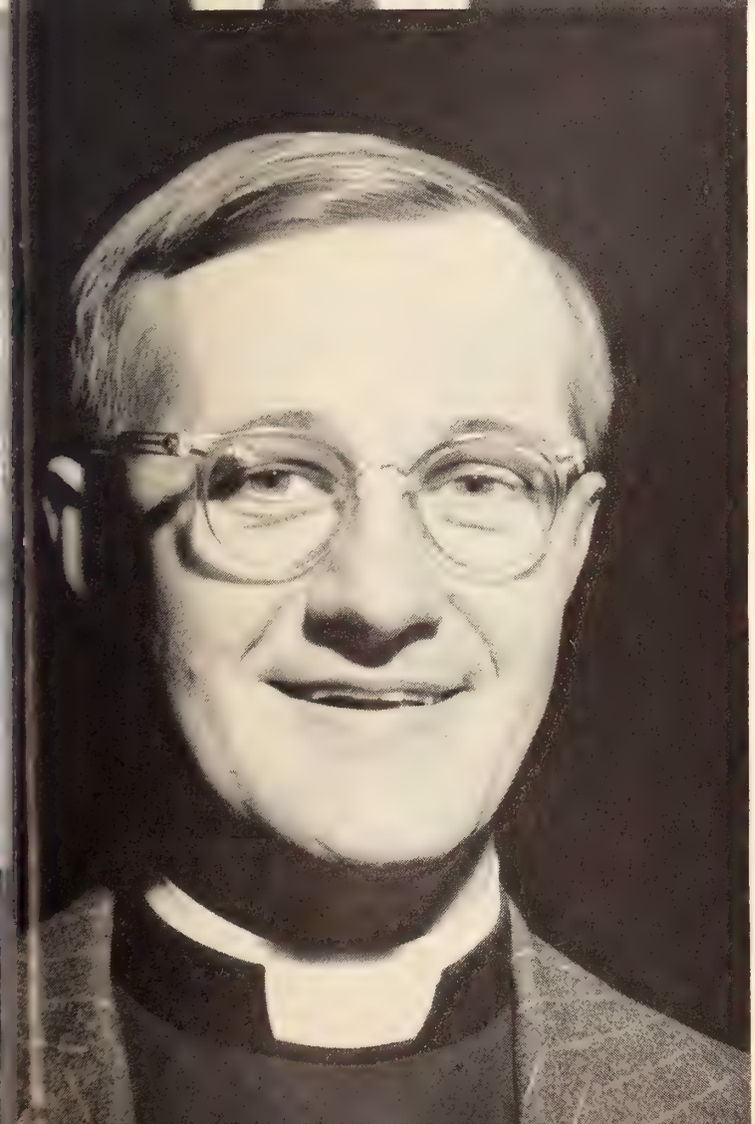
Anybody here you don't know?











If you have trouble identifying these people there are more than 40 million of your fellow citizens who can do it for you.

Each of them became famous faster perhaps than anyone else in history. Outside the intimate circle of their families, friends and neighbors no one had ever heard of any of these people until a Tuesday night at 10 o'clock. Thirty minutes later each of them was known throughout the United States.

They became famous so fast for one reason—the phenomenon of television, and more specifically, a phenomenal television program.

Today television is the shortest distance between obscurity and fame. This popularity applies not only to people, but to the products they use and the companies that manufacture them.

Many of these companies are convinced that CBS Television is the quickest path to popularity in all television. They know that day and night CBS Television broadcasts the majority of the most popular programs. They know too, that on the CBS Television Network they can reach their customers at a far lower cost per thousand than on any other television network. These facts may help to demonstrate why the largest single advertising medium in the world today is CBS TELEVISION.

TUNE-OUT TYPES

2-Cue Card Charlie



BUT - not with TELEPROMPTER* SERVICE

TelePrompTer copy is *always* correct and ready when needed . . . dependable insurance for perfect delivery at all times.

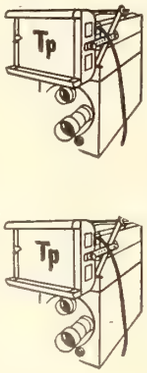
That's why —

ADVERTISERS PREFER TelePrompTer stations like

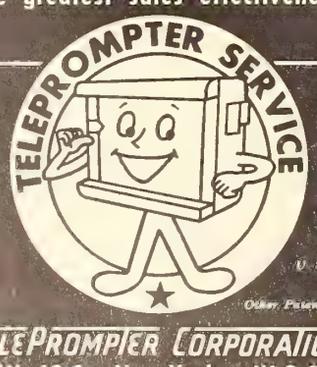
KMJ-TV
Channel 24, Fresno
"First in Fresno"



KDKA-TV
Channel 2, Pittsburgh
Pittsburgh's First Television Station



TelePrompTer equipment answers the daily demands and mental hazards of TV production — puts the "FORM" in perFORMance — gives advertisers the greatest sales effectiveness.



*Trademark registered U. S. Pat. No. 2855873 Other Patents Pending

TELEPROMPTER CORPORATION
300 W. 43 St., New York • JU 2-3800
LOS ANGELES CHICAGO WASHINGTON TORONTO

WEEKDAY

NBC RADIO made its big bid for the housewife last week. *Weekday,* the Monday-through-Friday counterpart of the weekend *Monitor,* went on the air. Verdict: it is considerably less than the answer to the woman's prayer.

Margaret Truman and Mike Wallace are the hosts of *Weekday.* They carried on bravely in the face of their material. Miss Truman is more at home in this capacity than she has been in other radio-tv assignments; she's pleasant and friendly and likeable. Mr. Wallace is able as her partner and sometime straight man.

Among the segments:

Charlotte Adams giving cooking and buying tips. Not bad.

Meredith Willson upgrading the housewife's culture by explaining long-hair music. A little irritating. It's one thing to present the classics under the assumption "this is something you'll enjoy"—it's quite another under the assumption "you probably won't like this but you darn well should."

Audrey Hepburn and Mel Ferrer telling about the upcoming movie, "War and Peace." In this instance *Weekday* has taken one of the more disturbing pages from tv's book—giving free plugs to Hollywood under the guise of entertainment.

Songs by Eddie Fisher and bride Debbie Reynolds.

A French record, billed as the rage abroad, all about a painless birth. Obviously just the thing for early morning listening.

First episode in presentation of a full-length novel (*The Persistent Image* by Gladys Schmidt). Some improvement over soap opera.

At noon, when Miss Truman and Mr. Wallace (a combination of names suggestive of more excitement than the present pair produced) took a two-hour lunch period, WRC Washington—to which this reviewer was tuned—also deserted *Weekday* in favor of its local programming which probably signifies something or other, as WRC is owned by NBC.

In the afternoon, Mr. Fisher returned as interviewee for the Truman-Wallace team. There were also advice on interior decorating, reports from Hollywood and Washington and, as a top-flight wind-up, Cornelia Otis Skinner reading from Anne Morrow Lindbergh's new book, *Gift From the Sea.*

Production costs: $18,000 a week.

Sponsored on a participating basis on NBC Radio, Mon.-Fri., 10 a.m.-3:30 p.m. EST.

Program hosts: Margaret Truman and Mike Wallace; Martha Scott and Walter Kiernan.

Executive producer: Mitchell Benson; supervising producer: Allen Ludden; service and information editor: Geraldine Rhoads; news editor: Helen Mamar; dramatic producer-director: Kenneth W. MacGregor; producers-directors: Charles Herbert, Joe O'Brien, Ruppert Pray and Joe Cook.

THE CONSTANT HUSBAND

A NEW tv "first" was achieved—and with complete success—Nov. 6, when NBC-TV presented in color and black-and-white the American premiere of a full-length feature film, preceding its showing in the motion picture houses of this country. The picture, made in Technicolor by London Films, was a thing of beauty as reproduced in soft pastel tones.

The film play was a comedy romp, starring Rex Harrison as a man without a memory who amusingly discovers that his forgotten past includes a series of wives, seven in all, all beautiful and all yearning for his return. Mr. Harrison and an excellent cast play the comedy to the hilt, with no trace of the so-called British reserve. Margaret Leighton as the barrister-at-law who undertakes the philanderer's defense and Kay Kendall and Nicole Maurey as his latest two wives are beautiful, charming and comic. Cecil Parker is amusingly professional as the brain specialist and Michael Hordern provides a few hilarious moments as the bewildered judge.

The six commercials—a modest enough amount for a 90-minute telecast—were all in color and had the extra impact that color gives making the foods in the Sunbeam commercial extra appetizing, the new Buicks extra enticing and the picture of Tums tablets dissolving in a glass stomach extra repelling.

But because they were merely dropped into the story at the end of any scene, with no apparent effort to ease them in, they became increasingly annoying interruptions, until one wished he had waited to see the picture at his local movie.

Tv rights: $200,000.

Sponsored by Buick Motor Div., General Motors Corp., through Kudner Agency; Lewis Howe Co. through Dancer-Fitzgerald-Sample Sunbeam Corp. through Perrin-Paus Co. Maybelline Co. through Gordon Best & Co.

Broadcast Nov. 6 as a Sunday Spectacular *on NBC-TV in color and black-and-white, every fourth Sunday, 7:30-9 p.m. EST.*

Starring: Rex Harrison, Margaret Leighton and Kay Kendall.

Produced by London Films; producers: Sidney Gilliat and Frank Launder; director: Sidney Gilliat; associate producer: M. Smedley Aston; writers: Sidney Gilliat and Val Valentine.

NBC host: Art Linkletter.

WANTED

FOR THOSE who wonder about the story behind the wanted posters in their local post offices, CBS-TV's new documentary series will more than satisfy their curiosity.

Wanted is a nationwide manhunt in action reminiscent of radio's *Gangbusters* series.

The bulk of the Nov. 3 program consisted of a series of interviews with a murder victim's family and friends, law enforcement officers and persons who knew the murderer. Blended with this graphic realism was a dramatization of the crime and other pertinent scenes followed by a complete description of the fugitive and his possible whereabouts.

Wanted is a welcome change from the familiar faces of the tired cop and robber routine.

Production costs: Approximately $32,500.

Sponsored by Whitehall Pharmacal Co. through Biow-Beirn-Toigo and Boyle-Midway Inc. through Geyer Adv. on CBS-TV, Thurs. 10:30-11 p.m. EST. Reporter-narrator: Walter McGraw.

Producers: Peggy & Walter McGraw; director: Bruce Anderson; director of photography: Michael Livesey.

ELECTRONIC AND ENGINEERING (fourth edition), by Frederick E. Terman. McGraw-Hill Book Co., 330 W. 42nd St., New York 36, N. Y. 1,078 pp. $12.50.

THIS new and revised edition of Terman's *Radio Engineering* has been updated to keep abreast with the rapidly changing technology including, for example, a brief technical explanation of the operation of compatible color casting. The author is professor of electrical engineering and dean of the school of engineering at Stanford U. More than 1,250 problems and exercises enable the reader to check his grasp of the material presented.



Target Date: Mid-December

HIGH ATOP CEDAR HILL OVERLOOKING DALLAS-FORT WORTH, TEXAS' HIGHEST MAN-MADE STRUCTURE . . . 1,685 FEET ABOVE AVERAGE TERRAIN, KRLD's NEW TRANSMISSION TOWER.

42 COUNTIES IN TEXAS AND OKLAHOMA

POPULATION	**2,272,000**
FAMILIES	**687,600**
RETAIL SALES	**2,582,192,000**

552,740 television sets

CITY GRADE COVERAGE IN DALLAS AND FORT WORTH

KRLD-TV

The Times Herald Station
Owners and operators of KRLD, 50,000 Watts
The Branham Co., Exclusive Representative.

The BIGGEST buy in the BIGGEST market in the BIGGEST State

CBS

Channel 4, Dallas
MAXIMUM POWER

JOHN W. RUNYON
Chairman of the Board

CLYDE W. REMBERT
President



Judicial Notice

EDITOR:

In a recent editorial [B•T, Aug. 29] you criticized the *$64,000 Question* and similar enterprises. In part you said, "With depressing inevitability, a spate of loot-laden quiz shows is about to break out in television in a frenzied effort by rival networks. . . ."

Enclosed find check for 35 cents for which please send me a copy of the magazine which contains this editorial.

F. E. Williams
Judge of the Circuit Court
St. Louis, Mo.

P. S. Congratulations upon your fearless comments on this unholy mess.

Traveler's Aid

EDITOR:

I greatly appreciate your sending the Sept. 26, Oct. 3 and Oct. 10 issues to me at my Pacific Palisades, Calif., address . . . Inasmuch as I have been spending considerable time in California, the only way I can keep up with your magazine is to read it currently. If I wait until I get home and find three or four issues of B•T along with an equal number of other trade publications, I never get a chance to catch up on the back issues.

I will probably make the same request again when I leave for California in December.

R. M. Kirtland, V. P.
Gordon Best Co.
Chicago, Ill.

[EDITOR'S NOTE: Given a week's notice, B•T will follow you to your new address, permanent or temporary.]

Annoying Advertising

EDITOR:

In the Nov. 5 issue of *Saturday Evening Post,* and perhaps in other national publications as well, there is a full-page advertisement of Zenith for new television receivers. Among the other features of the new Zenith receiver the ad describes something called "flash-matic" tuning. In addition to using this device for turning on and off the set from a remote position, the ad also says "you can also shut off sound of long, annoying commercials while picture remains on screen."

I wonder if anyone considered the fact that without those "annoying commercials" there probably wouldn't be many, if any, television stations providing a program service and thus there would be no market for Zenith, or any other make, receivers. It would seem to me that the fellow who wrote that copy and the one who approved it should have "stood in bed."

Harold Essex, Exec. V. P.
WSJS-AM-FM-TV Winston-Salem, N. C.

[EDITOR'S NOTE: B•T's full agreement with Mr. Essex was voiced in an editorial, "Drop That Gun," in our June 27th issue, following receipt of a Zenith publicity picture of the "flash-matic" gadget captioned "Shooting Off the Commercial."]

Gripe From Japan

EDITOR:

I am writing this letter to congratulate you on the magnificent success you have had in publishing B•T, the leading authority on the coverage of a very difficult but important industry. I do not know how many readers you have in my country, but I do know that a large percentage of the more than 2,400 employes of Dentsu Advertising Ltd. rely on your publication for up-to-date information and technical data on broadcasting and telecasting in the United States. Since we subscribe to only a few copies of the magazine, each copy is handed from one employe to another, until, by the time it reaches my desk, the cover is tattered and torn.

However, I have one gripe to make with you. In the past two years, I believe there have been only two issues which carrried any article on Japan, despite the fact that my country has been one of the leading advertising-conscious nations in the world and has been active in the field of commercial broadcasting for four years and commercial telecasting for two years. I sincerely believe our radio and television industry rates at least an occasional mention in your International Section along with the leading countries of Europe . . .

Seiji S. Chihara, Asst. Tv Mgr.
Dentsu Advertising Ltd.
Tokyo, Japan

Likes Lux Layout

EDITOR:

. . . I'm thrilled with joy over the *Lux Video Theatre* layout in the Oct. 24 issue of B•T. Please send me 12 additional copies as I want to circulate them around.

Frances Scully, Pub. Dir.
J. Walter Thompson Co., Los Angeles

Opportunity for Maturity

EDITOR:

. . . The 1956 elections present an opportunity for every broadcaster "to cut eye teeth" and attain reportorial maturity. Public interest is high and will become profoundly more acute. It looks like it will be a hum-dinger and the broadcaster has the opportunity to earn his chevrons. . . .

I plan to take an active part in the coming presidential campaign [and] have opened offices in Room 838 [in Washington's] Pennsylvania Building (right across from the FCC) with a desire to be helpful in the nomination and election of Sen. Estes Kefauver as President, if, as and when he becomes a candidate. Since my background shows more than 32 years in the broadcasting industry, I hope to work with all broadcasters who have the same interest and desire. I have taken a sabbatical leave from being a broadcaster, but, like a motorman on vacation, I'm taking a street car ride.

I feel very strongly that the broadcaster has not yet fully recognized the power of the microphone and the tv camera and that 1956 will afford an opportunity to prove the impact of our industry in influencing public opinion by honest, straight-forward news reporting.

A national election in 1928 launched radio and the 1956 election can prove the maturity of the broadcast industry.

Lou Poller
Washington, D. C.

Campus First

EDITOR:

In your Oct. 10 issue in STATION SHORTS station WMMR of the U. of Minnesota claimed that it was "the first campus station in the United States to carry any network program" after carrying an ABC-Paul Harvey Show on Sept. 30, 1955. WDBS carried the *Bob Hope Show* for Chesterfields weekly during the school year during 1951-52 and 1952-53, live and through NBC.

Pete Taylor, Production Manager
WDBS, Duke U., Durham, N. C.



The swing ain't to KING it's done swung!

	PULSE	ARB
KING-TV	52.0	58.2
Seattle Station "B"	24.6	26.9
Tacoma Station "A"	19.3	16.5
Tacoma Station "B"	6.1	3.3

Total Weekly Averages, August, 1955

KING-TV—Starting its 8th consecutive year of leadership in the Nation's 12th largest market—the great Seattle-Tacoma area.

Channel 5—ABC
100,000 Watts
Blair-TV

FIRST IN SEATTLE-TACOMA

KING-TV

Otto Brandt, Vice-Pres. and Gen. Mgr.

RCA AMPLI



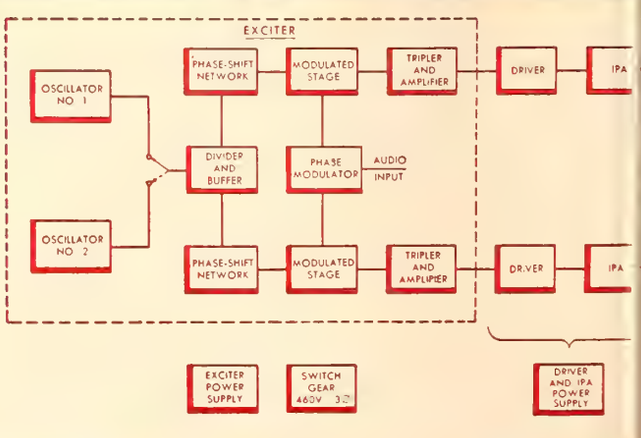
50-KW AM AIR COOLED!

New RCA 50-kilowatt AM Transmitter BTA-50G

DESIGNED WITH AMPLIPHASE MODULATION

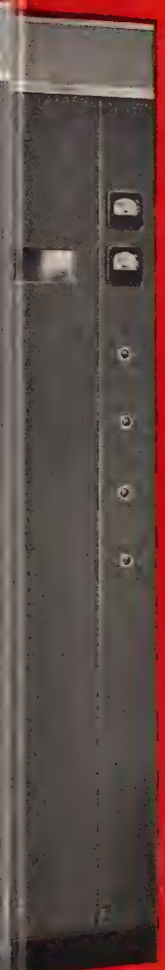
HOW IT WORKS!

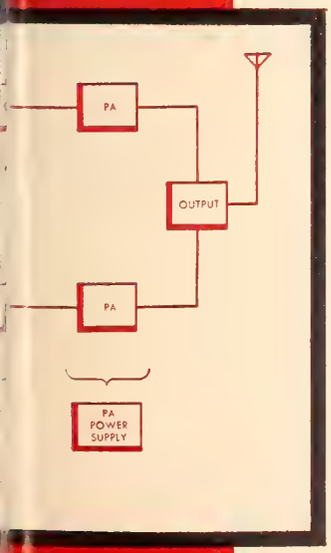
To produce phase-to-amplitude modulation in the BTA-50G, a carrier wave is developed by a common exciter. This carrier wave is then split and fed to two separate amplifier chains through phase-shift networks that establish a carrier phase difference. These two signals are controlled so that each maintains a prescribed phase relationship with the other in accordance with the intensity of modulating signal. This controlled phase relationship enables the separate 25-kilowatt amplifiers, when feeding their outputs into a combining circuit, to produce a maximum level 50-kilowatt amplitude modulated signal.



SIMPLIFIED BLOCK DIAGRAM—BTA-50G TRANSMITTER

PHASE





A new concept in AM Broadcasting!

. . . introduced in RCA's revolutionary new 50-KW AM transmitter

Here is the most significant forward step in AM transmitters since RCA introduced high level modulation—an entirely new 50-KW transmitter using Ampliphase Modulation. Newest and finest in RCA's long line of distinguished AM transmitter designs, it is further proof of RCA leadership in the broadcast equipment field.

Ampliphase cuts transmitter floor space and operating costs by substantial margins. The BTA-50G is housed in four cubicles. It does away with half of present power tubes . . . along with bulky components such as modulation transformers, reactors and accessories. It requires no underfloor trenches, costly water cooling systems, external blowers. And there's no lost air-time—because the 50-KW Ampliphase is remarkably easy to install while your present transmitter is in operation. Then, in most cases, you may keep your old unit as a stand-by.

For complete technical details . . . and for information on the surprisingly low price . . . call your RCA Broadcast Sales Representative. In Canada, write RCA VICTOR Company Limited, Montreal.



FACTS ABOUT RCA'S NEW 50-KW AM

- Takes less than 80 square feet of floor space. No underfloor trenches required.
- Lowest operating cost of any 50-KW AM transmitter.
- Half the tube cost of other 50-KW AM transmitters.
- Uses famous Long-Life RCA 5671 P.A. tubes.
- No Modulation transformer required.
- Completely air-cooled with internal blowers — no air intake ducts necessary.
- Low distortion, excellent frequency response.
- Splatter-free modulation provided by new Ampliphase design.
- Designed to permit remote-control operation.
- New simplified circuitry. Extremely stable operation.

PIONEERS IN AM BROADCASTING FOR OVER 25 YEARS

RCA®

RADIO CORPORATION of AMERICA

ENGINEERING PRODUCTS DIVISION CAMDEN, N.J.



IF YOU'RE WITH THE AVERAGE REP WHO HAS SO MANY STATIONS ***HE*** DOESN'T KNOW WHAT TO DO. TIME YOU TALKED TO BURKE-STUART, WHERE PERSONALIZED SELLING FOR A LIMITED LIST OF STATIONS IS PAYING OFF . ***BIG!***

BURKE-STUART COMPANY, *Inc.*
Radio and Television Station Representatives

NEW YORK · CHICAGO · DETROIT · LOS ANGELES · SAN FRANCISCO

TOP SHOWS **WBNY** **TOP RATINGS**

The Early Bird...The Coffee Shop...Musical Merry-Go-Round
The Afternoon Show...Melody Matinee...The Record Shop
16 NEWSCASTS DAILY
BUFFALO'S ONLY FULL-TIME MUSIC & NEWS STATION
BURKE-STUART CO., INC., NATIONAL REPRESENTATIVES



HOPE MARTINEZ

on all accounts

WHEN Hope G. Martinez, senior timebuyer for BBDO, is asked how she broke into advertising, she'll reply without batting an eyelash, "simple—I started as a machine operator."

Born in Madrid, Spain, in 1920, and arriving in the U.S. in 1929, speaking no English at all, Miss Martinez at the age of 18 went to work in a factory as a machine operator, then switched to credit adjustment at Hecht's department store in New York and lastly went into construction work as a bookkeeper—all within six years. Of the three jobs held during the late depression-early war years, necessity proved to be the first motivating force, curiosity the second.

"In all this time of breathlessly gawking at skyscrapers," Miss Martinez recalls, "I never knew whether you start building from the top down or from the bottom up, so-o, I decided to find out first hand."

After she found out all she wanted to know about the construction business, Miss Martinez "saw no reason to stick to that trade," thus she joined Batten, Barton, Durstine & Osborn's accounting department in 1945.

Married to John Anzolin the following year, she took just enough of a leave of absence from the office toward the end of 1946 to give birth to her only child, Claudia, and returned in 1947 to BBDO, this time as an assistant to a timebuyer.

In 1948, she came into her own as timebuyer on the Nehi Corp. (Royal Crown Cola) account, and as time passed, hopskotched through the myriad of BBDO's partitioned cubicles, finally landing in a four-walled, carpeted office of her own.

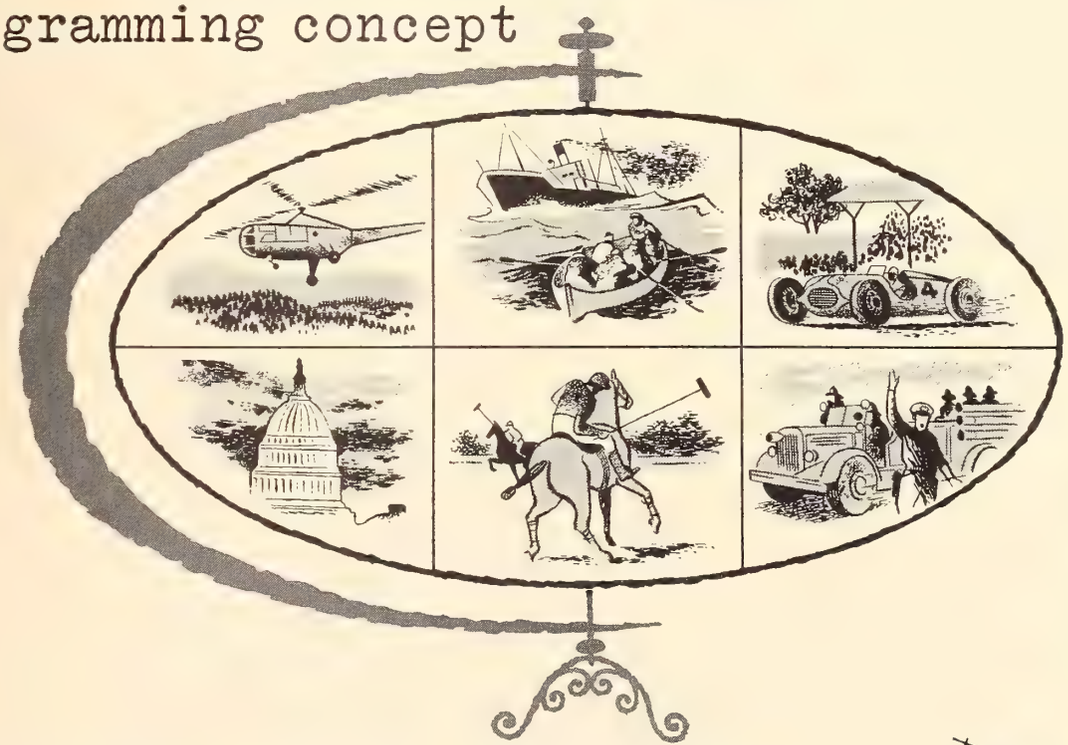
With her husband as far removed from the advertising profession as possible, (he owns a gas station), Miss Martinez reports that her nightly entrance in the Anzolin household is greeted "with absolutely no sympathy from anyone." She gets home (in Valley Stream, L. I.) in time for supper—occasionally.

As a senior timebuyer at BBDO, Miss Martinez handles five "blue chip" accounts: American Tobacco Co. (Lucky Strikes); Campbell Soup Co.; First National City Bank of New York; Revlon Product Corp. (Satinset and Touch And Glow), and Consolidated Edison Co. of New York and subsidiaries. She also works on one institutional account, the American Institute of Men's and Boys' Wear.

Miss Martinez does not admit to any specific hobbies, though she quips, "try calling backaches while gardening my hobby."



WLW radio offers a great new programming concept



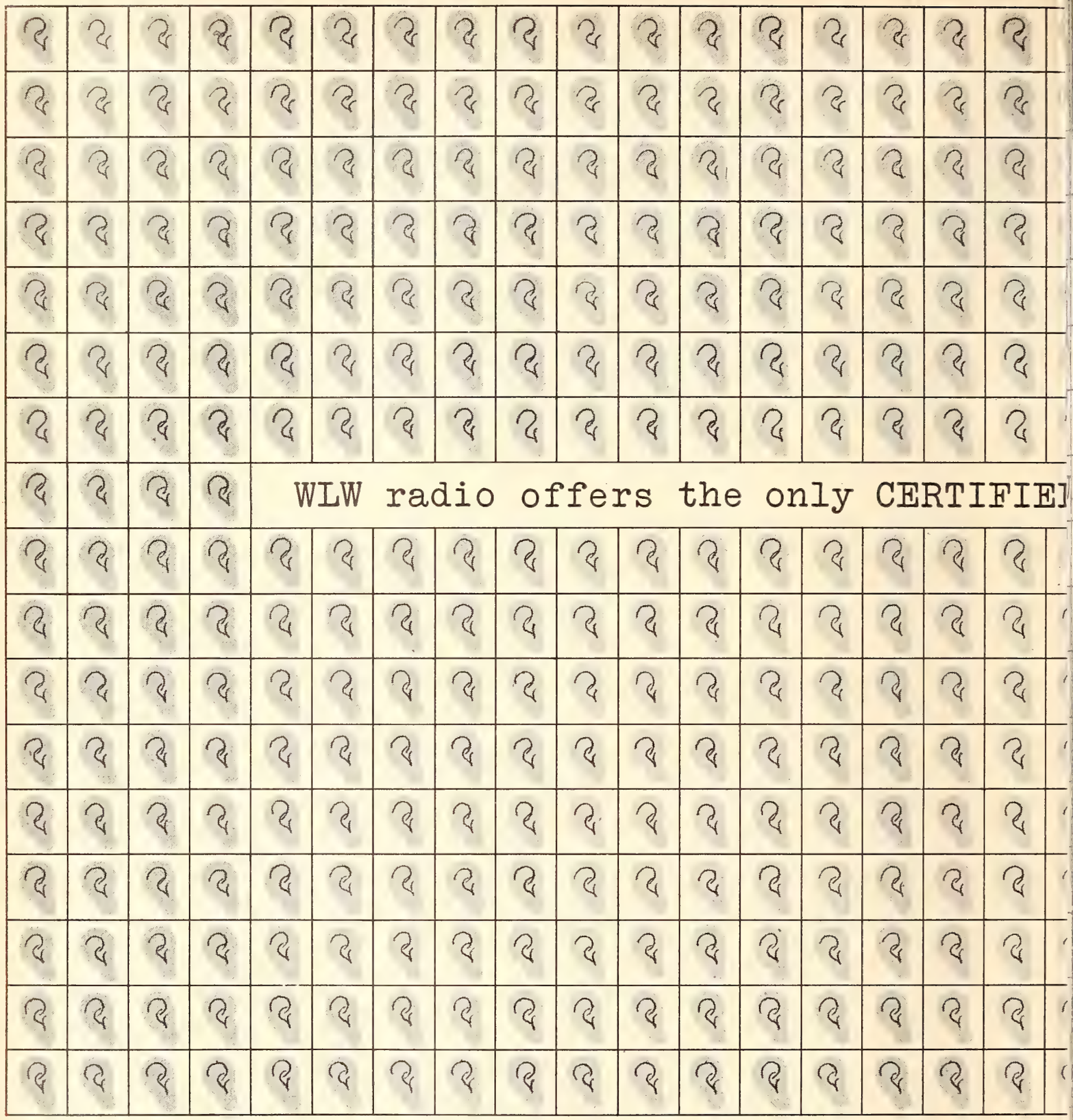
It's here--"The World Now"--WLW Radio's spectacular new programming operation that takes you to every town or country, day or night...to bring you on-the-spot news, interviews, happenings...interest-packed people, places, and things that are vital forces in "The World Now!"

Yes, WLW Radio has a crew of roving reporters, announcers, writers, editors to cover the water front, home front, world front and back--to bring you the newsy-est, most entertaining programming in broadcast history.

And this human-interest, cover-all programming spearheads a sensational new "Certified Audience Plan" unprecedented in the entire broadcasting industry!

So tune your ad dollars to WLW Radio for "The World Now" programming punch with the smash "Certified Audience Plan!"--

See next page



Here's another Crosley first — revolutionizing broadcast media! WLW Radio now offers you a smash "Certified Audience Plan" with announcements to deliver the greatest possible unduplicated home coverage. You get a pre-determined audience at a low one dollar per thousand home broadcasts or even less...certified by the official NIELSEN REPORTS!

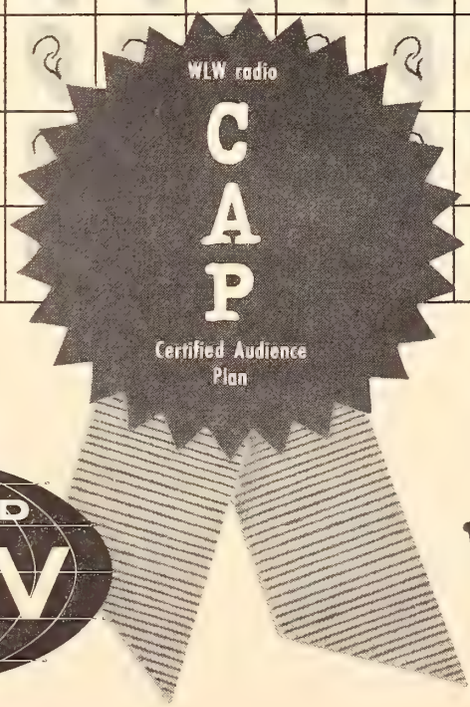
This sensational, unique "Certified Audience Plan" is spearheaded by WLW Radio's new dynamic programming operation "The World Now"— plus the famous Crosley power-packed merchandising and promotional services.

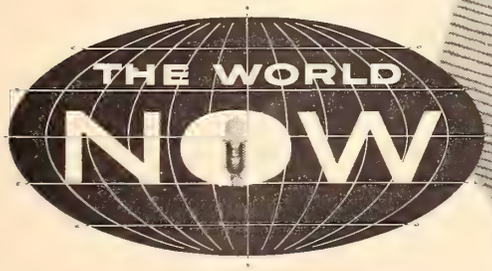
WLW's big new "C.A.P." will give advertisers the greatest selling package ... anytime...anywhere — proving the ears have it!

So tune your ad dollars to WLW Radio for the only "Certified Audience Plan" in any broadcast media backed by "The World Now" programming!

CROSLEY BROADCASTING CORPORATION, A DIVISION OF AVCO MANUFACTURING CORPORATION

UDIENCE PLAN in any broadcast media





WLW radio

SALES OFFICES: NEW YORK, CINCINNATI, DAYTON, COLUMBUS, ATLANTA, CHICAGO, MIAMI.



Our Jo Ann sings too, and sings mighty pretty. Difference is, she sings to older folks than that other one.

Yessir, our Jo Ann makes mighty pretty music, along with lots of others on WMAZ-TV's new hour and a half daytime show. Call it a local "spec," or even the "burnt toast of the town," Middle Georgians are CRAZY about "Teavie's Town and Country."

That's it: "Teavie's Town and Country," with our Uncle Ned as emcee, and all his Hayloft Jamboree gang for the "country" part of the show. We've



got a great new gospel singing group in it, called the Sego Brothers, who are signing 'em right into the aisles. And of course, our Jo Ann sings those wonderful pop songs in a sort of a "town" way, with Ernie Daulton at the citified organ too!

It's all fun, and a great show to sell most any product! It'll sell yours! Hurry and get all the details from Avery-Knodel . . . and SELL here in Middle Georgia.

Cobb

SOUTHEASTERN BROADCASTING COMPANY

MACON, GA.

our respects

to JOHN ROBERT MORAN



WOODLANDS and lakes, hunting and fishing, and a certain refreshment also synonymous with relaxation—Hamm's beer.

These are the thoughts that the Theodore Hamm Brewing Co., of St. Paul, feels are a strong bet to run through the minds of radio and tv listeners as they hear the company's familiar beat of the tom-tom and refrain "from the land of sky blue waters."

Hamm's beer has attained wide identification with these elements through the power of suggestion and a sound public relations vehicle, headed by Jack Moran, the brewing concern's director of advertising.

Mr. Moran is given a good share of credit for helping boost Hamm's among leading competitors in its field during the past two years. Under his shrewd buying, Hamm's commercials also seem to have gained acceptance for their entertainment value in the process, mostly through heavy use of television and a well-conceived theme.

John Robert Moran originally set out to be an accountant, but fortunately enough for advertising, decided this would be a mistake. Born on April 7, 1916, he attended Withrow High School and the U. of Cincinnati in Cincinnati, taking liberal arts work and additional courses in advertising and higher mathematics. He worked his way through school driving a truck. After college he worked as an accountant for a gas company.

Nothing much really happened, according to Jack Moran, until he joined the advertising department of Procter & Gamble in Cincinnati in March 1939. At the outset he traveled considerably, testing premium and sales promotion plans under actual sales conditions. For two years he covered two-thirds of the U. S., presented plans to retailers, placed local advertising on special sales, arranged point-of-purchase displays and checked sales results at conclusion of the tests.

In 1941 Mr. Moran moved into P & G's development and administration activities, working on such brands as Crisco, Ivory Snow, Camay, private label soaps, bulk soaps and oil and shortening. He planned and administered radio, newspaper and magazine schedules, and developed merchandising and advertising campaigns built around contests, recipe offers, premiums and price-reduction sales.

World War II cut into promotional activities in soap as in other endeavors and Mr. Moran joined Kroger Co.'s advertising and sales promotion department in Cincinnati. From March 1943 to May 1953 he worked on sales promotion and advertising (including radio and television).

Riding herd on various activities, he directed Kroger's placement of spot announcements, daytime serials, women's and audience participation programs, network tv variety and situation comedies. He also handled newspaper, display, contest and merchandising chores.

Jack Moran joined the Theodore Hamm Brewing Co as director of advertising in charge of all media in May 1953, about the time the brewery really set its sites on radio and tv. The effectiveness of broadcast media, particularly tv, is reflected in Mr. Moran's own assessment:

"The major portion of Hamm's advertising budget goes to radio and television. . . . These media have been particularly effective because of the Hamm's commercials. . . . Television has been especially valuable because of the mass appeal of programs and consumer attention and acceptance. . . . Since television is usually the No. 1 medium in Hamm's sales areas, television is the usual choice. The use of television by Hamm's has continued to increase with the growth of the business."

Under Mr. Moran, Hamm's has used spot radio and tv extensively. Telecasts of major league Cubs and White Sox games on WGN-TV have helped Hamm's capture a good share of the Chicago market since 1952, and the same holds true for baseball coverage in Minneapolis-St. Paul; Sioux City, Iowa; Duluth, Minn.; Albuquerque, N. M.; Tulsa, Okla., and Fargo, (N.D.)-Moorhead, Minn. Mr. Moran believes in strong local personalities and regional network sponsorship, along with spot film purchases.

Among its other properties: Ed R. Murrow's *Person to Person* on CBS-TV regionally in 33 midwest and western markets; *Hamm's Scoreboard* on a CBS regional hookup (during the baseball season), and such syndicated film shows as *I Led Three Lives, Mr. District Attorney, Badge 714* and *Championship Bowling.*

Mr. Moran married the former Ruth Hubrock. They have three children—John P., 11, Judith, 9, and Louis, 3. Mr. Moran is a member of Alpha Tau Omega social fraternity, the Convention Bureau and Public Relations Committee of the St. Paul Chamber of Commerce and the Governor's Advisory Committee for State Publicity.

Jack Moran has taken up fishing since he came to the land of sky blue waters, probably thinking of the day when Hamm's commercials can be presented with all their scenic splendor on color tv (Hamm's already has tested its commercials for tinted tv). In that regard, he says:

"Color television will express the Hamm's theme to even greater advantage, but the use of color television by Hamm's will depend upon the progress of color at the local level."



KJEO TV Covers

K J E O

...THE GREAT CENTRAL CALIFORNIA MARKET
(the richest per capita market in the world)

WITH EXCLUSIVE
CBS-TV and ABC-TV

Latest Survey Shows
***KJEO-TV** First—Morning, Afternoon and Night*

O'NEILL BROADCASTING COMPANY
P. O. BOX 1708 Represented Nationally by the Branham Company FRESNO, CALIFORNIA



More North Carolinians Listen to



WPTF

Than to Any Other Station*



* SOURCE: NEILSEN COVERAGE SERVICE

WPTF



680 KC 50,000 WATTS

NBC Affiliate for RALEIGH-DURHAM and Eastern North Carolina

North Carolina's Number One Salesman in the South's Number One State

R.H. MASON, General Manager
GUS YOUNGSTEADT, Sales Manager

National Representative FREE & PETERS

BROADCASTING TELECASTING

November 14, 1955 Vol. 49, No. 20

FCC DENIES DEINTERMIXTURE; SETS FULL ALLOCATION STUDY

- **All petitions for unscrambling uhf-vhf are dismissed**
- **Drop-in of ch. 10 near Albany okayed for Lowell Thomas**
- **Complete reappraisal of present tv allocations is begun**

THE FCC last week wiped the deintermixture slate clean, denying all pending petitions to transform mixed uhf-vhf markets into uhf- or vhf-only, and set the stage for what could be a complete overhaul of its television allocations system.

With two of its members dissenting, the Commission wrote off deintermixture in individual cases pending a full reconsideration of the entire allocations plan. Unanimously the Commission instituted a rule-making proceeding to consider revision or retirement of the Sixth Report and Order of 1952 which established the present structure of fixed allocations.

The actions opened the way for the early issuance of several dozen final decisions in pending vhf hearing cases—most of which have been in a suspended state for six months or longer awaiting final disposition of deintermixture cases.

FCC Chairman George C. McConnaughey and Comrs. John C. Doerfer, Robert E. Lee, Richard A. Mack and Edward M. Webster constituted the five-man majority in denying the deintermixture petitions.

Comrs. Rosel H. Hyde and Robert T. Bartley dissented. The former termed the action "premature, ill-advised and wholly inconsistent" with the Commission's action in opening rule-making.

Comr. Webster, who earlier had been reported a dissenter, joined the majority because the denials were without prejudice to the petitioners. They can make their cases in the overall allocations proceeding, he said.

The FCC's action, in some quarters, is considered a blow to the future of uhf. It is felt by some that last week's decisions are an indication of the majority's viewpoint on uhf.

This is what the Commission did:

● Denied the five pending deintermixture cases involving Albany, N. Y.; Evansville, Ind.; Hartford, Conn.; Madison, Wis., and Peoria, Ill. It also turned down 30 other petitions for deintermixture involving such cities as Corpus Christi, Tex.; Hutchinson, Kan.; New Orleans, La.; Springfield, Ill.; Raleigh, N. C.; Louisville, Ky.; Fresno, Calif.; Miami and Jacksonville, Fla.; Spartanburg, S. C.; Toledo, Ohio; Philadelphia, Pa., and Newport News, Va.

● Authorized the assignment of ch. 10 to Vail Mills, N. Y., near Albany, on the ground that this assignment meets all the criteria of the present standards. Comr. Webster joined the dissenting commissioners on this action. This was the obverse of the deintermixture petition filed by now dark WTRI (TV) Albany. The drop-in was requested by WROW-TV Albany, now owned by CBS commentator Lowell Thomas and associates.

● Issued a rule-making notice asking for comments on the whole range of television allocations and standards by Dec. 15, with counter comments due Jan. 6.

Premise of the FCC, in denying the petitions for deintermixture, was that the whole question of intermixture and the future of television should be handled on an overall, rule-making basis. The FCC considered that the action on individual petitions would constitute a piecemeal operation. This would result, it said, in isolated solutions to the problem. Rather, it declared, the whole question should be considered in conjunction with all other recommendations which have been submitted on this subject.

The deintermixture petitioners had asked that the Commission revise its table of allocations to make a community either all uhf or all vhf. Many of the petitions suggested that the educational reservation be moved from a uhf channel to the single vhf wavelength. In other cases, it was recommended that the single vhf channel be deleted.

The object of these petitions, it was alleged, was to equalize television competition. The uhf operators feared that once a vhf station began operating, they would lose revenues and network affiliations.

In several instances, where a vhf station already was operating, the uhf petitioners acknowledged that they could compete under the status quo, but expressed despair at having to face the competition of two vhf outlets.

At the heart of the uhf problem is a twofold obstacle: (1) lack of set conversions, and (2) the greater coverage possible by vhf transmitters.

The Commission majority's attitude toward the deintermixture petitions was expressed in these words:

". . . It has become clear that these proceedings provide an inadequate basis for the formulation of policies which must take due account of the extensive and intricate interrelationships of all parts of the Table of Assignments."

Again, the FCC majority said:

"In our opinion, if deintermixture, even on a partial basis, should finally be determined to be a useful method of resolving the overall problems, the particular communities for its application should not be selected merely because of the fortuitous circumstance of whether a vhf station has commenced operation in any particular community."

A key phrase in the majority decision was that the deintermixture petitions were being denied "without prejudice to any action the Commission may take as a result of [the allocations] proceeding."

Answering attacks on Comr. Mack's participation in the deintermixture cases on the ground he had not heard the oral arguments (he was appointed to the Commission after the arguments had taken place), the majority declared that there was no limitation on a Commissioner participating. It also called attention to the fact that Comr. Mack had read the record in these cases.

The question of Comr. Mack's participation was raised by several of the uhf petitioners Nov. 4. In formal petitions, they asked the

HOW THEY VOTED



	McC	Doerfer	Lee	Mack	Hyde	Bartley	Webster
Against Deintermixture	Yes	Yes	Yes	Yes	No	No	Yes
For Ch. 10 Drop-in	Yes	Yes	Yes	Yes	No	No	No
For Rule-Making	Yes	Yes	Yes	Yes	Yes	Yes	Yes

Text of rule-making notice is on page 28. Texts of deintermixture orders begin on page 100.

FCC to reschedule oral arguments so that Comr. Mack might hear them.

Comr. Hyde, in a strongly worded dissent, declared that it's "imperative" to preserve the uhf service. "What the Commission has done today may deal a death blow to the uhf television service," he said.

He referred to the Commission justification for its action on the deintermixture petitions as "strange reasoning" and "an abrupt change in procedure, much belated in its application." The petitions were filed and considered, Comr. Hyde said, in accordance with procedures in existence and through which the FCC has acted in a large number of cases. He added: "The summary disposition of these cases today on what is essentially a new procedural device seems certain to raise grave questions as to the meaning of the earlier proceedings."

Taking cognizance of allegations that the Commission has met with network executives and others not parties to the pending deintermixture proceedings, Comr. Hyde declared that the real parties had not had an opportunity to rebut whatever recommendations had been made to the extent that they played a part in the majority decision.

The Commission's action in denying the deintermixture petitions is for the purpose of "clearing the decks" for the issuance of pending vhf decisions, Comr. Hyde asserted. This may result, he added, in "effectively eliminating many uhf stations which are presently in operation and in many instances render the cases moot." He warned that this was probably in contradiction to court decisions which require that the Commission must give an applicant a hearing before it can deny his application.

Not 'Drop-In'; 'Slug-In'

Comr. Bartley tersely declared that he favored deciding each of the petitions individually on its merits. This would result in "stability" and "guidance" to tv operators, he said. Referring to the assignment of ch. 10 to Vail Mills as a "slug-in," Comr. Bartley said this will result in the "death knell of multiple uhf services in the area. . . ."

Comr. Webster told how he had originally sided with the minority in considering denials of the deintermixture petitions "inappropriate and inconsistent" with the Commission's decision to issue rule-making notice.

"However," Comr. Webster said, "in view of the fact that the Commission's report and order as now written provides that its denial of the deintermixture petitions is without prejudice to any action the Commission may take as a result of the general rule-making proceeding in which the petitioners in these deintermixture proceedings will be given the opportunity to participate, it would appear to me that the majority's views are sufficiently similar to mine to enable me to concur with its report and order insofar as it concerns the deintermixture cases."

He termed the decision to assign ch. 10 to Vail Mills as "obviously inconsistent" with the proposed rule-making proceeding.

In its notice of proposed rule-making, the Commission repeated its objectives in attempting to establish a nationwide, competitive television system. These are:

- At least one service to all areas.
- At least one station in the largest possible number of communities.
- Multiple services in as many communities as possible.

In discussing the problems facing uhf and other telecasters, the Commission said that they were "to an appreciable extent" economic.

But it added: "At the same time, the Commission wishes to insure that to the extent that any of the present difficulties may be alleviated by possible revision of the present allocation system, such possibilities will be fully explored."

Under the Sixth Report, the Commission said, tv has experienced "tremendous growth" but "it is evident from recent experience that a nationwide competitive television service has not been realized to the extent contemplated at the time the Commission issued its Sixth Report and Order. . . . The familiar difficulties presently facing television broadcasters raise questions with respect to basic elements of the standards and principles established by the Commission in the Sixth Report."

The Commission's notice calls for comments on such deviations from the present tv standards as revision of minimum separations, limitations on powers and antenna heights, directional antennas, cross polarization. It also asked for a discussion of the effect of the proposed changes on the assignments occupied by existing stations, provisions for future expansion, receiver incompatibility and on educational reservations.

Parties submitting comments also were asked to include an assignment plan for Zone I (the northeast-north central U. S.) indicating specific assignments for each city in that crowded area.

The FCC also asked for comments on the suggestion that television assignments be made on the basis of individual applications, rather than through a table of assignments.

The Commission's action last week is the culmination of a series of moves by struggling uhf broadcasters which involved congressional committees, the formation of various blocs of uhf and vhf broadcasters, and an internal FCC struggle. The situation came to a head 18 months ago, resulting in a probe by the Senate Commerce Committee under Sen. Charles E. Potter (R-Mich.) in the spring of 1954. The Commission itself locked with the problem early last month, following oral argument on the deintermixture petitions last summer.

Threat of court actions looms when the FCC begins issuing final decisions in the pending vhf cases, most observers feel. When final vhf decisions begin to appear, they say, motions for stay orders can be expected to be filed in the U. S. Court of Appeals.

It is doubtful, informed sources indicate, that any appeals will be taken from last week's decisions on the deintermixture petitions. This is, it was pointed out, because there is no affirmative FCC action to attack.

The Commission hopes to begin issuing final decisions in vhf cases in a matter of weeks, it is understood. It hopes to clear up the backlog of pending vhf decisions by Christmas, it is believed.

HYDE WARNS AGAINST HASTY UHF-VHF ACTIONS

FCC commissioner tells NARTB Des Moines meeting that short-term results could constrict tv into "framework in which free competition cannot flourish."

WARNING that television will be constricted into a 12-channel "low ceiling" framework if the FCC acts on the current uhf-vhf allocations controversy with short-term results in mind was sounded last week by FCC Comr. Rosel H. Hyde.

Speaking to NARTB members attending the Fifth Region conference at Des Moines (see story, page 87), the FCC commissioner urged a full scale public hearing on the various proposals which have been submitted to the FCC.

If the Commission acts in haste, Mr. Hyde said, television may end up within a framework in which free competition cannot flourish. This leads to monopoly, he continued, and if monopoly situations exist "you members of the radio and television industry who have been so used to freedom and to open competition and to the advantages that result therefrom—you gentlemen had best become prepared to live within the field of tight and strict governmental regulations."

Responding to suggestions that the Commission ensure that the top 100 markets have at least three vhf channels, and to comments that there is sufficient economic support for only a limited number of tv stations nationwide, Mr. Hyde declared:

"I think that despite the tremendous advances of television in the last few years, we are today merely at the threshold of its future. I cannot agree with analyses based on today's known factors, that this industry must be limited in its potential and in its growth to a definite number of stations, in a definite number of markets. I reach this view not on the basis of a scientific formula, but simply on the basis of experience. Because, as the radio industry has developed beyond anybody's wildest imagination and expectation, so television has the same prospect."

Referring to proposals that would surrender the uhf channels, Mr. Hyde continued: " . . . In my opinion, to limit the potential of the industry to the use of these 12 channels is to bind the robust youngster into a straitjacket before we understand the reach and the scope of his growth."

Mr. Hyde continued:

"I personally believe that the American people, and our industry, are entitled to an opportunity to have all the pertinent facts properly developed upon a public record. These facts should be tested in the crucible of the public hearing processes, and from such a record, the Commission can properly decide what the present status of uhf is and what its real potential is."

Mr. Hyde's position has been called a freeze by some industry leaders. This is what he said on this point:

"I believe that the type of procedure which I propose will not, and should not, be permitted to take more than a short and reasonable period of time—a period that can be measured in a few months' span. As a matter of fact, we have received so much advice, both on and off the record, that it appears that virtually all of the material has already been prepared and merely needs a forum for its proper presentation."

Scharfeld & Baron Advocate Retiring Allocations Table

RETIRE the television table of allocations; permit applicants to apply for facilities anywhere.

This was the recommendation of the Washington law firm of Scharfeld & Baron last week to the FCC.

The plan, proposed in a formal petition to the Commission, provides that no changes be made in the mileage separation factors now in existence.

The table of assignments is no longer needed, the Scharfeld & Baron petition declared. It has outlived its usefulness as an administrative convenience, as a means of reserving channels for small communities and for educational stations. It no longer promotes the efficient use of tv channels; in many cases it permits channels to "lie fallow at locations where they are not in demand," the attorneys said.

HERE is the text of the FCC's invitation for experts to present diagnoses and cures for television's ills: Texts of deintermixture orders begin on page 100.

In the Matter of Amendment of Part 3 of the Commission's Rules and Regulations Governing Television Broadcast Stations } Docket No. 11532

NOTICE OF PROPOSED RULE MAKING

1. The Commission's present television assignment plan, promulgated in its Sixth Report and Order in 1952, was designed to lay the foundation for the development of a nationwide competitive television system which would meet a series of stated objectives. These objectives may be briefly summarized as follows:

(a) At least one service to all areas.
(b) At least one station in the largest possible number of communities.
(c) Multiple services in as many communities as possible to provide program choice and to facilitate competition.

2. To some extent these objectives have been realized. Over 90% of the population can receive a degree of service from at least one television station. Approximately 75% can receive a degree of service from two or more stations. Almost 275 communities have at least one, and 112 of these have two or more, local television facilities in operation. Over 430 stations are now on the air, and the number of television sets in the hands of the public has increased to 35 million.

3. But despite this tremendous growth, it is evident from recent experience that a nationwide competitive television service has not been realized to the extent contemplated at the time the Commission issued its Sixth Report and Order. Many of the smaller communities are without a first local outlet and the expansion of multiple, competing services in the larger economic and population centers of the country is lagging. Difficulties encountered in achieving successful operation of stations in the uhf band have been a significant factor leading to this situation.

4. The familiar difficulties presently facing television broadcasters raise questions with respect to basic elements of the standards and principles established by the Commission in the Sixth Report and Order. And while these difficulties have varying impact on individual broadcasters and communities, they are manifestly nationwide in scope and may have far-reaching implications for the future of the television system as a whole. The Commission is therefore convinced that any approach to their solution must take cognizance of the overall, national scope of the problem.

5. The Commission recognizes that some of the present hindrances to the further expansion of television service in many communities are due to causes which lie beyond its control. To an appreciable extent these problems are basically economic and arise out of the limits beyond which it is not possible, at the present stage of the development of the television art, to obtain sufficient economic support to meet the high costs of construction, programming and operation of television stations. On other aspects of the problem, relating for example to the improvement of transmitting and receiving equipment, the industry itself can make valuable contributions. At the same time, the Commission wishes to insure that to the extent that any of the present difficulties may be alleviated by possible revision of the present allocation system, such possibilities will be fully explored.

6. The Commission has received a number of proposals from interested segments of the industry, which although they envisage fundamental departures from the present system adopted in the Sixth Report and Order and approach the problem on a nationwide basis, do not challenge the Commission's basic objectives. Some of the techniques suggested for alleviating the difficulties involve the use of additional vhf frequencies; the reduction of minimum separations to make additional vhf channel assignments possible, using either the present 12 vhf channels or new vhf channels, or both; deintermixture on a basis consistent with a nationwide solution, and other techniques. A number of the proposals include suggestions for modifications of the present standards which would permit the use of directional antennas, cross polarization, new limits on antenna heights and maximum powers for new channel assignments, and others; and some proposals contemplate combinations of the foregoing techniques. Some of the proposals envisage a revised nationwide table of fixed assignments; others look toward the adoption of new standards which would govern the adoption of specific channel assignments on the basis of individual applications. In addition to these plans which have already been advanced, the Commission understands that a number of studies have been initiated by other groups in the industry.

WEIGHTY DECISION

ONE of the arguments made by opponents to the assignment of ch. 10 to Vail Mills, N. Y., was that this is so small a hamlet it does not even have a post office. In FCC regulations, co-channel and adjacent channel separation is measured station to station, or if there is no station the community's post office is used as a reference point.

The Commission, in a footnote to its decision last week, solemnly noted that Vail Mills does not have a post office. But, the FCC added, a post office is not a prerequisite to the assignment of a tv channel. "The post office is merely a convenient reference point," the Commission said, "and the lack of a post office in a community does not bar an assignment."

7. In these circumstances, the Commission believes that the public interest would be served by the institution of a general rule making proceeding to consider possible overall solutions to the problem on a broad, nationwide basis. All interested parties, including those who have informally tendered proposals to the Commission, will have the opportunity of submitting their suggestions in this proceeding. This proceeding will, we believe, facilitate an orderly review of the proposals and will afford the Commission a sound basis on which it may compare the advantages and disadvantages of the proposals, both among themselves and with respect to the present plan, and evaluate them in terms of the opportunities they may provide for fuller realization of a nationwide competitive television system.

8. As noted, there is considerable diversity among the various approaches that have been suggested. The multiplicity of the possible alternative plans suggests the desirability of establishing a basis on which it will be possible for the Commission to make a full and fair evaluation of the different proposals. This would be facilitated if those parties submitting proposals included data and comments relating to:

(a) The nature and the extent of departures, if any, for the present standards as adopted in the Sixth Report and Order with respect to:
  (1) Minimum separations.
  (2) Minimum and maximum limitations on power and antenna heights.
  (3) Use of directional antennas.
  (4) Cross polarization.
  (5) Any other deviations from present standards.
(b) The effect of the proposed revision on the assignments occupied by existing stations.
(c) The extent to which the plan submitted provides for the future expansion of television service.
(d) The impact of the plan on the problem of receiver incompatibility.
(e) The effect of the plan on the educational reservations.

It would also be helpful to the Commission if parties submitting proposals which envisage a revised table of fixed channel assignments, would include an assignment plan for Zone I indicating the specific assignments in each city. The Commission will also consider proposals which envisage revised standards for the addition of channel assignments on the basis of individual applications, rather than by incorporating new assignments in a revised fixed table of assignments.

9. In this initial stage, the Commission believes it would not be desirable to consider proposals whose scope is limited to action affecting only individual communities or a limited area. Premature involvement with questions relating exclusively to individual city assignments or to limited areas, without reference to a nationwide system, would unduly impede our progress in determining the basic course which it would be desirable to follow in considering possible revisions to the nationwide television allocation plan. At a later date, when the Commission has determined the general nature of any revisions to the present allocation scheme which it would be desirable to adopt, it will then be in a better position to consider comments relating to specific channel assignments proposed for individual communities.

10. All interested parties are invited to file written comments in accordance with this notice. In light of the many considerations which favor minimizing delay, the Commission has decided to require the filing of comments no later than Dec. 15, 1955, and the filing of reply comments to Jan. 6, 1956. An original and 14 copies of comments should be filed.

11. Authority for the institution of this proceeding is contained in Sections 1, 4 (i) and (j), 301, 303 (a), (b), (c), (d), (e), (f), (g), (h) and (r), and 307 (b) of the Communications Act of 1934, as amended, and Section 4 of the administrative Procedure Act.

FEDERAL COMMUNICATIONS COMMISSION
Mary Jane Morris
Secretary

Adopted: Nov. 10, 1955
Released: Nov. 10, 1955

TV DOESN'T NEED A NATIONWIDE COUNT



NBC RESEARCH CHIEF BEVILLE CHALLENGES THOSE WHO URGE ONE

A NATIONWIDE county-by-county circulation study such as those which were needed by radio would be a waste of time and money for tv because of inherent differences between the two media, Hugh M. Beville Jr., NBC director of research and planning, explains in the following article, written for B•T as an amplification of his talk before a Radio-Television Executives Society seminar [B•T, Oct. 31].

IN RECENT months the air has been filled with exhortations from various directions on the need for a tv coverage survey. Unquestionably there is substantial industry interest and need for uniform county-by-county tv set figures and for some type of coverage or circulation data.

However, most of the arguments which I have seen for a nationwide coverage study seem to overlook completely the value of the information which is currently available or which will be available within the next few months. An evaluation of the characteristics of tv coverage from an engineering standpoint (and particularly the difference between radio and tv) and of the basic needs of advertisers, agencies and broadcasters for up-to-date information leads me to two conclusions:

(1) Current needs do not require a multi-million-dollar nationwide county-by-county circulation study, and (2) from both a research and a business standpoint, such an expenditure on the part of the industry in 1956 would be wasteful indeed.

In order to support these conclusions, let me develop my line of reasoning. The Television Board of NARTB several years ago recognized the fact that there would be a future need for an industry-supported and industry-controlled measurement of tv sets and circulation on a county-by-county basis. NARTB set up a tv circulation committee. This committee, which has been joined by research representatives from all the tv networks, has for the past year been testing a particular plan which is designed to solve the problem. Alfred Politz Inc. has been conducting field testing of the survey method for nearly a year. The objectives and approaches of these field tests were first submitted to the Advertising Research Foundation on a consulting basis. The Politz report on methodological tests will be available for analysis by the committee early in 1956. A recent progress report stated: "The committee hopes and anticipates that the continuing nationwide set count and circulation measurement system can be available for the industry by mid-1957."

The work on his project has been disappointingly slow, but since new techniques are being developed for this industry measurement it is essential that they be thoroughly tested and validated. This approach is unusual in broadcasting research, where we have a variety of ratings and coverage techniques which are sold to the industry with little in the way of validation and field testing behind them.

To me the important aspects of the NARTB circulation committee's approach are:

(1) That it seeks to establish a uniform measurement which will have universal industry support and the authority of the Audit Bureau of Circulations in the printed field.

(2) The proposed plan envisions a continuous measurement which would be available to all subscribers at regular intervals.

(3) The plan will involve a thoroughly tested, validated method.

It looks to me as though these are sufficiently desirable long-range objectives to justify waiting another six or eight months for a proposal to emanate from the NARTB work. In the meantime, then, what is the status of coverage data for tv and how important is it that there be a nationwide multi-million-dollar study (or two or three such competitive studies) in 1956?

I think one of the reasons for the recent emphasis on tv coverage figures is that some timebuyers and researchers think in terms of the need for and use of such studies in radio. Actually, leaving aside the set count problem, developing coverage data for tv stations is a cinch compared to the problem we formerly had in radio. Let me elaborate. The need for radio circulation surveys such as BMB, NCS and SAMS sprang from a number of factors peculiar to radio but unknown in television, such as:

(1) *Vast differences in physical coverage of competing radio stations located in the same market.* Not only are there three separate classifications of radio stations (clear, regional and local) with variations in maximum power from 50,000 w to 250 w, but there are equally wide variations in physical coverage accounted for by a station's frequency assignment. Moreover, there are several different classifications of clear channel stations with varying capabilities for physical coverage. The effect of directional antennas upon radio coverage is substantial.

(2) *The important variable factor of ground conductivity, which makes it difficult to estimate coverage.* A station in North Dakota can serve an area more than four times the size of a radio outlet with identical power, transmitter, frequency and other physical facilities located in Pennsylvania. Local and regional differences in ground conductivity are likewise a factor.

(3) *Differences in the day and night coverage pattern of all radio stations are tremendous.* Atmospheric conditions which produce the sky-wave phenomenon peculiar to the standard radio band were part of the reason that the FCC set up various categories of radio stations. The principal clear channel stations serve vast areas after dark, thus developing nighttime audiences much larger than in daylight hours. On the other hand, regional and local channel operations, subject to a high degree of interference from stations on the same frequency, potentially serve smaller audiences at night than in the daytime. The effect of nighttime directional antennas and power limitations make for further differences between day and night coverage.

(4) *The number of radio stations physically available to listeners in any given area is vastly greater than is true for tv.* With nearly 3,000 radio stations operating, it is not enough for the advertiser to know that a station has a physical capability of being received. He must look for some "proof of performance" that the station actually has an audience in areas it physically covers.

(5) *Radio lacks projectable ratings services for individual markets and areas.* Radio ratings services have been principally confined to coincidental telephone surveys within city limits of major cities. As I will develop more fully further on, television has a wealth of interview data available from three ratings services of a projectable nature, all of them covering counties beyond the city itself.

Actual survey data on audience listening habits on a geographical basis were vital for radio advertisers because engineering measurements and various estimating procedures were unable to reflect the many variables represented by radio broadcasting coverage. This explains why over the years there were a number of national studies, such as BMB, conducted in the radio field.

How does tv differ? In the first place, the basic concept of the FCC's allocations plan is that all tv stations in a given community will be equal and competitive from a physical coverage standpoint. Limitations on effective radiated power are set for the low band (channels 2-6) at 100 kw, whereas high-band vhf stations (channels 7-13) are permitted a maximum of 316 kw erp. Similarly, uhf stations have been allotted

maximum of 1,000 kw, with the possibility of even greater power, o enable u's to equal the coverage of their vhf competitors.

The factors of ground conductivity and atmospheric conditions are bsent from the tv coverage picture. There are no power differences nd no directional antennas required. Therefore, there is no difference etween the day and night coverage of a tv station. Most communities ave a limited number of tv stations available for viewing, a fact which reatly narrows the gap between physical coverage and circulation, beween potential audience and actual viewing. The only important varible in tv coverage which is not a factor in radio is the effect of mounins and hills on the physical reception of line-of-sight tv signals.

It can be seen by the above analysis that tv engineering contours are far more reliable measurement than they were for radio because of he absence of the many variables which determine the physical covrage of and the listening to radio stations. Estimated field strength ontours can be quite accurate and with intelligent use by stations, gencies, and advertisers provide a uniform and sensitive method of valuating physical station coverage. The B contour as computed acording to FCC standards is the standard most widely used.

I don't for a moment maintain that all of the needs for coverage nd circulation data can be solved by use of engineering contours. We now there are many areas where substantial tv viewing takes place ell beyond the station's B contour. Likewise, there may be situations here the presence of unusual terrain features or the availability of a umber of stronger signals may render B service of relatively little alue from an audience standpoint. The point I would like to make, owever, is that the number of such places is limited and their locaion is pretty well known.

To be specific, pending the outcome of the NARTB tv circulation ommittee proposals, I think the immediate need for circulation data n 1956 can be fulfilled by the following approaches:

Tv Home Figures by Counties: First and undoubtedly the most imortant element in developing uniform circulation data for tv stations s a common set of county-by-county tv set and home figures. Recogizing the need for this, the sponsors of the ARF-Census study of v ownership for June 1955 some months ago initiated through ARF a roject to develop a statistical method for estimating county-by-county ata from the census data for geographic sections and city size groups. he exploratory work on this project is nearly completed and there s good reason to believe that a satisfactory set of estimates can be eveloped, predicated on the census sample survey of 25,000 households. he first such estimate would be a county-by-county breakdown of the une 1955 figures, but it is our objective to make similar county breakowns for subsequent census studies such as the one planned for anuary 1956. Assuming that we meet no serious roadblocks on this roject, we should be able to provide the entire industry with countyy-county estimates every six months.

There seems to be wide industry agreement that such a procedure would be vastly more satisfactory than any method now available or roposed for getting such county figures. A few seem to question the dea of arriving at these figures by statistical means. Although such stimating procedures will admittedly produce a potentially high degree of error for individual county figures, this is likewise true of any nationwide study which has ever been done or is now being proposed. For xample, the sample size for the Nielsen Coverage Service 1952 study veraged 30 interviews per county, a sample which at best can produce nly the roughest of estimates at the county level. As a matter of fact, n such situations statistical estimating procedures may even be preferable to interview results containing a high degree of potential fluctuaion due to sample size. And certainly these mathematical estimates annot be discounted by damning them as "only estimates," because here isn't a figure in use anywhere in media research today which sn't in truth an estimate. This includes the Census estimate of 32,106,-00 tv homes as of June 1955, which was based on a sample of 25,000.

Coverage data: Once we have developed uniform industry countyy-county tv set figures from a reliable source, how do we meet the demand for more precise circulation data than is available from the se of engineering contour maps? First, let us see where the demand or such data exists. From NBC estimates we know that there are approximately 200 counties in the mountain state areas which can be classified as non-tv. These are counties where less than 10% of the families own tv sets. In most cases there is practically no ownership because the counties are far removed from any source of tv programming. In the remaining area of the mountain states there are so few stations operating that there is very little chance for question as to what stations people get their programs from.

In eastern Montana, for example, the only station available is KOOK-TV in Billings. In Utah, the only stations which can possibly be received are the three stations in Salt Lake City. Similarly, in Nevada whatever tv sets there are must watch either Reno in the northern part of the state or Las Vegas in the southern part. A careful study of a map of the U. S. will indicate that this situation is typical of practically the entire western half of the country (with the exception of the metropolitan areas).

In this entire area there may at most be two dozen communities of some importance from a marketing standpoint where more precise information is needed on the viewing habits of tv owners. I think responsible people in the industry could agree in a few hours as to where these places are. Furthermore, I am sure that research to determine viewing habits in these towns could be conducted in a matter of weeks for a small fraction of the cost of some of the surveys which are now being proposed.

Now for a look at the eastern half of the United States to see what kind of data we have. Let's start with the most important market, New York. Do we need a coverage or circulation study to show us the situation in New York County? Or Kings County? Or Queens? Or Bronx? Or Nassau? Or Westchester?

I have put this question to a dozen agency research and media people and have yet to find one who answered with an unequivocal "yes." The reason is clear when one realizes that we have a number of ratings reports which thoroughly cover the New York area (ARB includes 16 counties, NSI 29 counties and Pulse 17 counties). Whatever coverage differences may exist for New York City stations are not much of a factor in viewing habits until we get to the outer fringes—and these differences are unlikely to affect many buying decisions.

Now take a look at all New York State, accounting for 12.5% of all tv homes. Three ratings services currently operating cover a total of 26 of New York's 62 counties with interviewing on a regular schedule. These 26 counties account for 90% of New York State's tv homes and in the remainder of the state we have interviewing data from special ARB studies for markets such as Jamestown, Binghamton, Kingston, Poughkeepsie, Elmira and Utica. This leaves us with a relatively small number of marketing areas of any consequence in which interviewing data on stations' viewing habits would be required.

The situation which prevails in New York is representative of that in most other heavily populated states, such as New Jersey, Massachusetts, Pennsylvania and Illinois. In fact, taking the country as a whole, better than 75% of all tv homes are covered by regular ratings services or by special coverage reports, such as the ARB Abilene-to-Zanesville survey of 140 key markets conducted early this year. The 25% of tv homes for which interview data is lacking divides into three categories:

(1) Tv homes in counties which are currently within the coverage area of a station or stations located in a single neighboring city where there is no question regarding the source of tv programs.

(2) Tv homes in sparsely settled counties where the number of tv homes is not sufficient to importantly affect buying decisions or choice of stations.

(3) Tv homes in communities where population and tv circulation are sufficient to be of commercial importance and where more precise information is required.

THE BEVILLE PROPOSAL

My proposal is that we exhaust the use of engineering contour material and existing data to get the picture for the first category, that we skip the second category as currently commercially insignificant and that we concentrate our attention on the third category. One organization has already announced plans for a study to be done in January 1956 to cover 250 to 300 markets. It's my guess that there aren't more than 300 communities in the country where there is a real practical need for tv station viewing data. A survey of these markets seems to me an eminently sensible solution to the existing problem. This kind of an approach will:

(1) Produce the needed information by March 1956, in contrast to the elaborate nationwide plans which will take a year or more to complete. If the information is needed in 1956, then this is the only way I know of to get it.

(2) The cost will be only a fraction of a nationwide study.

(3) Information obtained for the cities surveyed can be far more reliable, because sample sizes can be ten times what they would be for a nationwide survey.

(4) The industry will be in a position to move in the direction of supporting a proposal from the NARTB tv circulation committee when the recommendations of this committee are made in 1956.

I am certain that the steps I have outlined can serve as a satisfactory interim solution to a vexing problem, while we work toward a satisfactory long-range set-up for tv comparable to the ABC for printed media.

MARGARINE KINGPINS PLAN RADIO-TV COUNTEROFFENSIVE ON PRICE-CUTTING

Larger producers of margarine increase budgets to offset price-slashing of supermarket with private brands; also seek wider acceptance among housewives of the nation.

MAKERS of "brand name" margarines, who will have spent $3.2 million by the end of this year in radio and television, are already planning vast increases of expenditures next year in a two-pronged drive to (A) combat the effects of price cutting by supermarkets with private brands; (B) encourage a wider acceptance of their product among housewives.

The national advertisers figuring in the stepped-up action are Standard Brands' Blue Bonnet margarine, Kraft Food's Parkay margarine. Swift & Co.'s All-Sweet margarine, Lever Brothers' Good Luck margarine, Best Foods' Nucoa margarine, and three regionals joining the march include Lever Brothers' Imperial, J. H. Filbert's Mrs. Filbert's margarine, and Armour Co.'s Cloverbloom "99".

Standard Brand's Blue Bonnet margarine, New York, No. 1 in sales in the chain stores throughout the country, which reportedly accounts for 62% of all sales in that field and currently spends a half a million dollars in television and radio campaigns, is planning to expand that budget in 1956 at the expense of newspapers. Television and radio network programs are under consideration, with specific plans expected to be completed within the next 10 days. Currently, Blue Bonnet allocates approximately 18% of its overall budget to television and radio. Firm participates on *Tennessee Ernie* on NBC-TV and Ken Banghart's newscasts on NBC Radio, plus spot radio. Ted Bates agency handles Blue Bonnet.

Kraft Foods, Chicago, whose Parkay margarine has been the leader in overall sales for the past 18 months, is currently spending $250,000 in radio and television. The margarine is advertised on *Kraft Tv Theatre,* NBC-TV, twice monthly, and runs an occasional radio spot campaign. The firm is expected to increase its budget by sponsoring *Tv Theatre* more frequently next year. Needham, Louis & Brorby, New York, is the agency.

Swift & Co., Chicago, for its All-Sweet margarine, another of the big three in national sales but currently unrepresented in radio or television, is planning to return to network television program sponsorship and radio spot schedules in the spring of 1956. Advertising plans for '56 at the agency, J. Walter Thompson Co., Chicago, will be completed within a fortnight. Earlier this year the firm spent $750,000 on a portion of the *Breakfast Club* on ABC Radio and segments of the *Garry Moore Show* on CBS-TV.

Lever Brothers, New York, whose Good Luck margarine is high in sales in the two-thirds of the country in which the margarine is distributed, has put the product's entire advertising budget of $1.5 million in radio-tv. Currently the firm participates in sponsoring *House Party* on CBS Radio and CBS-TV, *Big Town* on NBC-TV, *Lux Video Theatre* on NBC-TV and *Uncle Johnny Coons* on CBS-TV, in addition to radio-tv spot. Ogilvy, Benson & Mather, New York, is the agency.

Lever Brothers is also beginning to promote a new product, Imperial, which is said to be a mixture of butter and margarine. Imperial through its agency, Foote, Cone & Belding, New York, is planning an introductory radio-tv spot campaign to break Nov. 27 in the middle-west area.

Best Foods, New York, on behalf of its Nucoa margarine, another national advertiser, spends nearly $1 million in radio and television. Spots are placed in about 130 markets. Some changes are made in various markets, but Nucoa plans to continue this pattern of advertising for the upcoming year. Dancer-Fitzgerald-Sample, New York, is the agency.

J. H. Filbert, Baltimore, will spend approximately $150,000 in radio-tv in 1956 for Mrs. Filbert's margarine. This is roughly the same amount being spent in 1955. The advertiser is a regional distributor along the East Coast and as far west as Indianapolis. The firm will continue to run its three radio-tv spot schedules of eight to ten weeks each, in spring, summer and fall. Sullivan, Stauffer, Colwell & Bayles, New York, is the agency.

Armour & Co. is readying a new sliced margarine (Cloverbloom "99") which will be tested in 12 markets with a tv spot campaign. The firm has devised a machine to cut each quarter-pound of margarine into 16 square pats, foil wrapped and packaged in a conventional carton. Among markets to be tested are areas in Louisiana, Texas, North Carolina, Missouri, Ohio, Colorado and Florida. Agency is John W. Shaw Adv., Chicago.

The traditional problem for the margarine manufacturer has been to secure acceptance by the homemaker for his product as an alternative to butter. A few years ago, with the sanctioning of yellow coloring in margarine, significant progress was made toward that end. Today the objective is taste, with many companies experimenting to make the product taste more and more like the butter it is seeking to rival.

But the new problem for the national and regional margarine maker is the "encroachment" of the supermarkets, which have begun to produce their own local brands of margarine, selling them from five to eight cents cheaper.

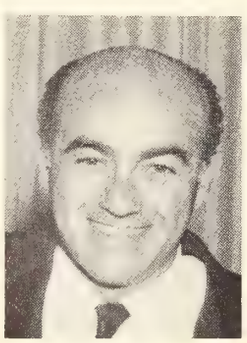
For his answer to these problems, the maker of margarine has turned increasingly to advertising, mainly tv.

NBC-TV 'ARROGANT,' 'CALLOUS'—SPECTOR

Agency head and Hazel Bishop board chairman denies he called newspapers 'best medium,' but he scores NBC-TV, which he said cancelled a time slot ordered by Bishop and confirmed by the network. He's 'considering litigation.'

DENYING a report in the *Chicago Sun-Times* that he had called newspapers the "best ad medium," Raymond Spector, president of the Spector agency and chairman of the board of Hazel Bishop, a $3¾ million tv sponsor, conceded, nevertheless, that he regarded NBC-TV as "arrogant, brazen and callous" in its treatment of his interests, and added that he was "considering litigation" against the network for "breach of contract."

In a news conference in New York Thursday, Mr. Spector alleged that he had placed an order for the 10:30 p.m. EST Sunday spot on NBC-TV which was confirmed by the network and followed by a release to the press, but that NBC-TV then withdrew the agreement and consigned the time instead to the American Tobacco Co. for its program, *Justice.* At one point in the conference he maintained — but later modified the assertion—that the tactics of the network bordered on monopoly and that their continuance could lead to government regulation.



MR. SPECTOR

In the *Sun-Times* story Mr. Spector was reported to have said, "The luster of tv is beginning to tarnish. . . . We are going back to a primary medium (newspapers)." He was further reported to have said, "This (Hazel Bishop) is considered a bellwether account. Many people will be watching, re-evaluating whether tv is just a glamor medium. I think you'll find in the next six months that it will become a topic of considerable discussion and lots of people will start thinking the same way. Tv is glamorous, but too speculative."

Included in the report was an attack on "the big networks" and a designation of the spectaculars his firm had sponsored as "a complete flop."

Explaining his views at the New York conference, Mr. Spector expressed surprise at the "furor" his reported remarks in Chicago had caused.

He maintained that he never said "newspapers are the best medium" but did say that newspapers could be effective if properly used like television, with "frequency, impact and continuity."

He said that he wanted to see television remain and would continue to use it for Hazel Bishop but that certain things were making it impossible, notably the "arbitrary increases which did not justify the cost factors."

"Advertisers will be forced to use other media," he said, if the costs in television continue to rise. The high price of television "forced us into newspapers and radio," he said. "We had to find some other media." He said he had taken $3½ million out of television for the newspaper and radio campaign.

In modifying his previously expressed views on the monopoly theme, he said that he was not opposed to network creation but that the network was flaunting the public interest when it controlled the selection of programs.

He insisted that Hazel Bishop would continue to sponsor *This Is Your Life* on NBC-TV, but admitted that the contract with the network for the show still was unsigned because of disagreement over "several clauses." At issue was the question of kinescope repeats during the summer and the designated number of color presentations for which the advertiser would automatically spend 25% more per show. Mr. Spector said that the program cost Hazel Bishop $57,500 per week and NBC-TV $50,000 weekly for talent.

In addition, Mr. Spector said the cosmetic firm was spending $1¼ million in a television spot announcement campaign in 100 markets.

Mr. Spector maintained that he did not attack the "spectaculars" in general but only those "stinkers" that he had sponsored on NBC-TV.

(A&A continues on page 56)

WHO IS IOWA'S FAVORITE RADIO STATION FOR SPORTS AND SPORTS NEWS



THE facts above are a tiny fraction of Iowa's listening habits and preferences—now brought up to date in the *seventeenth* annual Iowa Radio-Television Audience Survey, by Dr. Forest L. Whan.

You should have a copy, because this completely authoritative study can remove the danger of guess-work or "hunches" from your promotion plans in Iowa. Please write us, or Free & Peters.

WHO is *glad* that our own interests are also best served when you know the *full truth* about radio and television in Iowa.

NBC Affiliate



FREE & PETERS, INC., National Representatives

BUY ALL of IOWA—
***Plus* "Iowa Plus"—with**

WHO

Des Moines . . . 50,000 Watts
Col. B. J. Palmer, President
P. A. Loyet, Resident Manager

Baltimore is STILL *different*

There are now nearly one and a half million people in the Baltimore metropolitan area. But they're *still* concentrated in a small geographical area.

That's why you don't need great power in a radio station to reach them. That's why you don't have to pay high rates to reach them.

W-I-T-H covers this market thoroughly—at low, low rates. W-I-T-H delivers more listeners-per-dollar than any other advertising medium in Baltimore. Get the whole story from your Forjoe man!

In Baltimore buy

W-I-T-H

Tom Tinsley, President **R. C. Embry, Vice President**

WHAT LIES AHEAD FOR TV NEWS?

FOUR WORKING NEWSMEN CHART THE COURSE AT SDX MEETING

NEW TECHNIQUES, new facilities and new scope for the news coverage television can provide were forecast last Thursday during a news panel at the Sigma Delta Chi meeting moderated by Sol Taishoff, B•T editor-publisher.

The exciting possibilities of transoceanic television hops were described by William R. McAndrew, director of news for NBC. He envisioned a day in the not-too-distant future when tv signals will be transmitted on continent, bounced off a satellite making its orbit of the earth, and picked up in another continent. Other advances, more prosaic but also more imminent (including greater use of color), also were predicted by Mr. McAndrew.

John Day, director of news for CBS, saw tv news becoming more immediate and more detailed, with longer, more comprehensive programs supplanting present-day 5- and 15-minute shows.

Spencer M. Allen, director of news for WGN Chicago, took tv newsmen to task for accepting "handout" interviews as real news. He thinks the pool technique is not all it might be, and suggests coverage be put back on a more competitive basis.

The fight for equal access of tv and radio to public judicial and legislative sessions was championed by Donald G. Coe, director of special events and operations for ABC. The technical advances which will improve tv's ability to cover a story are for naught if tv isn't allowed in, he said.

Excerpted texts of the four talks follow below, beginning with Mr. McAndrew's.

BASICALLY, the ultimate objective of tv news would be the live presentation of every event in a show precisely at the time it was occurring, no matter where in the world it was taking place. That, to put it mildly, would be a spectacular feat. The biggest preventive has been the technical lag.

Transoceanic television today *is* possible. We investigated this subject thoroughly when we tried to get a live television pick-up from Geneva for the "Meeting at the Summit" show in July. We found there actually are at least five methods possible.

First is the Great Circle Land Chain, microwave relay system using land bases from Maine through Labrador, Greenland, Iceland and the Faeroes, Shetland and Orkney Islands to England. Its cost, however, would be prohibitive, both for construction of stations and for maintenance.

Second is a transatlantic coaxial cable. This would require booster relay stations every fifty miles or so. The cost, again, would make this out of the question.

Third is the moon. Direct television beams from Europe would be bounced off the moon in such a way as to reflect back to earth and land in a receiver along the Eastern seaboard. The two basic difficulties here are that the moon is not always *where* you want it *when* you want it; and that scientists report the moon's surface is too soft and powdery—mostly silicon—to reflect adequately.

Fourth is the brute force or scatter system. This consists of beaming a television signal into the air, where it would hit the ionosphere layer above the earth. Some of the beams would go through, like a water stream hosed against a screen door, and would be lost. The rest would bounce back to earth. With proper aiming, this bounce would land on the ocean—a good reflector—bounce back to the ionosphere again, back to the ocean and thence to the receiver.



MR. McANDREW

The problem here is building a transmitter strong enough to drive that signal to its destination. At present, a 1,000 kw model has been tested and found successful to a degree. But for practical use, at least a 5,000 kw signal would be needed. Producing and transmitting that power would generate a tremendous heat, a heat greater than can be coped with adequately at the moment. But one of the two best chances of success lies in this method.

Fifth is the earth satellite, for long distances, or a plane, for short distances. This method would involve bouncing the brute force or scatter signal off a controlled satellite circling the earth at 200 to 300 miles up, or off a plane only a few miles up.

The government has already announced that such a satellite is being built. If so, with this method, there would not be the loss of signal rays through the ionosphere that I mentioned occurred in the original brute force system. Also, the reflector would be of greater stability, quality and dependability.

We checked with the Navy and found that the brute force system today would cost about $10 million. Obviously, that is an impossible price. But it will not be long before the figure will be practical.

This coming Sunday [yesterday] we are going over water to Cuba for a *Wide, Wide World* pick-up direct from Havana. This signal will use the short-range scatter system, being bounced off a plane to a receiver at Miami. And what can be done live from Cuba this week can perhaps be done live from Europe within three to five years.

When this technical lag is overcome, we



Billings and bouquets

NBC MATINEE THEATER,

the show that is giving afternoon TV a spectacular new look, premiered on October 31. Before the show was three days old, *ten* national advertisers had bought a total of *657 participations* . . . amounting to $5,500,000. It was the greatest vote of confidence from advertisers in the history of Daytime TV.

NBC MATINEE THEATER has already more than justified its sponsors' faith. The first returns are in. The critics have spoken.

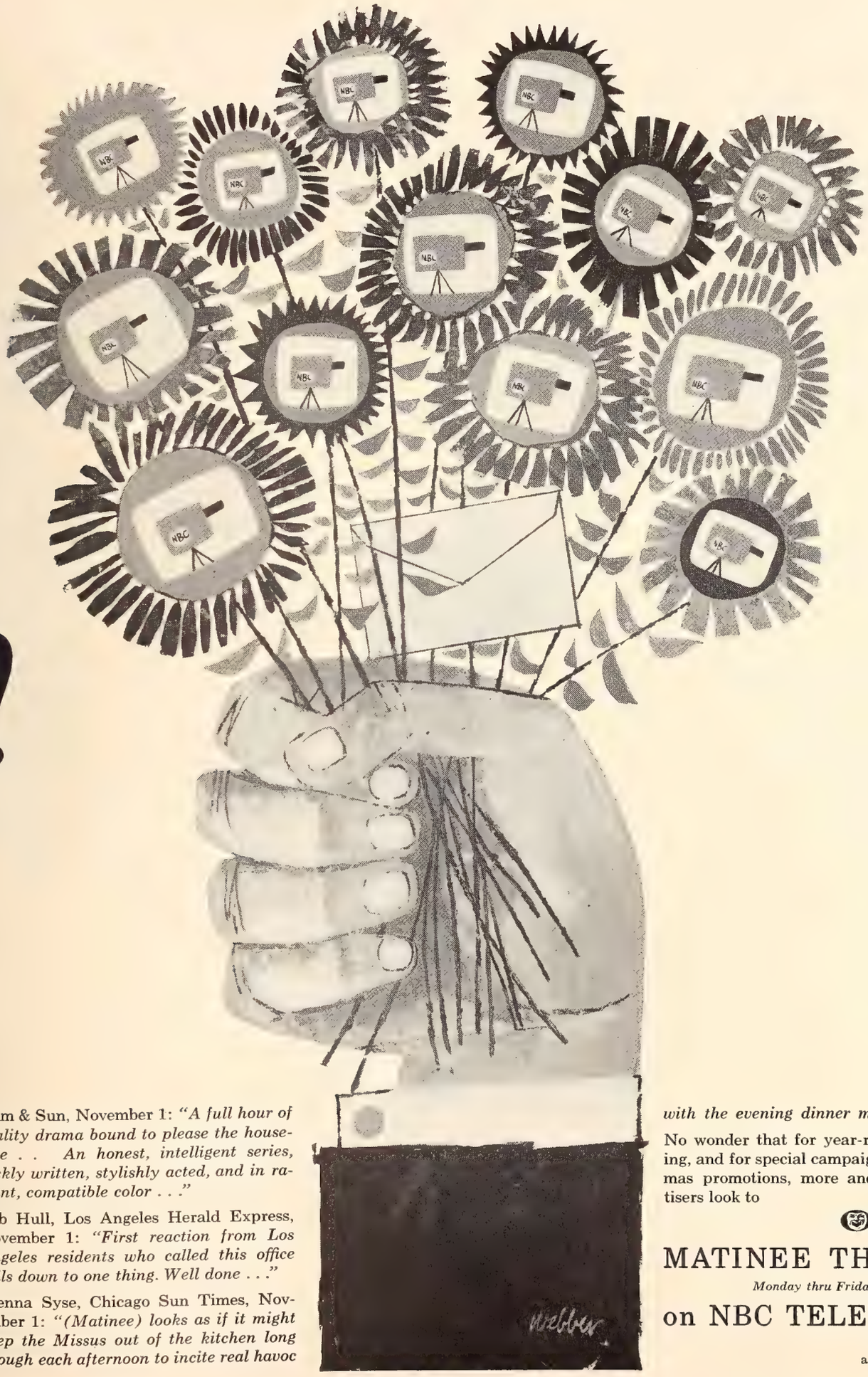


And here is a small sampling of what they've said:

Jack Gould, N. Y. Times, November 1: "*. . . housewives couldn't believe their eyes. Matinee could give an evening's performance on anybody's network. . . . a significant contribution to the evolution of a more mature TV.*"

Jack O'Brian, N. Y. Journal-American, November 1: "*. . . by far the best daytime drama so far on TV.*"

Harriet Van Horne, N. Y. World-Tele-



gram & Sun, November 1: *"A full hour of quality drama bound to please the housewife . . An honest, intelligent series, slickly written, stylishly acted, and in radiant, compatible color . . ."*

Bob Hull, Los Angeles Herald Express, November 1: *"First reaction from Los Angeles residents who called this office boils down to one thing. Well done . . ."*

Glenna Syse, Chicago Sun Times, November 1: *"(Matinee) looks as if it might keep the Missus out of the kitchen long enough each afternoon to incite real havoc with the evening dinner menu."*

No wonder that for year-round advertising, and for special campaigns like Christmas promotions, more and more advertisers look to

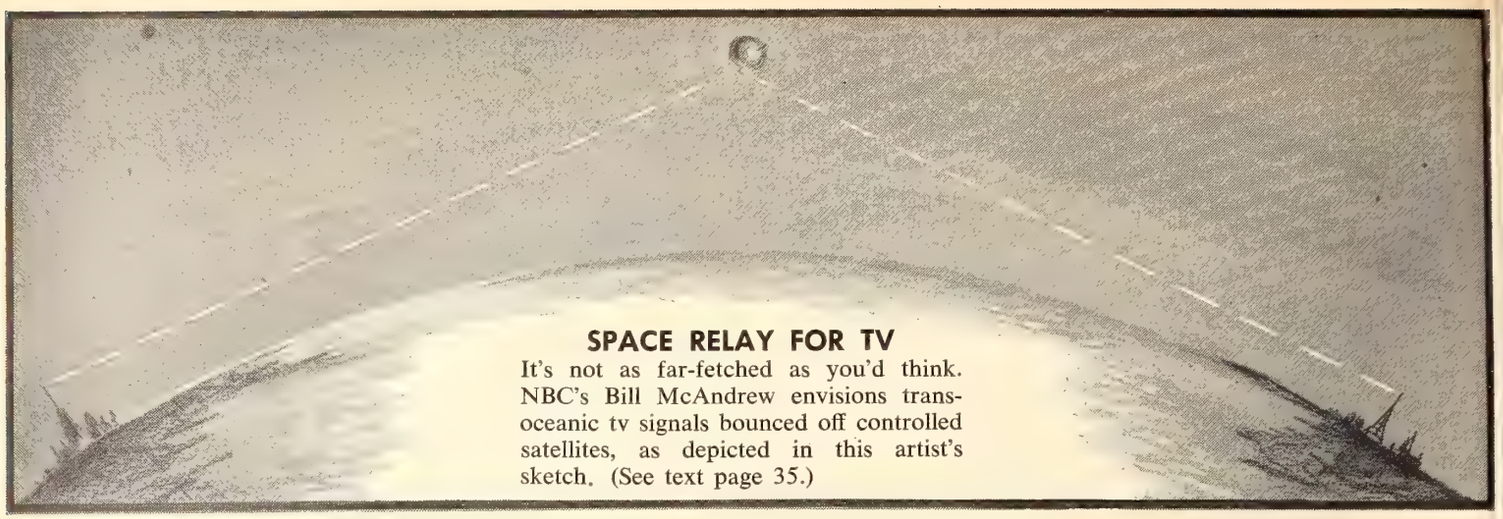
NBC

MATINEE THEATER

Monday thru Friday, 3-4 P.M., EST.

on NBC TELEVISION

a service of RCA



SPACE RELAY FOR TV
It's not as far-fetched as you'd think. NBC's Bill McAndrew envisions trans-oceanic tv signals bounced off controlled satellites, as depicted in this artist's sketch. (See text page 35.)

will have more mobile equipment—gear that is lighter, more compact, less expensive, more easily portable. Already we have such devices as the Vidicon—the tiny tv camera that can be hand carried. Its biggest drawback so far is that in its portable version its signal can be sent only a very short distance. We also have the wireless microphone. Its drawback, again, is that its signal can travel only a short distance. But these factors are on the way to solution.

Most important of all is the development of electronic photography. Our parent corporation, RCA, is now field-testing its system for recording both black-and-white and color television on magnetic tape. This tape can be run from its receiver directly into a transmitter to send signals for black-and-white or color pictures into the air. The tape does not have to be developed or printed, as in film; it makes possible virtually instantaneous transmission.

Despite these technological advances, however, television news shows for some years to come will have to rely basically on newsreel-type film. But this does not mean that we will be "stuck" with our present sort of film for half a decade or more. Quite the contrary. Those technological advances I mentioned will bring us continued improvement in three most important factors:

(1) Greater speed in getting film to available tv origination points, through a combination of jet airliners and the ever-increasing number of television stations, which puts a station somewhere near the scene of almost any event.

(2) Greater speed in the processing of that film, both in black-and-white and in color—and don't forget that, with the rise in color tv, we'll be using color film on tv news shows.

(3) Greater quality in that film—reduction in graininess, improvement in contrast qualities, possibly a simplified version of 3-D.

Now, then, what about the content that all these new technological gains would transmit. Where is tv news going as far as its handling of the news itself is concerned?

Again, no one knows the answer. We are all, in a sense, groping. We all are seeking to better utilize the news-in-depth method of reporting. And this phase will be intensified and expanded.

It is in this field, I think, that tv news will make its greatest strides. For the public these days wants to know more than simply "what happened." It also wants to know why . . . what were the forces at work that led to a particular event . . . who are these persons involved . . . what is their background . . . and, perhaps most important, what are some of the major alternatives for the future.

In other words, it is not enough any more merely to report that there is a cat on a hot tin roof. Now we must also report how the cat got up there, what drove it to do so, how long it is likely to stay, which way it might jump, and what the consequences might be for each potential jump.

The ideal, of course, would be to let a news program go on and on until you ran out of news, then turn the network over to the next program. Obviously, as complex an organization as a television network simply could not function under such a haphazard schedule. But I feel certain that some adaptation of that idea will come.

Pat Weaver, NBC president, in a recent address before the Institute of Practitioners in Advertising in London, pointed the way for tv news when he said:

"I believe that in the last few years, we have set in motion an information explosion. To each man there is flooding more information than he can presently handle, but he is learning how to handle it and, as he learns, it will do him good. I mean that each individual has the equipment to handle far more data than he does handle, and we can vastly increase the volume of traffic through his mind, and when we do (that) . . . he will respond with . . . better and more intelligent decisions. He will less likely be moved by emotionalism. He will be less likely to fall prey to fear, anxiety and confusion."

It is through this interpretive reporting, this reporting in depth, that we can supply our viewers with the well-rounded, three-dimensional information that can make them better citizens and thus better protectors of our democratic way of life. This is no routine flag-waving; this is deadly serious. For it is an ill-informed public that most easily succumbs to dictators and oppressions. This is, at bottom, even a selfish attitude—for our own self-interest and our own survival are at stake.

THE TREND TO LENGTH, AS SEEN BY CBS' DAY

IT GENERALLY takes longer to *show* something than to summarize it in words and the trend [in tv] is toward longer and longer shows rather than shorter and shorter. I will be glad when that trend catches up with tv news—or vice versa—for the five-minute tv news shows are little short of an abomination to my way of thinking. And the 15-minute show—11½ minutes of news when commercials and openings and closes are deducted—is all too short when one is striving to cover the news with scope and perspective.

Trying to jam the day's news into a 11½-minute tv show is like trying to squeeze it into a 25-column news hole. Yet some British papers proved it is possible to do a pretty good job in a four- or six-page paper, and by the same token I believe it is possible to do a pretty good job in 11½ minutes. The newspapers I'm speaking of don't come up with *New York Times* coverage—and neither do 11½-minute tv programs. But with very careful editing, each in its field can do a lot.


MR. DAY

That editing consists of choosing—as any good news editor would choose—the top stories of the day, and of telling them as clearly, objectively and succinctly as possible. Maybe that can be done with pictures alone, with the aid of pictures, or without pictures. Since the great advantage tv has over other media is that it can present pictures that move—and present them faster than any theatre newsreel—it was natural I suppose that tv news editors became somewhat obsessed with the picture, often at the expense of the story.

But certainly at CBS, and I believe at other networks, there has been a fairly successful effort to overcome that. If a story is important or of major interest, we tell it, whether we have good pictures or *any* pictures. Day after day I have found that



THE PIED PIPER OF HOUSTON

KiTiRiK-Channel 13's black magic mascat has enchanted the children of Houston, and changed the Houston market in less than a year. Houston has become Hamlin Town with the grateful parents joining in the parade to KTRK-TV.

July ARB shows our daytime combination of children's programs, films and family features leading network competition in 56 out of 160 weekly quarter hours, and a close second in 60 others. More than 60% of the audience hears KiTiRiK's "Piper's tune" at 5:45 daily to lead into the great new lineup of ABC family shows—Warner Brothers Presents—Disneyland—Lone Ranger—Rin Tin Tin. And KTRK-TV still programs more sports for Dad each week. Good shows make good adjacencies. Call us or Blair-TV.

THE CHRONICLE STATION, CHANNEL 13 **KTRK-TV** P. O. BOX 12, HOUSTON 1, TEXAS — ABC BASIC

HOUSTON CONSOLIDATED TELEVISION CO., General Mgr., Willard E. Walbridge; Commercial Mgr., Bill Bennett

NATIONAL REPRESENTATIVES: BLAIR-TV, 150 E. 43rd St., New York 17, N. Y.

NOW COMES COLOR IN TV NEWS

FAST COLOR FILM, one of the latest developments the tv newsman can use to improve his coverage, was described to the SDX panel by NBC's Mr. McAndrew. He also showed films to illustrate the points he makes in the paragraphs that follow.

JUST this week—Monday, to be exact, NBC news placed the first commercial order for the first color film ever made sufficiently sensitive for general news coverage.

Spot news coverage on color film has been held back by two roadblocks: The film was not "fast" enough for conditions other than good daylight and processing generally took days, instead of hours or minutes.

As a result of those conditions, the first color news program—NBC's *News Caravan* in February 1954, almost two years ago—was limited to background and feature material, shot and edited days in advance. Then, in May of this year (1955), Eastman eliminated the processing barrier. We were able to present the first coast-to-coast color coverage on a "same day" basis. This was the report on Operation Cue, the atomic blast, filmed at dawn near Las Vegas, flown to Los Angeles, processed in two hours by Eastman on a priority basis, edited, scripted and projected by NBC that same evening.

Now, a new type of color film called Anscochrome has carried us over the second barrier—that of low sensitivity. This film is rated as more than twice as fast as present Kodachrome. Ansco offers once-a-week processing at a rating more sensitive than many current black-and-white emulsions.

Some of the color film you are about to see is this daylight type. You will also see—and this is even more important to television journalism—two sequences photographed *indoors* at the same speed rating, without any additional light. These were done on Anscochrome's "tungsten" emulsion.

The 200 feet we used for these tests constitute another first—they're the first rolls of this film ever made available outside the government, which has been using it for classified and experimental work. It still is not on the general market, but NBC news has placed its orders. And Ansco will co-operate on processing for "same day" use.

A still photograph is interesting. The addition of motion and sound adds to the impact. And the further addition of color adds a wallop. As a sample of what color can do: In one of these films you'll see a pavement tossed up by a flood; in shades of gray you'd miss it, in color it stand out.

the evening's top television stories are the next morning's page-1 newspaper stories. The real competition for time, just as the real competition for space, comes with the secondary stories, the human interest features, the stories that are highly pictorial but of little true moment, the stories that can be told in some depth if time is taken from items in the categories I have just mentioned.

In the beginning many persons believed that some formula, gimmick, trick or method would be discovered that would revolutionize television news reporting. No such thing ever turned up and in all probability no such thing will. As a result, improvement of television news has had to come about in slow, hard and often small steps, with a little experimenting here, a little improvement there, to make the over-all product better. Improvements in techniques of shooting film, in the pictorial story reporting of the cameraman and the correspondent, in the techniques of editing and presenting the story, in the background sets, in the pace and the pertinence and the clarity and the scope of the news.

And improvement in entertainment qualities, too. For one must never forget that television is basically an entertainment medium.

It will, I believe, always be basically an entertainment medium, but as time goes by and it gets over its growing pains it will find more time for news and more serious programming. I'll hazard a guess that not only will there be more news programs on the air, but they will be of longer duration and they will be better.

CALL FOR ORIGINALITY SOUNDED BY WSN'S ALLEN

THERE are some bad habits and some booby traps we television news editors have been falling into. One of these is the deadly tendency to stereotype—not only on the local level, but in Washington and elsewhere. Here in Chicago, for instance, if Adlai Stevenson is giving a statement or being interviewed for tv newsreel, you'll see and hear the same thing on all four tv stations, because the locals and the syndicate reels all set up their cameras jaw to jaw. One cameraman acts as spokesman and all reels take the same thing.



MR. ALLEN

Every night youll see and hear the same Washington officials, saying the same thing in front of the same old Pentagon or Senate Office Building. They say the same thing for everybody—NBC, CBS, ABC, INS and Movietone. Someday, I'm going to double-cross my local competitors, by leaving with all of them thru the front door after a cozy little pool pickup. I'm going to bring the camera back in the back door and try to get something I didn't help pre-arrange.

I'm getting a little weary of this cooperation with each other in set-ups. Let's leave something to be achieved by some rough and tumble competition. When things get too automatic and too pat, they get dull.

But with stereotyping comes a far worse evil: we are being used by many of these so-called "newsworthy" people to publicize their views. We are not being reporters and bona fide newsmen when we come running with our camera crews every time a potential news source whistles at us. He says he's calling a news conference for the tv newsreels. Nine times out of 10, he'll say precisely what he wants to say and that's the end of it. No questions are permitted, and there's no other comment. We say, "Thank you, sir," and then hustle off to make like mimeographs for this gentleman who has found a wonderfully cheap way to spread his face and views across the nation.

Yet we continue to be suckers for this routine—we don't dare pass up the guy sometimes because then the opposition has the beat on you. If we'd only stop and consider—since when is a handout a beat? It may be on your film, it may be your special events man holding the microphone and asking the prescribed question. But the subject is still giving his pre-determined answer, and I say it's a handout and not the kind of journalism we should be doing.

Let's stop waiting for the subject to call a pooled conference. Get to him first, and make your story yourself. And in the course of this new approach, we'll have to develop enough guts to dismantle our cameras and walk out of a handout press conference without making a foot of film, if there is to be no give with the take.

We've made big strides in the light department with the advent of fast film. We don't have to heat up the subject to the boiling point or blow his main fuses. Usually we can film him in natural light. And by now, our cameramen should know how to pre-set their lenses, and rack over their turrets while rolling so we can avoid the exasperating starts and stops to achieve variety in framing and field.

But, perhaps most important, there should be some improvement in our attitude of approaching our subjects. For too long, we've had the hat-in-hand approach. Let's stop placing ourselves in the position of letting our subject think he is doing us a favor. Make him think *we* are the one's performing a service and if anyone is inconvenienced it's the television reporter, not the subject. The attitude of both should be greatly improved.

TELEVISION AND RADIO DESERVE ACCESS—ABC'S COE

I THINK in a large measure where television news goes will depend on the advances to be made in two large fields. First, as working newsmen, we are going to have to depend on the scientists and the engineers for technical developments which will make television reporting much more efficient and much less costly than it is today.

The engineers are doing fine work for us and I feel sure that between the two T's (transistors and tape) we will in a few years be able to make our television newsmen just as mobile as we have been able to make our radio newsmen. By that I mean the day is not far distant when a tv newsman can send back from the scene of a fast-breaking news

NOW! the new Gray Telop III

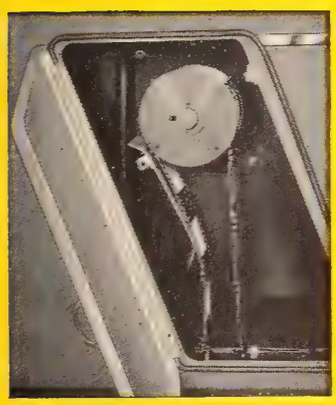
Eliminates extra manpower requirements

opaque and transparency projector



REMOTE OR LOCAL CONTROL CHECK THESE NEW FEATURES

- Completely automatic . . . utilizing features contained in the now famous Telop and Telojector . . . Slides change by push button control.
- Sequence of up to 50 slides can be handled at one loading . . . additional pre-loaded slide holders easily inserted in unit.
- Remote control of lap dissolves . . . superposition of two slides . . . and slide changes.
- Shutter type dimming permits fades without variation of color temperature . . . opaque copy cooled by heat filters and adequate blowers . . . assembly movable on base which permits easy focus of image.



Telop III . . . interior view of automatic slide holder which accommodates 4" x 5" opaque slides . . . One lens . . . no registration problem . . . no keystoning.

SCREEN OUT HIGH PRODUCTION COSTS FOR LOCAL SPONSORS

Telop III by the elimination of extra manpower assures the production and projection of low-cost commercials that local sponsors can afford. It can be used with any TV camera including the new Vidicon camera. Telop III projects on single optical axis opaque cards, photographs, art work, transparent 3¼" x 4" glass slides, strip material, and 2" x 2" transparencies when Telojector is used with optical channel provided. Telop III eliminates costly film strips and expensive live talent.

WRITE FOR: Illustrated bulletin describing Telop III specifications. Your request will receive prompt response.

GRAY RESEARCH

AND DEVELOPMENT CO., Inc., Hilliard St., Manchester, Conn.
Division of the GRAY MANUFACTURING COMPANY
Originators of the Gray Telephone Pay Station and the Gray Audograph and PhonAudograph.

story a running tv picture and sound report which can be used either live or taped for playback on the next regular news program. We hope to see the taping of video a true, workable reality in the next couple of years.

I also feel that the technical advances which are made will not mean a great deal to the progress of television news unless we are able to remove some of the shackles that surround us now. And that is the second field in which we must advance.

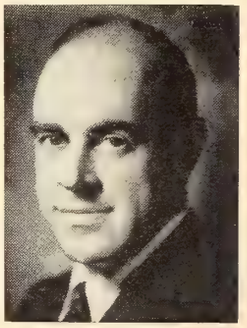
How do we stand today? We are permitted—at the discretion of a Senate committee or its chairman—to bring our cameras to most legislative hearing rooms. But in the House of Representatives there is a flat ban on picture coverage of any hearing. Our representatives in Washington have never been able to convince one man, the current speaker, that we should be permitted to broadcast or televise the proceedings of what is otherwise public. Or perhaps I should say semi-public.

Because in a day when a medium exists to bring the sights and sounds of an important hearing affecting the future laws of our country to more than 75% of all the people in the country, it is folly to say that the action is taken publicly when it goes on before a few hundred people who happen to be visiting the Capitol at the time. And let me emphasize I cast no reflection on the members of the press who cover these hearings when I say nothing can compare with the presentation of the actual words and pictures of the hearing itself. Yet, for some reason that medium which alone can bring the complete hearings into millions of homes is barred.

It is rather unfortunate, it seems to us, that this discrimination against television has largely been ignored or soft-pedaled in the other communications media which are not affected. I would suggest we would hear a very loud outcry were reporters asked to check their pencils and copy paper at the door of a public hearing in Washington at which sight-seers were admitted in relays of a hundred at a time.

We are going ahead with our campaign for complete freedom of press, radio and television to wipe out the semi-public governmental hearing or proceedings, and make them all truly public. And there is no reason why we should not be permitted to broadcast and televise the proceedings of the houses of Congress, either. These deliberations, too, should be truly PUBLIC.

A few weeks ago a committee of indignant citizens was formed in New York City to do something about the horrible congestion of court cases on the calendar. The committee, with some very prominent members of the New York bar, said frankly that television was the only medium that could adequately bring to the attention of the people the problems of court overcrowding and the committee's plan for the solution. This seemed very strange to us, since only a few years before—in 1952 or '53, the New York Legislature had enacted a law which absolutely prohibits televising or broadcasting any judicial or other proceeding at which witnesses are subpoenaed and testify under oath.



MR. COE

I feel that one of the ways television news can advance is to break down the barriers it faces—and for that we will need the help of everyone in the communications field, not just the broadcasters and telecasters.

GIANT COMMERCIAL

SOMETHING NEW IN TV: PONTIAC PUTS $16,000 INTO 5-MINUTE 'SPECTACULAR' ON HOUR SHOW

A "SPECTACULAR" among live tv commercials—that's the label MacManus, John & Adams puts on the $16,000 advertisement it produced for Pontiac to introduce the new 1956 models.

The commercial was telecast Oct. 25 a little more than a quarter of the way through NBC-TV's *Playwrights' '56,* which Pontiac sponsors on alternate Tuesdays, 9:30-10:30 p.m. EST.

To inject the bigness and excitement desired, Pontiac used the full commercial time on the program—five minutes—for a single presentation. To achieve mobility, the producers took over the 101st Armored Cavalry Armory on upper Madison Ave. in New York where, on the huge polo field, the General Motors products could wheel about in eye-catching patterns. For the dramatic touch, a spotlight system was employed, washing each of the new cars in a pool of white light. Lighting alone cost $5,000.

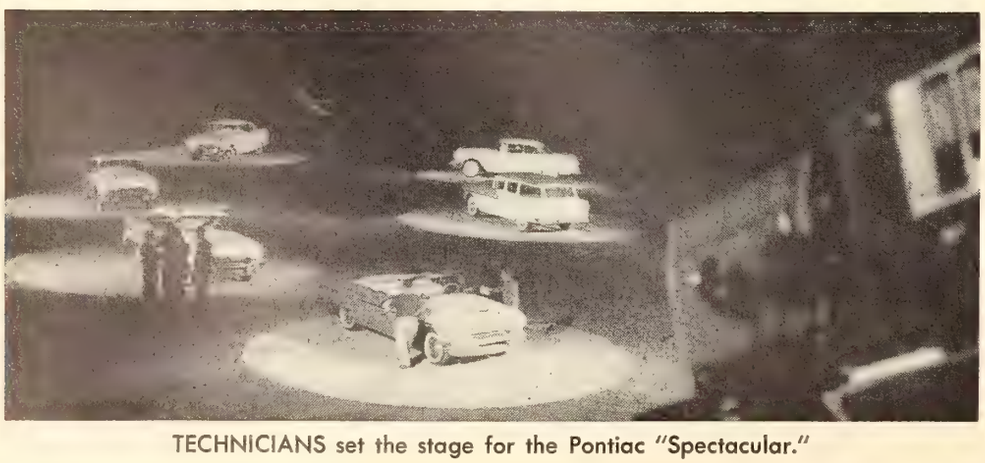
The drama was telecast live from Hollywood while the commercial, plus a minute of film (three insertions, each 20 seconds long), originated in New York, requiring skillful know-how and perfect timing.

A 40-man, NBC remote crew was imported. With Mike Zeamer directing, only two 10-hour days were consumed in the setting up. Employed were five cameras, eight shiny Pontiacs, eight actresses, four actors, a 28-piece orchestra under composer Gene Hammet, who composed an original score for the background music, and announcer Frank Simms. There were three separate pickups at the armory—of the automobiles and action, and of the orchestra and the announcer who were housed in different rooms.

To add to the complexity of connecting cities spaced thousands of miles apart, the producers cut in film for the commercial from Radio City in mid-Manhattan.

It was not without a crisis, however. A minor accident at the last moment nearly nullified the more than 1,000 man-hours of work. Less than a minute before NBC in Hollywood was to reverse the lines to pick up the commercial in New York, two fuses blew and all power at the armory—where the full production was about to rip forth in dazzling array—was lost. A brave electrician grabbed two fuses and jammed them into their sockets. He suffered second degree burns but the Pontiac commercial spectacular was on the air.

Production for the agency was under the direction of E. A. Jones, executive president; Ted Allegretti, tv account executive, Henry Townes, radio-tv vice president, and Mark Lawrence, production chief.



TECHNICIANS set the stage for the Pontiac "Spectacular."

PATTERN FOR PONTIAC

WILL the long, five-minute commercial set a pattern for the hour tv show? Certainly not for all, but MacManus, John and Adams Inc. believes it may possibly point the way for the Pontiac-sponsored *Playwrights' '56*. Its $16,000 commercial on Oct. 25, slotted before 10 p.m. in the 9:30-10:30 p.m. period, proved to be an audience holder, according to agency spokesmen. Normally, the program's rating drops substantially in the second half-hour when *$64,000 Question* is programmed on CBS-TV. For the Oct. 25 telecast, however, when the single, arresting commercial was used, agency producers noted that not quite two points were dropped in the rating of the second half-hour—a phenomenon of considerable importance in the Tuesday night ratings battle.

SPOTS
BEFORE YOUR EYES...



IN PORTLAND, OREGON KLOR BRINGS 1,798,000 EYES* INTO FOCUS ON TOP SPOT ADVERTISERS!

ANY WAY YOU LOOK AT IT, KLOR-CHANNEL 12, Portland, Oregon, is one of the West's top SPOT buys! Oregon Territory never looked better...never was richer! KLOR-Channel 12 gives you a big, prosperous 27-county coverage...embracing 310,000 TV homes... 2.9 viewers per set*...75% saturation. IT'S EASY TO SEE that KLOR's top SPOT leadership has been achieved with top programming, both ABC network and local.

TAKE A CLOSE LOOK at some of KLOR's local participating programs Portlanders go for:

LADY OF THE HOUSE
with Vere Kneeland
Noted Food-Fashion Authority
Monday through Friday
3:30-4:00 p.m.

RON MYRON SHOW
Variety Program
with Guests and Music
Monday through Friday
2:30-3:00 p.m.

THE KIDS ARE GOGGLE-EYED over this live, local participating program now seen *twice* a week by popular demand:

FRONTIER SCOUTS
Happy Combination of Do-It-Yourself, Nature Lore and Youth Activities
Tuesday and Thursday
4:30-5:00 p.m.



THE SWITCH IS TO...

Programs AND ADVERTISERS are Switching to... and Ratings are Zooming at...
KLOR

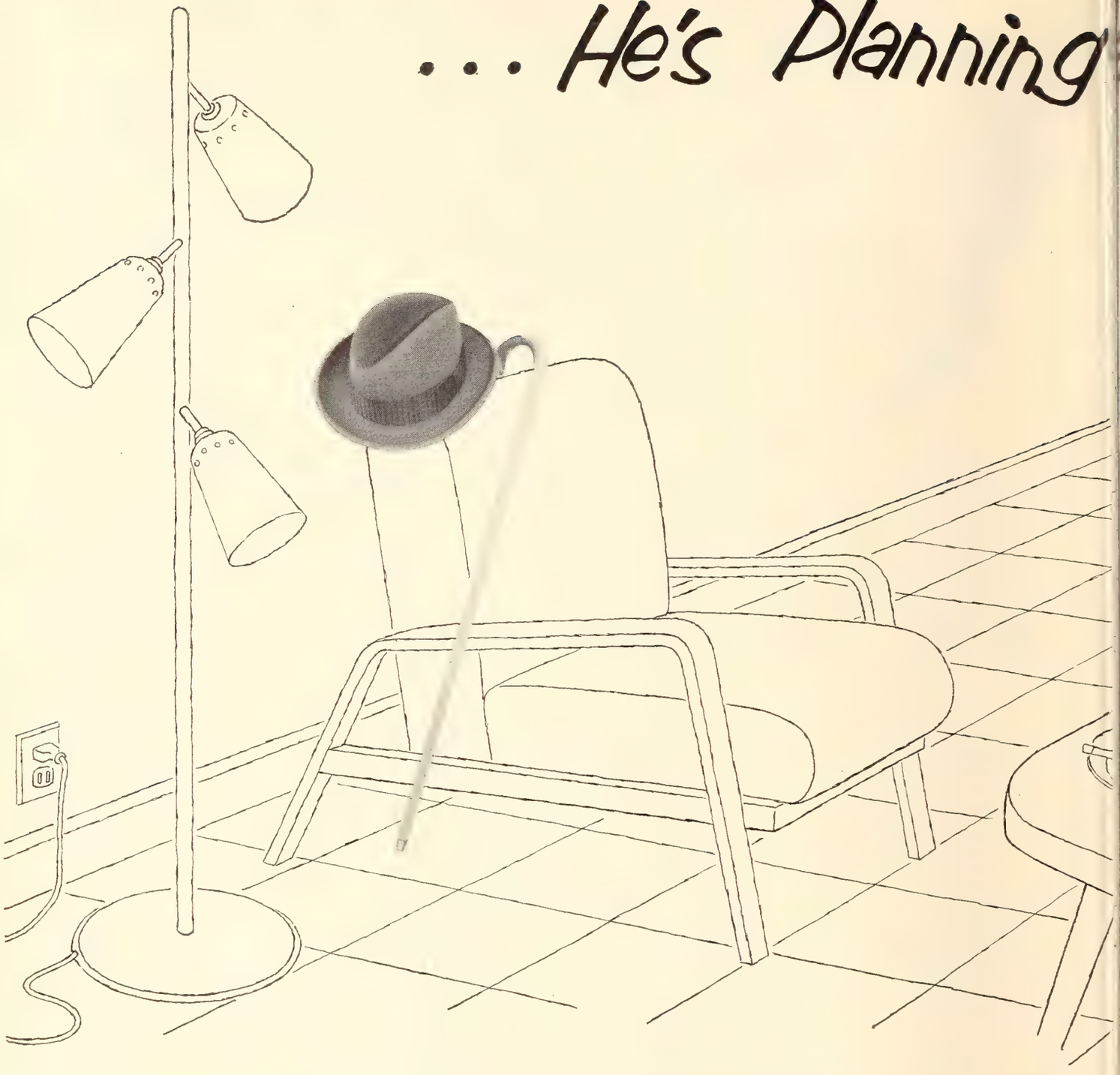
ACADEMY THEATRE
(film participating)
1st-Run Million $ Features
Saturday, 7:00-9:00 p.m.

TV SPORTS DESK
(local participating)
with Charlie LaFranchise
Wednesday, Thursday, Friday
6:30 p.m.

ABC
VHF
KLOR Channel 12

915 N.E. DAVIS ST. • PORTLAND, OREGON
Represented Nationally by GEORGE P. HOLLINGBERY CO.
New York • Atlanta • Chicago • San Francisco • Los Angeles

. . . He's Planning



FREE & PETERS, INC.

Pioneer Station Representatives Since 1932

NEW YORK
250 Park Avenue
PLaza 1-2700

CHICAGO
230 N. Michigan Ave.
Franklin 2-6373

DETROIT
Penobscot Bldg.
Woodward 1-4255

ATLANTA
Glenn Bldg.
Murray 8-5667

FT. WORTH
406 W. Seventh St.
Fortune 3349

HOLLYWOOD
6331 Hollywood Blvd.
Hollywood 9-2151

SAN FRANCISCO
Russ Building
Sutter 1-3798

BIG TIME!

THE Colonel got wind of an advertiser who likes to have a "big time" program of his own, but also has a problem in timing the push he puts behind his various products in different parts of the country.

Here's a client who can have his cake and eat it too . . . as the Colonel is pointing out.

The top spot stations (and here are 23 of the best) more often than not have top flight programs that are well established, well rated and ready for sponsorship. Or, they have a good place for your own pet program, if you prefer it that way.

As the old saying goes "Spot is Flexible" . . . and your Free & Peters Colonel would like to show you just how easy it is to do business with the best!



Representing VHF Television Stations:

		VHF CHANNEL	PRIMARY
EAST — SOUTHEAST			
WBZ-TV	Boston	4	NBC
WGR-TV	Buffalo	2	NBC
WWJ-TV	Detroit	4	NBC
WPIX	New York	11	IND
WPTZ	Philadelphia	3	NBC
KDKA-TV	Pittsburgh	2	NBC
WCSC-TV	Charleston, S. C.	5	CBS
WIS-TV	Columbia, S. C.	10	NBC
WDBJ-TV	Roanoke	7	CBS
WTVJ	Miami	4	CBS
MIDWEST — SOUTHWEST			
WHO-TV	Des Moines	13	NBC
WOC-TV	Davenport	6	NBC
WDSM-TV	Duluth-Superior	6	NBC
WDAY-TV	Fargo	6	NBC-ABC
WCCO-TV	Minneapolis-St. Paul	4	CBS
KMBC-TV	Kansas City	9	ABC
WBAP-TV	Fort Worth-Dallas	5	ABC-NBC
KFDM-TV	Beaumont	6	CBS
KENS-TV	San Antonio	5	CBS
WEST			
KBOI-TV	Boise	2	CBS
KBTV	Denver	9	ABC
KGMB-TV KMAU—KHBC-TV	Honolulu Hawaii	9	CBS
KRON-TV	San Francisco	4	NBC

ADVERTISING ADVERTISING

KTMS Santa Barbara show emphasizes role of commercials in everyday life of Americans at home and in business.

IT PAYS to advertise.

And, as KTMS Santa Barbara, Calif., has demonstrated, it also pays to advertise advertising.

It was a year ago June that Charles Storke, vice president and general manager of KTMS, and Don Burton, then president of the Advertising & Merchandising Club of Santa Barbara, met for breakfast during the 1954 convention of the Advertising Assn. of the West, to which both were delegates. Mr. Burton told Mr. Storke that the board of the Ad Club had okayed an idea for a weekly radio program designed to emphasize advertising's role in the everyday life of every American, at home and at business.

The broadcaster enthusiastically picked up the Ad Club president's idea and before the pair left the breakfast table tentative plans had been completed for a weekly 15-minute broadcast on KTMS. They'd even agreed that the program's principals should be Mrs. Claire Drew Forbes Walker, owner of the Claire Drew Forbes Advertising Agency, and Joe Benes, commercial manager of KTMS and a star announcer.

The show began at 8 p.m. on Labor Day, 1954. Each Monday since then *Here's News for You* has given an air salute to the accomplishments of advertising and advertising people.

Although the program format varies from time to time, generally the broadcast is divided into four parts: First, there's a review of the new things learned through advertising during the previous week. Next comes an interview with a guest who is in some way affiliated with advertising. Then a Santa Barbara advertiser is saluted for an advertising job well done. Final part of the program is the Ad Club's "Hats Off" tribute for service over and above that normally expected in the course of business.

The list of things learned of through advertising since the show's beginning includes Dior's fashions, the history of the soap industry, new nylon tires, new frozen foods packaged in Santa Barbara County, products introduced by major California oil companies, special trips abroad promoted by travel bureaus, the savings and lending facilities of financial institutions, the history of Old Spanish Days Fiesta week which is advertised in all types of media by Santa Barbara's merchants, businessmen and everyday citizens, new plastic products manufactured locally—to name just a few.

Each week, Claire Forbes salutes an advertiser who has effectively and meritoriously promoted his firm, his product, his service, or a special public service.

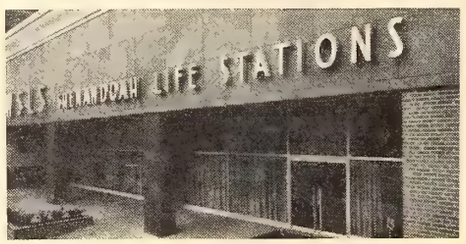
The owner of a mobile grocery store which serves several Southern California counties is deeply indebted to the Ad Club for his Hats Off award. He said that his business was nearing bankruptcy when he received the award. Many of his customers had nominated him for thoughtfulness and extraordinary service to families living in out-of-the-way places and ranch country. When the story of the Hats Off award was heard over KTMS and published the following day in the *News-Press,* his business took a profitable trend upward.

During the busy Christmas season, Claire saluted the entire staff at the Santa Barbara Post Office for the exceptional service they render, especially during the rush season.

An elderly man who worked part-time in one of Santa Barbara's men's stores received the Hats Off salute for his full-time courtesies, helpfulness and service to customers. A blind lady, who operates a news and cigarette stand in the post office lobby, has received the award, together with the cashier of a local super market, who works to support her invalid husband, injured in World War II.

D. W. Hutchinson, manager of the Santa Barbara Retail Merchants Assn., says: "This human-interest type of merchandising pays off and Santa Barbara is 78% above the national average of total retail sales and there is every indication that a program like the Ad Club's *Here's News for You* will continue to inspire the best in people and to help us maintain this desirable high level."

WSLS SHOWS ITS WARES TO THE PASSERBY



SHOW WINDOWS rivaling those of the most modern department store are a unique feature of the new million-dollar Radio & Television Center of Shenandoah Life Stations' WSLS-AM-TV Roanoke, Va.

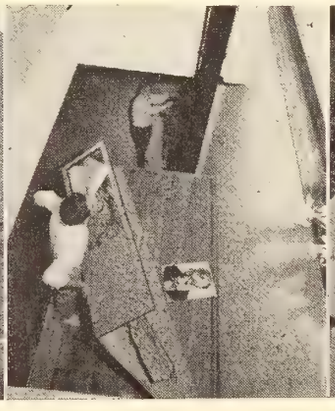
Crowds of spectators visiting the center for the first time are finding much of interest in the smartly-designed, well-equipped building, which contains 24,745 square feet (the equivalent of 26 average-sized homes) and is staffed by 80 persons.

It is the window display section, however, which draws the greatest number of "oh's" and "ah's." Six large windows equipped with more than 200 lighting fixtures make up this section, designed to give extra service to advertising clientele.

The floors of two windows are mounted on hydraulic-electrically controlled lifts that raise them to street level from basement level, and all display props and merchandise are transported by this means.

A traffic count, using formulas and methods approved by the Traffic Audit Bureau Inc., shows that a daily average of 24,786 persons view the windows.







Collins 21E PERFORMANCE

WBUY
LEXINGTON, NORTH CAROLINA
5000 WATTS • NON-DIRECTIONAL
1440 KC.
FM 94.3 MC.
YOUR BEST ADVERTISING BUY

September 26, 1955

Collins Radio Company
Attn: Mr. John F. Stanbery
Dogwood Road
Fountain City (Knoxville), Tenn.

Dear John:

We at WBUY wish to express our complete satisfaction with our new 5 KW Collins 21E which we installed this last spring.

As you know, we previously operated a [redacted] 250 watt. When our 5 KW power increase came through we switched to Collins primarily because of superior performance characteristics and reliability.

When the transmitter arrived we were anxious to check out the actual performance because the final test data report looked to be "too" good. During initial program and subsequent tests we found your advertised specs as well as performance test data to be very much on the conservative side.

In particular, our audio measurements confirm the reasons why the 21E sounds so good on the air. It is really high fidelity.

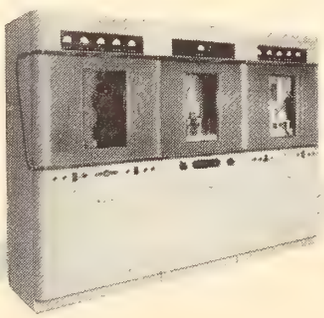
* Congratulations to Collins engineers for designing what we think is the best 5 KW transmitter on the market today.

With best regards.

Yours very truly,

Omar G. Hilton

Omar G. Hilton
Co-owner-Technical Director
Radio Station WBUY



FINEST IN THE FIELD*

Just as many broadcasters have discovered, Omar G. Hilton of WBUY Lexington, North Carolina found his 5 KW Collins 21E performing better than advertised. Those original specs were based on conservative laboratory tests, but actual performance tests show Collins 21E 5 KW transmitters doing an even better job — *outperforming all others in the field!*

NEW SPECIFICATIONS

POWER OUTPUT
5500/1100 Watts

FREQUENCY STABILITY
Deviation less than ±5 cps (Typical — less than ±2 cps.)

AUDIO FREQUENCY RESPONSE
Within ±1½ db from 30 to 15,000 cps
(Typical — ±1 db from 30 to 15,000 cps.)

DISTORTION
Less than 3% from 50 to 7500 cps for 95% modulation, including all harmonics up to 16 kc. (Typical — less than 2½ from 50-7500, less than 2% from 100-5000 cps.)

CARRIER SHIFT
Less than 3% (Typical value less than 2%.)

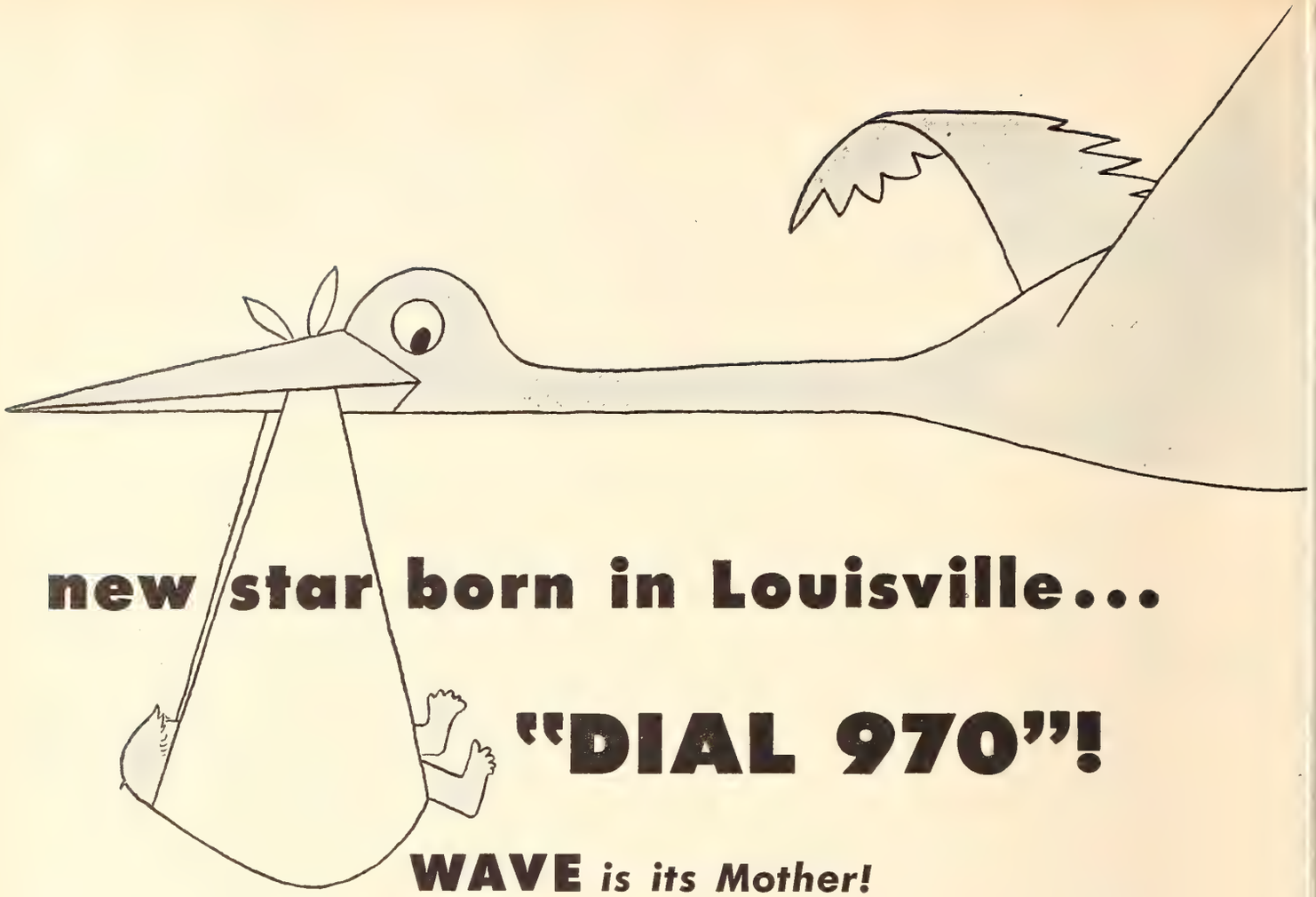
TEMPERATURE RANGE
Up to 45 degrees C.

Your nearest Collins representative will be glad to send you a 21E brochure with complete details plus price and delivery data.

COLLINS RADIO COMPANY | **CEDAR RAPIDS, IOWA**

COLLINS

261 Madison Avenue, NEW YORK 16, NEW YORK
1200 18th Street, N.W., WASHINGTON, D.C.
1930 Hi-Line Drive, DALLAS 2, TEXAS
2700 W. Olive Avenue, BURBANK, CALIFORNIA
Dogwood Road, Fountain City, KNOXVILLE, TENNESSEE
222 W. Pensacola Street, TALLAHASSEE, FLORIDA
COLLINS RADIO COMPANY OF CANADA LTD.
77 Metcalfe Street, OTTAWA, ONTARIO



new star born in Louisville...

"DIAL 970"!

WAVE *is its Mother!*

MONITOR *is its Father!*

WEEKDAY *is its Kissin' Cousin!*

Yes! — on November 7, WAVE premiered DIAL 970, its own exciting version of Monitor and Weekday, putting *area* flavor and emphasis into a proven *national* format!

DIAL 970 utilizes all of WAVE'S *unusually* large programming facilities . . . all its well-known personalities . . . all its *localized* radio know-how. It's a coordinated group of programs heard eleven sparkling hours each weekday—hours filled with news, weather, sports, traffic reports, music, interviews, household tips, etc., etc. Hours that are skillfully blended with *Weekday,* to provide good fun, good company, good listening—from early morning till late at night!

DIAL 970 is sometimes light and gay . . . sometimes serious and informative . . . sometimes relaxed and soothing—*but always intensely listenable!*

Participations and spots available as early as 6 a.m.—as late as 11:59 p.m.—or in between. Available NOW, but you'd better hurry!

Let NBC Spot Sales give you the really impressive story on **DIAL 970.**

WAVE'S DYNAMIC NEW RADIO SERVICE FOR A DYNAMIC NEW LOUISVILLE!

WAVE

LOUISVILLE

5000 WATTS • NBC AFFILIATE

NBC SPOT SALES
Exclusive National Representatives

PEP UP THOSE RADIO ADS!

IMAGINATION CAN MAKE AURAL COMMERCIALS COMPETE WITH TV

By Sally G. Lark
Continuity Chief, KWKH Shreveport

WHO SAYS radio commercials can't compete with tv commercials? You can do one of two things: Follow the trend of two-voice shouting, the same old trite copy, or meet the challenge of tv with imagination and creativeness.

Of course, we can't expect to meet the production measures of national tv commercials, but any radio writer (who isn't afraid of a little extra effort) can more than match tv slides and a few words ad libbed by a local tv announcer.

The first requisite is to have a progressive boss who will turn you loose on production. There's no comparison between the small cost of the transcriptions used for production and holding your big accounts year after year, plus adding new ones (we do it in spite of seven radio stations and two tv stations here in Shreveport and you can do it too).

Next in importance is the cooperation of every unit participating in the production of commercials—the music room, program director, announcers and engineer. The rest is up to you. What do you do first? Find out who can do "voices." Here at KWKH we use voices of anyone with "hammy" aspirations, from the program director, announcers, myself and occasionally some of the office help.

Right now, I can just hear some of you small station writers saying: "But we're a small organization, we haven't enough talent!" That's where you're wrong! Develop what you have. We did. I, myself, play several different voices; so do the program director and the announcers. Occasionally, one of us comes up with a new "character" to play. We practice . . . and practice . . .

Here are a few illustrations of the commercials we just did for the 1956 Chevrolet . . . a 13-week saturation contract of 20 spots each weekend.

HOWARD CRUMLEY CHEV. CO.—#1

ANNCR 1: Hi, Uncle George, what brings you up from Texas?

ANNCR 2: (LOUD, WITH TEXAS DRAWL) Son, I'm in town to get me the finest little filly on the market! This is something almost as *wonderful* as TEXAS!

ANNCR 1: Gee, Uncle George . . . you're buying *another* race horse?

ANNCR 2: Shucks, son, you might call it that . . . she's sure been winnin' plenty of races. She's the fastest, smoothest little filly y' ever did see. I'll sure do myself proud drivin' her around Texas.

ANNCR 1: You're driving your new race horse back to Texas, Uncle George?

ANNCR 2: Son . . . this ain't no race horse . . . this little filly is the purtiest thing on the market . . . the new CHEVROLET fer 56. Son, she really up and GOES! Jist like a streak o' lightnin'. First thing I ever did see as *fine* as TEXAS!

ANNCR 3: (STRAIGHT) Yes, the new 56 CHEVROLET is really something! See it . . . drive it, at HOWARD CRUMLEY CHEVROLET. Once you feel its "GO" power . . . once you lay eyes on its streamlined beauty, you'll want it for keeps! See it NOW at HOWARD CRUMLEY CHEVROLET, 311 Edwards, Shreveport.

COMMERCIAL # 2

ANNCR: We take you now to the home of Mrs. Hibbus-Kibbus, where Jeeves has just answered the doorbell . . .

JEEVES: (VERY HAUGHTILY) I'm sure, Sir, you've made a mistake . . . this is a *private home!*

LARK: (COMING UP) What is it, Jeeves?

JEEVES: This man has a whole fleet of new 56 CHEVROLETS to deliver to this address . . . there must be a mistake.

LARK: O, how *do* you do, dear boy! Yes, indeed, this is the right address. After seeing all those beautiful, devastating 1956 CHEVROLETS, I just *couldn't* decide which color to choose, so I took one of each. Jeeves, please show the dear boy where the garages are!

ANNCR: (STRAIGHT) Most of us aren't as rich as Mrs. Hibbus-Kibbus. We'd be happy with just ONE of the fabulous 56 CHEVROLETS, with their brilliant performance . . . their "GO" power, and driving smoothness. You're invited to test drive the new CHEVROLET at . . . etc. . . .

The preceding illustrations are offered for what they are worth. You probably will come up with some better ones.

When it comes to sound effects, the sky's the limit. I spend more time in the music room auditioning music and sound effects than I do in writing the material. Simplest forms are fanfare openings, such as heralding trumpets and tympani beat with roll, which we sometimes pick out of orchestrations, having the engineer "cut out" just the tympani beat and roll from the music. You'll find a lot of musical effects, too, in your musical bridge records, and can get a lot of different effects with the echo chamber. And by all means learn to adapt your different commercial aids by "cutting out." Here's an example: We took the following musical theme for gas and electric ranges and adapted it as follows:

MUSICAL JINGLE: "Hickory, dickory dock, the mouse ran up the clock, The clock struck one, and the cuckoo came out and right away he started to shout (CUT ABRUPTLY) (The rest of this singing commercial was about gas and electric stoves, so we cut it out.)

GIRL: (HIGH BIRDLIKE VOICE WITH ECHO CHAMBER . . . LEAVE OPEN TILL VOICE TRAILS OFF IN UNDULATIONS) "Gee, it's cold in here!"

ANNCR: (STRAIGHT COM'L) Don't wait till the family gives you the "bird" this winter. NOW is the time to install . . . etc. (CAN BE USED FROM HERE ON FOR INSULATION, FURNACES, ELECTRIC HEATERS, ETC.)

When it comes to fashion copy—you can open with a few harp strokes or vibraharp notes (you'll find these also in your bridge music). Bring in again at the climax of your commercial to gain attention. For example: ". . . all at BIG savings! *AND* (3 or 4 harp strokes) . . . Pay later! With . . . convenient charge accounts or lay-away plan . . ."

Another way to break the monotony of copy is to mix voices with music. Here's an illustration:

(ROMANTIC THEME OF SOFT, SLOW DANCE MUSIC . . . ESTABLISH FEW SEC, THEN DOWN UNDER VOICES)
MAN: (ROMANTICALLY) Come with me to . . .

GIRL: (BREATHLESSLY) The Casbah?

MAN: No, no, come with me to . . .

GIRL: The Riviera?

MAN: No . . . the Carnival! (DWINDLE MUSIC OUT NOW UNDER STRAIGHT COM'L) Yes, come to the Carnival . . . the Carnival of exciting values at . . . starting tomorrow . . . etc." . . .

Occasionally, too, you can play soft music down under the whole commercial, especially for women's fashions or florist's copy.

Well, there it is, and remember, the hours spent in thought and production don't show on paper, but in the enthusiasm with which your clients accept original efforts, and the renewals they bring. It's worth it.



1600 PENNSYLVANIA:

one of a series of paintings
of Washington by William Walton
commissioned by **WTOP Television**
at Broadcast House, Washington, D. C.

Represented by CBS Television Spot Sales



1600 PENNSYLVANIA *by William Walton.*
Second of a series of paintings of Washington
commissioned by **WTOP Television**
at Broadcast House, Washington, D. C.
Originally published in Broadcasting-Telecasting,
November 14, 1955.
Reprints of this series available on request.

HOW EFFECTIVE ARE TV COMMERCIALS?

HERE'S A REPORT FROM SOUTHERN CALIFORNIA, COMPILED BY ABC, REPORTED BY EARL HUDSON

TO DETERMINE what the typical Southern California tv family thinks of what it sees on its tv screen and how tv commercials affect its buying habits. ABC surveyed a cross-section of 265 families the first week in November, being careful to exclude from the sample all members of the tv industry. The results of the survey are printed below, taken from a report made last Monday to the Hollywood Ad Club by Earl J. Hudson, vice president of ABC's Western Div.

1. Approximately how many hours per day do the adult members of your home view television?

We found that 33% of the women viewed tv approximately 4 hours per day; 25% viewed 5 hours, and 17% viewed 3 hours. On an over-all basis, we found that 75% of the women surveyed viewed tv 3 hours or more per day. As was expected, the male viewing was slightly less. 25% viewed tv 4 hours per day; 22%, 3 hours; 16%, 2 hours, and 15%, 5 hours. 78% of the men polled viewed tv 2 hours or more.

2. What hours of the day do the adult members of your home view television? morning, afternoon, evening.



EARL J. HUDSON (l), ABC Western Div. vice president, is greeted at the Hollywood Ad Club meeting by Wes Cameron, president of the club.

In a breakdown as to morning, afternoon and evening viewing, it was not surprising to find that 10% of the women viewed tv in the morning; 20% in the afternoon, and 70% in the evening. The male entries, of course, showed predominance in nighttime viewing.

3. What do you consider the most entertaining commercials on television?

I feel it is significant to point out that a total of 47 different commercials were mentioned by women and 35 different commercials mentioned by the men.

This shows a very wide range of opinions and proof of the fact that people really remember GOOD tv commercials. As a matter of fact, one can safely draw the conclusion that the retention value of commercials on tv is higher than any form of advertising . . . due, of course, to their audio-visual impact. Interesting, too, is the fact that both men and women picked the same top three commercials as being the most entertaining. The three most often mentioned were: Ford, Hamms beer and Bank of America. While all three vary to a certain extent in presentation, it is significant to point out that each is done in what might be called an "off beat" style.

4. In your opinion, what are the things that make up a good commercial?

The answer most given by women was the one word—"short." Next in order of importance were "comedy," "sincerity" and "cartoon type." The men also felt a "short" commercial was the best kind but placed "sincerity" 2nd, "comedy" 3rd and "cartoon" 4th. It would seem, then, that the ideal commercial would be a short, sincere, humorous cartoon. We will have more to say on cartoon commercials later.

5. What tv commercials do you consider uninteresting and unimpressive?

Both men and women are in agreement that uninteresting and unimpressive commercials are the ones in which false statements are made, high-pressure tactics are used, and presentation is too long, repetitious and exceptionally loud.

6. What kind of tv commercials do you like best, cartoon treatment or actual demonstration?

Both men and women were unanimous in their preference for cartoon-type commercials. 80% of both preferred cartoon commercials; 15%, actual demonstration; while 5%, no preference whatsoever.

7. Do you prefer men or women announcers?

Women favored male announcers by a majority of 75%. 11% preferred women and 14% held no preference. Interesting to note, that men preferred male announcers to an even greater degree. 93% of the men questioned favored male announcers, while only 7% preferred women.

8. Do you feel the average television commercial gives you enough information?

As to whether or not the average tv commercial gives the viewer enough information, 50% said "yes" and 20% said "no," while 30% voluntarily said "too much information." Here again is another point which many of us may want to analyze. Maybe, in some cases, we are trying to pack too much information into too small a time segment.

9. What products have you actually been

FOOD FOR THOUGHT



MOTHER PARKER

Mother Parker's skilled interpretation of food facts has won the confidence of thousands of Boston housewives. Over 200 sponsors have already relied on this confidence to sell *more* of their products in Boston!

If you want your share of NEW ENGLAND'S No.1 MARKET *use*

WEEI

BOSTON



Howdy - I'm Bill Zipf...

. . . combination dirt farmer, photographer, farm editor for the Columbus Dispatch and farm newscaster, all wrapped up in a sort of chunky package.

Farming and farm folks are my life, and exchanging new ideas and developments with them is my business. That's why my daily noonday farm show on wbns-tv *is so important.*

Why, do you know that over 67% of the farmers in our viewing areas have TV sets, and we beam out to over 464,756 families!

I give the days livestock and grain prices and trends, and dairy and poultry news along with rural fairs and auctions activities . . . working in my sponsors products as I go along.

I'm keeping pretty good company these days too. Just before I go on the air, Columbus Dispatch Globe Trotter Dean Boyer gives out with local and national news, and then my friend Bob McMaster, the TV Weatherman tells folks about the weather.

If you'd like rates on my show, why not contact the station or one of those Blair boys? I'm sure we can do a job for you.

wbns-tv

COLUMBUS, OHIO
CHANNEL 10

CBS-TV NETWORK — *Affiliated with Columbus Dispatch and WBNS-AM • General Sales Office: 33 North High St.*

REPRESENTED BY BLAIR TV

persuaded to buy through the television advertising you have seen?

Questions 9 and 10 are probably the most important of the entire questionnaire, for they point out whether tv commercials in themselves motivate people to buy.

Our evidence actually proves that well-executed tv commercials *do* result in volume sales. From the women's side *28* different items were listed. Of the top ten, 25% were found to be cosmetics; 20%, food products; 18%, soaps; 10%, shampoo; and (for laughs) we found that 2% of the women even purchased razors through tv advertising. On the male side, a total of 25 items were listed. Of the top four, the first choice was beer; second was divided between toothpaste and food products, with razors next.

10. What products have you bought as a result of television advertising viewed by your children?

Our tabulations for 10 are based primarily on the women interviewees. We felt that mothers generally buy the products suggested by children. Here again, a total of *29* individual items were listed. Of the top ten, 50% were cereals; 23%, prepared drinks; 10%, soft drinks, and 7%, breads.

11. Do you mind the placement together of several tv commercials between programs?

This may surprise you. Both men and women seem to have differing opinions as to the placement together of tv commercials back-to-back between programs; 50% said "yes" and approximately 50% said "no."

12. Do you feel that showing the name and address of where you can buy the sponsor's product in your neighborhood is an aid in buying?

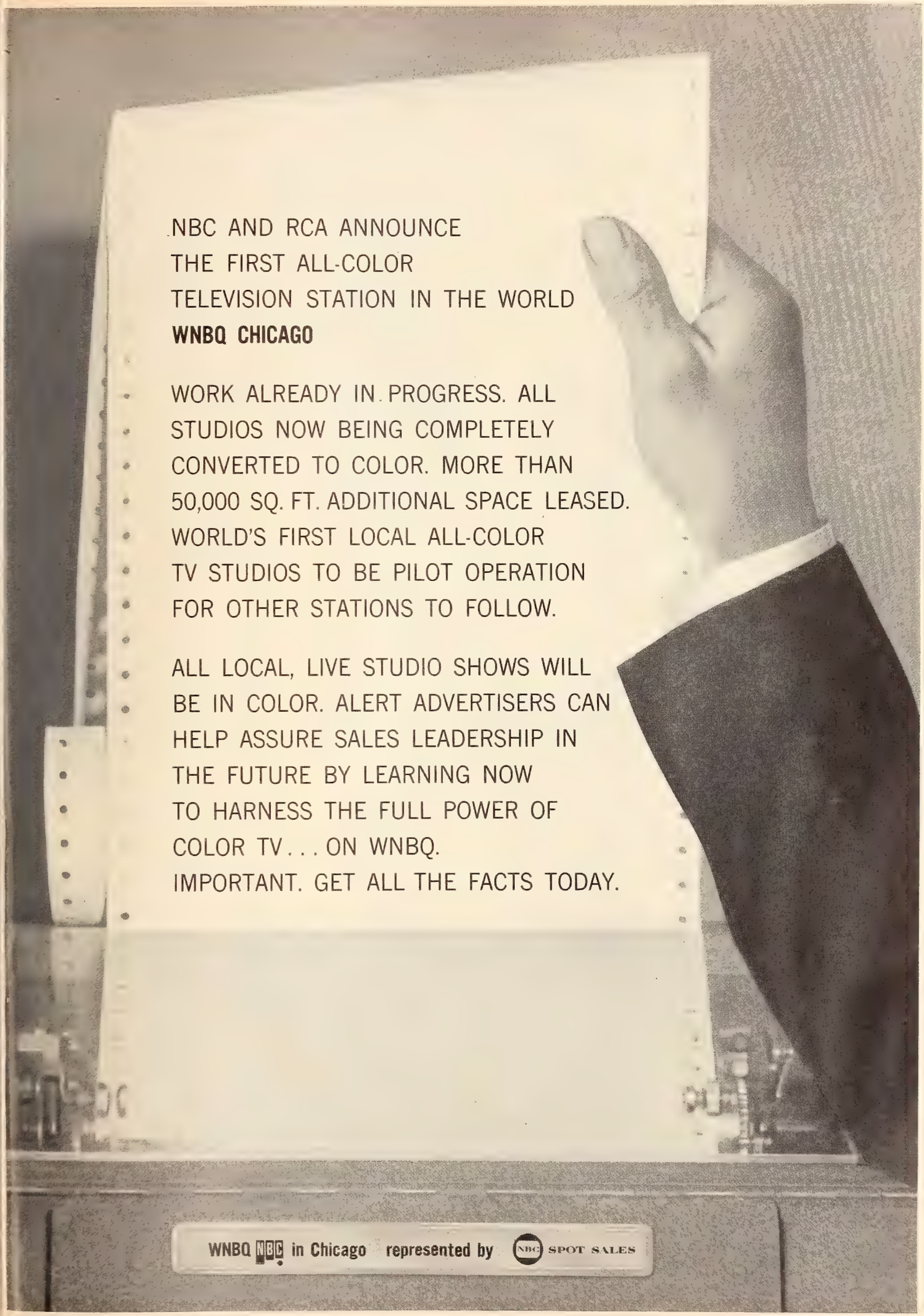
Both men and women seemed to feel that showing the name and address where a product could be purchased was a definite aid to sales. 70% were in favor of showing the retail outlet—name and address—while 30% were against.

13. Do you feel a sense of appreciation to the sponsors for paying the high cost of television broadcasting to make it possible for you to view your favorite programs?

We hear a lot of criticism about commercials on tv, but when you come right down to it, the average viewer does not seem to be nearly as critical as you would seem to believe. This was certainly borne out here, where 88% of both men and women stated that they felt a sense of appreciation to the sponsor, who provides the entertainment they enjoy. Only 12% answered this question in the negative.

14. Please give your brand preference of the following items: cigarettes, beer or wine, soft drinks, tooth paste, coffee, pet food, cereals, bread. What make of car do you drive? What brand of gasoline do you use?

In the cigarette category, 14 brands were mentioned. Next category . . . 16 brands of beer. Incidentally, the women named 16 brands of beer, while the men named only 14. Our obvious conclusion to this is that women are greater beer drinkers than men. In the soft drink line, 18 brands were men-


NBC AND RCA ANNOUNCE
THE FIRST ALL-COLOR
TELEVISION STATION IN THE WORLD
WNBQ CHICAGO
WORK ALREADY IN PROGRESS. ALL
STUDIOS NOW BEING COMPLETELY
CONVERTED TO COLOR. MORE THAN
50,000 SQ. FT. ADDITIONAL SPACE LEASED.
WORLD'S FIRST LOCAL ALL-COLOR
TV STUDIOS TO BE PILOT OPERATION
FOR OTHER STATIONS TO FOLLOW.
ALL LOCAL, LIVE STUDIO SHOWS WILL
BE IN COLOR. ALERT ADVERTISERS CAN
HELP ASSURE SALES LEADERSHIP IN
THE FUTURE BY LEARNING NOW
TO HARNESS THE FULL POWER OF
COLOR TV . . . ON WNBQ.
IMPORTANT. GET ALL THE FACTS TODAY.
WNBQ NBC in Chicago represented by NBC SPOT SALES

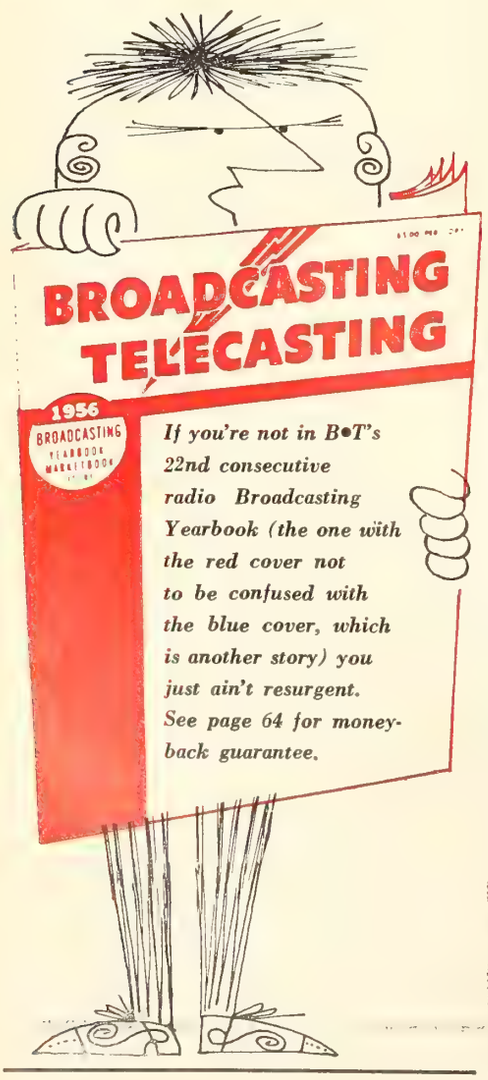
tioned; 13 brands of toothpaste; 20 brands of coffee; 19 brands of pet food; 17 brands of cereals, and 19 brands of bread.

In the cereal category, the leader by more than 50% is one of the leading tv advertisers. The pet food brand that leads all others by a *very* wide margin is one of the heaviest advertisers on tv. Also the two top brands of beer are heavy tv advertisers, particularly the leader, who is currently using a spot saturation tv campaign. The two top brands of toothpaste, the top brand of coffee and the top brand of bread are all large tv advertisers.

To this list can also be added cigarettes and soft drinks, proving that of brands mentioned, the leader in each field was a heavy tv advertiser.

But now it is time to ask, "What does all this mean?" This survey, among many other indications, shows that our viewing public is a live, intelligent and selective audience. Therefore, television commercials should similarly be live, intelligent and selective.

Responses to this questionnaire by 265 tv viewers indicate definitely and impressively that preference is for less flamboyance in commercial claims and statements, and for direct information about specific products, simply stated without exaggeration. Commercials need to be given so that they can be retained by memories of average ability. Too many words spoken hurriedly in any commercial make for confusion in the mind of the audience.



(A&A continues from page 32)

PROVOST RAPS FELLOW HEARSTLING

General manager of Hearst-owned WBAL-TV says Hearst newspaper executive is all wet in the latter's belittling of tv, says tv revenues are rising, newspapers' falling.

PERSONS who challenge television as a commercial medium are like "race horses equipped with blinkers."

This is the opinion of D. L. (Tony) Provost, vice president and general manager of the Radio & Television Div. of the Hearst Corp.



MR. PROVOST

And even if the challenger happens to be another Hearst official—such as H. James Gediman, executive vice president of the *American Weekly* and *Puck*, the comic weekly — Mr. Provost still does not hesitate to express his feelings.

Mr. Gediman, speaking last month before a meeting of the Audit Bureau of Circulations in Chicago, blasted the rating services in television as unrealistic, belittled the advertising dollar volume in tv and asserted that morning and afternoon network time is very available [B•T, Oct. 24].

Now, in an exclusive to B•T, Mr. Provost offers a strong rebuttal to Mr. Gediman's charges.

Said the radio-tv executive:

"Mr. Gediman had his blinkers on, for ABC has been making tremendous strides during daytime with shows like the *Mickey Mouse Club*, CBS has virtually sold itself out during the daytime and NBC is about 70% sold out.

"At our Hearst-owned WBAL-TV (NBC affiliate) in Baltimore, during the week Mr. Gediman made his attack, NBC network revenue in the daytime accounted for 47% of [the station's] total network billing and of the station's total revenue, 38.16% accrued from the daytime."

These figures, Mr. Provost said, were compiled prior to the start of NBC's *Matinee*, which went on the air with $4.5 million worth of advance billing, and with the complete sellout of another afternoon across-the-board show (*My Little Margie*) by WBAL-TV's own sales staff.

"In Milwaukee at Hearst's WISN-TV (ABC affiliate), on the air only a year, the sales staff also is selling a considerable amount of daytime television, too," he declared.

As to Mr. Gediman's remarks that "the dollar volume of all advertising in newspapers alone was more than 100% greater than that on all radio and tv combined," Mr. Provost urged Mr. Gediman to "lift a blinker" and note that national advertising in newspapers dropped $7 million in 1954 and national advertising in network tv was up $93 million in 1954. (These figures were taken from the 1956 *Printers Ink* Advertisers' Guide to Marketing from figures given by [American Newspaper Publishers Assn.'s] Bureau of Advertising.)

Further, Mr. Provost noted that total national network spot and local television advertising expenditures were up more than $200 million last year for an increase of 32.9%, whereas newspaper expenditures were up $12 million for an increase of 1.9%. (Source is McCann-Erickson research department.)

On the subject of dollar volume, Mr. Provost said also that leading advertisers and top advertising agencies invested $803,600,000 in television in 1954—"a figure which will unquestionably pass the billion mark in 1955, and television has reached this eminence in less than a decade."

As to the rating service question, Mr. Provost said the Audit Bureau still fails to take into account readership, page traffic or the precise number of people who see an advertisement.

He said the Christal group of radio stations, of which WBAL is a member, now is showing intensity of interest, loyalty of listening and standing of the station in its community, according to recent Politz studies.

"The Hearst Corp. has a very large investment in radio and television and has the utmost faith in both, not only as great advertising media but as very powerful means of rendering public service, dissemination of news and of alerting and keeping the public informed in the case of a national emergency to a greater extent than can any other medium," Mr. Provost concluded.

LATEST RATINGS

NIELSEN

Top 10 Radio Programs
Two Weeks Ending Oct. 8, 1955

Rank	Program	Homes (000)
Evening, Once-a-week (Average for all Programs)		(740)
1.	Dragnet (NBC)	2,081
2.	Two for the Money (CBS)	1,850
3.	You Bet Your Life (NBC)	1,804
4.	Our Miss Brooks (CBS)	1,665
5.	Edgar Bergen (CBS)	1,619
6.	People Are Funny (Paper Mate) (NBC)	1,480
7.	Godfrey's Scouts (Toni) (CBS)	1,480
8.	Godfrey's Scouts (Lipton) (CBS)	1,295
9.	Gene Autry Show (CBS)	1,295
10.	News from NBC (Brown & Williamson Wed.) (NBC)	1,156
Evening, Multi-Weekly (Average for all Programs)		(694)
1.	News of the World (NBC)	1,619
2.	Lowell Thomas (CBS)	1,295
3.	Amos 'n' Andy (CBS)	1,156
Weekday (Average for all Programs)		(1,387)
1.	World Series-1955 (MBS)	3,977
2.	Arthur Godfrey (Kellogg) (CBS)	2,173
3.	Arthur Godfrey (Campana) (CBS)	2,127
4.	Helen Trent (Toni) (CBS)	2,081
5.	Arthur Godfrey (Staley) (CBS)	2,035
6.	This Is Nora Drake (Bristol-Myers) (CBS)	1,942
7.	Arthur Godfrey (Campana) (CBS)	1,942
8.	Arthur Godfrey (Dow Chemical) (CBS)	1,942
9.	Arthur Godfrey (American Home) (CBS)	1,896
10.	This Is Nora Drake (Toni) (CBS)	1,896
Day, Sunday (Average for all Programs)		(601)
1.	World Series-1955 (MBS)	5,226
2.	Adventures of Rin Tin Tin (MBS)	1,295
Day, Saturday (Average for all Programs)		(879)
1.	World Series-1955 (MBS)	5,411
2.	Gunsmoke (CBS)	1,619

Copyright 1955 by A. C. Nielsen Co.

VIDEODEX

Top 10 Tv Programs
Oct. 1-7, 1955

	Name of Program	Tv Homes Cities	Tv Homes %
1.	The $64,000 Question (CBS)	151	37.7
2.	Ed Sullivan's Show (CBS)	144	31.8
3.	Dragnet (NBC)	132	31.5
4.	You Bet Your Life (NBC)	143	31.3
5.	I Love Lucy (CBS)	140	31.2
6.	World Series (Sun.) (NBC)	175	30.7
7.	Lux Video Theatre (NBC)	95	30.0
8.	Studio One (CBS)	99	29.3
9.	Shower of Stars (CBS)	116	28.9
10.	Disneyland (ABC)	157	28.8

	Name of Program	Tv Homes Cities	Tv Homes (000)
1.	The $64,000 Question (CBS)	151	14,152
2.	World Series (Sun) (NBC)	175	11,682
3.	Ed Sullivan's Show (CBS)	144	11,637
4.	You Bet Your Life (NBC)	143	10,982
5.	I Love Lucy (CBS)	140	10,958
6.	Dragnet (NBC)	132	10,852
7.	World Series (Sat) (NBC)	175	10,474
8.	Disneyland (ABC)	157	10,273
9.	GE Theatre (CBS)	137	10,104
10.	Cavalcade of Sports (NBC)	141	10,072

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Lyon Quits Spector

DAVID LYON, assistant to Raymond Spector, president of Raymond Spector Co., resigned last week. Mr. Lyon had been with the agency since Jan. 1. Previously he was senior vice president for 10 years with Cecil & Presbrey, New York (now defunct).

New Cigarette's Spot Budget To Exceed $1 Million Mark

MORE than $1 million will be spent in a radio-tv spot campaign as part of the introduction next spring of a new cigarette, it was disclosed last week.

The cigarette, as yet without a brand name, is scheduled to make its appearance in the U. S., a first in this country for Rembrandt Tobacco Corp. of Great Britain, which will advertise the cigarette through its agency, David J. Mahoney Inc., New York.

Rembrandt purchased Regent Cigarettes several months ago from the Riggio Tobacco Co. The Mahoney agency, which also handled Regents, has not specified market areas to be covered by the spot campaign.

Peet Packing Buys Malone

PEET PACKING Co., of three Michigan cities, last week began thrice-weekly sponsorship of Ted Malone story-telling show on a network of 15 Michigan stations. Parker Advertising, Saginaw, Mich., is the agency.

NEW FT. WAYNE DATA SHOWS TV AS TOP FOOD-DRUG MOVER

Retail level phase of NBC study of tv impact on typical community before-and-after coming of local tv outlet indicates medium gets products talked about and more widely stocked than do other mass advertising media.

TELEVISION is the sales workhorse for the grocery and drug retailer. This sums up a second phase—on the retail level—of NBC's before-and-after study of tv's impact, the results of which were announced at a news conference Thursday in New York.

The "Dealers Sound Off on Advertising" report is the second part of an original survey conducted for NBC by W. R. Simmons & Assoc. Research Inc. based on interviews held a year ago last October in Fort Wayne, Ind., at a total cost estimated at more than $250,000 [B•T, May 30]. The October 1954 interviews were held in some 7,500 homes more than a month before Fort Wayne had a local station and held again six months later after WKJG-TV, channel 33, had gone on the air. That study—the consumer phase—set a broad claim for the visual medium that "at every step along the sales path, television smooths the road for the tv brand."

In relating the retail-level survey's results, Dr. Thomas E. Coffin, NBC manager of research, summarized findings with these main points:

• Dealers are more aware of tv than any other advertising medium and they hear more customers talk about video advertising than any other.

• Tv ads get more dealers to stock new brands than do newspapers, radio, magazines or other media.

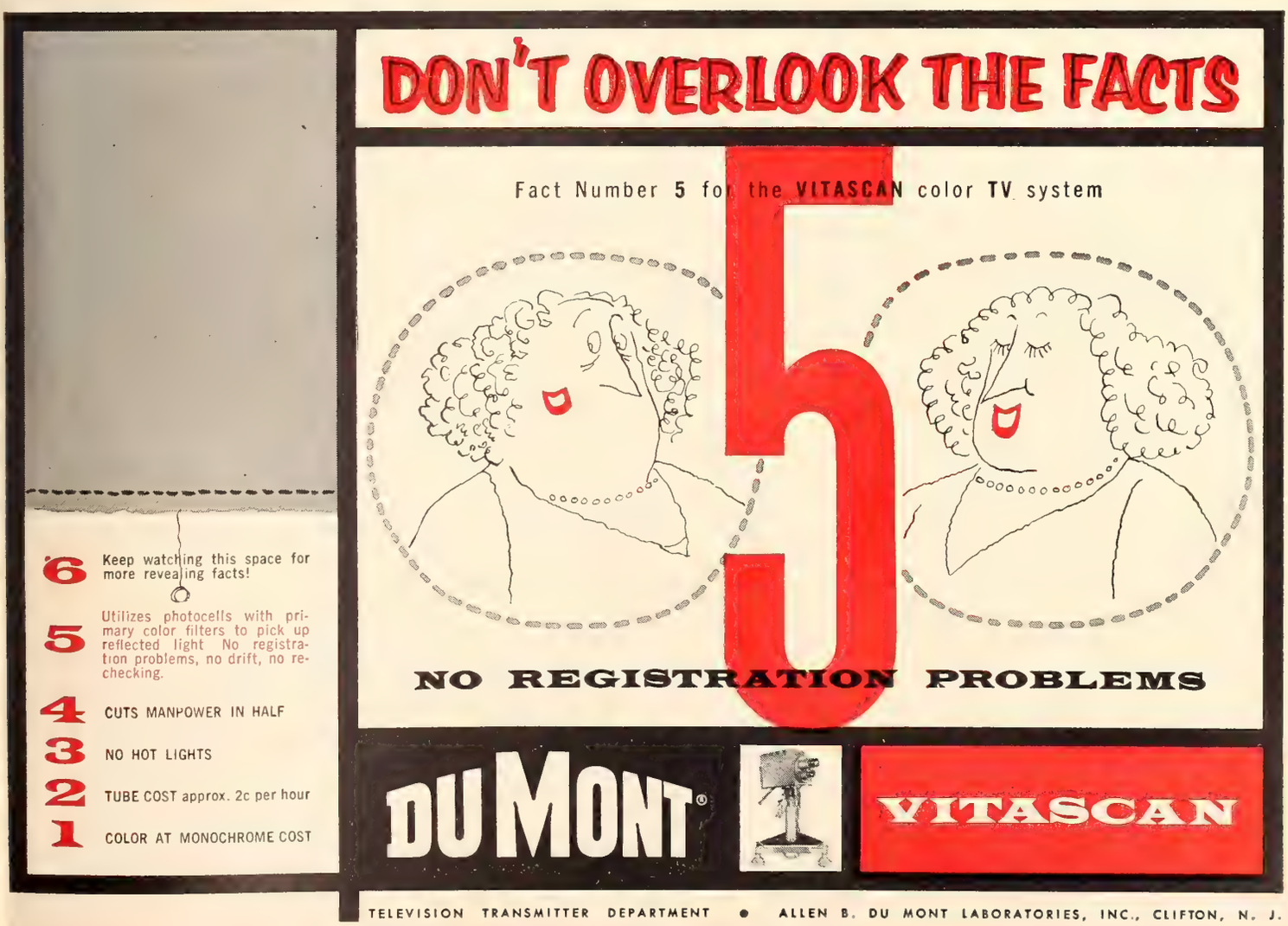
• The tv brands encourage more dealers to promote them in stores via more and better or special displays and shelf space.

• Dealers are more impressed with the specific selling performance of tv in their stores than with any other kind of advertising and as a result more of the dealers urge manufacturers to support lines they stock with tv.

According to NBC the retail-level phase was but one of the results to be made known once they are fully analyzed. The second report deals specifically with reactions of grocers and druggists to the national advertising media.

In the study it was found that seven out of 10 dealers notice—from their own viewing—the tv advertising for the products they carry. Some 70% of the grocers and 77% of the druggists were in this category. These figures were higher than the awareness scored by all the other media—newspapers, magazines and radio—combined.

Two out of every three dealers queried re-



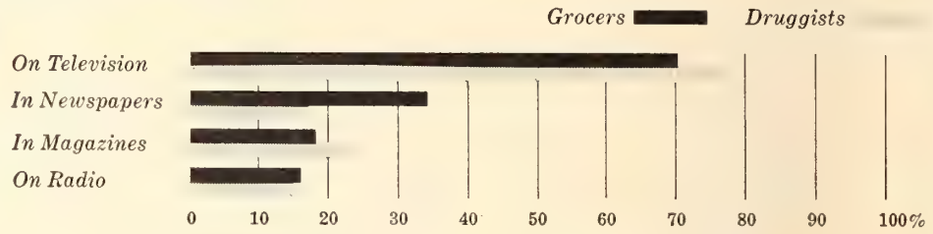
ported that tv, more than other forms of advertising, started people talking about the brands. About five times as many retailers said tv causes more comment than newspapers, magazines and radio combined. One facet of the study showed that two out of five dealers began stocking new brands because of tv advertising alone and some 60% of the dealers attributed these actions to national advertising "and the medium that influenced them most was tv."

The retail-level report found one out of four retailers allotting tv brands more or better shelf space. Two out of three who gave the preferred space said they did so because the brands were advertised on tv.

In surveying the grocers and the druggists NBC discovered that in Fort Wayne, tv rated

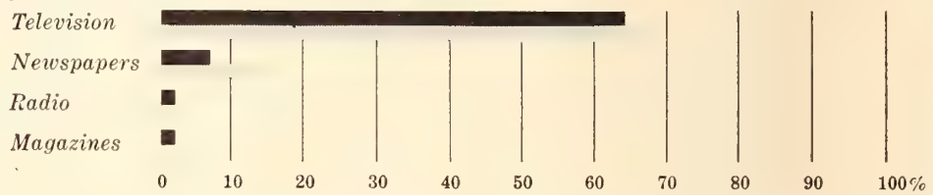
WHAT NBC FOUND IN FT. WAYNE

Have you recently noticed any national advertising for products you carry in your store? Where?

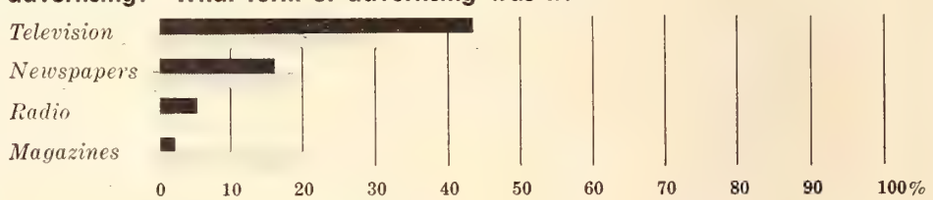


Note: On this and the following questions some retailers mentioned more than one medium.

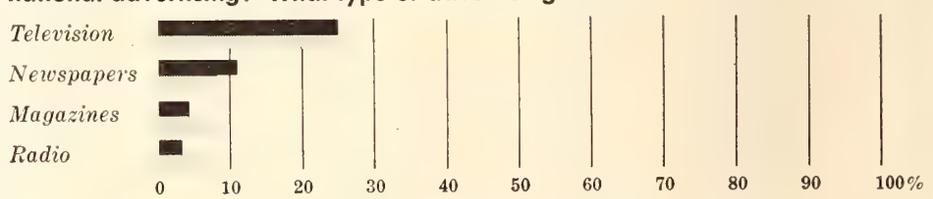
Which form of national advertising seems to cause more comment among your customers?



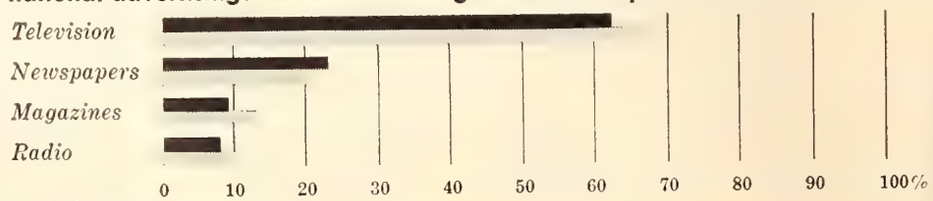
Have you recently begun to stock a brand or product as a result of its national advertising? What form of advertising was it?



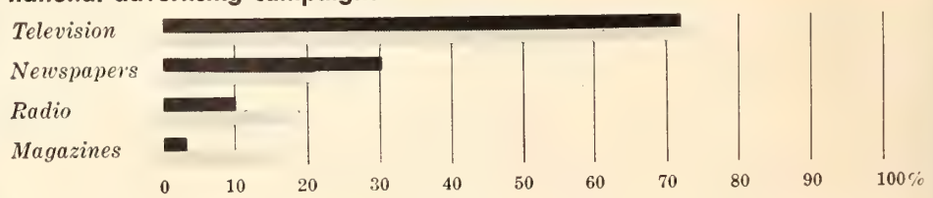
Have you recently given a brand more or better shelf space as a result of national advertising? What type of advertising was it?

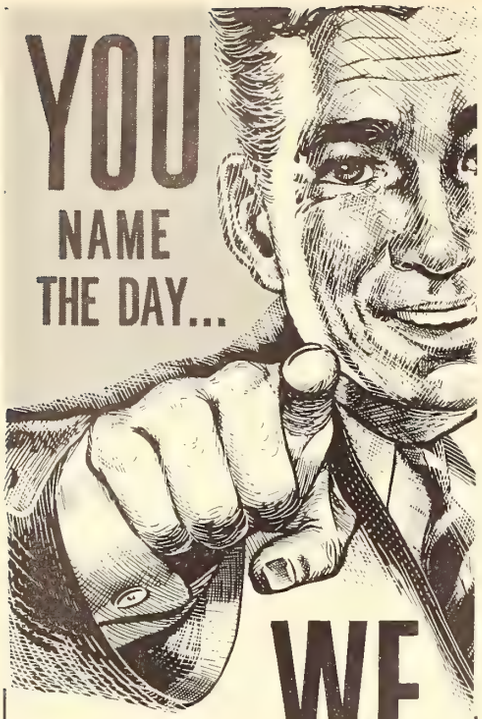


Can you name any brands which have sold particularly well due to effective national advertising? What advertising was most responsible?



Which form of national advertising would you advise a company to use in a national advertising campaign?





YOU NAME THE DAY... WE HAVE THE AUDIENCE!*

HERE'S WKBN-TV'S SHARE OF AUDIENCE!*

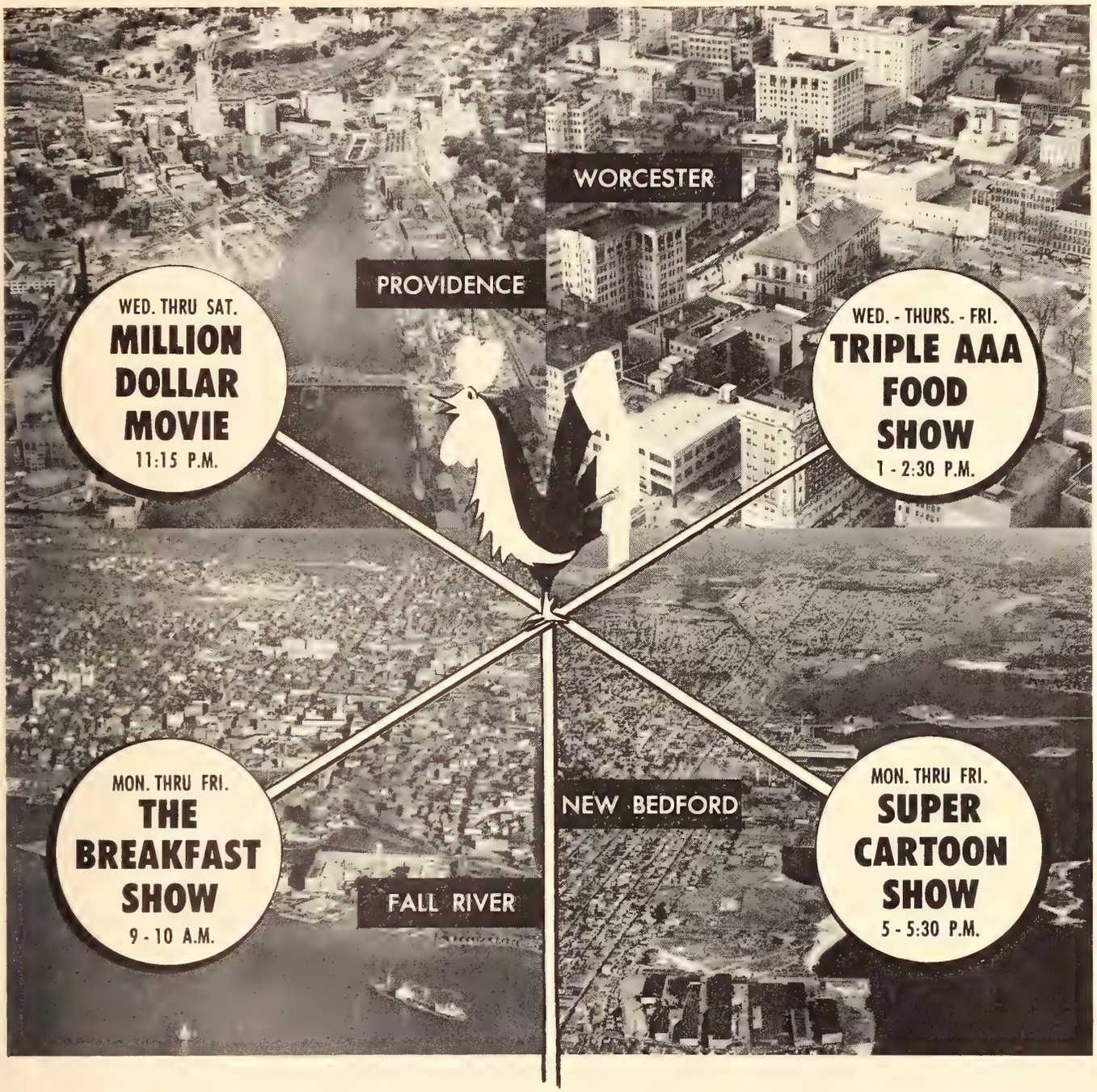
Time Period	WKBN TV	Stations B	C	D	E	F
Mon.-Fri. 7 a.m.-Noon	44	31	14	3	3	5
Noon-6 p.m.	44	29	11	3	8	6
6 p.m.-Midnight	45	33	7	3	9	3
Saturday Noon-6 p.m.	50	31	6	3	3	7
6 p.m.-Midnight	47	35	6	2	4	6
Sunday Noon-6 p.m.	52	17	12	6	8	6
6 p.m.-Midnight	49	34	6	2	5	3

Station B is Youngstown. Stations C, D & E are Cleveland. Station F is Pittsburgh.

CLEVELAND OR PITTSBURGH STATIONS DO NOT COVER THE YOUNGSTOWN MARKET! WKBN-TV SHARES OF AUDIENCE FAR SURPASS LOCAL AND OUTSIDE OPPOSITION. WHAT'S MORE, CHANNEL 27 HAS THE 16 TOP RATED PROGRAMS* IN YOUNGSTOWN AND 366 OF 442 QUARTER HOUR FIRSTS.*

*Source: Telepulse, September 18-24, 1955.

WKBN YOUNGSTOWN, OHIO
TV 178,000 WATTS CHANNEL 27 CBS • ABC
Represented Nationally by the Paul H. Raymer Co.
CHANNEL 27



Big 4 Shows! Big 4 Markets!

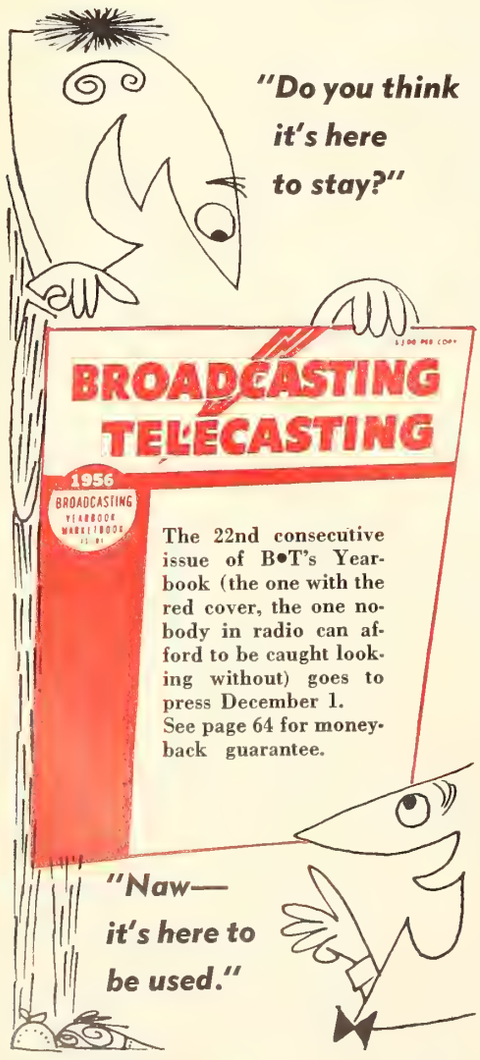
Big 10 Does It!

WJAR-TV DOMINANT 10

★ Embraces All Of Southern New England . . . PLUS Brockton, Taunton, New London and The Cape as well. Details on BIG 10's BIG 4 from any WEED TELEVISION office.

WJAR-TV PROVIDENCE, RHODE ISLAND
Represented by WEED TELEVISION

KCEN-TV
Naturally
ON THE BEAM
with
CONSISTENTLY TOP PROGRAMMING
CONSISTENTLY TOP RECEPTION
from the
WACO-TEMPLE
"HUB"
TO THE REMOTEST CORNERS OF ITS
17,000 SQUARE MILE COVERAGE
of the
MULTI-MILLION DOLLAR
CENTRAL TEXAS MARKET
KCEN-TV
TEMPLE, TEXAS
General Offices: P. O. Box 188, Temple
Sales Offices: Professional Bldg., Waco.
Studios and Transmitter at Eddy, Texas — between Waco and Temple.
TWX Eddy, Texas, No. 8486
Representatives:
National: GEORGE P. HOLLINGBERY COMPANY
Texas: CLYDE MELVILLE COMPANY, Melba Building, Dallas
CHANNEL 6 VHF MAXIMUM POWER
NBC INTERCONNECTED



the highest as a pre-selling force. This was charted in the study as:

	Grocery %	Druggists %
Very Good	62	62
Good	25	28
Fair	6	2
Poor	1	
No opinion	6	8

When asked which form of national advertising the dealer would recommend to the manufacturer of the brands handled, three out of four said they would recommend tv, 2½ times the number advising newspapers and also greater than the sum total of newspaper, magazine and radio advertising recommendations.

Dr. Coffin noted that 7,500 household and 15,000 total consumer interviews had been conducted in the Fort Wayne study along with two separate "waves" of interviews held at the retail level. The latter survey covered 220 food stores and 69 drugstores in the market which, he said, develops about $61 million worth of food and drug sales annually.

In his report, Dr. Coffin said:

"Remember that the findings of this study apply to every city that has a television station, to every town and village that can receive programs from an outside station.

"Remember, too, that the findings are strengthened as new cities get tv stations, as more and more families acquire tv sets. There are now over 36 million tv sets in use; over 100 million people can be reached and sold by television commercials. As many families have tv as own autos or have telephones. And these tv families almost go out of their way to be sold to tv: they do 5½ hours of television viewing every day."

MANCHEE CITES ARF RADIO-TV WORK

Foundation's board chairman summarizes projects and accomplishments. First annual conference draws 325.

SOME 325 advertiser, agency, and media executives attended Advertising Research Foundation's first annual conference last Thursday in New York and were given a review of ARF activities and previews of a proposed "Consumer Buying Decisions" study and highlights of ARF's $100,000 printed advertising rating methods study.

A summary of ARF accomplishments and projects—including the continuing work on standards for radio-tv program audience measurements, the radio-tv set count of a year ago, the more recent "Tv Sets in U. S. Households" survey in conjunction with the Census Bureau, and the forthcoming January survey of tv set ownership—was presented by ARF Chairman Fred B. Manchee, executive vice president and treasurer of BBDO.

Mr. Manchee also reported that ARF now has 61 advertiser subscribers, 69 representatives of media, and 65 advertising agencies plus the two founder subscribers, American Assn. of Advertising Agencies and Assn. of National Advertisers. Additionally, he said, "we have in contemplation a plan for making it possible for the various media associations to join our ranks."

As part of the preview of the proposed study on consumer buying decisions, Richard F. Casey, study director of National Analysts Inc., which developed the survey design, presented some of the findings of a pilot study to illustrate the kind of information that might be obtained from a national study. Some of the findings dealt with decisions preceding the purchase of a tv set, as Mr. Manchee had pointed out briefly to the ANA annual meeting the week before [B•T, Nov. 7].

Emphasizing that these were findings from a test run only, Mr. Casey said, for example, most respondents in the pilot study considered tv a necessity and "slightly on the inexpensive side"; that the wife usually generates the idea of buying a tv set while the husband needs more convincing; that in selecting a set the husband will stress performance and screen size while the wife looks for cabinet design; that the husband will overrule his wife's desires for special cabinets if they exceed his budget requirements, and that he is more apt to shop around for discounts or what he considers "a good buy."

Others participating in the preview of the proposed buying decisions study were Dr. Wallace H. Wulfeck, chairman of the ARF Committee on Motivation Research and chairman of the executive committee of William Esty Co.; A. W. Lehman, ARF managing director; Arnold King, president of National Analysts Inc., and Dr. Franklin P. Kilpatrick, head of research development for National Analysts.

In another conference speech, Robert F. Elder, marketing economist and executive vice president of Plax Corp., Hartford, Conn., stressed that "advertising research cannot make the full contribution it should to our economy —cannot fully pay its way—until the men in management who spend the money understand what it's all about." The "challenge" for ARF, he said, is: "Let's not confine ourselves only to getting better research done—let's make sure it's effectively used by the business community." If this goal is achieved, he said, "it will be possible to envisage advertising budgets set with confidence instead of trepidation and crossed fingers."

Background and highlights of the printed advertising rating methods study were presented by Sherwood Dodge, vice president of Foote, Cone & Belding and chairman of the ARF committee for this study; Dr. D. B. Lucas, ARF technical director and chairman of the Dept. of Marketing at New York U.'s School of Commerce, and Alfred Politz of Alfred Politz Research Inc.

Chairman Manchee in his talk paid tribute to Edgar Kobak, business consultant and owner of WTWA Thomson, Ga., for his "excellent leadership" as ARF president from 1952 until his retirement from that post on Nov. 1; to William A. Hart, ARF's new president, formerly advertising director of E. I. du Pont de Nemours Inc.; to Dr. Lucas and to ARF Managing Director Lehman and Ed Herrick, Hiram Barksdale and others of the ARF staff, and to the numerous volunteer committees which include a total of 124 members representing advertisers, agencies, and media.

Wilson & Co. Buys Film Show

IN ITS FIRST television program sponsorship, Wilson & Co. (meat packers), Chicago, last week signed for Guild Films Co.'s *I Spy* series in 10 markets. Agency for Wilson is Needham, Louis & Brorby, New York.

Wilson has bought the series for showing in Oklahoma City, Tulsa, Memphis, Pittsburgh, Dallas-Fort Worth, Amarillo, Tampa-St. Petersburg, Buffalo, Birmingham and Cedar Rapids. The series now is being carried in a total of 42 cities.



looking for coverage ?...

look to wfmy-tv!

For on-the-ball coverage—for outstanding sales results in the Prosperous Piedmont section of North Carolina and Virginia—make sure you look to WFMY-TV. WFMY-TV can play your entire sales-game. No substitutes are needed.

With more TV selling experience than any other station in the Prosperous Piedmont, WFMY-TV completely dominates this 46 county area where there are more than 2 million potential customers for your product.

Full 100,000 watts power, plus the only *basic* CBS programming in the Prosperous Piedmont means increased sales and profits for you.

Call your H-R-P man today for the on-the-ball sales story of this $2.3 billion market and WFMY-TV.

wfmy-tv

Channel 2

GREENSBORO, N. C.

Represented by

Harrington, Righter & Parsons, Inc.

New York — Chicago — San Francisco

CBS TELEVISION NETWORK

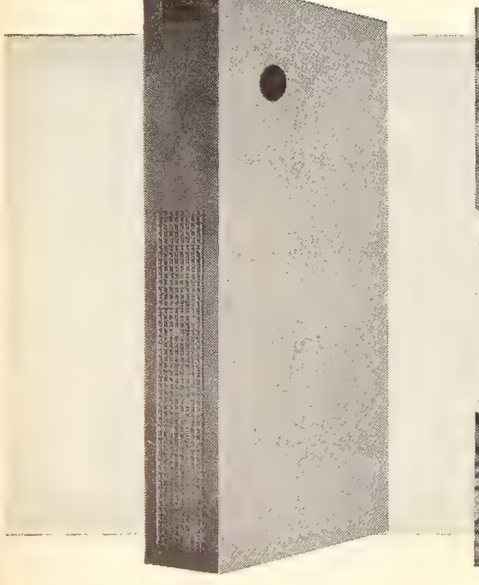
Now In Our Seventh Year

HERE ARE THE *facts* ABOUT FOR TELEVISION

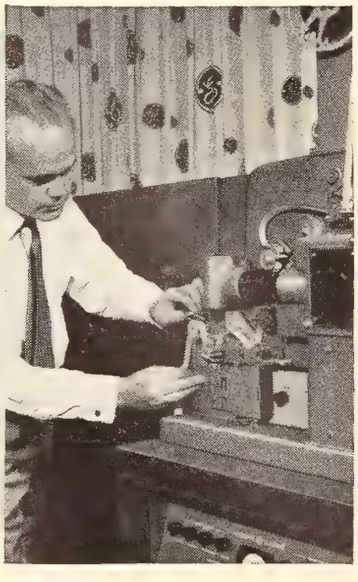
WHAT IT IS. The General Electric Film Center is a *complete* equipment package for your station projection room. It operates on the Scanner principle and consists of a 16 mm Continuous Motion Scanner; a 2x2 Dual Slide Scanner; and a Scanner Pickup. The entire equipment package is *newly designed*, specifically for color or monochrome operation—or both.

THE G-E SCANNER SYSTEM. G.E.'s Film Center, using the Scanner principle, features better picture quality, a simpler operating method, and, lower cost for operation and maintenance. No other type system offered today can match these high G.E. requirements. The G-E Scanner system gives your station the benefits of photo-electric pickup tubes which are simple, mass-produced, inexpensive—with a *record* of dependable performance. Sweep circuits or sync signals are not needed. Color registration, smear, or shading problems *do not exist.*

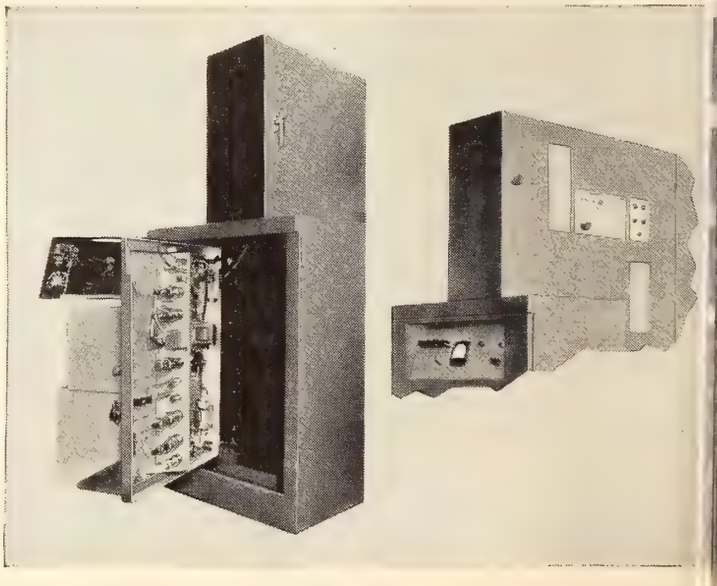
WHAT IT DOES FOR YOUR STATION. Your station can replace old equipment with a modern, G-E-designed package which will pay its way on monochrome service *now*—be on stand-by for color when you want it. With the G-E Film Center you can install basic units, block-build additional equipment as your needs and expansion plans dictate. Quality film and slide operations are assured, control monitoring is reduced. The overall operation is simplified and less costly than others. You owe it to the station to see this G-E system.



G-E Scanner Pickup—serves the same function as the film camera now used with B&W projectors. Dichroic mirrors break the light from the projectors into primary colors—photo-electric pickup cells convert it to electric signals.



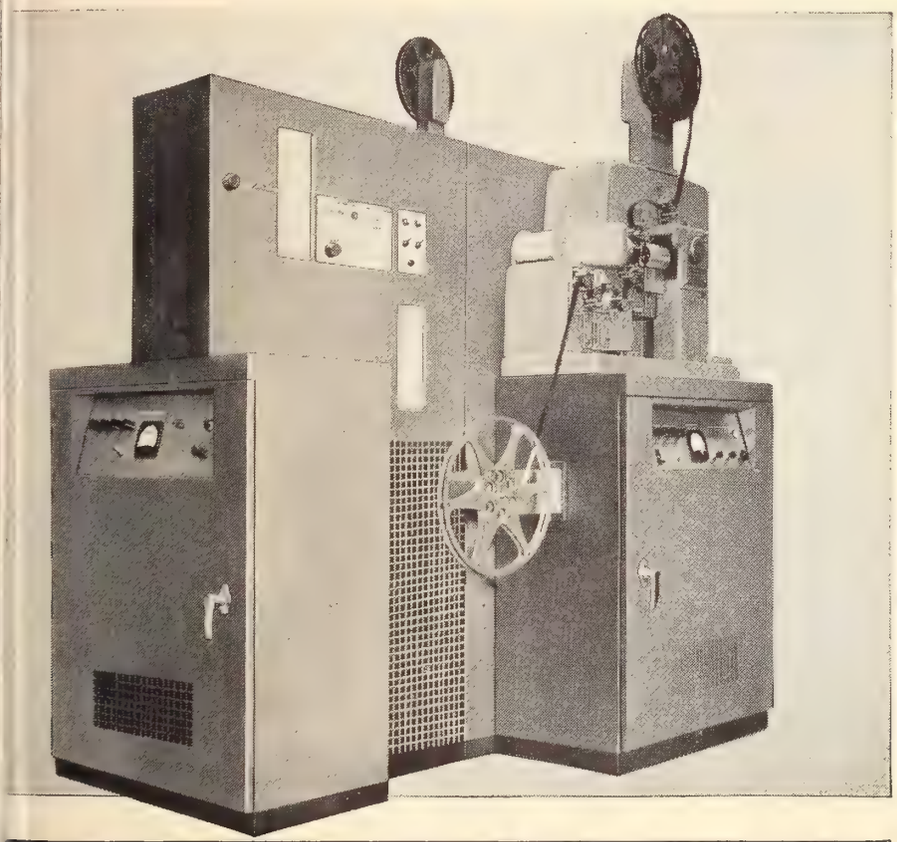
Film threading of the Eastman Continuous Motion 16 mm Projector is fast and easy. Light compensating mirrors, behind window, are out of the focal plane—eliminating dust problem—and rotate at 770 rpm.



2 x 2 Dual Slide Scanner—handles up to 16 paper, metal, or cloth-bound slides with fast positive action change. Outside knobs provide quick focus control. Slide change controls can be at the scanner or at the console.

THE G-E COLOR FILM CENTER BROADCASTERS

The Completely New G-E Color Film Center.
A New System—A New Continuous Motion Projector.
For Monochrome Service NOW—Color When You Want It!



See... Compare... Decide...

G.E.'s Scanner System coupled with the Eastman Continuous Motion Projector result in exceptionally high light transmission for the brightest, cleanest, sharpest color television pictures.

Many times the light output of other CM optical systems make it possible to obtain the best pictures from your "problem" films or slides – regardless of age or density.

Automatic film shrinkage compensation – virtually guarantees the same quality of projection time after time regardless of film shrinkage.

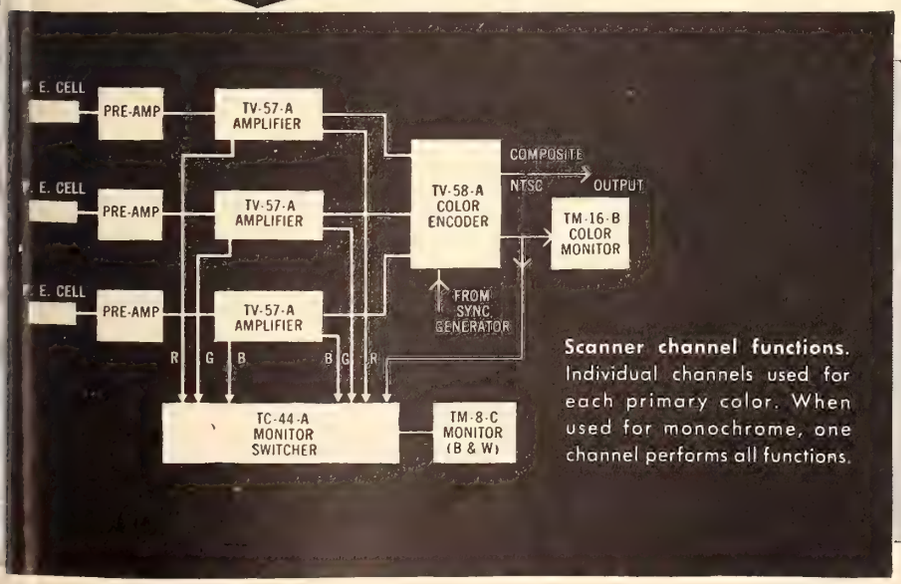
Double-duty – available for monochrome or color projection.

Block-Build. Start with 2 x 2 Dual Slide Scanner. Add one Continuous Motion Projector for limited film programming. Add a second projector, when needed, for monochrome or color film facilities.

Separate scanner tubes in each projector—assure reduced lost air-time in the event of tube failure.

Reduced maintenance and operating costs. Accessibility, simplicity of circuits, and minimum adjustments during operation cut manpower costs.

Masking amplifier actually can make the final picture better than original film.



Scanner channel functions. Individual channels used for each primary color. When used for monochrome, one channel performs all functions.

FREE BOOKLET, SPECIFICATIONS!

For detailed information about the new G-E Color Film Center see your local General Electric Broadcast Equipment Manager, or, write to: *General Electric Company, Broadcast Equipment, Section X2115-14, Electronics Park, Syracuse, New York.* In Canada, write to: *C.G.E. Electronics, 830 Lansdowne Avenue, Toronto.*

Progress Is Our Most Important Product

GENERAL ELECTRIC

Hit-And-Run Ad Techniques Rapped By Agencyman Ogilvy

USERS of mail-order hit-and-run advertising techniques "are not investing money but spending it," David Ogilvy, president of Ogilvy, Benson & Mather, New York, said Tuesday in an address to the Washington Ad Club. Mr. Ogilvy was presented the club's award for achievement.

"Every advertisement must be considered part of a long-term protection and development of a brand name," he said, citing examples of tv commercials and printed copy on behalf of Schweppes, Helena Rubinstein, Dove, Good Luck margarine, Thom McAn, Franco American products and Pepperidge Farms bread.

Norman C. Kal, president of Kal, Ehrlich & Merrick, Washington agency, was presented a club scroll on the agency's 33d anniversary.

SPOT NEW BUSINESS

Armstrong Nurseries of L. A. started four-week sponsorship of *Rose Circus* with garden expert Maurice Webster Nov. 5 on 60 Dixie stations of CBS Radio Network. Agency: Paul Jordan Co., L. A.

El Producto Cigars sponsoring Winik Films' new *Madison Square Garden* 15-minute show in Philadelphia, Boston and Cleveland, following Friday night fights in first two cities and Wednesday night bouts in Cleveland. Norman Craig & Kummel, N. Y., is agency.

GallenKamp'S Shoe Stores through Bernard B. Schnitzer Inc., S. F., is sponsoring Screen Gems' *Jungle Jim* in three California markets for 52 weeks. Show began Oct. 28 on special network of KGO-TV San Francisco, KCRA-TV Sacramento and KNTV (TV) San Jose. Agency has worked out merchandising tie-in with 42 GallenKamp'S stores in areas covered for client's fourth year on tv.

NETWORK NEW BUSINESS

Shwayder Bros. (Samsonite luggage), Denver, starting its 1955-56 sponsorship, with NBC Radio's *The Samsonite Travel Bureau* (Wed., 9:55-10 p.m. EST), featuring Horace Sutton, travel authority. Grey Adv. is agency.

NETWORK RENEWALS

Three ABC Radio Sunday religious programs renewed for 52 weeks: *Hour of Decision* (3:30-4 p.m. EST) for Billy Graham Evangelistic Assn. through Walter F. Bennett & Co., Chicago; *Light and Life Hour* (8:30-9 a.m. EST) for Free Methodist Church of North America through Bennett Co., and *Oral Roberts* (2-2:30 p.m. EST) for Healing Waters Inc., through C. L. Miller Inc., N. Y.

A&A PEOPLE

Gregory A. Langley and **Philip Leserman 3rd,** elected vice presidents, Albert Frank-Guenther Law. Mr. Langley has been account executive and Mr. Leserman director agency's special services department.

Frank J. Corbett, account executive, Jordan-Sieber & Assoc., Chicago, appointed vice president of agency.

Leon Michel, senior writer and director of publicity, Fletcher D. Richards Inc., to Cole, Fischer & Rogow Inc., N. Y. as vice president and creative director.

I. Orrin Spellman, advertising and promotion manager *Holiday* magazine, to Kenyon & Eckhardt, as vice president and manager of Philadelphia region.

John W. Harper, timebuyer at Leo Burnett Co., Chicago, to D'Arcy Adv. Co., same city, in similar capacity.

Robert Murray Haig, vice president and director of tv copy, J. Walter Thompson Co., N. Y., to Kudner Agency Inc. as supervisor of tv copy. **Douglas B. Leigh Jr.,** art director, N. Y. office of MacManus, John & Adams, Bloomfield Hills, Mich., to Kudner Agency, N. Y. as art director on Frigidaire account.

J. Robert Conroy, vice president in charge of public relations and general manager, William

Same Voices, Other Rooms

A LITTLE more than 70% of new radio sets purchased in a five-month period in 16 large U. S. cities were additional sets and created new places to listen, while a bit under 30% were used as replacements for old receivers, according to a Pulse Inc. survey upon which Radio Advertising Bureau Inc. has based a newly issued brochure. Pulse surveyed nearly 39,000 families in the 16 cities last May. Set purchases beginning Dec. 1, 1954, were canvassed. Noting that some eight million new home radio sets are being purchased this year, RAB also reported that table models, according to the survey, are the most popular types (62.6%); 29% were portables, and 8.4% were consoles. Majority of new sets go into the bedroom with the living room and kitchen favored next.

Obviously OUTSTANDING

SIX FULL TIME NEWSMEN OUT OF A STAFF OF 44 GIVE PEORIAREA THE MOST COMPLETE COVERAGE OF LOCAL AND WORLD NEWS

FIRST in the Heart of Illinois
CBS RADIO NETWORK
WMBD
PEORIA
5000 WATTS

FREE & PETERS, Inc., Exclusive National Representatives

86.1% SATURATION

According to latest figures available (county by county) in the recent Television Magazine Market Book, the total set count of WHIO-TV..... **511,310**

Families in area..... **593,200**

Population..... **1,970,000**

The 1104 ft. tower, Maximum power, covered 37 counties; 26 Ohio, 11 Indiana

Retail sales for this area..... **$2,161,341,000**

See George P. Hollingbery!



CHANNEL 7 DAYTON, OHIO

ONE OF AMERICA'S GREAT AREA STATIONS

*1955 Consumer Markets
**June, 1955 Pulse Report

whio-tv
CBS

Hart Adler Inc., Detroit, to public relations staff of Grant Adv. Inc., that city.

Donald R. Borthwick, formerly editorial director of Henning and Cheadle Inc., Detroit, sales promotional agency, to Grant Adv., as copywriter.

William A. Wylie, supervisor, Bulova Watch Co.'s cooperative tv programs, to McCann-Erickson, N. Y., as radio-tv account executive.

Gene K. Foss, manager, Fitch Div., Grove Labs Inc., St. Louis, appointed director of sales, succeeding **Russell A. MacDonnell,** resigned.

Siebrand H. Niewenhous Jr., account executive, Sullivan, Stauffer, Colwell & Bayles, to Harry B. Cohen Adv., as account executive on Super Amm-I-Dent and Fitch Div., Grove Labs.

E. C. Reynolds, formerly promotion director at WAIT Chicago, appointed director of sales promotion and merchandising at Kuttner & Kuttner Inc., same city. He will continue as radio-tv director of Small Home Guide Inc. magazines, Chicago.

Donald C. Graves, operations manager and program director, KLAS-TV Las Vegas, to tv-radio section of Zimmer, Keller & Calvert Inc., Detroit agency.

H. A. Shull, advertising manager, new products department, Vick Chemical Co., N. Y., appointed vice president in charge of new product development.

Rod Erickson, vice president and radio-tv business manager, Young & Rubicam, N. Y., father of boy, Joel Carl Jr., Oct. 25.

WE CONGRATULATE NBC–TV
ON SIGNING UP MISS AMERICA . . .
BUT WE HAVE

miss universe

South Carolina's own Miriam Stevenson



night time show – S. R. O.
limited number of
participations
available in daily
afternoon
show



for details
see your
FREE & PETERS man

NBC

WIS-TV
CHANNEL 10
COLUMBIA, SOUTH CAROLINA

President, G. Richard Shafto
Managing Director, Charles A. Batson

COLORCASTING

Advance Schedule Of Network Color Shows

(All times EST)

CBS-TV

Nov. 15 (9:30-10 p.m.) *Red Skelton Show,* S. C. Johnson & Son through Needham, Louis & Brorby, and Pet Milk Co. through Gardner Adv. on alternate weeks (also Nov. 22 and 29).

Nov. 16 (8-9 p.m.) *Arthur Godfrey and His Friends,* Toni Co. through Weiss & Geller, Pillsbury Mills through Leo Burnett, Kellogg Co. through Leo Burnett, CBS-Columbia through Ted Bates.

Nov. 19 (7 - 7:30 p.m.) *Gene Autry Show,* William Wrigley Jr. Co. through Ruthrauff & Ryan (also Nov. 26).

Nov. 19 (9:30-11 p.m.) *Ford Star Jubilee,* "Caine Mutiny Court Martial," Ford Motor Co. through J. Walter Thompson Co.

Nov. 24 (8:30 - 9:30 p.m.) *Climax,* Chrysler Corp. through McCann-Erickson.

NBC-TV

Nov. 14-18 (5:30-6 p.m.) *Howdy Doody,* participating sponsors (also Nov. 21-25, 28-30).

Nov. 14 (8-9:30 p.m.) *Producers Showcase,* "Dateline II," Ford Motor Co. through Kenyon & Eckhardt, and RCA through Kenyon & Eckhardt, Grey and Al Paul Lefton.

Nov. 15 (11 a.m.-noon) *Home,* showing of decorating and nature in miniature at 11:30-noon, participating sponsors.

Nov. 16-18 (3-4 p.m.) *Matinee,* participating sponsors (also Nov. 21-23, 25 and 28).

Nov. 20 (4-5:30 p.m.) *Hallmark Hall of Fame,* "Devil's Disciple," Hallmark cards through Foote, Cone & Belding.

Nov. 22 (11 a.m.-noon) *Home,* preview of Christmas toys and Christmas party at 11:30-noon, participating sponsors.

Nov. 23 (7-8:55 a.m.) *Today,* insert from Independence National Park, Philadelphia, partcipating sponsors.

Nov. 26 (1:15-4 p.m.) *NCAA Football,* Army vs. Navy, participating sponsors.

Nov. 26 (9-10:30 p.m.) *Max Liebman Presents* "Dearest Enemy," Oldsmobile Div., General Motors Corp. through D. P. Brother.

Nov. 29 (8-9 p.m.) *Milton Berle Show,* Sunbeam Corp. through Perrin-Paus Co., and RCA and Whirlpool Corp. through Kenyon & Eckhardt.

Nov. 30 (9-10 p.m.) *Kraft Tv Theatre,* Kraft Foods through J. W. Thompson Co.

[Note: This schedule will be corrected to press time of each issue of B•T]



only a combination of stations can cover Georgia's major markets

THE GEORGIA TRIO

WAGA	WMAZ	WTOC
Atlanta	*Macon*	*Savannah*
5000W. 590KC	10,000W. 940KC	5000W. 1290KC
CBS Radio	CBS Radio	CBS Radio

The Trio offers advertisers at one low cost:

concentrated coverage
merchandising assistance
listener loyalty built by local programming
dealer loyalties

in 3 major markets

represented individually and as a group by

THE KATZ AGENCY, INC. NEW YORK • CHICAGO • DETROIT • ATLANTA • DALLAS
KANSAS CITY • LOS ANGELES • SAN FRANCISCO

This announcement of expanded service to the advertising industry was published in October



Standard Rate & Data Service announces its most significant editorial improvement in 37 years...

...making CONSUMER MARKETS' state maps and market statistics readily accessible, monthly, in SRDS itself

Starting in May, 1956, each of the regular monthly issues of *Standard Rate's* Newspaper, Spot Radio, and Spot Television books will include *all three* of the vital tools of market and media selection—

1. **The regular standard listings of newspaper, radio and television rates and data**
2. **CONSUMER MARKETS' state maps for easy geographical analysis and quick identification of available media by types**
3. **Up-to-date CONSUMER MARKETS' statistics... state, county, city and metropolitan area data on population, households, spendable income, retail sales by store types, farm data, and other vital market information that provides the gauge of a market's potential and the basis for measuring a medium's coverage of a market.**

Over a ten-year span, *Standard Rate & Data Service* has made CONSUMER MARKETS an incomparable source of geographical and statistical data, compiled *especially* for the *advertising industry*. One of many marks of its universal acceptance and widespread use is the frequent and regular quotation of CONSUMER MARKETS' statistics by media in the presentation of their own market and market coverage stories.

However, the Executive Committee of *Standard Rate & Data Service*, aware of today's dynamic acceleration of change in America's markets, concluded after intensive study that the publication of market statistics only once a year was not enough. It recognized the need for *current* market information, reflecting market changes as they occur, and in a form that would make it *more accessible* to *more* people who in any way, at any time, participate in the media-buying function.

So now, instead of publishing CONSUMER MARKETS' information in an annual volume, we are putting it where it belongs...in Standard Rate itself...every month.

This expansion of CONSUMER MARKETS' service matches the trend of increasing agency participation in clients' over-all *marketing* operations. It fulfills today's real and growing need for convenient access to good, reliable market information, *at the time media plans and media decisions are being made.*

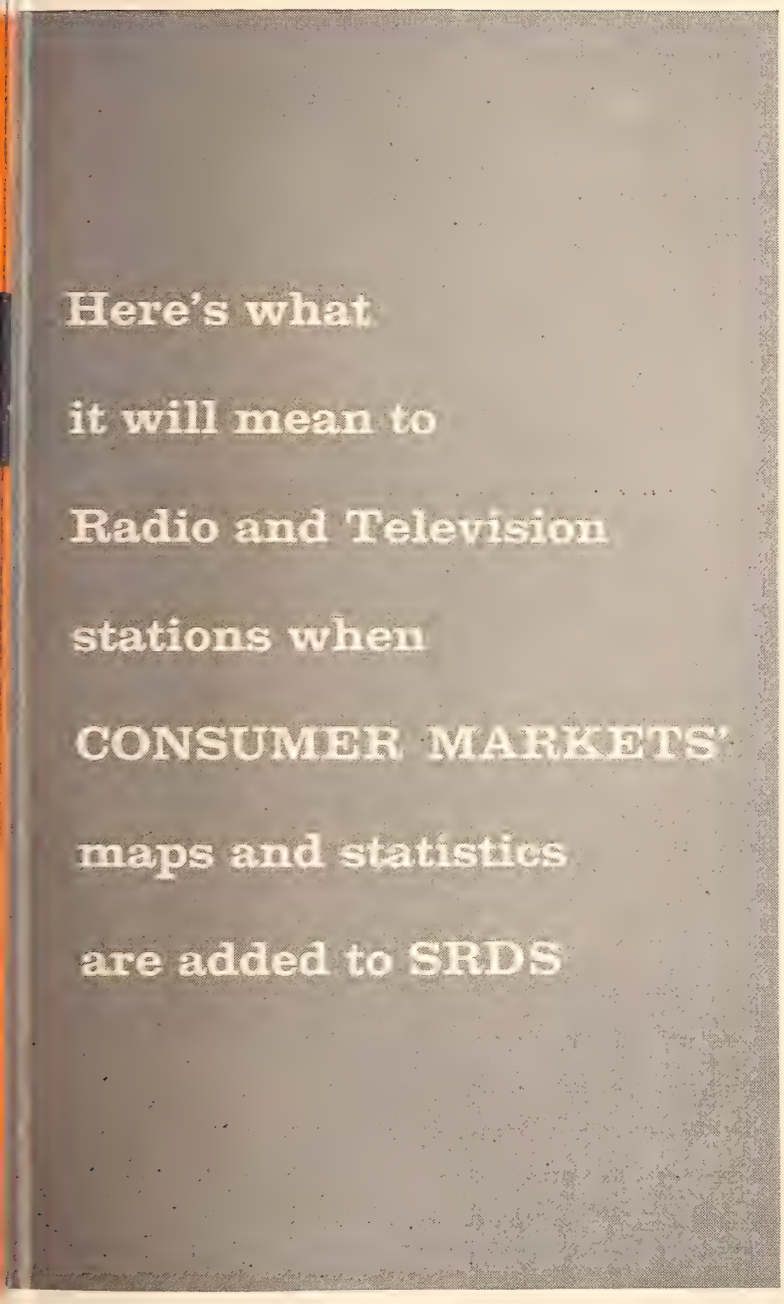
Starting with the May, 1956, issues of *Standard Rate's* Newspaper, Radio, and Television books, everyone in the advertising industry will find CONSUMER MARKETS' maps and data, and the standard media listings, *right where they belong* . . . all together, in *SRDS*, "Advertising's work book of market and media information."

SRDS Standard Rate & Data Service, Inc.

The National Authority Serving the Media-Buying Function

Walter E. Botthof, Publisher, 1740 Ridge Avenue, Evanston, Ill.

Sales Offices: New York, N. Y. • Evanston, Ill. • Los Angeles, Cal.



The ready accessibility of market maps, market data, and media data, all together, every month in SRDS, brings radio and television stations these important sales advantages:

More eye-traffic for your Service-Ads.

Twice the opportunity to catch the right people at the best time with the right story, by placing your market and market coverage story in a Service-Ad near the CONSUMER MARKETS' data, and your station story in a Service-Ad near your listing.

Greater coverage of more agency and advertiser people of importance to you.

Improved flexibility that permits you to dramatize significant changes in your market story as they are reflected in SRDS.

Yes, this expanded service to the advertising industry makes SRDS a natural fit for your market story and your station story; gives you new opportunities to sell both.

The May, 1956, issues of the Spot Radio and Spot Television books will be the first to carry the CONSUMER MARKETS' maps and statistics. No matter how many subsequent monthly issues you plan to use, don't miss May! You can imagine the intense agency-advertiser interest in these first issues; the multiple use they will get. We suggest that you act just as soon as you can to reserve the advertising positions you want near your market data and near your station's listing.

SRDS **Standard Rate & Data Service, Inc.**

ABC | ABP | MPA | NBP

The National Authority Serving the Media-Buying Function

Walter E. Botthof, Publisher, 1740 Ridge Avenue, Evanston, Ill.

Sales Offices: New York, N. Y. • Evanston, Ill. • Los Angeles, Cal.

CROSBY GOAL FOR COLOR TAPE COMMERCIAL USE: 12-18 MOS.

First public demonstration by West Coast firm ranges from fair to good. Company spokesmen predict it will trim cost of television station film operation to 10% of current figure, paving way for push-button operation.

PRACTICAL television tape recording in color will be a commercial reality within the next year or 18 months, B•T was told last Wednesday in Hollywood at the first public showing of new improvements in the tv tape system being developed by the electronics division of Bing Crosby Enterprises Inc. The color tape test ranged from fair to good, but did not match the present live product seen on the color set screen.

Although said to be of commercial quality now for use in black-and-white tv, the Crosby system is being withheld from exploitation until comparable quality is achieved in color. This will make its use fully practical in ordinary station operation, Crosby officials indicate, bringing to station, network and program packaging operations the same degree of flexibility and economy now realized in radio using audio tape. A veritable revolution in production and operating techniques is hinted, although Crosby representatives prefer to comment on the conservative side and say the tape system will merely supplement the existing tv film operations for some years to come.

With its instantaneous recording and playback features, plus the ability to be easily and quickly edited as well as duplicated, the tv tape signals the day of the push-button television station in which operating costs can be trimmed to possibily 10% of current costs using film, Crosby spokesmen agree. The speed and easy editing factors also will be significant in television news programming, they say, and will bring high mobility and lower production costs to program packaging.

The color tape test was presented by Francis C. Healey, executive director of the Bing Crosby Enterprises Electronics Div., in association with J. T. Mullin, director of engineering; Wayne R. Johnson, director of research, and Leslie Nelson, assistant to Mr. Johnson. Running about a quarter-hour, the test tape was made up of two segments, the first part taken from "The Great Waltz," Max Liebman's Nov. 5 spectacular on NBC-TV, and the second from Judy Garland's Sept. 24 television debut on CBS-TV's *Ford Star Jubilee*.



MR. HEALEY

The Max Liebman portion appeared somewhat diluted but operating technicians demonstrated that color saturation can be altered with a simple twist of a dial, illustrating another strong point claimed for tape, namely, easy correction of recording errors during actual programming or re-recording.

The Judy Garland portion more nearly approximated the original color of the live broadcast, both in definition and color balance. However, the latter portion of this sequence, showing the Goofers, a musical group, appeared washed out at spots. There was a slight "running water" effect also evident from time to time, but the Crosby engineers said this had been noticed on the monitor at the time of actual pickup and reportedly was attributed by visting CBS-TV technicians as "microphonics," or slight distortion caused by a faltering tube in the color camera at the studio during the telecast.

To those who only a few short years ago witnessed the highly complex color television allocation proceeding before FCC, the feat of producing a fairly satisfactory color tv program out of a reel of ordinary audio tape, which can be played over and over, a large turntable style console and a couple of equipment racks seems quite unbelievable. As during the early allocation proceeding demonstrations for the FCC, despite the not-quite-perfect pictures, the significance of the accomplishment grows by degrees.

The impact strikes when the Crosby engineers explain they obtained the Max Liebman segment in a direct off the air pickup using



IT'S ROUND-UP TIME

with the BAR (H*) BRAND

The Company that brought you the *Sensational* "WILD BILL ELLIOTT" *Series*

NOW *presents*

79

HOUR-LONG

WESTERNS



Never Before Seen on Television! ... *starring these Top Western Stars*

BUCK JONES	TIM McCOY	KEN MAYNARD	RUSSELL HAYDEN	JACK LUDEN	BOB ALLEN

* HYGO *Television Films, inc.*

NEW YORK 1501 Broadway LOngacre 4-8234

DETROIT 709 Fox Building WOodward 1-3979

HOLLYWOOD 9100 Sunset Blvd. CRestview 4-6955



Nothing succeeds

like success . . .

and a very susceptible place is participation on KDUB-TV's late movie — witness:

10-6-55

Late movie spots moved $1,390 in 4 departments of a large drug and appliance store (on following day).

10-6 & 7-55

Movie spots on two succeeding nights sold $2,100 worth of advertised articles. In both cases, all sales were directly traceable to TV spots described.

Oct. 1st set count: 108,003.

NOW 316,000 watts!

MOST POWERFUL TV IN WEST TEXAS

KDUB-TV

KDUB-AM WEST TEXAS' ONLY 24 HOUR RADIO

LUBBOCK, TEXAS

NATIONAL REPRESENTATIVES: AVERY-KNODEL, INC.

President and Gen. Mgr., W. D. "DUB" ROGERS

National Sales Mgr. E. A. "Buzz" Hassett

a standard RCA home color receiver (the program was carried across the U. S. from New York on the regular NBC-TV network and telecast at Los Angeles by the network's KRCA [TV]). The three primary color signals were taken from the color set by simple "alligator" clips attached to the feeds of the tri-gun color picture tube.

The Judy Garland portion of the tape was obtained by a direct microwave radio link to CBS Television City, instead of regular broadcast pickup.

Crosby spokesmen say they hope to eliminate one of the two equipment racks (one to record, the other play-back) by including its components within the recording console, which looks like a tape recorder about the size of a stenographer's desk. The tape reels measure about 20 in. in diameter. The tape is regular Minnesota Mining Co. audio tape No. 1-11-A, except it is one-half inch wide, instead of the usual quarter-inch. The reel looks like it might be an over-size reel of 16 mm film.

The console top is clean except for the two reels housing the recording and play-back heads and a small push button control panel. The recording heads puts five tracks on the tape; one track each for the three primary tv colors (red, blue and green), one track for sound and the fifth for synchronization pulses. The current speed of the tape is 180 in. a second. This is described as relatively "slow" and easy to handle. The quarter-hour show uses about 14,000 ft. of tape. Using the new DuPont polyesther base tape, Mylan, it is possible to put 20 minutes program time on the present reel, it was indicated.

The tape now contains about 2.5 mc of information, coaxial cable quality, but this is expected to be raised to 3 mc definition in the next year, the engineers explain. The full color tv signal spreads to 4 mc but the home receiver delivers only about 3 mc of this.

One-Minute Splice

The tape mechanism requires about five to eight seconds to achieve normal running speed, but refinements are expected to shorten this time. At the outset of one demonstration, as the tape was almost up to speed. it whipped from the take-up reel and snapped in two. The operator stopped the machine almost instantly, made a splice with scissors and ordinary cellophane tape within a minute, and continued showing promptly. It was described as the first break in 28 consecutive demonstration runs. Splices are evident on the viewing screen as an occasional instantaneous blip.

Initial uses for the tape units when made available commercially would be in delayed color broadcasting, especially for network affiliates far from origination centers and varying time zones.

They would be used in pairs, just like conventional record turntables, to allow the operator to segue from one to the other, providing a continuous flow of uninterrupted program. Eventually, the full telecast day could be prerecorded, all color or mixed color and black-and-white (the tape doesn't know the difference), and played back in push-button style like some current radio operations.

Mr. Healey said the larger tv stations would use at least six to eight of the units, much like sound tape units in radio. Initial price estimates range from $60,000 to $75,000 for each recorder, with the possibility they might run as low as $100,000 a pair at first. These estimates do not include a color monitor. Crosby also showed a compact remote control board which is to be used with the video tape recorder. The remote control panel would permit an operator in another room or elsewhere in the building to start the recorder, stop it, monitor it, play it back, etc.

Asked if the system has been field tested by feeding the signal from the tape to a regular tv transmitter, Mr. Johnson said it has not as yet, but the tape includes all the necessary signal elements to do this. Built to rugged military specifications, the VTR could be placed on a mobile truck for remote pickup recording with a field camera chain, Crosby officials say, and could produce instantaneously usable newsreel or other program material. Since the tape can be used over and over again, the economy over film is quickly apparent, they note, aside from the elimination of time consuming processing for film.

For the Hollywood tv program packager, it is pointed out, the VTR would mean substantial savings in production time and film processing costs. "Shooting" with tape, the director could immediately monitor his finished product and, if not satisfied erase it and do it over at that moment. Or, he could employ two or three cameras and splice the shots into a master later or electronically edit the shots as he went along. If he changed his mind later, he could splice in another segment.

The only other color tv tape recorder believed in existence is the developmental unit of RCA in New York, Crosby officials state. It records at 240 in. per second, according to reports.

Color Tape Years Away

Observers at the Crosby demonstration, however, pointed out that RCA apparently feels magnetic tape for color tv is still some years away or it would not be spending millions of dollars to install new color film facilities at NBC-TV origination points in New York and Color City, Burbank, Calif. Others point out that in view of the huge backlog of film (both black-and-white and color), as well as the major investment in film equipment, tape will not force any premature demise of film, if at all. RCA's new color kinescope system also is noted [B•T, Oct. 31].

From other quarters, industry representatives pin high expectations on the DuMont Electronicam system as a means to cut program production and filming costs. On the West Coast, Walt Disney Studios enlisted the aid of RCA to create the "monster," a tri-film camera rig which uses magnetic tape for editing code in an effort to trim time and costs in production of the weekday *Mickey Mouse Club* on ABC-TV. At McCadden Productions *(Burns & Allen)* in Holywood, another three-camera unit is being employed to approach live show economies through live show continuous filming technique.

Some, though, point to these devices as stopgap until the day when the tape system is available.

Raw film stock costs are low. It is the processing and editing costs which boost production budgets for film shows, aside from the labor cost factor which looms large whether live or film. Hollywood movie directors shoot three-to-one; that is, they make three feet of picture for every one foot they expect to edit into final print. Using live program concepts and the new gear, the tv packages are slicing this ration considerably. Tape would permit recorded program package production at virtually live show costs, according to the experts.

Bing Crosby Enterprises and Ampex pioneered tape recording in the audio field following World War II. Crosby officials claim tape in radio got its boost when Bing Crosby put his ABC network program on tape in 1947. Crosby enterprises begin searching the tv tape

TOP-RATING PICTURE QUALITY CALLS FOR G-E *Broadcast-Designed* CAMERA TUBES!

They help you...in 3 ways...to put finer TV on the air all the time!

1. CLEAR, SHARP IMAGE RESOLUTION. Electron-gun spacings of G-E image orthicons are the most closely controlled in the industry! They give the needle-sharp, cleanly defined beam essential for picture crispness and clarity.

2. UNIFORM, ACCURATE IMAGE REPRODUCTION. Reasons: G-E camera-tube face plates are meticulously pre-cleaned . . . photo-cathode evaporators are precision-placed so as to deposit the light-sensitive film evenly and uniformly on the face plate . . . G-E final inspection methods hold to extremely narrow limits any variations in sensitivity over the scanned area.

3. FULL-MEASURE TUBE LIFE, WITH EFFICIENT PERFORMANCE THROUGHOUT. G.E. is engaged in constant research to (1) further prolong image-orthicon life, (2) extend high-level performance to encompass the whole active life of the tube. With special attention to the image-orthicon target—characteristics of which largely determine tube life—the scope of G-E research and engineering development includes both improved target design and better manufacturing techniques.

★ ★ ★

IN ADDITION to these important quality plusses, G-E Broadcast-Designed GL-5820's come to you *safety-packaged*—in square, transparent containers that won't roll off shelves, that show you the tube properly placed inside, that carefully cushion the tube both top and bottom against shocks in handling. A plastic bag covers the face of the tube—prevents scratching. And G-E camera tubes are factory-sealed at the base . . . if the seal's unbroken, you know you're getting a *new* tube!

Phone your G-E tube distributor . . . today! *Tube Department, General Electric Co., Schenectady 5, N.Y.*



Progress Is Our Most Important Product

GENERAL ELECTRIC

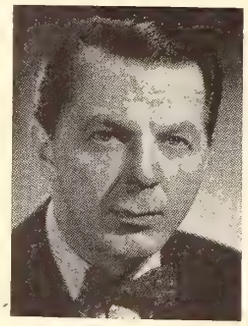
161-1C3

potential as early as 1948, with laboratory work commencing in 1951.

At first, a one-inch tape running 100 in. a second was tested with a multiplex signal. Later demonstrations showed monochrome pictures of 1.2 mc definition by means of tape which contained 12 separate tracks running at 120 in. per second.

CBS' Dozier to RKO As Production Head

WILLIAM DOZIER, director of television network programs for CBS Hollywood, has been named vice president in charge of production for RKO Radio Pictures on the West Coast, it was announced last week by RKO President Daniel T. O'Shea. Mr. Dozier is expected to report to RKO about Dec. 1.



MR. DOZIER

Negotiations reportedly have been under way for many weeks between Mr. Dozier and Charles L. Gett, RKO executive vice president who earlier this year resigned as CBS vice president in charge of network programs, Hollywood.

RKO is slated to resume feature movie production in December after a long hiatus. The studio was bought this summer from Howard Hughes for $25 million by General-Teleradio Inc., major radio-tv operation headed by Thomas F. O'Neil.

Mr. Dozier joined CBS in 1951. Previously he was executive assistant to the late Charles Koerner, vice president of RKO production during the studio's major film years. He also had been executive assistant to Samuel Goldwyn and associate production chief at Universal-International before joining CBS.

McCadden Names Gresham In Sales Expansion Move

MAURIE GRESHAM was appointed general sales manager of McCadden Productions, Hollywood, last week by George Burns, president. Mr. Burns said the appointment was made in line with McCadden's expanding filming and production activity.

Mr. Gresham formerly was vice president-general manager of Advertisers Television Program Service Inc., Beverly Hills film distributor.

Those promoted in the expansion program were Herb Browar, production supervisor, to coordinator of commercials and industrial films; Norman Henry, chief auditor, to assistant to Mr. Gresham, and Bill Porter, assistant to Mr. Browar, to assistant production supervisor.

McCadden produces *George Burns and Gracie Allen, Bob Cummings Show, People's Choice* starring Jackie Cooper, and also produces commercial and industrial films. Among the advertisers using McCadden's filming service are the Carnation Co., B. F. Goodrich, Chevrolet, Winston cigarettes, General Mills, Borden, U. S. Steel and Motorola.

Tv Production Company Organized by Hardy Burt

FORMATION of a new television production company, H.O.M.&R. Inc., New York, was announced last week by Hardy Burt, president of Hardy Burt Productions. The initial offering of H.O.M.&R. is a half-hour live tv program entitled *Presidential Sweepstakes.*

Associated with Mr. Burt in the new enterprise are Harry Wismer, sports commentator, and Jules Jacobs, New York attorney. Mr. Burt will continue to operate Hardy Burt Productions, which currently produces *State of the Nation* and *Success Story, U.S.A.* on radio and *Facts Forum Panel* on radio and tv.

Mr. Burt said that *Presidential Sweepstakes,* to be offered as a weekly, daytime network tv program, may be placed on a network sometime before the end of this year. The program is designed to capitalize on national interest in the 1956 Presidential election, and will feature commentary and appraisal of the shifting political tides by political analysts. Weekly contests in which viewers submit "sweepstake" entries naming candidates who poll the top weekly percentages, also will be included. H.O.M.&R., Mr. Burt said, is in the process of conceiving other tv packages.

Screen Gems Adds Nine In Sales Expansion Move

ADDITION of seven salesmen to the sales staff of Screen Gems Inc. in the U. S. and two salesmen to the Canadian branch was announced last week by John H. Mitchell, vice president in charge of sales. There are now 26 sales reprensentatives of the company, of which 16 operate in the U. S., according to Mr. Mitchell.

New salesmen in the U. S. are Ev Jarret, who has been named general division manager in Cleveland; William Gebhardt, formerly radio

From Early Morning . . . to Late Night





MOST PEOPLE LISTEN TO WAKR

Here's How the Audience is Divided *

WAKR	STATION "A"	STATION "B"	STATION "C"	STATION "D"
44.6%	17.9%	22.2%	8.2%	4.4%

MORNING — AFTERNOON and NIGHT
* 6 A. M. to 10:30 P. M.

WAKR is 1st.



A DECIDED FIRST IN LISTENERS

The current TRENDEX* audience measurement report again confirms WAKR's dominant position in Akron Radio.

WAKR-TV
Now in its 3rd YEAR

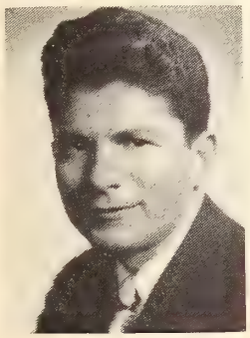
* TRENDEX — Akron Audience Survey
June, 1955

WAKR-RADIO • WAKR-TV
RADIO — TELEVISION CENTER — 853 Copley Road — Akron 20, Ohio

ad tv executive of Fuller & Smith & Ross, ho has joined the Cleveland office as a rep- sentative; Donald Bryan, Henry Profenius ad John Lerner, assigned to the southeast vision covering Virginia, North Carolina and uth Carolina; William Miller, formerly with BS in various sales posts, appointed divisional presentative with headquarters in St. Louis, ad Peter Carey, who has joined the San ancisco office. In Canada, John "Bud" Deb- w has joined Screen Gems Ltd. to cover the uebec markets and Hugh L. Bearg has been med to the Toronto office.

Kwartin Heads AAP's New Sales Division

N VIEW of anticipated use by advertisers and gencies of feature films on a larger scale in 956, Associated Artists Productions Inc., New ork, last week announced the formation of a ational sales divi- on designed to imulate sales of ature films to na- onal advertisers for e on station line- ps.



MR. KWARTIN

Paul Kwartin, who as been with AAP agency represent- ive since its incep- on, has been desig- ated head of the ew division. Under Mr. Kwartin's direc- on, the staff will ontact agencies and advertisers on the value f utilizing feature film programming, citing uch information as ratings on AAP shows and ost-per-thousand data, and will provide mer- handising and budgeting assistance. Once AAP as arranged for sponsorship in a set number f markets, it sells its feature films to local sta- ons, which in turn sign the advertiser.

Mr. Kwartin said the outstanding factor con- ributing to the trend toward films is the low ost-per-thousand of a feature film versus a etwork program. Material compiled by AAP's eadquarters staff and field representatives in- icates that the average cost-per-thousand of n AAP feature film amounts to $1.50, con- rasted with about $4.50 for a network show. Mr. Kwartin cited American Research Bureau gures as a basis for the comparison.

AAP has some 66 feature films, many of hich have been presented on 85 stations hroughout the country, he said.

nvestment Firm Plans To Finance Tv Producers

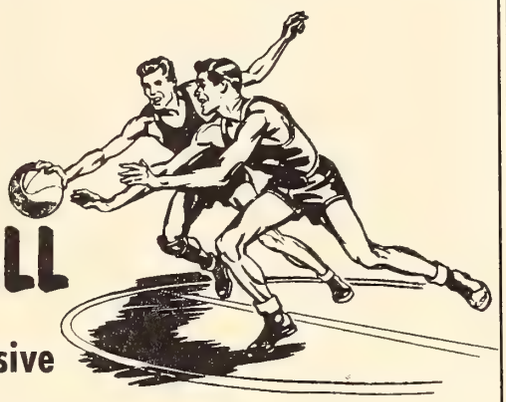
REPORTS that Walter E. Heller & Co. is pro- iding additional financial backing for certain ndependent tv production firms were con- irmed by a spokesman for the Chicago invest- nent house Thursday.

The company has been active in negotiations with producers and has some "deals on the ire," he said, but declined to reveal any details. He said Walter E. Heller & Co. "will and un- der proper circumstances always be ready to inance" companies. The investment firm has been particularly active in the financing of film contracts with stations and advertisers to dis- ributors on existing pictures for tv, he noted.

Heller helped finance Television Programs of America and other organizations.

Greatest Sports FIRST on TV

COLLEGE BASKETBALL



the latest WPFH Exclusive

featuring

LA SALLE, PENN, TEMPLE,
VILLANOVA AND ST. JOSEPH'S

against

NATIONAL CHAMPIONS
CONFERENCE CHAMPIONS
TOURNAMENT WINNERS

30 Games ★ Dec. 3RD thru March 10TH

9:30 P. M.



This great attraction is available Wednesday, Friday and Saturday Nights for sponsorship on full game, half, quarter or one-sixth basis. See your Meeker TV Inc. Representative.

The greatest audience attraction in the Greater Delaware Valley. It's the *first* time all 5 Philadelphia teams play under the same roof. *First* time all 5 meet in round-robin City Series.

WPFH CHANNEL 12

the Sports First station—serving the Greater Delaware Valley with 316,000 Watts

SPECIAL TV CHRISTMAS FILM PACKAGE

for unlimited showing during Christmas week



NIGHT BEFORE CHRISTMAS
(11 Minutes)

CHRISTMAS RHAPSODY
(11 Minutes)

CHRISTMAS THROUGH THE AGES
(13 Minutes)

SANTA AND THE FAIRY SNOW QUEEN
(26 Minutes)

Unlimited telecasts during Christmas week of all four of these fine Encyclopaedia Britannica Films can be yours for just 50% of your one time national Class A one hour rate.*

This Encyclopaedia Britannica Film special TV Christmas package is offered on an exclusive market basis subject to prior sale. Because of the strictly seasonal nature, no audition prints will be available and no orders may be accepted after December 7. The universally well known and respected names of Encyclopaedia Britannica Films and Associated Program Service assure your complete satisfaction. There are no finer films of this type available anywhere.

To avoid disappointment, phone, wire or return the coupon below by air mail special.

* Minimum charge: $175.00.

CHRISTMAS PACKAGE RESERVATION
TO: ASSOCIATED PROGRAM SERVICE
221 FOURTH AVE.,
NEW YORK, N. Y.

We want the Encyclopaedia Britannica package for our station. Please rush contract for our approval. I understand this offer is subject to prior sale.

Name .....

Title .....

Station .....

Address .....

City .....

GENERAL TELERADIO MAY REALIZE $39 MILLION FROM RKO FEATURE FILMS

Figure does not include potential profits garnered from sales of other properties acquired in $25 million purchase earlier this year. Number of television stations in key cities have been offered profit-sharing plan by GT to further film sales.

GENERAL TELERADIO envisions a potential gross return of more than $39 million from wholesaling of 700-odd feature films in the RKO library it acquired last July through purchase of RKO Radio Pictures for $25 million [B•T, July 25], judging by sales approaches made to tv stations.

The $39 million does not include income from over 900 shorts, nor feature revenues from sales to national advertisers or theatrical reissue (see exhibits).

Tv stations in a number of key cities have been offered a partnership arrangement by General Teleradio in the domestic tv and theatrical values of the RKO inventory. They would contract to use the RKO films and then share in profits from non-partnership markets, it is understood, and have complete tv control of the library in their market areas.

A tentative basic plan for tv release of RKO features has been proposed in the partnership offer. Starting Jan. 1, RKO features would be released at the rate of about 104 pictures a year for five years. This rate might be speeded up should mechanical and distribution factors permit.

While there are about 750 RKO features, 60 are "formula westerns" and many others are classified as doubtful in value. About 115 of the features have been released since mid-1948. Most of these probably will be subject to added payments involved in union arrangements to share in reissue proceeds.

RKO was bought primarily for programming of General Teleradio stations in six markets, tv stations were told, since GT is interested first of all in operating broadcast properties. With that in mind, it is now working out ways of cashing in on the value of the library in other tv markets and also plans to use RKO facilities for new tv programming. Offers to buy RKO films have been received from film marketing groups.

While GT is basing its project on the partnership plan stemming from its own handling of RKO films, it proposes to set up a special unit to handle re-release of films to theatres. Here GT envisions possibly $2.5 to $3 million income.

Breaking down its estimates of potential return, GT figures it will net a minimum of $15 million from its film inventory by domestic tv sales. This includes value of the product in the six GT markets as well as theatrical reissues of films not currently assigned for re-release or actually re-released.

GT's own commitment for use of the product in its own market is placed at $5 million. This leaves $10 million from other markets. A formula has been drawn up (see exhibits) to attain average wholesale prices for each film in different markets. Profit percentages for stations joining in the GT partnership plan are based on this formula.

A tv station joining the partnership plan would have unlimited use of the feature films in its market with tv resale rights therein plus a share in net profits from theatrical reissue plus net profits from tv distribution of all RKO features and shorts in U. S. markets not included in the profit-sharing arrangement. RKO shorts would be available to profit-sharers at cost.

The $39 million potential from sale of features is based on complete station distribution, which GT concedes is not logical. However, it explains the figure is based on whole-

EXHIBIT I

Amount Committed by General Teleradio Markets

	Value per Film	Total 520 Films	% of $15,000,000
New York	$4,000	$2,080,000	13.866
Los Angeles	3,500	1,820,000	12.133
Boston	1,250	650,000	4.333
Memphis	400	208,000	1.386
Hartford	350	182,000	1.213
West Palm Beach	100	52,000	.346
TOTAL	$9,600	$4,992,000	33.277

EXHIBIT II

Markets Grouped in Descending Order of Size	Aggregate Wholesale Value per Film in Each Market Group	Total Gross Potential by Groups 520 Films	700 Films	Group Percent of Total
1— 25	$28,540	$14,840,800	$19,978,000	51.11%
26— 50	8,375	4,355,000	5,862,500	14.98
51— 75	5,930	3,083,600	4,151,000	10.62
76—100	4,160	2,163,200	2,912,000	7.45
101—125	2,635	1,370,200	1,844,500	4.72
126—150	2,500	1,300,000	1,750,000	4.48
151—175	2,500	1,300,000	1,750,000	4.48
All Others	1,200	624,000	840,000	2.15
TOTAL	55,840	$29,036,800	$39,088,000	99.99%

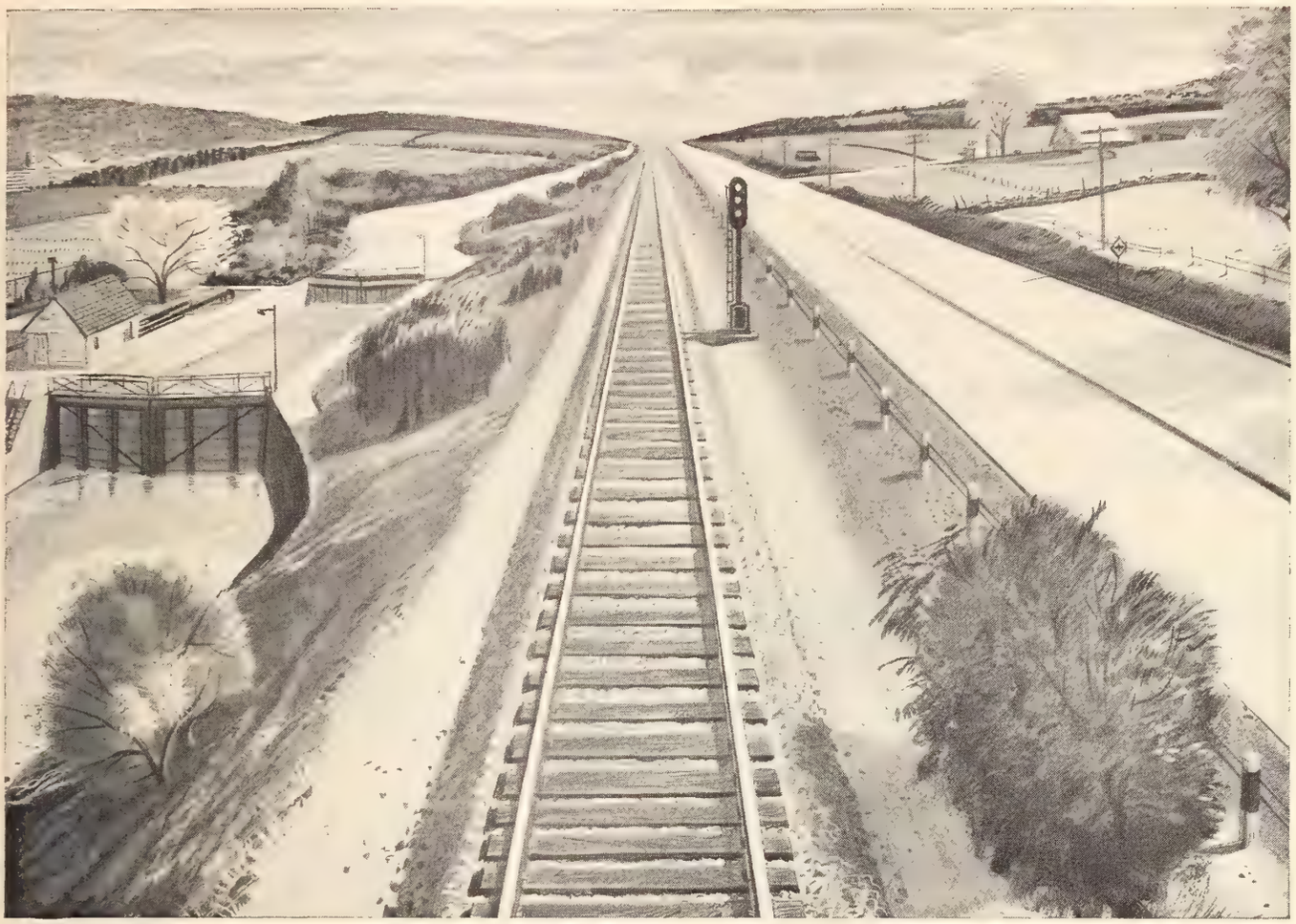
EXHIBIT III

Estimated Effect of Participation Plan

	520 Films	700 Films
1. Estimated Gross Revenue from Station Users only at 85% of Potential (Exhibit II)*	$24,700,000	$33,250,000
2. Less Costs at 25%*	6,175,000	8,312,500
3. Net Revenue from Television	18,525,000	24,937,500
4. Net Revenue from Theatrical Reissue*	2,500,000	3,000,000
	21,025,000	27,937,500
5. Less Investment of Participating Partners*	15,000,000	15,000,000
6. Net to be divided among Participating Partners	6,025,000	12,937,500
7. Net Investment by Participants	8,975,000	2,062,500

*NOTE

1. Gross revenue estimates do not include income which is to be expected from national or network use of the films.
2. Costs are estimated for the purposes of this exhibit at 25% of gross. They may be slightly higher or somewhat lower, but this estimate is believed to be realistic.
4. Theatrical reissue does not include the normal re-release activity customarily pursued by RKO. This refers to revenue from special reissues outside RKO's usual course of business.
5. Once a net revenue position is attained, the remaining 180 feature films and the short subjects can go to the participating partners without additional investment except for attendant costs.



How competitive pricing in transportation would help you

In most American businesses, the benefits of greater efficiency can be passed on promptly to the public. In the transportation business, however, this is not always the case.

Consider what has happened on the railroads:

In the last 30 years the speed of the average freight train has gone up more than 50 per cent; the load has nearly doubled and the hourly output of transportation has increased nearly three times.

To make possible these and other gains in efficiency, the railroads have spent, since the end of World War II, nearly $11,000,000,000 — every dollar of which was financed by the railroads themselves.

But — as is shown in the report of a special Cabinet Committee appointed by the President — government regulation frequently denies to the public the benefit of the lower costs of the most economical form of transportation, so as to protect the traffic and revenues of carriers with higher costs. The result, as the Cabinet Committee says, is that shippers and, ultimately, the consuming public must pay more for freight transportation than would otherwise be necessary.

What can be done to correct this unhealthy situation?

The special Cabinet Committee recommended that railroads and other forms of regulated transportation be given greater freedom to base their prices on their own natural advantages. At the same time, government regulation would continue to prevent charges which are unreasonably high or unreasonably low, or are unduly discriminatory.

This would make it possible to pass on the benefits of the most efficient operations to shippers, producers and retailers, and to the consuming public which in the end pays all transportation costs.

Bills based on Cabinet Committee recommendations have been introduced in Congress. For full information about this vital subject, write for the booklet, "WHY NOT LET COMPETITION WORK?"

Association of American Railroads
803 Transportation Building • Washington 6, D. C.

sale estimates and doesn't include income from sales to national advertisers for onetime or network use, estimated value of short subjects in non-participating markets or theatrical reissue values.

First Color Film Showing Set for Pacific Northwest

FIRST color films to be shown in the Pacific Northwest will be sponsored by Pacific Power & Light Co. Five episodes in the 39-telecast series have been delivered to McCann-Erickson, Portland, Ore., by Screencraft Enterprises, Hollywood, according to Art Jacobs of Screencraft. Titled *The Power Land Story,* the films will depict development of electric energy in the Northwest. KPTV (TV) Portland will carry the series in color. KIMA-TV Yakima, Wash., and KAVL-TV Eugene, Ore., will carry black-white telecasts. Five more episodes are now being filmed, Mr. Jacobs said.

SALE OF STOCK IN NEW HOOKER FIRMS HALTED BY N. Y. STATE ATTY.-GENERAL

Prospectus on tv production and distribution companies used 'unauthorized names' and 'fraudulent statements', according to charges. Hooker answers that references in sales literature are misinterpreted; also contends stations had indicated intent to support.

A TEMPORARY injunction was obtained Wednesday by the New York State attorney general's office against two tv production and distribution companies on charges they had been using "unauthorized names" of individuals and making "fraudulent statements" in their sale of stock designed to establish a tv film network.

The injunction halting the stock sales activities of Film Network Inc., and Master Television Inc., New York, both headed by West Hooker, originally specified that Mr. Hooker show cause last Thursday why the restraining order should not be continued. On Thursday New York Supreme Court Justice Morris Eder held the show cause order over to Nov. 23.

An affidavit filed by Special Deputy Attorney General David Clurman charged that in his prospectus to prospective stockholders, Mr. Hooker made unauthorized use of the names of Gen. Douglas MacArthur; James E. Day, president of the Midwest Stock Exchange; Sterling Hayden, actor; and Vivien Kellems, Connecticut industrialist.

The affidavit also stated that Mr. Hooker claimed falsely that WGN-TV Chicago, owned by the *Chicago Tribune,* and WOR-TV New York, WNAC-TV Boston, and KHJ-TV Los Angeles, all owned by General Teleradio Inc., had at one time agreed to join his proposed network.

Mr. Clurman charged that as recently as last February, Mr. Hooker claimed to have raised $300,000 in New York City as preliminary capital, whereas an investigation by the attorney general's securities bureau found he had raised only $40,000.

Mr. Clurman said that among the persons Mr. Hooker used as stock "salesmen" were Merwin K. Hart, head of the National Economic Council Inc.; Bryant W. Bowles, head of the National Assn. for the Advancement of White People; David A. Christianson of Miami Beach, Fla., and John A. Harke of Hotel Shelton, New York.



MR. HOOKER

Among the actual purchasers of stock, Mr Clurman said, was Gen. Robert E. Wood retired chairman of Sears, Roebuck & Co., who invested $3,000 in the company's name, but agreed to purchase the stock back from the company when the investigation began.

Also introduced as evidence by Mr. Clurman was a newsletter allegedly sent to prospective stock purchasers by Mr. Hooker. The newsletter said that the tv and motion picture industries are controlled by "eastern European Jews" and there is "no program outlet" for those who are "our kind" of people. It asked those interested, to join in building "a truly American film network." In a telephone interview with B•T, Mr. Hooker said the affidavit was in many instances "erroneous, full of distortions and omissions." He claimed he had not indulged in "any fraudulent practices" as was indicated in the affidavit.

As part of a point-by-point rebuttal provided to B•T, Mr. Hooker said he never had claimed that he had raised $300,000 as working capital. He said he had always placed the amount of money in hand at $50,000. He added he had mentioned in literature to prospective stockholders that he had obtained about $500,000 in pledges toward operating capital, but never said he had this money in hand.

As to the references by the attorney general's office to unauthorized use of well-known names including Gen. MacArthur's, Mr. Hooker said

TED CHAPEAU

For 7 lush years **WJHP** basked in the power of a guy named **Chapeau** to win clients and influence listeners. Then came 8 lean years while a competitor grew rich and fat with him.

But tides ebb and flow and dawn follows the night. We've finally lured Jacksonville's **"Mr. Radio"** back home and we're crowing. Who wouldn't be proud to have the personality who's dominated the market for more than **15** years despite the best of all comers . . . the man who's almost as much a part of Jacksonville as the Main Street Bridge?

The best way to reach Jacksonville when people are getting up, going to work and coming home is with the **Chapeau morning show** 6 to 9 AM and his **"Ole Lazybones"** 4 to 6 in the afternoon. Both shows are the favorites of the people who buy more of the goods advertised on radio—**and that's important.**

WJHP *AM FM* RADIO

radio services of the Jacksonville Journal

ESSO RESEARCH works wonders with oil

An oil discovery that helps you eat better!



About three billion dollars' worth of farm crops are destroyed each year by fungus growths. But now helping to solve this problem is an Esso Research discovery . . . a brilliant new chemical made from oil . . . hailed as one of the most versatile and effective fungicides in existence. This is one of the many ways in which Esso Research works wonders with oil! **ESSO RESEARCH**

ESSO

SINCE 1945 . . . MIAMI'S
POPULATION HAS INCREASED 102%
(Miami Metropolitan area now 712,700)
EFFECTIVE BUYING INCOME 121%
TOTAL RETAIL SALES 202%
FOOD SALES 197%
FURNITURE—HOUSEHOLD—RADIO SALES 351%
DRUG SALES 123%
SM Estimates
CALL HOLLINGBERY!



WIOD
MIAMI, FLORIDA
Established January 18, 1926
5000 Watts-610 KC-NBC Affiliate
James M. LeGate—Mgr.



WE'RE CROWING AGAIN!

Over the wonderful things SESAC subscribers are saying about—

SKITCH HENDERSON
AND HIS ORCHESTRA

"Very fine!"
KXEL
Waterloo, Iowa

"Extremely well done. You've got yourselves another winner!"
WRCS
Ahoskie, N. C.

"Excellent. Get more of the same for us!"
WJAY
Mullins, S. C.

"A high plane of musical entertainment. Betty Cox is extra fine and a voice we should hear more of."
KFAB
Omaha, Nebr.

SESAC 475 Fifth Avenue New York 17

that in brochures to potential buyers, he out lined the type of programming he planned t produce. It was in this frame of reference, h said, that he mentioned he planned a filme news program in which he would invite prom inent Americans to appear, and as example he cited the names of Gen. MacArthur, Mr Day and Miss Kellems, among others. Similar ly, he said, he described other filmed show under consideration by his companies, and i this same context mentioned that he planned t make use of actors of the type of Sterlin Hayden and Akim Tamiroff, among other Mr. Hooker said he felt he was within his righ to use these names without authorization sinc he was utilizing them to indicate the genera type of person to be associated with a particula program. He said he believed he had made clear that no other inference could be drawn.

He replied to the charge that he had falsel claimed that five tv stations had agreed to joi his proposed network by saying he had spoke to individuals at all these stations and was le to understand that he could "go ahead" once h had his network established. Mr. Hooke declined to name the station officials he had ap proached. Mr. Hooker said his plans are t form a tv film production and distribution com pany that would provide programming to st tions across the country to form a so-calle "Christian television network." His objectiv he said, is "to get a little Christian influence int television."

He contended that the three existent tv ne works are under "Jewish domination" b hastened to say "there is nothing wrong wi that." He added, however, that since "95 of the people in the U. S. are members of th Christian faith, and only 5% are Jews, it wou be nice to have one network run by Christian although we would have some Jews workin for us."

He attributed the action by the attorney ge eral's office to pressure from the Anti-Defam tion League of B'nai B'rith. He said he ha published an article in the *Nationalist Par Bulletin*, of which he is editor, attacking th ADL. New York newspapers quoted a spoke man from the attorney general's office as sayin that the case "is and always has been a securiti fraud claim. We are interested in protecti the public. Mr. Hooker's political life is n at issue here."

Mr. Hooker told B•T that he was a co struction business executive, a model and actor before he entered the tv field in 1948 as partner of Broadway producer George Abbo in George Abbott Television Inc., which su plied tv program ideas. In 1949 and 1950, said, he operated his own package program fir and in October 1950 he joined MCA as a tale and programming executive with "a base sala of $20,000 per year." He left MCA in Augu 1951, Mr. Hooker said, and since that tim has organized and operated various tv progra production and distribution companies.

Guild Films Net Up

GUILD FILMS CO., New York, announc last week that net income for the nine mont ended Aug. 31, amounted to $283,101. Re Kaufman, Guild president, said billings a sales for the period were "substantially grea than for all 12 months of the preceding fisc year," and reported "this favorable trend h continued into the present quarter."

Gross income for the nine-month period w listed at $5,056,986. The current balance sho according to Mr. Kaufman, that current ass of Guild Films amount to $3,685,458; curre liabilities, $1,938,806, and working capit $1,746,679.

FILM SALES

NBC Film Division reports that 12 of its programs are on the air in N. Y. market. Latest sales include renewal of *Hopalong Cassidy* on WABC-TV New York and sales of *Inner Sanctum* and *Captured* to WPIX (TV) New York.

FILM PRODUCTION

NBC-TV series *Medic* (Mon., 9-9:30 p.m. EST), is scheduled to go before motion picture cameras next April. Contract between Allied Artists Production Inc. and Medic Productions calls for film script by creator-writer James E. Moser. Director for film has not been named.

Graphic Pictures Inc., Chicago, awarded 40-show contract by WBBM-TV Chicago for film integrations on station show, *This Is the Midwest.* Robert H. Estes, Graphic president, will direct films which will run 7-15 minutes.

UPA Pictures Inc., Burbank, Calif., is filming 3½-minute cartoon for American Cancer Society. Film, to be printed black-and-white and color, will combine animated cartoons and live action, with national tv and theatre release set for early next year.

Roland Reed-Gross-Krasne, California production firm, is shooting six two-minute commercials for Lima Bean Advisory Board of California. Frank Bibas is executive producer-director. Agency is J. Walter Thompson.

Parsonnet & Wheeler Inc., N. Y., produced 35mm Eastman-color industrial film for Pepsi-Cola Co. for firm's convention in Miami Nov. 1. P&W also announces purchase of its first full length motion picture property, "A Lion Is Loose," written by the late Ivan Lebedeff. Shooting is set for January.

Guild Films Co., N. Y., has completed production on four one-minute commercials for "Toonavision," described as a children's tv game.

FILM PEOPLE

Barney Briskin, general production manager of Todd-AO's "Oklahoma," named by David O. Selznick to identical position with Selznick Co. Inc., which recently signed financing-distribution contract with RKO Radio Pictures Inc. Selznick firm will headquarter at RKO plant in Culver City, Calif., which will be renamed Selznick Studio.

Murry King to Interstate Television Corp., N. Y., as sales representative.

Mickey Schwarz, president of ATV Film Productions Inc. (tv commercial producers), Long Island City, N. Y., elected member of Motion Picture Pioneers, signalling his 25th year in film industry.

George E. Yonan, formerly producer-salesman for Filmack Studio to Chicago Film studios in similar capacity.

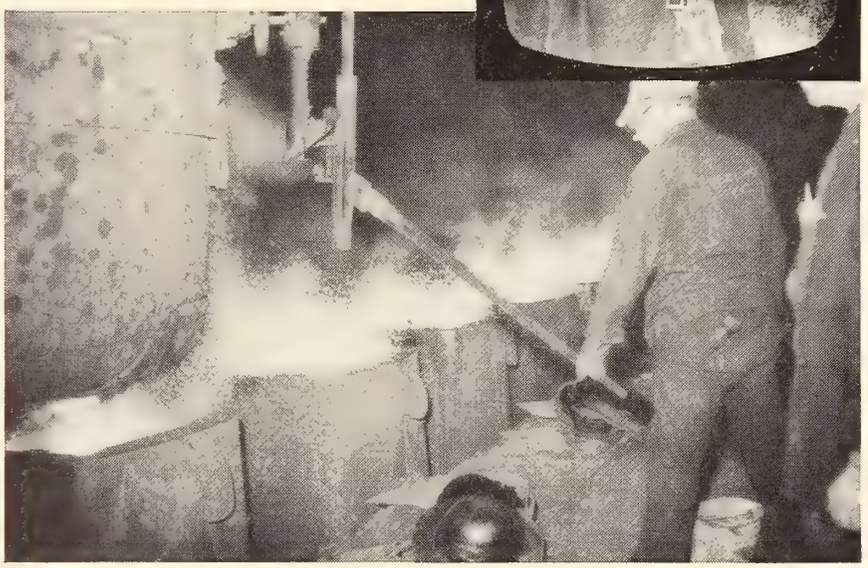
Sam Blake, Studio Films Inc., New York, named radio-tv public relations director for 1956 campaign of company's motion picture, "The Evil Forest." Radio-tv will be among media in campaigns for film in Europe, Israel, and Australia.

Paul Terry, producer of CBS-TV *Barker Bill's Cartoon Show,* creator of "Mighty Mouse" and Terrytoons, was honored recently by New Rochelle, N. Y., on 25th anniversary of his studios there. City was renamed "Terrytown" for the day and tribute was paid by Mayor Stanley Church.

STEEL



The Wheeling Steel Corporation, with eleven modern plants located along a 25 mile reach of the Upper Ohio Valley, employs 15,000 people. Wheeling Steel has an annual capacity of more than 2 million tons, making it the tenth largest steel producer in the U.S. An abundance of natural resources, skilled labor, and adequate transportation, particularly low cost transportation on the Ohio River, has attracted many other steel and allied plants.



The steel industry, combined with glass and pottery making, chemicals, tobacco, and other diverse industries, forms the backbone of the healthy and solid industrial economy of the Upper Ohio Valley, aptly called "The Ruhr Valley of America."

This great Wheeling-Steubenville market is a rapidly expanding area consisting of 416,210 families, 1,409,300 people; the combined spendable income is $1,973,985,000, an average of $4,742. Big industry means employed skilled workers, which results in good, substantial incomes and a rich, thriving market.

The dominant advertising medium to reach this fertile market is unquestionably WTRF-TV, Wheeling!

WTRF-TV has proved that power plus good programming and intelligent promotion mean high ratings and successful advertisers. By every accepted standard of audience measurement, WTRF-TV has proved to be the BIG station in a BIG market. With 316,000 watts, great network shows via NBC and ABC, plus imaginative local programs, and unusually active promotion that has netted FOUR important FIRST PRIZES in nationwide competition, WTRF-TV has amassed the lion's share of the audience in the Upper Ohio Valley.

The Wheeling-Steubenville market is NOT a fringe area of any other market, nor can it be covered as well by any other TV station than WTRF-TV. Make sure the growing importance of "America's rich Ruhr Valley" and the powerful advertising strength of WTRF-TV go hand-in-hand to make *your* advertising campaign a success.

Interested in WTRF-TV's merchandising plan? Ask for details.

WTRF-TV

NBC Primary

For availabilities, call Hollingbery or Bob Ferguson, VP and General Manager, Wheeling 1177.

WHEELING, WEST VIRGINIA

Equipped for network color



TV BILLINGS UP $6.5 MILLION IN TVB'S FIRST 10 MONTHS—TREYZ

Organization's first annual convention in Chicago hears report on various promotional projects and their results. Four priority targets: cigarettes, detergents, automotive and allied fields and dogs and cats.

TELEVISION Bureau of Advertising counts as a major contribution of its first 10 months of operation its "key role" in the development of $6.488 million in new television appropriations, TvB President Oliver Treyz told the organization's first annual membership convention last Friday in Chicago.

Coincident with Mr. Treyz' report on TvB's activities from its launching the first of this year through Oct. 1, it was announced that H. Preston Peters, of the Free & Peters station representation firm, had been elected to a two-year term on the TvB board, effective Jan. 1 (also see AT DEADLINE, page 7). Mr. Peters succeeds George Brett, formerly of The Katz Agency, who retired from the station representation firm some months ago but agreed to serve out the year with TvB.

In his report Mr. Treyz noted that the tota productivity of the bureau cannot be measure in dollars alone and added that it is not pos sible to trace all the results stemming from "th manifold activities of the first year's efforts."

As part of a progress report on this firs period of operation, Mr. Treyz describe TvB's research program as one aimed at ac cumulating information tending to validat the strength of television. The four major re search projects, he said, have involved cig arettes, detergents, automotive and allied field and dogs and cats.

TvB's research department, according to Mr Treyz, is "shedding new light on the fast changing cigarette market and its relationshi to television." He observed that these finding have been presented to Philip Morris, an ad vertiser which became a primary TvB sale target on the announcement of its cancellatio of television programs. Mr. Treyz reporte that after having worked with TvB, Philip Morris, in May 1955 and again in Octobe



MR. TREYZ MR. PETERS

1955, asked TvB to announce to its member that the company had allocated "a televisio appropriation of major dimensions."

TvB is currently acquainting major cig arette advertisers with "certain key, hitherto unknown facts," according to Mr. Treyz. H added:

"The heavy half of cigarette-smoking home lights up about three times as many cigarette as the light-smoking half. This information provided by an audit of the national sampl of Nielsen homes (in which there is a con tinuing record of television viewing) has bee directly related to television viewing. In thi way, TvB is able to reveal to the intereste advertisers the kinds of television which mos effectively cover the heavy-smoking half, th 'cream' customers. This is a specific exampl of how TvB sells to advertisers the productiv use of the television medium."

TvB also has completed special studies i the gasoline, oil and tire fields, under whic arrangements were made for periodic reading of speedometers of the automobiles in the sam homes in which there is a continuing recor of tv viewing. The studies show, Mr. Trey reported, that the heavy-driving half of th American homes drives 16,000 miles a year the light-driving half, 6,000 miles a year. Som significant findings uncovered by these studies according to Mr. Treyz, are: television viewin runs "considerably heavier" in the heavy driving homes, and certain kinds of television— for example, the relatively available 11 p.m. midnight hours—provide "much higher circula tion" in the heavy-driving half. Mr. Trey observed that selling, in the light of thes factors, will provide "prestige for both TvB and our industry, and, which is more im portant, sales results."

Mr. Treyz touched briefly on its already-pub licized study involving detergents, which en deavored to determine the number and kind o homes which have converted to washing ma



A TIME TO GIVE THANKS

Again it is Thanksgiving and we are humbly grateful. Mother Nature has singled out Kansas as an island of plenty. This has been a wonderful year for our farm friends and neighbors. Latest figures show their income to be fifty-two percent above the national average. Everywhere there is a feeling of abundance, of better living, of great planning.

We at WIBW are acutely conscious of our obligation to these farm families and to our advertisers. To both, we pledge a continuation of the same forward looking service and entertainment that for so many years have kept us in the enviable position of being the first listening choice of these First Families of Agriculture.

Gen. Mgr. WIBW, WIBW-TV, KCKN



. . . as the shadows lengthened across the field, State threw into high the drive that's destined to linger long in football memory . . .

SHOOT LATER . . . SHOW EARLIER

with Eastman Tri-X Reversal Safety Film, Type 5278 (16mm only).

Here is a new motion picture film material of great value to the newsreel services. Twice as fast as Super-XX Reversal Film, it can be processed interchangeably with Plus-X Reversal Film; also it can be processed at higher temperatures than either Super-XX or Plus-X.

Result: Faster—and better—news coverage under minimum conditions—with or without supplementary lighting.

Graininess and sharpness characteristics, furthermore, are equal to or better than those of Super-XX.

For further information address:

Motion Picture Film Department
EASTMAN KODAK COMPANY
Rochester 4, N. Y.

or **W. J. GERMAN, INC.**
Agents for the sale and distribution of Eastman Professional Motion Picture Films
Fort Lee, N. J.; Chicago, Ill.; Hollywood, Calif.

East Coast Division
342 Madison Avenue
New York 17, N. Y.

Midwest Division
137 North Wabash Ave.
Chicago 2, Illinois

West Coast Division
6706 Santa Monica Blvd.
Hollywood 38, Calif.

chines and are prospects for the new "controlled suds" detergents. It pointed up the value of daytime television, with its "superior and repetitive coverage." In addition to its project on dogs and cats (see story, page 86), Mr. Treyz reported that TvB soon will embark on a study of the life insurance field.

During the first 10 months of 1955, Mr. Treyz estimated, TvB executives and sales personnel made more than 200 sales calls on advertisers and their agencies. Presentations were made in many major advertising centers and particularly significant, according to Mr. Treyz, were a number of calls on major advertisers on the West Coast, who "historically have put most of their advertising dollars into print."

Among the 40 mailings that TvB sent to members during the past 10 months have been presentations on "The Three How's of Television" and "The Pinpoint Concept of Television" series; promotional brochures for station imprint; selling aids such as retail reports on the Polk Bros. (Chicago) and General Department Stores' use of tv; 79 co-op information cards, and newsletters, reprints and various sales letters.

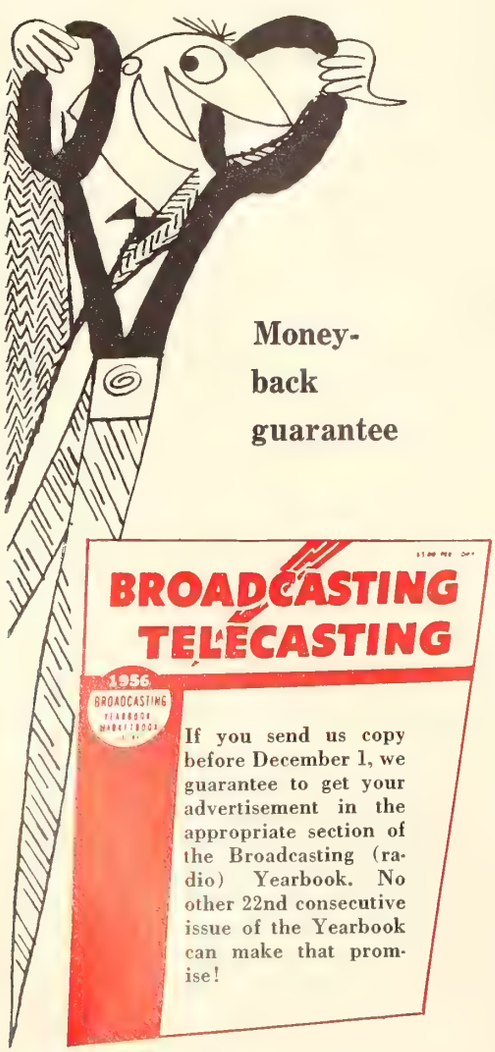
Though pleased with the efforts of this first period of activity, Mr. Treyz reminded that TvB's productivity is still "far short of the ANPA's Bureau of Advertising." He cited this latter group's 1955 annual report, which said that in 1954 the bureau was manned by 119 employes in five cities and made 4,000 sales calls.

He took cognizance that there is a well-entrenched "print hold" on local advertising, and said that in the near future, TvB plans to set up a separate local sales department. Only in this way, he said, can TvB be "fully competitive to the dynamic ANPA's Bureau of Advertising as part of the industrywide efforts to chisel and blast the hard rock of print prejudice which supports the more than $2 billion of local newspaper revenues—about 11 times that of local television billings."

In contrast to the Bureau of Advertising's large staff, Mr. Treyz reported, TvB's total staff stands at 20. Other key executives are Norman Cash, head of station relations; Gordon Hellmann, head of promotion; Dr. Leon Arons, director of research; Halsey Barrett and Ray Nelson, senior account executives.

Mr. Treyz commented that the basic sta is scheduled for expansion "in geometric pr portion to TvB's membership growth." Curre roster lists 174 members among stations, ne works and station representatives. TvB's p tential membership of 437 commercial statio now on the air, Mr. Treyz said, would provi the bureau with an operating fund of mo than $1 million per year. He noted that th figure would be "little more" than one-half the current budget of ANPA's Bureau Advertising.

Balance sheet of TvB as of Aug. 31, 195 showed cash on hand amounted to $10,857 a dues receivable to $4,442.



THE $64 BILLION QUESTION

HERE is condensed text of a speech by Frederic R. Gamble, president of the American Assn. of Advertising Agencies, to the First Annual Meeting of Television Bureau of Advertising last Friday:

IT IS evident, and I know you recognize it, that one of the best ways to promote the idea of using television is to promote the idea of advertising itself—that when you work for a bigger slice of the pie, you also work for a bigger and bigger pie in which all may share.



MR. GAMBLE

There has never been a time when there has been so much to be gained from joint efforts for the development of advertising. The challenge, as we see it, has been stated by President Eisenhower himself when he said, "If we as a people act wisely, our national output can rise within a decade from its present level of about $360 billion to $500 billion."

In just ten years, in other words, the average income of American families can increase to $7,000 per year, and all Americans have the prospect of living one third better than at present, with new horizons for every person and every business.

But human wants, are not automatically translated into action. As people go up the income ladder, they do not necessarily eat better, dress better or live in better surroundings. Modern creative marketing informs, educates and stimulates people to achieve the comforts, conveniences and advantages that will give them the better living they can have and can afford.

What part will you play, as television broadcasters, in this new era of creative marketing? Will you rise to the challenge of "the $64 *Billion* Question?"

$64 billion in national advertising is approximately what will be needed, over the next ten years, to move us up to a $500 billion economy.

If agencies and broadcasters are to work together creatively in this new era of creative marketing, there are also some matters that need and can properly and legally receive our joint attention. Some are operational.

There is, for instance, the project for a standard form of television rate card. There is also the idea for a standard form of television invoice. Anything which can be done to simplify our business relationships—to cut down on unproductive paper work, and calculations and the correcting of errors—should enable all of us to devote more time and attention to doing a better creative job.

There are also some long-range projects for the improvement of our businesses—in personnel, research, ethics and relations.

The population of the agency business has more than quadrupled in the last fifteen years. The growth has been even greater in television, of course. These illustrations dramatize, it seems to me, how much your business and ours depend on high caliber people and how much we need to attract them.

Our second area of improvement is the area of research—the facts we use to help advertising succeed. Advertising and marketing lag far behind production in research activities.

You know, for example, the urgent need for new and accepted research on television coverage. There is also the need for a better understanding of consumer motivation.

This leads me to our third area of improvement—improvement of advertising content. Here is an area of special joint concern, for the advertising content of television has been under criticism in [government] hearings and, of course, in the arguments for toll television.

You have recognized your responsibilities to the public in the NARTB Television Code, and you deserve congratulations.

We also have recognized them in our Four-A statement, "Recommended Practices for Advertising Agency People in their Relations with Broadcasters," in which we say to agency people: "The public's interest should be as much a concern of the advertising agency as it is of the broadcaster, not only because it is one of the service opportunities for which broadcasters are licensed but also because it is the key to audience loyalty."

As these attitudes extend into all quarters of the industry, there will be fewer and fewer "pitch men" commercials, or programs of doubtful taste, or multi-spotting of commercials—three, four or five in a row.

It is appropriate to end this talk on the subject of the public, for that is also our fourth area of improvement—the need for better public understanding of the place of advertising in our economy.

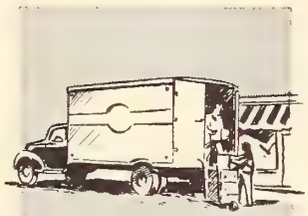
I believe the $64 billion question will be answered. I believe that President Eisenhower's $500 billion economy will become a reality. I hope we will be able to look back to this meeting and say that the First Annual Meeting of TvB helped us toward that great goal.

Who Owns The Trucks



3,000,000

FARM



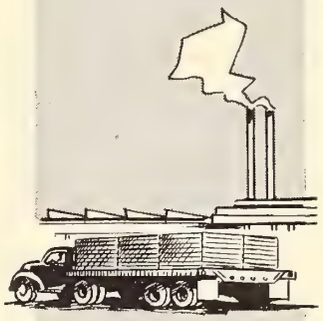
1,300,000

FOR HIRE



1,300,000

PUBLIC SERVICE



4,000,000

MISC. BUSINESS

No discussion of transportation should ignore the question: "Who owns and operates the nation's trucks?"

Well, some 3,000,000 are owned by farmers. Only 1,300,000 are "for-hire" trucks, operated by professional haulers. Around 1,300,000 are publicly owned—by police and fire departments, municipal santitation divisions, the U. S. mail service, and the like. The rest—approximately 4,000,000—are owned by businesses of all kinds: manufacturing, retail, service organizations, etc.

Trucks are involved so deeply in your job, your comfort and convenience, and your security that any tampering with America's unmatched transportation system is a direct threat to you—to everybody!

AMERICAN TRUCKING INDUSTRY

ATA

AMERICAN TRUCKING ASSOCIATIONS, INC., WASHINGTON 6, D. C.

If You've Got It . . . A Truck Brought It!

THERE'S LOTS OF PET FOOD SOLD TO TV SET OWNERS

Tv Bureau of Advertising study, for benefit of pet food people, shows that people who like tv also like pets.

A STUDY of the correlation between dogs and cats and television, conducted by Television Bureau of Advertising and disclosed last week by TvB President Oliver Treyz (also see story on TvB annual meeting, page 82), has turned up some quantitative support for a theory, which, if advanced qualitatively, TvB would be the first to refute: that television has gone to the dogs.

This study, conducted in utter seriousness by TvB to show manufacturers in the multi-million-dollar pet food field what they're missing if they don't use television to sell their products, revealed that almost twice as many television homes have dogs as have cats, while more non-tv homes have cats than have dogs. The survey also turned up these findings: 55% of all homes, both tv and non-tv, have (and feed) one or more pets; 37% of all homes have a dog, and 24% of all homes have a cat.

Among television homes, 40% have a dog and 22% have a cat while among non-tv homes, 30% have a dog and 31% have a cat—presumably reflecting a "cat bias" among older people and small families, who represent a substantial portion of non-tv homes, and a "dog bias" among larger households who not only have several children but also dogs for them to play with and a television set for them to watch.

TvB also makes the point that the finding of dog dominance does not belittle the importance of television in "cat homes" (24% of all homes). The penetration of television being what it is, they point out, most homes which have cats also have tv.

Mr. Treyz noted that although this research study has an offbeat appearance, the subject is no joking matter to such major companies as General Foods, General Mills, Quaker Oats, Armour, Swift, and Wilson, all of which operate large pet food divisions and to whom TvB already is beginning to make its presentation.

NTFC Tv Film Forum To Be Held Thursday

FALL TV FORUM of the National Television Film Council will be held Thursday at the Hotel Del Monico in New York, with meetings from 10 a.m. through 5:30 p.m. Presiding officer is John J. Schneider, Biow, Beirn & Toigo, New York, and president of NTFC.

The morning session will discuss program film production, with Ralph Cohn, vice president and general manager of Screen Gems Inc., as moderator, and Henry Salomon, NBC-TV producer, and an as yet unnamed representative of Revue Production, as speakers.

Starting at 11 a.m., Arche A. Mayers, president of Standard Tv Corp., will serve as moderator for a series of panel talks on program film distribution. Participants will include Dwight Martin, vice president of General Teleradio Corp.; John Mitchell, vice president of Screen Gems; Millford Fenster, WOR-TV New York film buyer, and Dave Savage, assistant to the president, Guild Films Co.

The principal luncheon speaker will be Dr. Alfred N. Goldsmith, board chairman of NTFC, who will outline "The Future of Tv Films." Another speaker at the luncheon will be Melvin Gold, president of Mel Gold Productions, on "NTFC—Its Aim and Purpose."

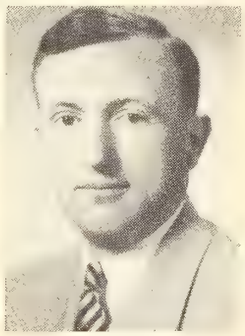
From 2:30-3:30 p.m., the forum will consider the advertising agency function in tv film production. Albert D. Hecht of Bill Sturm Studios, New York, will be moderator and panel speakers will be John Freese, Young & Rubicam; Alexander Griffin, Al Paul Lefton Co.; Frank Brandt, Ogilvy, Benson & Mather, and Harry Bressler, McCann-Erickson.

A session from 3:30-4:30 p.m. will be devoted to commercial film production for tv with Marshall Rothen of Kenyon & Eckhardt as moderator. Speakers will include Walter Lowendahl, president of the Film Producers Assn. of New York; Howard Magwood, free lance film director; Orestes Calpini, Bill Sturm Studios; Paul Kaufman, Tri-Art Labs., and Sam Levy, Eastern Effects. Dr. Goldsmith will serve as host for a discussion on special and technical services from 4:30-5:30 p.m. The panel will consist of Donald H. McCollum, Schwerin Research Corp.; Stan Parlan, NBC-TV color unit, and Jack Bacham, DuMont Electronicam. From 9:15-9:45 a.m. a breakfast and get-together will be held.

SWEENEY AGREES TO STAY WITH RAB

Trade association head to remain for at least five more years and has option to be consultant for three years after end of presidency.

KEVIN B. SWEENEY has signed to continue as president of the Radio Advertising Bureau for five years with options to serve as a consultant for an additional three years.



MR. SWEENEY

Joseph E. Baudino of Westinghouse Broadcasting Co., chairman of the RAB board, announced the signing Friday after negotiations were completed the day before.

Mr. Sweeney notified key RAB officials several months ago that he wished to be relieved of the presidency after his initial two-year term expires Dec. 30. Subsequent discussions, however, led to the offer of a five-year contract a few weeks ago [CLOSED CIRCUIT, Oct. 17]. Further talks culminated in agreement on terms last Thursday afternoon.

Although financial terms were not disclosed it was understood the contract calls for a salary which, although higher than that which Mr. Sweeney received during his first year as president and potentially higher than his second-year pay, nevertheless is somewhat less than was offered earlier by the RAB negotiators.

Under the new contract Mr. Sweeney will continue as president of RAB until at least December 1960, Mr. Baudino said. The options for his service as a consultant cover the three-year period through 1963.

Mr. Baudino announced the Sweeney signing on behalf of Kenyon Brown, KWFT Wichita Falls, Tex., chairman of the RAB executive committee, and John S. Hayes, WTOP Washington, finance committee chairman, who had been designated by the board to negotiate with Mr. Sweeney.

Mr. Baudino said, "We are delighted to report that Kevin Sweeney will continue at the helm of RAB for at least another five years. He has done a great job of building RAB into a potent force to assure radio its rightful share of the advertising dollar. With the knowledge that he will be with RAB another five years, we are looking forward to a rapid expansion of the organization's influence and a rapid increase in the amount of money spent in radio."

Mr. Sweeney termed his RAB post "the best and the most challenging job in radio" and said "I am happy to be continuing in it." RAB, he said, "has played an increasingly important role in the current prosperity of radio. With an excellent organization, expanded facilities, and growing income we hope to make RAB the spearhead of radio's growth in the next few years."

Mr. Sweeney has been with RAB since November 1951, when he joined as vice president in charge of promotion and sales. He was named president to succeed William B. Ryan in January 1954.

RAB CAMPAIGNS TO BOOST RADIO'S TOTAL BILLINGS

AS PART of its effort to push radio's retail volume over the $400 million annual billing mark, Radio Advertising Bureau is mapping plans for a national-level drive on eight categories of advertisers, an enlarged sales development operation and a campaign to garner money spent in other media.

RAB's plans were outlined to members of the bureau's plans committee at an all-day meeting in New York Nov. 3. Committee members in attendance were Donald W. Thornburgh, WCAU Philadelphia, chairman; Don Coyle, ABC; Frank Fogarty, WOW Omaha; Robert Hitchens, NBC; Alex Keese, WFAA Dallas; Ed Codel, Katz Agency; Winslow Leighton, WSNY Schenectady; Don Searle, Town & Farm Inc. (KIOA Des Moines, Iowa, KMMJ Grand Island, Neb., and KXXX Colby, Kan.); Ben Strouse, WWDC Washington; Sherril Taylor, CBS; Owen F. Uridge, WQAM Miami, and F. C. Sowell, WLAC Nashville.

The main targets for the RAB drive will be retailers in the department store, furniture, automobile, grocery, women's apparel, drug, financial and amusement businesses. The campaign will include package mailing, tape recording, station and RAB direct mail, sales committee efforts, trade paper advertising, new slide presentations and thousand of station salesmen calls.

Simultaneously with this effort, RAB will work at the national level to increase radio's share of advertising by making presentations to major appliance, tobacco, watch and jewelry, drug product and detergent companies. RAB reported it has new comprehensive slide presentations for these groups. It plans to make these available to station, network and representative members as a means of emphasizing the advantages of radio over its three principal media competitors.

J. Norman Nelson Resigns Post With Radio Adv. Bureau

J. NORMAN NELSON, director of national promotion, Radio Advertising Bureau, has resigned to enter an unspecified private business in Southern California, RAB announced last week. RAB has not named a successor.

Mr. Nelson, formerly managing director of the Southern California Broadcasters Assn., had been associated with RAB since March 1954.

PERENNIAL HURDLES FACE INDUSTRY, BROADCASTERS TOLD AT DES MOINES

NARTB's next-to-last fall regional conference gets advice on toll tv, the tv code, political broadcasting, what's with uhf and tv allocations and the recent Daylight Saving Time wrangle.

RADIO-TV broadcasters must face continuing challenges and conflicts in many industry fields, they were told last week at the regional conference in Des Moines.

Turnout for the seventh of eight regional meetings, held Monday-Wednesday, exceeded 200, as NARTB staff members and industry leaders canvassed such controversial topics as toll tv, the tv code, political broadcasting, status of uhf and overall tv allocation, and Daylight Saving Time.

Regional sessions (Iowa, Minnesota, Missouri, Nebraska, North Dakota, and eastern South Dakota) were held at the Fort Des Moines Hotel with E. K. Hartenbower, KCMO Kansas City, vice chairman of the NARTB Radio Board and District 10 director, as conference host.

The midwest broadcasters welcomed back to the regional circuit NARTB President Harold E. Fellows, who addressed the Tuesday luncheon on political broadcasts (see story, page 90).

Highlights of the Des Moines sessions:

• FCC Comr. Rosel Hyde reiterated his position that development of a full nationwide television service is possible only with uhf (story, page 28).

• W. D. (Dub) Rogers Jr., president of KDUB-TV Lubbock, Tex., member of NARTB's Tv Board, scored pay-as-you-see tv as the "eternal grab" and asserted that "coexistence" with free television is not possible. He urged broadcasters to maintain the courage of their convictions (story, page 90).

• Henry Clay, vice president and general manager of KWKH Shreveport and chairman of the NARTB Radio Board, lashed at the FCC for continuing to grant an "avalanche" of am station licenses against "the public interest" and in the face of declining radio station income (story, page 90).

• William B. Quarton, general manager of WMT-TV Cedar Rapids, Iowa, offered a suggestion for resolving the Daylight Saving Time hassle through intra-industry efforts by networks and their affiliates.

Delegates supported membership movements for legislation placing time zones in the same relation as under Standard Time and favored changing the organization's name back to the National Assn. of Broadcasters.

They adopted resolutions calling for vigorous support of the Crusade for Freedom, including Radio Free Europe and the Free Europe Press Balloon operation; recommended that Radio Advertising Bureau participate in next year's meetings, as Television Bureau of Advertising did this year, and favored the NARTB regional conference plan instead of district meetings.

FCC Comr. Hyde was thanked for his attendance at Region 5 meetings and for the banquet address; NARTB President Fellows and his staff were lauded with special wishes to Mr. Fellows "for continued good health"; Mr. Hartenbower and F. E. Fitzsimonds, KFYR Bismarck, N. D., were thanked for their efforts as Districts 10 and 11 directors, respectively, and the Meredith stations (KCMO-AM-TV Kansas City and WOW-AM-TV Omaha as special area hosts) for their reception Monday evening.

Resolutions were submitted by W. W. (Woody) Woods, WHO-AM-TV Des Moines, of the Region 5 resolutions committee.

The challenge posed by the NARTB Tv Code was explored by Owen L. Saddler, executive vice president and general manager of KMTV (TV) Omaha; Edward H. Bronson, director of NARTB Tv Code affairs, and Harry Ward, continuity acceptance editor, NBC Central Div.

Mr. Saddler warned that if tv does not use properly the "the power that ancient monarchs despaired to hold," that power will be "wrested away." A big step toward "self-control," he asserted, is subscription to the code. He reported that KMTV has found the code of "inestimable value" in keeping proper alignment of national spot business and network shows. He commented, "These two phases alone are more than worth what we pay in subscription fees each month." He added that his station supplemented the national standards with its own code (detailed in a booklet called "Focus" as a sales promotional tool) covering local situations. Advertising agency executives are invited to weekly KMTV staff meetings on code problems, he reported.

Mr. Ward reviewed problems encountered at NBC Central Div. and the need for particular care on children's programs, costumes and



Sales Get Fatter by the Platter

when you're BOBBIN' with ROBIN

AMERICA'S NO. 3 DISC JOCK SHOW

You don't have to tell the Detroit-Wayne County billion dollar market who is America's No. 3 disc jockey and who rates No. 1 in this area. They know it's Bobbin' with Robin! They give him the biggest tune-in! And, the more platters he plays the more the advertising pays! The man sells like mad!

SAVE 10%

Buy any 2 or more of these powerful stations and save 10% from rate card.

WKMH....Dearborn-Detroit
WKMF.....Flint, Michigan
WKHM..Jackson, Michigan
WSAM.Saginaw, Michigan

Represented by HEADLEY-REED

Morning, Noon, Night . . . 7 Days A Week it's

WKMH

DEARBORN, MICHIGAN

Fred A. Knorr, President
John Carroll, Managing Director

KNORR Broadcasting Corporation

decency, over-commercialism and other problems. Examples of film clips deleted by NBC-TV as violating good taste requirements were shown.

Farm broadcasting continues to produce results for advertisers, reaching more people at less cost, and retaining the confidence and respect of farmers, John McDonald, farm director of WSM Nashville, Tenn., said Monday. He cited data to support his claim of a rich farm market, but urged radio farm directors to keep up with research men and government programs on behalf of the farmer. Among facts and figures:

(1) Some 5,776,000 homes in farm areas; (2) $170 billion in farm assets; (3) 90% electrification in those areas; (4) a farm income 250% higher than 15 years ago; (5) a standard of living that is up 54%, and (6) the big farmer consumer market for various materials and food.

Farmers have more auto radios than city dwellers, Mr. McDonald pointed out, with 99% of farm homes having one or more radio sets. By contrast, he noted, only 33% have tv receivers. His main point: Tv reaches 356 people per dollar compared to 575 by radio. Mr. McDonald named advertisers who have sponsored radio farm shows 15 years or more.

Reports from heads of state broadcaster groups were given by Walter J. Teich, KOEL Oelwein, for Iowa Broadcasters Assn.; C. L. (Chet) Thomas, KXOK St. Louis, for Missouri Broadcasters Assn.; Virgil Sharpe, KOWH Omaha, vice president of Nebraska Broadcasters Assn.; Paul C. Gussner, KGCU Mandan, North Dakota Broadcasters Assn., and R. V. Eppel, KORN Mitchell, for South Dakota Broadcasters Assn.



GREETING FCC Comr. Rosel Hyde at the Des Moines NARTB meeting are (l to r): Robert W. Dillon, KRNT Des Moines; Payson Hall, Meredith Radio & Tv Stations; Comr. Hyde; F. E. Fitzsimonds, KFYR-AM-TV Bismarck, N. D.; Ed Meredith, Meredith Publishing Co.; E. K. Hartenbower, KCMO-AM-TV Kansas City, and Robert R. Tincher, KVTV (TV)-WNAX Sioux City-Yankton.

Audience promotion panelists Monday included Mr. Thomas, Robert W. Dillon, KRNT Des Moines, and Orville F. Burda, KDIX Dickinson, N. D.

Mr. Thomas noted music-news-sports stations have prospered. He added, "The very nature of picture and sound makes certain types of features more enjoyable, but radio need not take any inferior position to tv in music, news and sports"; that KXOK has boosted its audience this year through that format.

Mr. Dillon emphasized need for development of local personalities. Mr. Burda described local news and sports coverage as the best local promotion if handled properly.

Solution to the American Bar Assn.'s Canon 35 restricting access of camera and recording equipment to courtrooms doesn't rest with NARTB or Radio-Television News Directors Assn. but with court judges themselves, said Floyd Kalber, news director of KMTV. "Some day soon judges must realize that radio and television reporters are perfectly competent" to handle news developments in courtrooms, he said.

In Omaha, Mr. Kalber reported, the district court has inserted a restrictive clause barring newsmen from halls, corridors, anterooms and the court itself even when not in session. A brief reaffirming Canon 35 also was reaffirmed by federal and district judges. Thus, newsmen with even so much as roll of film in their pockets are denied access to court buildings.

KMTV, Mr. Kalber continued, has argued the case before the Omaha Municipal Court and county and federal judges in Nebraska to no avail. He said he felt the ruling was "unnecessarily restrictive" and should be put to a test.

By contrast, Mr. Kalber observed, a district judge in Iowa actually "welcomed our cameras" in a child-slaying case so that viewers might get a better insight into delinquency problems. He cited the Florida State Supreme Court decision upholding a tv station's access to a news event and denying an invasion of privacy suit. In affirming a lower court ruling, the Florida court described tv as "the latest and most effective medium" for the dissemination of news [B•T, Oct. 31].

Mr. Quarton said Daylight Saving Time this year cost broadcasters millions of dollars, not to mention endless confusion during September-October when some states retained DST and others retained Standard Time.

Describing the muddle as "fantastically expensive" in terms of audience and money, he offered a solution which, in the absence of government (congressional) regulation, might be worked out intra-industry between networks and their affiliates. Mr Quarton suggested a "split-hour" arrangement under which eastern programs in Daylight Saving areas would be carried a half-hour later and those in Standard a half-hour earlier. He stressed this would preserve time segments and aid stations and advertisers alike at questionable viewing times.



We ain't blushin', Mac, 'cause this is just another example of E. P. in E. P.* ...but thanks for the nice words

*Effective Promotion in El Paso

E.P. in E.P. will help you sell your products in El Paso. Your Branham man can give you the full story.

FROM "THE MACFADDEN WHOLESALER" PUBLISHED BY MACFADDEN PUBLICATIONS, INC.

KROD-TV

Owned and operated by the El Paso Times, Inc.
Roderick Broadcasting Company
Affiliated with KROD — 600 kc — 5,000 watts
Represented Nationally by the Branham Co.

CBS AND ABC TELEVISION NETWORKS

Channel 4, El Paso, Texas

Dorrance D. Roderick, Pres.; Val Lawrence, V-P and Gen. Mgr.; Dick Watts, Gen. Sales Mgr.



Bustit has a beautiful delivery but he can't ad lib the time of day

NOTE: While we welcome the mention of our product on your programs, we ask that you respect our registered trademark. If it is impossible for you to use the full name correctly: "Scotch" Brand Cellophane Tape, or "Scotch" Brand Magnetic Tape, etc., please just say cellophane tape or magnetic tape. Thank you for your cooperation.

MINNESOTA MINING AND MANUFACTURING COMPANY

St. Paul Minnesota

RADIO SOFT SPOTS OUTLINED BY CLAY

Flood of new stations and rate cutting by hungry outlets have resulted in loss of confidence in medium, NARTB Radio Board chairman tells regional meeting at Des Moines.

GRANTING of radio licenses in an "avalanche" has weakened the radio industry as a whole financially and has frustrated the public interest concept, Henry Clay, KWKH Shreveport and NARTB Radio Board chairman, said last Monday at the NARTB regional meeting luncheon in Des Moines.

The resulting "mess," Mr. Clay said, confronts radio broadcasters with "a critical era."

He charged also that "faulty thinking" by advertisers and agencies had forced radio to take a backseat to television and then called on stations to re-examine both their rate cards and programming.

Backtracking over the early days of radio, Mr. Clay, chairman of NARTB's Radio Board (but speaking personally in this instance), cited rate card cuts and under-the-table deals by broadcasters to bring in more business. Loss of confidence in the medium, with the advent of television, was reflected in dealings with agency executives, he claimed, and this thinking "simmered" down to broadcasters.

Noting that "the explosion" which hit radio broadcasters has died away, Mr. Clay urged delegates to "do some positive thinking and work hard." He told broadcasters:

"Re-examine your rate card; if it is right, stick to it. If it's wrong, change it. But above all stick to it. Re-examine your programming, do some creative thinking. . . . I don't care how good a product may be, nobody will ever know about it unless you tell them. So I say, promote, promote, promote. By promotion you establish a way of thinking—a positive way of thinking." He suggested NARTB might well push the idea of a "Radio Week."

Contending that television has merely "acted as a catalytic agent" and was not a major cause in bringing on radio's crisis, Mr. Clay scored advertisers and agencies for a "way of thinking" when tv came along. Instead of creating a new tv department, they delegated tv to their respective radio departments as a "new broadcasting medium," Mr. Clay asserted.

"The radio section of these agencies became so engrossed with the new miracle of sight and sound that they completely forgot about radio, and unfortunately, we forgot to remind them," he observed. Radio management's perception was "completely distorted" by evolution of "the negative approach" and addition of tv as a "catalytic agent," producing "unrealistic conclusions," Mr. Clay asserted.

"If a station does not make a profit, it surely does not have the wherewithal to perform public interest functions," he said. "I further contend that if we have radio stations on every corner of every city in the United States, they all cannot make a profit and therefore they all cannot perform services in the public interest."

NARTB's efforts toward economical operating methods, permitting stations to reduce costs and plow back earnings into better operation, Mr. Clay intimated, have been capitalized on by "many people who went into the business on a financial shoestring" under FCC's license policy.

"And these are the characters who don't even belong to our association, who perform no public interest functions, who degrade the radio industry in the eyes of the public and the advertiser, thereby infringing on the income of respectable stations who are trying to do the job which they are supposed to do," Mr. Clay commented.

He suggested the Commission doesn't have to delve into economics "to stop these wholesale grants" but should have abided by its own rules.

"If these (engineering) standards had been redesigned we could have had a highly competitive radio industry, unblighted by economic pressure resulting from too many stations which, if it continues, will destroy the radio industry's ability to operate in the public interest," Mr. Clay stated.

He noted that from 1945 to 1954, while average station income dropped nearly 50%, that of newspapers increased threefold. This despite the fact newspaper operating costs have skyrocketed and those of stations have increased little. Tv station income averaged $981,000 in 1950 and rose to $1.5 million last year. He concluded:

"Thus . . . radio's two principal competing media have been immeasurably strengthened during this period entitled 'the avalanche of FCC grants' while the opposite is true for radio."

Back in 1945, Mr. Clay pointed out, 935 radio outlets took in $310 million for average time sales of $323,000, while five years later 2,048 am stations realized income of $454 million, with the average dropping to $221,000. By the end of 1954, income held steady and number of stations increased to over 2,500 for an average income of $181,000.



STATION GROUP at Des Moines NARTB meeting (l to r): seated, Mr. and Mrs. Morton H. Henkin, KSOO Sioux Falls, S. D.; George J. Higgins, John T. Schilling, KMBC-AM-TV Kansas City; Owen L. Saddler, KMTV (TV) Omaha; standing, Paul A. Loyet, Harold Fulton, WHO-AM-TV Des Moines; Francis X. McDonough, Dow, Lohnes & Albertson, Washington; Herbert R. Ohrt, Lloyd Loers, KGLO-AM-TV Mason City, Iowa.

Fellows Urges Alert In Political Areas

RADIO and tv as the "dynamic media" with greatest influence on voters must fight efforts to impose more regulation and legislation on their political broadcasting, NARTB President Harold E. Fellows told the NARTB regional conference at Des Moines last Tuesday.

Making his first regional meeting appearance in a month, following an illness from pneumonia, he urged broadcasters to "set up a roadblock right now" in preparation for restrictive moves that might set precedents influencing other kinds of broadcast activity.

"Perhaps we have gone far beyond the point where we can hope that the problem of political broadcasting is going to be solved by the government," he said. "If anything, it is going to be complicated by government—as it has in the past through the adoption of various regulations and laws both at the federal and the state level.

"I would hope that you sit down with your staff people and discuss with them this whole area. Next year, 1956, promises to be one of the most dramatic and exciting in the history of American politics. Right now the questions involving the highest elective office in our land are so complicated by the unfortunate illness of one of the greatest men the nation has ever produced that, news-wise, we are at least six months ahead of the usual schedule of buildup.

Regardless of the names of the candidates for office, it is apparent that radio and television are going to play a major part in party plans for campaigning. Station policies with respect to advertising in relationship to these campaigns should be made now, for tomorrow may be too late. They should be well-considered and firm, and above all they should be fair. They should take into account the basic concept that the first obligation of the station is to inform—to enable the audience of voters to decide issues and select candidates with forethought and with intelligence.

"The most progressive among us as broadcasters will not leave to the parties themselves the methods by which they will use our facilities most effectively. We will set out immediately to develop plans which will clear our schedules for political broadcasting, a task no less important than clearing our minds as to policy for handling political broadcasting."

Free, Toll Tv Co-existence Rapped by NARTB Leaders

BROADCASTERS who feel that "co-existence of free tv and toll tv is possible" were warned last week to prepare for a "deadly serious challenge." Warnings were issued at the Des Moines NARTB meeting by W. D. (Dub) Rogers Jr., president of KDUB-TV Lubbock, Tex., and member of NARTB's Tv Board, and by Thad H. Brown Jr., NARTB tv vice president.

Mr. Rogers described toll television as an "eternal grab" against a backdrop of the

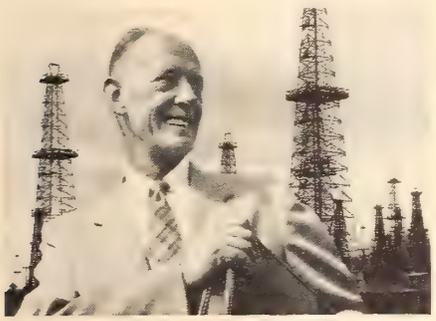
K.C.M. Anderson

He followed his heart and found his world

"You've heard it said that there's more opportunity in America than in any other country?

"It's true. But it's hard to realize how true unless you come here from abroad. As I did, from Scotland.

"Now I cherish my homeland. But as in so many of the older countries, your life is pretty well laid out for you at birth. The odds are you'll follow this path whether you want to or not.



"Well, I didn't like what my future seemed to be in Scotland, so I quit my job and followed the girl I had fallen in love with to California. I got a job with Union Oil as a clerk in the Field department, and we were married shortly after.

"When I started with the company in 1925 we seldom drilled a well deeper



than 4,000 feet. Today it's not uncommon to go down 12,000 feet. Even drill under water!

"Better tools have made this possible. And created new opportunities. I'm now an Administrator in the Union Oil Field department.

"But the important point is—every one of these thirty years I've been doing what I wanted to do. Our children have enjoyed the same privilege. Our boy's a graduate engineer, now on active duty as an Ensign in the U.S. Naval Reserve. Our daughter is a college teacher.

"That, I think, is the miracle of America: the chance it gives you to be what you want to be. And to live happier because of it."

* * * *

Anderson is far too modest. His own hard work is obviously the first reason for his success.



ANDERSON: "FOR THIRTY YEARS I'VE BEEN DOING WHAT I WANTED TO DO."

But tools did help, and in the thirty years since Anderson joined us our investment in tools made available to our employees has increased from $22,000 to more than $83,000 per employee.

So long as business competes for your favor it will continue to improve its tools. Which is another reason why there should always be more opportunity in America than in any other country in the world.

YOUR COMMENTS ARE INVITED. *Write: The President, Union Oil Company, Union Oil Building, Los Angeles 17, California.*

Union Oil Company OF CALIFORNIA

MANUFACTURERS OF ROYAL TRITON, THE AMAZING PURPLE MOTOR OIL



. . . 1088 foot guyed tower designed for triple service

This triangular, guyed type 1088 foot tower . . . with insulated base and sectionalizing insulators at the 640 foot level . . . does triple duty for WMCT, Memphis, Tennessee.

The lower part of the tower is used as an AM radiator for WMC. In the portion above the insulator and just below the top is mounted an 8-bay FM antenna for WMCF. On top of the tower is a 6-bay super turnstile antenna for television station WMCT.

In addition to this main tower, they use three Blaw-Knox self-supporting 315 foot towers in nighttime directional operation . . . plus a 310 foot guyed tower for an auxiliary. So at this one station they have a total of five Blaw-Knox towers.

This unusual installation is typical of how we are prepared to cooperate with you on any antenna tower problem you may have.

For more information on the many types of Blaw-Knox Antenna Towers, simply write for your copy of Bulletin No. 2417. Or, for prompt service send us your inquiry, specifying height of tower and type of antenna.

BLAW-KNOX COMPANY
BLAW-KNOX EQUIPMENT DIVISION
PITTSBURGH 38, PENNSYLVANIA

BLAW-KNOX **ANTENNA TOWERS**

Guyed and self-supporting types—for AM • FM • TV • microwave • communications • radar



Distributed by GraybaR
OFFICES IN 100 PRINCIPAL CITIES

Looking skyward, note the solid round corner legs and the double laced structural angle bracing. Insert shows the triple unit compression cone base insulator.

American system of free enterprise and "honest competition." "As a broadcaster, and one who derives his living from broadcasting, this particular parasitic growth concerns me deeply," he said. "To my way of thinking . . . this is just about the surest way of draining the life juices out of the roots of telecasting."

Mr. Brown explained NARTB's position on the issue. He said pay-tv proponents agree that their method belongs to broadcasting and not common carrier. Among "flaws" cited by Mr. Brown from the public interest and legal viewpoints:

(1) It's "perfectly evident" that the tv industry is not in "dire straits" and will have a vigorous role in the national economy. He described toll tv as "public deprivation for private gain." (2) Talent could be persuaded to switch to pay-tv and the public would blame broadcasters. (3) NARTB believes that the service should not be authorized in regular broadcasting frequency bands. As shown by fall program schedules, the public already has free access to top talent.

NARTB CONVENTION PLANNING BEGINS

SPADEWORK for the 1956 radio-tv industry conclave in Chicago next April 15-19 was turned by the NARTB convention committee at a preliminary meeting in that city Thursday.

A two-pronged radio and tv committee ranged over a field of policy matters at a dinner meeting in the Conrad Hilton Hotel and expressed satisfaction with initial planning efforts of NARTB staff members and industry executives.

The Broadcast Engineering Conference will run three instead of two days at the annual convention, starting Monday, April 16, with management sessions slated Tuesday through Thursday, April 17-19. Committee voted to hold a special projects and public service equipment exhibit in cooperation with The Advertising Council. George Geough Co., St. Louis, was reported signed as exposition manager for equipment and service.

Pattern of separate radio, tv and association activity—followed in the 1955 convention and at NARTB regional meetings this fall—will prevail, though actual dates have not been set.

A committee was appointed to select candidates as keystone speakers in the event President Eisenhower is not able to attend [CLOSED CIRCUIT, Nov. 7]. Group includes E. K. Hartenbower, KCMO Kansas City, Campbell Arnoux, WTAR-TV Norfolk, vice chairmen of the NARTB Radio and Tv Boards, respectively, and co-chairmen of the Convention Committee; Clair R. McCollough, WGAL-TV Lancaster, Pa., Tv Board chairman and member of tv convention segment; Henry B. Clay, KWKH Shreveport, Radio Board chairman and member of radio convention planning unit, and E. K. Jett, WMAR-TV Baltimore, liaison for engineering committee.

It was also voted to bar unofficial meetings outside NARTB at the convention hotel (Conrad Hilton) from 10 a.m. Monday, when sessions start officially, until after the closing banquet. It was agreed tentatively that registration fees would be similar to last year. The annual banquet will be held on Thursday evening April 19.

All committee members [AT DEADLINE, Nov. 7] were present save Messrs. Clay and Brown. Sterling C. Quinlan, ABC Chicago vice president and member of tv convention group, was represented by Elliott Henry, director of promotion, publicity and public relations, ABC Central Div.

NEWSPAPER 'SCOOP' DEAD, SDX TOLD

Radio and tv get there first with the news, necessitating that newspapers turn from 'scoop' to 'scope,' Crowell-Collier head tells 500 fraternity delegates. Newspapers behind radio-tv competitors, British newsman says.

RADIO and television have killed the newspaper "scoop" because they report big events as they happen, two speakers told the annual convention of Sigma Delta Chi, national professional journalistic fraternity, at its opening session in Chicago last Thursday.

Paul C. Smith, president of Crowell-Collier, and editor-in-chief of its publications, told the 500 delegates that it's no longer "scoop" but "scope" that counts on the printed page. The broadcast media, he said, show the world what is happening as it happens, and the publications must follow up.

He said all media can live in this new world, and that tv can be augmented by the printed word and the printed picture, which can be "picked up and laid down." So far, in the economics and mechanics of news handling, he said, radio and tv developments are far ahead, but he predicted many radical and revolutionary developments in the offing for publications, which would narrow the technical gaps and bring reduction in publication costs.

Charles Campbell, director of the British

TWO TOP CHILDREN'S SHOWS on WGN-TV in Chicago!!



"GARFIELD GOOSE AND FRIENDS"

5:30-6:00 P.M.
Monday thru Friday

Consistently one of the highest rated children's shows in Chicago . . . average ratings of 5.6% in Telepulse and 5.7% in ARB in September! **An offer in September pulled 42,932 requests!**

This powerful, proven show is available for either full sale or announcements.

"Lunchtime Little Theater"

12 Noon-1:00 P.M.
Monday thru Friday

Featuring Uncle Bucky and Uncle Dan, 1st Run Looney Tunes and a peanut gallery, this potent noontime show reached an average of nearly 75,000 homes per quarter hour in September.

Ward Baking sponsors one strip—the remainder is available for sale by strip or by announcements.



Check your WGN-TV Salesman on these two great buys.

441 N. Michigan Avenue
Chicago 11, Illinois

WGN-TV Chicago 9

Woman's World

WOMEN in the radio-tv industry will take the spotlight this Wednesday at a special luncheon co-sponsored by the Radio & Television Executives Society and the American Women in Radio & Television at the Hotel Roosevelt in New York.

An all-woman cast of speakers—Harriet Van Horne, radio-tv critic, *New York World-Telegram & Sun*; Marie Torre, tv-radio columnist, *New York Herald-Tribune*; Fay Emerson, tv-radio columnist and commentator, and tv actress Anne Jeffreys—has been set for the luncheon for which there will be "no admittance" unless the executive is accompanied by a secretary. The luncheon honors the achievements of women broadcasters and others of the distaff side who are associated with the radio-tv industry.

Information Services, Washington, D. C., pointed to the necessity of newspaper "reporting in depth" because of radio and tv speed and ubiquity in handling spot news. He deplored the lack of international news in newspapers in this ever-shrinking world, where distances have been telescoped.

Newspapers generally, he said, are reporting as they did 30 years ago, without taking into account the competition of radio and tv. He urged newspapers to experiment in new concepts of reporting, and of handling in depth and "illuminating the background," quoting CBS commentator Eric Sevareid.

The convention accepted a report from its Committee on the Advancement of Freedom of Information, headed by V. M. Newton Jr., *Tampa* (Fla.) *Tribune* (WFLA--AM-TV), which included recommendations for cooperation with the broadcast media, to further the fight "for the people's right to know." These were:

1. Closer liaison throughout the year between Sigma Delta Chi's committee . . . with the Freedom of Information Committee of the National Assn. of Radio & Television Broadcasters, the American Society of Newspaper Editors and other national professional groups in the mass communications field on problems and projects of mutual concern.

2. A joint annual meeting of SDX, NARTB and ASNE committees (or their representatives) to initiate and coordinate a cooperative attack on freedom of information problems and projects at the national and state level."

He said the "friendly cooperation" of these committees with the SDX committee "indicates that such a move would be welcomed."

Tennessee Assn. to Meet

ANNUAL convention of Tennessee Assn. of Broadcasters will be held Nov. 28 at the Hotel Peabody, Memphis, with three agency officials taking part in the program, according to Henry W. Slavick, WMC Memphis, TAB president. Agency speakers in a panel on successful use of radio will include Ernest Cummings, president of Cummings Adv. Agency; Avron Spiro, president of Lake-Spiro-Shurman Adv., and Milton Simon, partner in Simon & Gwynn Adv. Agency, all of Memphis. Hoyt Wooten, WREC Memphis, TAB secretary-treasurer, and Mr. Slavick will entertain delegates Nov. 27. Henry Clay, KWKH Shreveport, NARTB Radio Board chairman, will speak at the meeting. Officers will be elected.

N. Y. MEET HEARS 'OFF-CARD' PROS, CONS

Harry B. Cohen Adv.'s Beth Black says an agency is obligated to its client to buy time as cheaply as possible from radio stations; Westinghouse Broadcasting's Eldon Campbell thinks agencies should help radio achieve 'stature.'

A LIVELY discussion was generated in New York last week on the question: What to do about "off-card" or "under the rate card" deals, particularly in radio?

Actually, the subject of rate-cutting was only one scheduled among many on the general topic, "Costs—Getting the Most Out of the Rate Book," at Wednesday's Radio & Television Executives Society's timebuying and selling seminar. But once the speakers—Beth Black, radio and television director, Harry B. Cohen Adv., New York, and Eldon Campbell, national sales director, Westinghouse Broadcasting Co. —got into off-rate buying, the interest quickened and the audience joined the discussion with zest.

Miss Black staunchly upheld an agency's search of a bargain for its client by declaring that she did not believe blame should be laid on the agency's doorstep because "it has the obligation to the client" to buy at the lowest cost possible.

If stations want advertisers, through their agencies, to buy "on rates," she asserted, then "they [the stations] must maintain the rates." She said that as long as rates are not standardized, an agency will take the time to find out "what are the costs."

As an example of the reception one agency found, Miss Black cited a case with which she said she was familiar in which a station, believed to be one that would "stand by its rates," was contacted and asked: Is this the lowest rate? Two hours after the agency had noted that its client's budget didn't cover the rates cited, Miss Black said, the station's representative called the agency to offer the time requested at a cost "as much as 25% under."

Agency Has No Choice

Miss Black indicated that an agency had no choice but to bargain when going into deals "off-rate" and to hope for the cheapest price. A timebuyer in this case, she said, must feel his way. Miss Black said that often rate practices become a vicious pasttime: A station will sell time direct to an agency off-card, asking the agency not to tell the station's representative. But, she said, later the representative will obtain its customary commission from the money paid to the station. "Who's fooling whom?" she asked.

Mr. Campbell devoted nearly all of his time to the rate question, eloquently pleading the case for established published station rates.

While acknowledging agency responsibility to buy time at the best price for the client and that stations have the responsibility of maintaining the price, Mr. Campbell asserted that buyers "must face up" to the fact that the radio industry should achieve "stature." Needed, he said, is an understanding from agencies that stations which stick to rates will not be the subject of ridicule from the buyer.

Near the close of the session, the discussion was opened to audience questions. A member of the audience asked Miss Black whether undertable deals suggested a danger spot to agencies, i.e., that other stations in that market were better buys. Miss Black said that was true only to an extent because price was but one facet of the situation and that this axiom would hold water everywhere if it consistently worked out that way.

Another discussion splintered off the overall topic when a question on local rate vs. national rate was brought up: Would a manufacturer buying on a lower "local rate" through his distributor or dealer pose a danger by eventually cutting out both the agency and the representative?

Lower Rates Ethical

Mr. Campbell said there was nothing to prohibit a station from offering lower rates and that it was ethical, provided that the "local rate" was qualified. Geography is not the basis for definition, he asserted, adding that the basic point is "economics," i.e., in what type of business the advertiser is engaged.

Asked to comment, Miss Black intimated that the classification "local rate" did not necessarily portend lower rates on behalf of the station. Again citing from examples, she spoke of an instance where an agency drew up schedules showing the client how the national rate could be cheaper when compared with the same campaign placed via the local rates. (And, she added, the national schedule was with the 15% commission added.)

BISHOP SHEEN REMINDS OF PROGRAM OBLIGATIONS

He tells New York Radio & Television Executives Club that viewers tend to associate program's tone with the sponsor.

SETTING a lofty and moral tone in a talk on television, Bishop Fulton J. Sheen, a tv personality in his own right, last week called upon the industry to "take the cameras to the university" and bring "light and learning" to the people.

Bishop Sheen was the featured speaker at a luncheon held Tuesday in New York by the Radio & Television Executives Society. His program, *Life Is Worth Living*, is on ABC-TV, Thursday, 8-8:30 p.m. EST, and on ABC Radio Tuesday, 8:30-8:55 p.m. EST.

Addressing the executives as "communicators of light," Bishop Sheen urged tv programs which would present educators—he said there was "at least one good professor at every university," although it was true that many professors were like so many "textbooks wired for sound"—talking about subjects with which they are best and most intimately connected.

The bishop also was critical of what he called "imitation" in television. He said, the tv industry should scorn this practice, particularly when one network follows a successful format of a competitor with a similar type show, programmed at the same time on the same day.

Bishop Sheen observed that the viewer sees a "close relationship" between the sponsor of the program and the type of program telecast. On the lofty and noble side of program association, the bishop referred to Firestone Tire & Rubber Co.'s weekly cultural music and Texaco's sponsorship of opera.

At the close of the luncheon, Bishop Sheen was awarded a plaque making him an honorary life member of Radio Pioneers. Making the presentation was Raymond F. Guy, NBC director of radio frequency engineering, who is national president of the club.

TV BOOSTER PROPOSAL EVOKES PROTEST

Staff asks for oral argument on initial decision that operators in central Washington should not be forced off air.

SHOCKED and alarmed at the implications of the initial decision upholding the right of unlicensed television boosters to operate [B•T, Oct. 24], the FCC's general counsel and Field Engineering & Monitoring Division filed vigorous exceptions to this recommendation last week.

The Commission's staff asked for oral argument on the initial decision issued last month by Hearing Examiner J. D. Bond. Mr. Bond had held that unlicensed boosters operating in central Washington should not be forced off the air. He said they were performing a public service and were not interfering with any other radio service.

Sprinkled with allusions to the examiner's "distortions", "self-made straw man"—and even including a footnote quoting *Alice in Wonderland* (" 'No, no,' said the Queen, 'sentence first —verdict afterwards'.")—the FCC staff charged that the examiner failed to decide questions of law, to consider the "admitted failure" of the booster operators to secure approval to pick up programs from Spokane stations, or to employ licensed operators.

The examiner misinterpreted the law regarding the FCC's discretion, the staff declared. The Commission must uphold the law; it has discretion on how to apply it, the staff said.

Tenor of the staff's position was made in its brief in support of its exceptions. This referred to the "most significant" defects in the examiner's decision:

"In summary, they are: First, the Examiner's utter misconception of the nature of the proceedings, at which he was directed to preside, and his arrogation to himself, in adjudicatory proceedings, of the policy making powers appropriate only in rule making proceedings undertaken by the Commission.

"Secondly, but of no less importance, the invalidity of the Initial Decisions, on their own terms, resulting from the Examiner's unrealistic view of the significance of condoning the unlicensed operations here involved."

The examiner's decision if permitted to stand, the staff said, puts in jeopardy Parts 15 and 18 of the Commission's rules. These relate to interference to radio services from non-licensed electronic equipment.

"It is thus no exaggeration," the staff said, "to state that affirmation of the Initial Decisions would mean acceptance by the Commission of a general situation in which a multitude of small unlicensed radio stations of all sorts will be the rule rather than the exception, in which the Commission will never know in advance what operations are squatting in unused islands in the radio spectrum, and in which it will be necessary to adjudicate innumerable claims of unexpected interference."

The unlicensed booster stations, on which the hearings were held during the summer, are located in Quincy, Nespelem and Bridgeport, all Washington. Last March, the Commission proposed to issue cease and desist orders. The hearing was to determine whether the orders were to be issued. In each of these communities, and in many others in the northwest, unlicensed low power booster stations have been established. Those involved in the hearing pick up Spokane tv signals, reradiate them on the same frequency.

Heads of Four Networks Scheduled to Meet With FCC

THE heads of the four national networks are scheduled to meet with the FCC at 3:30 p.m. today (Monday) in Washington, it was learned last week.

Invited to meet with the FCC committee on the network study are ABC's Robert E. Kintner, CBS' Dr. Frank Stanton, MBS' John B. Poor, and NBC-RCA's Gen. David Sarnoff.

They will confer with FCC Chairman George C. McConnaughey, and Comrs. Rosel H. Hyde, John C. Doerfer and Robert T. Bartley. This is the FCC's committee on the network study.

The television network investigation, undertaken with $80,000 appropriated by the last Congress, is under the direction of U. of Cincinnati Law School Dean Roscoe L. Barrow. Mr. Barrow has been selecting a staff, which already includes Attorney Ashley Bryant and Economist H. H. Goldin.

It was understood that the meeting is for the purpose of preliminary discussions regarding the scope and details of documents required from the networks. Mr. Barrow and Harold C. Cowgill, FCC Common Carrier Bureau chief, visited network officials in New York last month [B•T, Oct. 24].

Proposed Chattanooga Grant Reaffirmed by FCC Examiner

REAFFIRMATION of his 16-month-old initial decision favoring Mountain City Television Inc. for ch. 3 at Chattanooga, Tenn., and denial of the competing application of WDOD Broadcasting Corp. (WDOD Chattanooga) was issued last week in a supplemental initial decision by FCC Hearing Examiner J. D. Bond.

The Commission approved in July a petition by WDOD to reopen the record for further hearing following the sale by Ramon G. Patterson, 50% owner of Mountain City and 100% owner of WAPO-AM-FM Chattanooga, of 80% of his WAPO interests. The sale followed by almost a year the initial decision favoring Mountain City for Chattanooga ch. 3. WDOD contended that Mr. Patterson's proposed tv interest and duties would conflict with those at WAPO-AM-FM [B•T, July 25].

Examiner Bond concluded that the extended hearing produced no evidence changing the conclusions of his original decision. In his initial decision Mr. Bond favored Mountain City because of its better program proposals.

KIDO Inc. Gets Ch. 13 At Twin Falls, Idaho

GRANT of ch. 13 at Twin Falls, Idaho, was awarded by the FCC last week to Magic Valley Tv Corp., which is 60% owned by KIDO Inc. (KIDO-AM-TV Boise, Idaho), and 40% owned by Radio Broadcasting Corp. of Idaho (KTFI-AM-FM Twin Falls).

Estimated costs were set at $86,374 for construction and $92,000 for first year operating. Revenue was reported at $125,000.

Effective radiated power of the proposed station is to be 12.3 kw visual, 6.17 kw aural with antenna 588 ft. above average terrain and 218 ft. above ground.

Mrs. Georgia M. Davidson is Magic Valley president.

PRIMARY COVERAGE + LOCAL COVERAGE

GIVES YOU

4 MILLION PEOPLE

1 1/4 MILLION FAMILIES

3 1/2 BILLION DOLLARS
Annual Retail Sales

If you're looking for a terrific buy for your client (most buyers are)... then buy Sunflower Network. Sunflower gives greater coverage at a lower unit cost, and...one buy... one billing means less work for you...saves you time and the client's money.

1 Buy-1 Billing

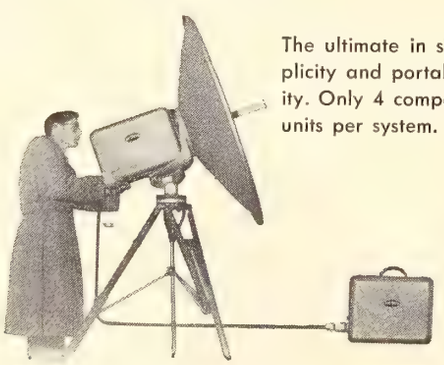
The SUNFLOWER NETWORK

KANS 5000 NBC 1480
WREN 5000 ABC 1250
KSAL 5000 MBS 1150
KVGB 5000 NBC 1590
KOAM 10,000 NBC 860
KGGF 10,000 ABC 690

HERE ARE THE FACTS ABOUT TV MICROWAVE LINKS

Read this brief engineering report before you select this vital equipment

ITEM	Raytheon KTR-Series	Link "Q"	Link "S"	Link "T"
Available in both 100 mw and 1 watt for NTSC color?	YES	NO	NO	NO
Total number of tubes used?	59	87	72	68
Audio channel included in basic unit?	YES	NO	NO	NO
Color modification available for early monochrome models? Approximate cost (less shipping)	YES $350	YES $2,000	NO	NO
Field change of frequency, from 6,000 to 7,000 to 13,000 Mc.— without obsolescence?	YES	NO	NO	NO
Transmitter Monitor included?	YES	YES	NO	NO
Number of units for complete system?	4	5	5	6
Total weight of system (lbs.)	162	299	195	295



The ultimate in simplicity and portability. Only 4 compact units per system.

THE RAYTHEON KTR-SERIES*

Reliable, low-cost Microwave Links

KTR-100A—7,000 Mc.
Color and monochrome with simultaneous program audio

KTR-100B—6,000, 7,000, 13,000 Mc. For field–sequential color transmission

KTR-100E—6,000 Mc.
For common-carrier band, color transmission with program audio

KTR-100F—13,000 Mc.
First link available for this band, color transmission with program audio

KTR-1000A—7,000 Mc.
Powerful, one watt output, color transmission with program audio

KTR-1000E—6,000 Mc.
One watt for common-carrier band, color transmission with program audio

**In use by leading TV stations throughout the U.S.A.—names on request.*

For complete information write Dept. 6120.

RAYTHEON MANUFACTURING COMPANY

RAYTHEON

Excellence in Electronics

Equipment Marketing Division, Waltham 54, Mass.

KOOP HITS NEWS SUPPRESSION OF HOUSE

Speaking before the House Government Information Subcommittee, CBS news director in Washington says House ban on coverage of committee proceedings has given radio-tv a big setback. At least one representative favors opening proceedings, that are now available to other media, to include radio-tv, also.

AN IRONIC twist was applied by a CBS news official last week in a congressional subcommittee's hearing to determine if federal executive agencies are suppressing information from news media, the public and Congress.

Theodore F. Koop, director of CBS news and public affairs in Washington, told the House Government Information Subcommittee that "we have even been denied permission to record or televise this hearing." He was one of 13 men, considered to be experts in the field of freedom of information, who made statements Monday and participated in group discussions with the subcommittee to open a series of hearings on government information policies.

Mr. Koop, who spoke as a representative of Radio-Television New Directors Assn.'s Freedom of Information Committee, was striking at the ban on radio-tv coverage of House committee public proceedings, resulting from interpretation of House rules by Speaker Sam Rayburn (D-Tex.). The CBS official called the House ban the "biggest setback to radio and television news coverage of the federal government this year." He added, "I cannot help but call to mind the old proverb 'Physician, heal thyself.'"

Senate committees exercise their own jurisdiction in admitting radio-tv coverage of their proceedings.

Committee Jurisdiction

Mr. Koop acknowledged that the House committee ban "is outside the specific assignment of this committee." Rep. John E. Moss Jr. (D-Calif.), subcommittee chairman, also made this plain at the beginning of hearings, emphasizing that the congressional study involves only information policies of government executive agencies.

Mr. Koop, the only spokesman directly representing the radio-tv media, said he was glad to report, "on one hand, that a number of official doors here in Washington gradually have been swinging open to admit radio microphones and television cameras."

He cited President Eisenhower's decision to allow his news conferences to be filmed for tv [B•T, Jan. 24] in addition to radio recording; Defense Sec. Charles E. Wilson's authorization for radio and newsfilm coverage of his news conferences, and Sec. of State John Foster Dulles' permission for radio recording and film highlights.

On the other hand, he said, "many government officials refuse or fail to recognize these comparatively new media. . . . The American people will not have completely free access to the facts until all branches of the communications industry have equal rights in gathering news."

He cited instances where Cabinet officials had turned down CBS requests for tv coverage of events open to other media, adding, "Invariably our requests have been refused."

Rep. Claire E. Hoffman (R-Mich.), a subcommittee member, said he favored radio and tv admittance to House committee proceedings open to other media. He said that if the public is to be "let into" committee proceedings, it's better to let it be done directly, by radio and tv, than second-hand through the impressions of a pen and pencil reporter.

He said House rules do not forbid radio-tv coverage and that only Speaker Rayburn's interpretation of House rules enables the ban to be imposed. In the GOP-controlled 83rd Congress, Rep. Joseph W. Martin Jr. (R-Mass.), then speaker, took a directly opposite stand on the same rules by giving committees their own jurisdiction on radio-tv coverage.

KULA-AM-TV SOLD; PRICE IS $750,000

Television Corp. of America buying Honolulu properties. Also WNEW New York filed for sale approval by Commission.

SALE of KULA-AM-TV Honolulu by Pacific Frontier Broadcasting Co. to Television Corp. of America for an estimated $750,000 was announced last week. At the same time, application was filed for FCC approval of the WNEW New York sale by Richard D. Buckley and associates to J. D. Wrather, John L. Loeb and Mr. Buckley for more than $4 million [B•T, Oct. 31].

Richard Simonton, west coast wired music franchise holder, is president of Television Corp. of America. Associated in TCA is Jack Burnett, general manager of the two ABC-affiliated Hawaiian stations, as vice president. Majority owners of Pacific Frontier are William Dolph and Herbert Pettey Jr.

KULA-TV operates on ch. 4 with 26.3 kw power. KULA is a 10-kw station on 690 kc. KULA-TV is represented by Adam Young Television Corp.; KULA by Adam J. Young Jr. Inc. The sale was negotiated through the Albert Zugsmith Corp., Hollywood.

Mr. Simonton was one of the principals, along with Arthur B. Hogan, Albert Zugsmith and Frank Oxarart, who bought KRKD-AM-FM Los Angeles for $417,500. The FCC approved this sale earlier this month [B•T, Nov. 7]. Mr. Hogan is president of the Albert Zugsmith company. Mr. Oxarart is a radio-tv producer and owns 20% of KVOA-AM-TV Tucson, Ariz.

The WNEW application showed that the station had total assets as of Sept. 30, 1955, of $2,357,535, of which $1,156,798 were current assets. Current liabilities amounted to $562,407; long term liabilities were $1,168,002 and earned surplus was $642,533. The replacement cost of the property and equipment of the 50 kw independent (on 1130 kc) was set at $1,915,311.

Mr. Buckley owns 25% of the station at present. Associated with him is a group of Florida stockholders, including Harry Playford, Ed C. Wright, and William L., H. W. and Elliott W. Holand; a group of Washington, D. C., shareholders, mainly the estate of the late Horace L. Lohnes and his associates, and an employes group.

The application indicated that the Florida group is to receive $1.7 million for its stock; the Washington group $819,000, and the employes group $204,713. Mr. Buckley will realize $711,750 for his 25% interest, it was indicated, over a five year period.

There is also provision for the repayment of a $645,000 bank loan.

The new owners will pay for the station through a $1.5 million credit line with the Bankers Trust Co. in New York, and with $375,000 in loans from Messrs. Wrather and Loeb. Mr. Buckley will continue to hold 25% in the new corporation, WNEW Broadcasting Inc., while Messrs. Wrather and Loeb will hold 37.5% each. Mr. Loeb plans to distribute his shares among his business associates, it was disclosed. He is senior partner of the New York investment firm of Carl M. Loeb, Rhoades Co.

Other sales announced last week, all subject to FCC approval:

WACO, Waco, Tex., has been sold by Texas State Network to Wendell Mayes, C. C. Woodson and R. E. Lee Glasgow for $300,000. WACO is 1 kw, ABC-affiliated (on 1460 kc). Messrs. Mayes and Woodson own KXOL Fort Worth and KTOK Oklahoma City. Mr. Mayes also owns KBWD Brownwood and KNOW Austin and 50% of KSNY Snyder, all Tex. Mr. Woodson is a Texas and Oklahoma newspaper publisher. Mr. Glasgow is manager of WACO and also owns KAND Corsicana, Tex.

KWKH Hutchinson, Kan., has been sold to a group headed by J. D. Hill for an estimated $75,000. Station (1 kw daytime, 500 w night on 1260 kc) is owned by James, Murray and Vern Minor. Mr. Hill, formerly production and merchandising director of WISN Milwaukee, will be president of new corporation. Included also is F. A. Smith, midwest businessman.

WGLS Decatur, Ga., has been bought by Henry W. Lanham and his mother for $40,500. Mr. Lanham was formerly manager of WBGE Atlanta. Negotiations for the sale of the 1 kw daytimer (on 970 kc) were handled by Paul Chapman, Atlanta, station broker. It is owned by Guy W. Rutland Sr. and associates.

Rainier Buy of KXL, KHMO Okayed by FCC

ACQUISITION by Mount Rainier Radio & Tv Broadcasting Corp. (KJR Seattle) of KXL Portland, Ore., for $450,000, and of KHMO Hannibal, Mo., for $40,000 plus assumption of $42,250 in obligations, for an aggregate $532,250 transaction, highlighted the sales which received FCC approval last week.

E. B. Craney and associates transferred control of KXL to Lester M. Smith and Lincoln Dellar (Mount Rainier Radio & Tv Broadcasting Corp.). KXL is a 770 kc, 10 kw independent. The license assignment of KHMO was from James P. and Ada H. Bolling. Besides his interest in KJR and the newly acquired stations, Mr. Dellar own KXOA-AM-FM Sacramento, Calif.

Among other ownership changes approved last week were:

• WSGN-AM-FM Birmingham, Ala.—Granted assignment of license to Winston-Salem Broadcasting Co. (WTOB-AM-TV Winston-Salem, N. C.). Consideration is $250,000 under 134-month lease arrangement, with option to purchase for $123,500 after five years. Besides WTOB and ch. 26 WTOB-TV, Winston-Salem owns ch. 29 WOTV (TV) Richmond, Va., not yet in operation. Principals are James W. Coan, president, and John G. Johnson, general manager.

• KVNI Coeur d'Alene, Idaho — Granted transfer of control for $152,600 from Scripps Newspapers Inc. (*Idaho State Journal*, and other

papers), Burl C. Hagadone (KNEW Spokane, Wash.), and Harry Henke Jr., to Alan H. Pollock. Mr. Pollock has 6.5% interest in KBET-TV Sacramento, Calif. KVNI operates on 1240 kc, 250 w.

• WJVA South Bend, Ind.—Granted assignment of license to Booth Radio & Tv Stations Inc. for $103,000. Besides WJVA (1580 kc, 250 w day), Booth owns WJLB-WBRI (FM) Detroit, WBBC Flint, WSGW Saginaw and WIBM Jackson, all Michigan. FCC is withholding action on Booth's proposed purchase of WTOD-WTRT (FM) Toledo, from Edward Lamb, pending outcome of the WICU (TV) Erie, Pa., renewal hearing.

• KRTN Raton, N. M.—Granted assignment of license to W. Lloyd Hawkins, transacting as Colfax County Broadcasting Co., for $50,000. Mr. Hawkins owns 20% of KTNM Tucumcari and 50% of KHOB Hobbs, both N. M.

For other ownership changes see For The Record, which begins on page 115.

Five-Mile Limitation on Tv Transmitter Location Denied

THE FCC last week decided it would not be wise to force tv stations to put their transmitters within five miles of the boundaries of the principal city to be served. Comr. Robert E. Lee dissented.

That proposal was made last year by ch. 57 WKNX-TV Saginaw, Mich., during the early days of the uhf-vhf problem. The station stated that this would stop vhf stations from "straddling" two cities, referring to the practice whereby a major market city station sited its transmitter-antenna at a distance from the principal city, thus covering two cities. The FCC regulations permit a tv antenna and transmitter to be placed anywhere, provided a specified signal intensity is laid over the principal city to be served.

The FCC tentatively accepted this proposal and issued rule-making notice last March [B•T, March 14]. The Commission's proposal drew about 50 comments, evenly divided between those who favored it and those who opposed it.

In last week's action, the Commission was apparently swayed by the opposition. This held that a case-by-case determination was better than a rigid rule; that the limitation would deprive rural areas of tv service; that such a rule was arbitrary and it was discriminatory since there were other factors than mileage to consider—such as population density, topography, zoning requirements, air hazards and costs.

The FCC decided to retain the present rule because it permits greater flexibility, it said.

FCC May Hold Hearing Into Proposed WSTV Buys

A HEARING may be necessary, the FCC said last week, into the purchase of stations in Parkersburg (WPAR-AM-FM) and Clarksburg (WBLK-AM-TV), both W. Va., by WSTV Inc., for $370,000. The WPAR-WBLK stations were sold, subject to FCC approval, by News Publishing Co., publisher of the *Wheeling* (W. Va.) *Intelligencer* and *News-Register* and part owner of WTRF-TV there [B•T, Aug. 8].

Jack N. Berkman and John J. Laux are principals in WSTV Inc. (WSTV-AM-FM-TV Steubenville, Ohio).

WPAR (1450 kc, 250 w) and WBLK (1400 kc, 250 w) are affiliated with CBS and NBC, respectively. Permit for ch. 12 WBLK-TV has been stayed pending litigation on a protest by Clarksburg Publishing Co. (*Exponent* and *Telegram*).

'10% Rule' Involves Two Separate Actions

THE FCC's so-called "10% rule" (Sec. 3.28 [c]) came into focus last week in two separate actions. The rule, which provides that a station may be assigned to an available frequency if interference received from other stations does not affect more than 10% of the people in its primary service area, was waived for WAVZ New Haven, Conn., allowing that station to change frequencies. On the other hand, one proposed and two existing am stations were designated for consolidated hearing because one of the stations would slightly exceed the interference limitation.

By a three to one vote, the FCC granted the application of WAVZ Broadcasting Corp. (WAVZ) to change from 1260 kc, 1 kw to 1300 kc, 1 kw directional unlimited, at the same time denying the application of Key Broadcasting System for a new daytime station (1300 kc, 1 kw) in Bay Shore, N. Y. Both applications had been denied last February in an initial decision by Hearing Examiner William G. Butts.

It was found that 14.5% of the population within WAVZ's normally protected contour would not receive clear service under the proposed operation.

The Commission cited as justification for a grant of the waiver "the special elements of nighttime public service programming proposed as to which the record lends valid assurance of performance" and the additional service which would be rendered.

The decision pointed out that the proposed operation of WAVZ would render a second nighttime service to 72,600 people, or 44.3% of New Haven's 164,443 population.

Comr. Webster dissented to the grant. Voting in favor were Chairman McConnaughey and Comrs. Lee and Doerfer. Comrs. Hyde and Mack abstained. Comr. Bartley did not participate.

Involved in the hearing action were Radio Herkimer, applicant for a new station in Herkimer, N. Y. (1420 kc, 1 kw day); WBSM New Bedford, Mass., seeking a change from 1230 kc, 100 w unlimited to 1420 kc, 1 kw unlimited, and WBEC Pittsfield, Mass. (1490 kc, 250 w unlimited), applying for a switch to 1420 kc, 1 kw unlimited.

According to findings under the proposed applications the Pittsfield station would exceed by about 900 people the nighttime interference limitations of the 10% rule. The applicants requested that the rule be waived.

Comr. Bartley dissented to the order which set the applications for hearing, saying that the circumstances of the case justified a waiver of the 10% rule. He said that a grant of the applications would best serve the public interest in that the service of the existing stations would be improved and Herkimer would get its first local service. He pointed out that the "sole impediment" to the grant was that the Pittsfield station would slightly exceed the nighttime interference limitations.

KOTO Albuquerque Deleted, Permit Revoked By FCC

KOTO Albuquerque, N. M., has been deleted and its construction permit, granted March 2, has been revoked by the FCC for failure to file either a written reply to a show cause order issued by the Commission or to appear at a hearing held Sept. 15.

The permit allowing operation on 1430 kc, 500 w daytime was issued to Wade R. King and D. W. Schieber doing business as Grande Broadcasting Co. The station was never on the air.

In its show cause order [B•T, June 27], the Commission said it had "obtained information tending to indicate that Wade R. King is, in fact, Robert Lex Easley" against whom the Commission had previously made a prejudicial dismissal in another matter. The allegation was never answered by any of the parties concerned.

Elmira Ch. 18 Bids Set for Joint Hearing

THE FCC last week designated for consolidated hearing on Jan. 2, 1956, the competing applications of Triangle Publications Inc. and Central New York Broadcasting Corp. for ch. 18 at Elmira, N. Y. [B•T, Aug. 15, July 25]. Both applicants propose a satellite operation for the Elmira channel, Triangle for its WNBF-TV Binghamton, N. Y. (ch. 12), and Central New York Broadcasting for its WSYR-TV Syracuse (ch. 3).

In addition to WNBF-AM-TV, Triangle owns WFIL-AM-FM-TV Philadelphia, WHBG Harrisburg, Pa., and numerous publishing interests. The company has received FCC authority to purchase ch. 15 WLBR-TV Lebanon, Pa., for $115,000 plus $125,000 in obligations. It plans to use WLBR-TV as a satellite of WFIL-TV. Triangle also has been negotiating for the purchase of ch. 10 WFBG-AM-TV Altoona, Pa., for $3.6 million.

Central New York Broadcasting (Newhouse interests), besides WSYR-AM-FM-TV, has interests in WTPA (TV) Harrisburg, KOIN-AM-TV Portland, Ore., and KWK-AM-TV St. Louis.

FCC Examiner Turns Down Kentucky Economic Protest

IN ONE of the first such cases in FCC annals, an FCC hearing examiner last week turned down a protest to the grant of a new radio station hinged on the claim that a community could not support more than one broadcast outlet.

FCC Hearing Examiner Basil P. Cooper recommended the reinstatement of the grant to KY-VA Broadcasting Corp. for Harlan, Ky. (1 kw daytime on 1410 kc), and denial of the protest submitted by WHLN Harlan.

KY-VA Broadcasting Corp. (WKYV) received its grant last May. It also owns WTCW Whitesburg, Ky. WHLN, operating on 1280 kc with 1 kw daytime, protested under Sec. 309 (c). WHLN owners also own WCPM Cumberland, Ky., and WNVA Norton, Va. Hearing on this protest took place during September and October.

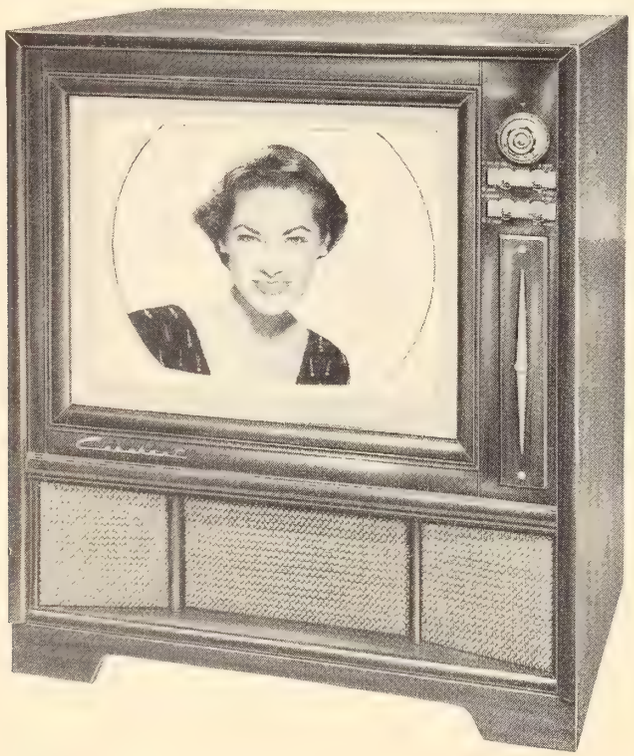
Mr. Cooper found that the allegations of declining economy in Harlan were not borne out by the facts. He also found that not enough proof was proffered that there would be insufficient advertising revenues to support two stations. The only possibility that might ensue, Mr. Cooper said, was that a decline in advertising revenue for WHLN might force that station to reduce the amount of emoluments paid its three officer-owners.

The initial decision is effective in 40 days after Nov. 7 unless objections are filed with the Commission.

The Harlan case is the first of five economic impact cases pending before the FCC. The others involve Cleveland, Tenn.; Laurel, Miss.; Tipton, Ga., and Statesville, N. C.

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How the FCC Cleared the Boards To Re-Evaluate Tv Assignments

(Story, page 27)

TEXT OF REPORT AND ORDER ON THE FIVE DEINTERMIXTURE CASES ALREADY ARGUED:

In the Matter of	Docket Nos. 11238
Amendment of Section 3.606,	11333
Table of Assignments, Rules	11334
Governing Television	11335
Broadcasting Stations.	11336

REPORT AND ORDER

By the Commission: Comrs. Hyde and Bartley dissenting and issuing statements; Comr. Webster concurring in part and dissenting in part and issuing a statement.

1. The Commission has before it for consideration five proceedings concerning requests for the deintermixture of vhf and uhf television channel assignments in specific communities and a request for the addition of a vhf channel assignment in one community. The Commission issued a notice of proposed rule making concerning the proposal to assign ch. 10 to Vail Mills, N. Y., on Dec. 17, 1954. On March 31, 1955, the Commission issued notices of proposed rule making in the Peoria, Evansville, Madison and Hartford deintermixture proceedings. On April 21, 1955, the Commission issued a notice of further rule making in the Vail Mills case to consider the deintermixture proposal for the Albany-Schenectady-Troy area. Oral argument in the five cases was heard before the Commission on June 27 and 28, 1955. Following is a brief summary of the proposals:

(a) Peoria, Ill. (Docket No. 11333).

This proceeding involves the joint request of two uhf broadcasters in Peoria, Ill.—West Central Broadcasting Co. (WEEK-TV) and Hilltop Broadcasting Co. (WTVH)—for deintermixture of commercial vhf and uhf assignments in the Peoria area by reserving vhf ch. 8 in Peoria for noncommercial education use in place of uhf ch. 37; or, in the alternative, by deleting ch. 8 from Peoria, substituting uhf chs. 31, 78 or 82 therefor, and shifting ch. 8 to some other community. Plains Television Corp. (WICS), Springfield, Ill., requests that ch. 8 in Peoria be shifted to Illiopolis, Ill., to provide additional vhf service to the Springfield area in the event Springfield is not also deintermixed by the removal of ch. 2. Other parties participating in the proceeding include WIRL Television Co. and WMBD Inc., applicants for ch. 8 in Peoria; Bradley U., and the American Farm Bureau Federation. In addition to the pleadings and material in the record of the proceeding when oral argument was heard on June 27-28, 1955, the Commission now has before it the following pleadings; "Petition to Adopt Policy of Deintermixture or for Alternative Relief," filed by Plains Television Corp. on Oct. 18, 1955; "Opposition to and Motion to Dismiss" the foregoing petition, filed by WMBD Inc., on Oct. 21, 1955, an opposition to the foregoing petition filed by WIRL Television Co. on Oct. 25, 1955; and petitions for further oral argument filed on Nov. 4, 1955, by West Central Broadcasting Co., Hilltop Broadcasting Co., and Plains Television Corp.

(b) Evansville-Hatfield, Ind. (Docket No. 11334).

This proceeding involves the request of two uhf broadcasters in the Evansville area—Premier Television Inc. (WFIE), Evansville, and Ohio Valley Television Co. (WEHT), Henderson, Ky.—for deintermixture of the commercial vhf and uhf assignments in the Evansville-Hatfield area by deleting ch. 9 from Hatfield and by either reserving ch. 7 in Evansville for education or deleting it. Petitioners suggest that ch. 56 can be added to Evansville and ch. 78 to Hatfield. If ch. 7 in Evansville is deleted rather than reserved, ch. 39 is suggested as an educational frequency. Mid-America Broadcasting Corp. (WKLO-TV) Louisville, Ky., requests that the Evansville-Hatfield area be deintermixed by reassigning chs. 7 and 9 to Louisville, Ky. To accomplish these channel shifts, Mid-America requests that the rules be amended to permit television stations to operate at reduced separations with directional antennas. Other parties participating in the proceeding include Evansville Television Inc., Consolidated Television & Radio Broadcasting Inc., and On The Air Inc., applicants for ch. 7 in Evansville; Owensboro Publishing Co. and Owensboro On The Air Inc., applicants for ch. 9 in Hatfield; Congressman Winfield K. Denton (8th Dist. of Ind.); the Evansville Chamber of Commerce and Evansville College. In addition to the pleadings and material in the record of the proceeding when oral argument was heard on June 27-28, 1955, the Commission now has before it two petitions filed on Oct. 17, 1955, by Mid-America Broadcasting Corp. and by Premier Television Inc., and Ohio Valley Television Co. jointly, requesting "Time to File Additional Comments," opposition to the petition of Mid-America Broadcasting Corp., filed by Evansville Television Inc., on Oct. 27, 1955, an opposition to both petitions filed by Owensboro On The Air Inc. on Oct. 27, 1955, and by On The Air Inc., Oct. 28, 1955, and an opposition to the joint petition of Premier Television Inc. and Ohio Valley Television Co., filed by Evansville Television Inc., on Oct. 28, 1955. Also, on Nov. 7, 1955, Mid-America Broadcasting Corp., Premier Television Inc. and Ohio Valley Television Co., filed supplements to their Oct. 17 petitions, making further requests discussed in Paragraph 11, below.

(c) Madison, Wis., and Rockford, Ill. (Docket No. 11335).

This proceeding involves the requests of two uhf broadcasters in Madison—Monona Broadcasting Co. (WKOW-TV) and Bartell Television Corp. (WMTV)—for deintermixture of commercial vhf and uhf assignments in the Madison area by shifting the educational reservation in Madison from ch. 21 to ch. 3. Another uhf broadcaster in Rockford—Winnebago Television Corp. (WTVO) requests that commercial deintermixture be achieved in Madison by deleting ch. 3 from Madison, substituting ch. 39 therefor, and by assigning ch. 3 to Orangeville, Ill., so as to make Madison an all-uhf city and Rockford an all-vhf area. Alternatively, Winnebago Television suggests that Rockford be made an all-uhf area by deleting ch. 13 from Rockford, substituting ch. 51 therefor, and assigning ch. 13 to Aurora or Elgin, Ill. Other parties participating in the proceeding include Radio Wisconsin Inc., and Badger Television Co. Inc., applicants for ch. 3, Madison; the State Radio Council of The State of Wisconsin (WHA-TV), Madison, and the Greater Rockford Television Inc. (WREX-TV). In addition to the pleadings and material in the record of the proceeding when oral argument was heard on June 27-28, 1955, the Commission now has before it the following pleadings:

"Petition for Taking of Official Notice or for Limited Reopening of Record" filed on Aug. 29, 1955, by Monona Broadcasting Co., and Bartell Television Corp.; a response to the aforementioned petition filed on Sept. 7, 1955, by Radio Wisconsin Inc.; "Petition to Adopt Policy of Deintermixture or for Alternative Relief" filed on Oct. 18, 1955, by Winnebago Television Corp., a motion to strike the Winnebago petition filed by Radio Wisconsin Inc., on Oct. 27, 1955; and petitions for further oral argument filed on Nov. 4, 1955, by Monona Broadcasting Co., Bartell Television Corp., and Winnebago Television Corp.

(d) Hartford, Conn. (Docket No. 11336).

This proceeding involves the joint request of four uhf broadcasters in the Connecticut River Valley—General Times Television Corp. (WGTH-TV), Hartford; New Britain Broadcasting Co. (WKNB-TV), New Britain; Hampden-Hampshire Corp. (WHYN), Springfield and Springfield Television Broadcasting Corp., Springfield (WWLP)—for deintermixture of commercial vhf and uhf channels in Hartford by shifting the educational reservation in Hartford from uhf ch. 24 to vhf ch. 3. Three other uhf broadcasters request that ch. 3 be deleted from Hartford and assigned elsewhere. Ch. 16 of Rhode Island (WNET) in Providence, R. I., requests that ch. 3 in Hartford be assigned to Westerly, R. I.; Eastern Connecticut Broadcasting Co. (WICH [AM]), Norwich, Conn., requests that ch. 3 in Hartford be assigned to Norwich, and Thames Broadcasting Corp. (WNLC-TV), New London, Conn., requests that ch. 3 in Hartford be shifted to New London. Other parties participating in the proceeding include Hartford Telecasting Co., Inc. and Travelers Broadcasting Service Corp., applicants for ch. 3 in Hartford; Western Massachusetts Educational Television Council, Springfield; the Connecticut Radio Foundation (WEDH), Hartford, and the WGBH Educational Foundation (WGBH-TV), Boston, Mass. In addition to the pleadings and material in the record of the proceeding when oral argument was heard on June 27-28, 1955, the Commission now has before it the following pleadings: "Petition for Leave to File Additional Comments" and "Additional Comments" filed on Oct. 17, 1955, by General Times Television Corp., New Britain Broadcasting Co., Hampden-Hampshire Corp. and Springfield Television Broadcasting Corp.; a "Petition to Adopt Policy of Deintermixture or for Alternative Relief" filed on Oct. 18, 1955, by the same four parties; "Opposition to Petition for Leave to File Additional Comments" filed on Oct. 20, 1955, by Travelers Broadcasting Service Corp., "Statement with Respect to Matters Not of Record" filed on Oct. 28, 1955, by the same four parties; and petitions for further oral argument filed on Nov. 4, 1955, by General Times Television Corp., New Britain Broadcasting Co., Hampden-Hampshire Corp., Springfield Television Broadcasting Corp., and Channel 16 of Rhode Island, Inc.; and by Eastern Connecticut Broadcasting Co. on Nov. 9, 1955.

(e) Albany-Schnectady-Troy, N. Y. (Docket No. 11238).

This proceeding involves the request of Hudson Valley Broadcasting Co. Inc. (WROW-TV) Albany, N. Y., for the assignment of ch. 10 to Vail Mills, N. Y., as a "drop-in" to bring a second vhf service to the Albany-Schnectady-Troy area, and the alternative request of Van Curler Broadcasting Co (WTRI), Albany for the elimination of the intermixture of commercial vhf and uhf assignments in the Tri-Cities area by shifting the educational reservation at Albany from ch. 17 to ch. 6 and by modifying General Electric Co.'s authorization to operate WRGB on ch. 6 at Schenectady, N. Y., to specify operation on ch. 17. Other parties participating in the proceeding include Greylock Broadcasting Co. (WMGT), North Adams, Mass.; the General Electric Co. (WRGB), Schenectady; Walter C. Neals, Albany, and the State Education Department of the U. of the State of New York (WTVZ), Albany. In addition to the pleadings and material in the record of the proceeding when oral argument was heard on June 27-28, 1955, the Commission now has before it a "Petition to Adopt Policy of Deintermixture or for Alternative Relief" filed by Greylock Broadcasting Co. on Oct. 18, 1955; a "Petition to Reopen Proceedings" filed by Van Curler Broadcasting Corp. on Oct. 25, 1955, an opposition to the Van Curler petition filed on Oct. 28, 1955, by Hudson Valley Broadcasting Co. and a petition for further oral argument filed Nov. 4, 1955, by Greylock Broadcasting Co.

2. The petitioners in these proceedings are uhf broadcasters. With the exception of Hudson Valley, which requests the assignment of ch. 10 to Vail Mills, the petitioners seek to deintermix the vhf and uhf assignments in their communities by eliminating vhf commercial channel assignments by reserving them for educational use, shifting them to another community, or by deleting them. The vhf channels which would be affected by the petitioners' basic proposals, with the exception of ch. 6 in Schenectady on which WRGB is operating, have not yet been granted by the Commission. However, applications are pending for the vhf channels in the other four cases—Peoria, Evansville, and Hatfield, Madison, and Hartford—and lengthy comparative hearings have been conducted to select the best qualified applicant. Initial decisions have been rendered by the hearing examiner in the Evansville, Peoria and Madison cases and oral argument has been heard by the Commission. In the Hartford case, an initial decision has been issued and oral argument is being awaited. In Hatfield, the hearing has been concluded and proposed findings have been filed, but an initial decision has not yet been issued.

3. A grant of the deintermixture petitions in these proceedings would enable the uhf broadcasters to avoid competition from vhf stations in their own communities or immediate areas. In support of their proposals the petitioners cite the familiar difficulties which have been encountered by uhf broadcasters in competing with vhf. They urge that the opportunities for a full utilization of the locally assigned uhf channels will be substantially reduced by the advent of a local vhf station or, as in the case of the Albany-Schenectady-Troy area, the continued operation of a vhf station already on the air. Referring to the experience of uhf broadcasters generally where uhf and vhf assignments are intermixed, the uhf broadcasters submit that deintermixture as proposed for their respective communities would insure a larger number of local television services and a healthy, competitive television operation in their communities.

4. It is necessary, however, not to lose sight of the fact that the communities involved in the instant proceedings represent only limited segments of the overall problem, which is nationwide in scope. The five rule making proceedings now under consideration were initiated in the hope that a detailed examination of the problem in the light of circumstances prevailing in these communities would provide the basis on which the Commission could formulate policies applicable generally in the effort to alleviate a nationwide problem.[1] In addition to the instant five cases, petitions had been submitted seeking similar action in approximately 15 other communities. But the scope of the problem does not end there.

5. Careful review of the comments and data submitted in the instant proceedings has convinced us that it would not be useful to attempt to find solutions of lasting value within the relatively limited scope of the instant proceedings.[2] Although they have shed helpful light on the problems associated with deintermixture, including the disposition of the channels sought to be removed, the question of "white areas" and others, it has become clear that these proceedings provide an inadequate basis for the formulation of policies which must take due account of the extensive and intricate interrelationships of all parts of the table of assignments.

6. Petitioners seek alleviation of a nationwide problem by action directed toward their individual, local communities. Whatever the merits of their contentions that local deintermixture would benefit the particular uhf operators and their local communities, the Commission has serious doubts that the requested relief would be meaningful with respect to the general problem. It is noted that most of these petitions are directed toward those communities where both vhf channels and uhf are now allocated but where no vhf stations (or, in some instances not more than one) have commenced operation, apparently on the theory that deintermixture should be accomplished wherever vhf stations have not yet become so established that, in the view of petitioners, deintermixture is no longer feasible. In our opinion, if deintermixture, even on a partial basis, should finally be determined to be a useful method of resolving the overall problems, the particular communities for its application should not be selected merely because of the fortuitous circumstance of whether a vhf station has commenced operation in any particular community. Certainly there is nothing in the records before us which would lead us to conclude that the limited deintermixture here sought would provide any significant help in resolving the difficulties now confronting uhf broadcasters in other communities, or for that matter, whether the relief that might result in the areas directly involved, would materially strengthen uhf in general. There is little, if any, reason to believe, for instance, that the reassignment of channels as requested in the instant petitions, and in the other pending petitions seeking similar relief, would significantly stimulate the conversion of vhf receivers, the increased sale of combination uhf-vhf sets, the improvement of uhf transmitting and receiving equipment or the elimination of uhf and vhf equipment cost differentials. Moreover, apart from the question of whether deintermixture would provide lasting benefit to the specific communities in question here, it is not possible to ascertain on the basis of the instant rule making proceedings whether deintermixture on the basis proposed by petitioners would be consistent with measures which the Commission must consider in a separate rule making proceeding of much broader scope to cope with the nationwide problem.

7. The present system of intermixed channel assignments is basic to the structure of television allocations established by the Sixth Report and Order. We believe that any modification of the table of assignments which would involve significant departures from this system of assignments requires a thorough reexamination of the entire television stucture. The interrelationships between the particular circumstances in specific cases and the nationwide television system as a whole cannot be disregarded. In the Commission's opinion, considerations of both fairness and practicability preclude an *ad hoc* approach such as that suggested by the petitioners in these proceedings.

8. The Commission is convinced that if lasting solutions to the allocation problems now confronting the development of a nationwide competitive television service are to be found, the approach must be nationwide in scope. Accordingly, in order to facilitate the orderly examination of a number of possible solutions, the Commission is instituting a general rule making proceeding. Only through such a general proceeding do we believe the Commission may thoroughly and effectively treat this matter. Accordingly, the Commission believes that the public interest would be best served by denying the instant requests for deintermixture. Petitioners will have the opportunity of participating in the general rule making proceedings and our denial of their petitions is without prejudice to any action the Commission may take as a result of that proceeding.

9. The Hudson Valley proposal presents a different problem. Hudson Valley requests the assignment of a new channel, ch. 10, to Vail Mills, a small community located in the Albany-Schenectady-Troy area, about 20 miles northwest of Schenectady. The Hudson Valley proposal

[1] In our notice of further rule making (FCC 55-492) in Docket No. 11238, issued April 21, 1955, we explained that we were "attempting to arrive at a decision of future policy to be uniformly followed, wherever possible, in the effectuation of our allocation table for a nationwide television system."

[2] On Aug. 29, 1955, Monona Broadcasting Co. and Bartell Television Corp. filed a petition requesting the Commission to take official notice, or to permit limited reopening of the record in the Madison proceedings to admit certain figures released in August 1955 by the United States Census Bureau. Radio Wisconsin Inc. filed a response to this request. This data has been considered by the Commission.

In the Evansville case, On The Air Inc., moved to strike the comments of Mid-America Broadcasting Corp., contending that it would be illegal for the Commission to adopt Mid-America's proposal without further rule making. Owensboro On The Air Inc. and Owensboro Publishing Co. also moved to dismiss Mid-America's comments. Mid-America filed a reply to these motions. Mid-America's comments have been considered in the proceeding.



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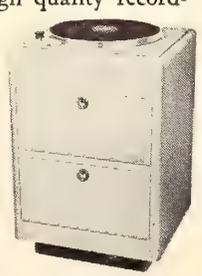
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comports with the Commission's present television allocation plan and rules. Unlike the proposals for deintermixture, the petition to assign ch. 10 to Vail Mills is consistent with the rules and principles of our present television allocations established in the Sixth Report and Order. Ch. 10 would meet the present minimum spacing requirements and all other standards.[3] Until a decision has been reached on possible amendments to our present allocation, the Commission believes that it would not be justified in withholding action, pursuant to our present allocation plan and rules, that would bring additional television service to a significant number of people. Refusing to make use of this valuable vhf frequency as contemplated by the present rules would, we believe, be a waste of valuable spectrum space for which active demand is indicated. Ch. 10 in Vail Mills will represent a second television service to an appreciable percentage of families residing in the area, as well as a first service to a significant number of families. We do not believe that we would be justified in withholding this service, which can be afforded under our present rules even though we are presently considering possible amendments to our allocations. Accordingly, we are amending our rules to add the assignment of ch. 10 to Vail Mills.

10. A number of parties have filed requests for additional time for the filing of supplementary comments, or for the reopening of the record for the submission of additional material or for other relief. The submitted basis of these pleadings is that matters have been presented to the Commission outside of the formal framework of comments and arguments provided for in the procedures governing consideration of the petitions and notices of proposed rule making. In short, an opportunity to reply to this matter is requested. The material referred to related to possible national reallocation schemes. It does not pertain to the merits of granting or denying the particular petitions before us, except as part of such a nationwide approach. We have determined that the records now before us are inadequate to support a grant of the requested deintermixture because of their limited scope. We of course have knowledge, and should, of other and more general suggestions informally submitted to us or before congressional committees. Having decided upon these records that some approach other than piecemeal deintermixture must be followed, we will afford an opportunity for the formal submission of nationwide solutions in the general rule making proceeding we are concurrently instituting. Whatever plans or solutions which may there be advanced by those persons who were not parties to the present proceedings will be considered in that proceeding, and an opportunity afforded for the submission of supporting or adverse comment. In view of our decision in the instant proceedings, and the fact that a new proceeding of wider scope will now be held, there is no point in reopening the present proceedings to insert comments, and replies thereto, whose function is to discuss nationwide plans and whose proper forum is the general rule making proceeding in which all interested parties may participate.

11. There are also pending in the Evansville case (Docket No. 11334) petitions filed on November 7, 1955, by Mid-America Broadcasting Corp. and Premier Television Inc. and Ohio Valley Television Co., jointly, which request, *inter alia*, consolidation of the rule making proceeding concerning deintermixture in Evansville and Hatfield with the two adjudicatory proceedings instituted for the purpose of choosing among mutually exclusive applications for vhf chs. 7 and 9 assigned to those cities. The same petitions also request an amendment of the rules which would preclude action on applications for construction permits for new television stations until after disposition of all pending petitions for rule making and rule making proceedings looking toward removal of the particular channel assignments applied for. The Commission does not believe that it would be desirable to confuse the rule making proceeding with questions of the comparative merits of mutually exclusive applications, which are at issue in the adjudicatory proceedings. Moreover, it would serve no useful purpose to burden the rule making process by consolidating the two matters since, as we point out in paragraph 6 above, final decision on deintermixture of vhf and uhf channels in any community should not be governed by the existence or absence of a vhf station in the community. Nor does the Commission believe that it would serve the public interest to adopt the proposed amendment to the rules, which would be tantamount to a freeze on authorizations for new television stations. The Commission believes that it must retain the discretion to determine on a case-by-case basis when the public interest requires that it freeze its adjudicatory processes during the pendency of rule making. (See *FCC v. WJR, The Goodwill Station, Inc.*, 337 U. S. 265.) The Commission is of the opinion that the procedural inflexibilities petitioners seek to introduce are neither necessary nor desirable. The petitions referred to at the beginning of this paragraph are, accordingly, denied. The petitions for intervention in the adjudicatory proceedings, which were incorporated in the same documents with the foregoing requests, are not disposed of here. Various requests for stays in adjudicatory proceedings are also not disposed of here.

12. Several additional petitions advert to the fact that Comr. Mack was not yet a member of the Commission at the time the oral arguments were held in the instant proceedings and request further oral argument for the purpose of enabling Comr. Mack to participate in these proceedings, and to afford an opportunity to present views on courses of action which petitioners state were not contemplated at the time of the initial oral arguments. It should be recognized at the outset that there is no requirement of law that an oral argument be afforded in a rule making proceeding. *FCC v. WJR, The Goodwill Station, Inc., et al*, 337 U. S. 265. *Daily News Television Company*, 7 Pike & Fischer, R. R. 839. The Commission, within its discretion, heard oral arguments in these proceedings. However, we see no necessity for further argument. Petitioners' reference to participation by Comr. Mack erroneously presupposes that because he took office after the oral arguments were held, he is not qualified to participate in decisions adopted in these proceedings. In the Commission's view, no such limitation affects the qualifications of a Commissioner to participate in these proceedings. The full record in the proceedings, including the transcript of the oral arguments, has been available to Comr. Mack; and he has read the transcript. There is no bar to participation by a commissioner who takes office after an oral argument if the commissioner has read the transcript of the argument. See *Eastland Co. v. FCC*, 92 F. 2d 467, cert. den., 302 U. S. 735. The petitions requesting further oral argument in these proceedings are accordingly denied.

13. Authority for the adoption of the amendment herein is contained in Sections 4 (i), 301, 303 (c), (d), (f) and (r), and 307 (b) of the Communications Act of 1934, as amended.

14. In view of the foregoing, IT IS ORDERED, That the foregoing petitions for deintermixture listed in paragraph 1 above, ARE DENIED.

15. IT IS FURTHER ORDERED, That, effective Dec. 16, 1955, the table of assignments contained in Section 3.606 of the Commission's Rules and Regulations IS AMENDED insofar as the city named is concerned as follows:

City	*Channel*
Vail Mills, N. Y.	10

*FEDERAL COMMUNICATIONS COMMISSION**

Adopted: Nov. 10, 1955. *Mary Jane Morris*
Released: Nov. 10, 1955. *Secretary*

*See attached Dissenting Statements of Commissioners Hyde and Bartley;

*See attached Statement of Commissioner Webster concurring in part and dissenting in part.

(NOTE: Rules changes herein will be included in Amendment 3-61.)

DISSENTING OPINION OF COMR. ROSEL H. HYDE

I dissent to the report and order entered by the majority in Docket Nos. 11238, 11333, 11334, 11335 and 11336, dated Nov. 2, 1955, and to the memorandum opinion and order of the same date, denying some 26 petitions for rule making to amend Part 3 of the Commission's regulations. I consider the actions of the majority of the Commission to be premature, ill-advised and wholly inconsistent with the Commission's other actions in this area.

The Commission is under a statutory mandate to provide a nationwide competitive television service. Until it has been shown that this can be achieved with the 12 present vhf channels (or that additional vhf channels are available with which to achieve such result), I deem it imperative to preserve the uhf service. What the Commission has done today may deal a death blow to uhf television service.

The orders which have been entered in these cases would dispose of a large number of individual petitions addressed to specific situations, by blanket declarations to the effect that action on individual petitions would not resolve the overall problem. This offers strange reasoning and an abrupt change in procedure much belated in its application.

Until this moment, it has been the practice of the Commission to consider petitions for changes in rules establishing the tv allocation upon an individual basis. Many such petitions have been acted upon in individual rule-making proceedings. A large number of such petitions have been granted, including petitions for shifts in tv station assignments, changes in zones, reservation of channels for educational purposes, and the addition of new station assignments. Five of the petitions disposed of today have been subjects of notices of proposed rule making issued in March of this year. Comment was invited from interested persons, and the Commission requested that participants direct their attention and submit data with reference to a number of particular matters. Oral argument in the five cases was heard before the Commission on June 27 and 28, 1955. The rule making notices, the requests for specific information and the issues discussed in the argument contemplated consideration of the cases on their individual merits. The summary disposition of these cases today on what is essentially a new procedural device seems certain to raise grave questions as to the meaning of the earlier proceedings.

While the orders are virtually bereft of specific findings to support the conclusions, it is manifest material, both in and *end de hors* the record, has been considered in reaching such conclusions. The unfortunate result of this method of disposing of the various proposals is that no real consideration is given to the merits of any of them. Moreover, to the extent that information outside of the record played a part in the majority decision, the participants in the formal proceedings have not had a fair opportunity to be apprised of the existence of such material, let alone meet or test the validity thereof. To give the semblance of due process, the majority proposes a general rule-making proceeding in which all of the various problems can be lumped together and considered, and in which proceeding all pertinent information can be spread upon a public record before a final determination is reached.

The procedures which have been invoked at this time can only be interpreted as putting the petitions (and the formal proceedings heretofore held on a number of them) out of the way, although obviously, such procedure is not at all necessary to the general rule-making proceeding proposed.

But the obvious reason for the sudden haste of the majority in taking the present action is to clear the decks for the immediate grant of vhf applications in a number of communities involved in the deintermixture cases, and in other communities in which deintermixture has been suggested and peremptorily turned down. The deintermixture petitions which have been turned down request stays in the pending vhf proceedings. Therefore, these requests for stays are here being denied without proper findings or without proper consideration of the material submitted in their support. But if the evidence which has been adduced by the petitioners (and not considered by the majority) has merit, the grant of these vhf applications may well have the effect of denying the very relief sought by the proponents of deintermixture prior to the determination of the general rule-making proceedings. Without passing upon the contentions made by the various petitioners, and without evaluating the evidence that has been adduced upon the record, the Commission may, in granting the vhf applications, effectively eliminate many uhf stations which are presently in operation and in many instances render the cases moot. Thus, we have a situation not too dissimilar from that presented in the Ashbacker case whereby the Commission, by making a grant to one applicant before it is effectively denying relief to another party, and without giving that party its day in court. The actions of the Commission in making further vhf grants in these areas can but have the effect of seriously hampering and perhaps of unalterably precluding the Commission from giving proper and adequate consideration to the overall study of the allocation plan.

DISSENTING STATEMENT OF COMR. ROBERT T. BARTLEY

I believe these petitions should be disposed of separately upon their individual merits, thereby serving as a pattern for the expeditious disposition of the remaining deintermixture petitions. Such action would afford stability and guidance to the television service. Such action would clear the way for continued processing of applications and would provide permit holders with the necessary confidence that their status would not be changed in the immediate future. The uncertainty created by the action of the majority is not conducive to encouraging the assumption of the substantial risks involved in getting additional service on the air.

With respect to the Vail Mills "slug-in," I cannot agree with the conclusion reached by the majority on the merits of the petition. In my judgment, the result will be the death knell of multiple uhf services in the area; consequently, less instead of more service to the public.

COMR. WEBSTER CONCURRING IN PART AND DISSENTING IN PART

When consideration was first given to these deintermixture cases I was of the opinion that, deplorable as may be the delay already occasioned by unforeseen developments relating to these petitions, action thereon at this time, in the face of the Commission's notice of proposed rule making for the purpose of reviewing the nationwide television allocation plan, appeared both inappropriate and inconsistent. It seemed to me that the further delay which would result from the Commission withholding action on these petitions until a decision in the general proceeding had been reached would be warranted in view of the cloud which the decision in these cases might place upon the larger proceeding.

However, in view of the fact that the Commission's report and order as now written provides that its denial of the deintermixture petitions is without prejudice to any action the Commission may take as a result of the general rule making proceeding in which the petitioners in these deintermixture proceedings will be given the opportunity to participate, it would appear to me

[3] It is noted that Vail Mills does not have a postoffice. A postoffice, however, is not a prerequisite to the assignment of a television channel. The postoffice is merely a convenient reference point; and the lack of a postoffice in a community does not bar an assignment.

that the majority's views are sufficiently similar to mine to enable me to concur with its report and order insofar as it concerns the deintermixture cases.

However, the decision to authorize a drop-in of channel 10 at Vail Mills, N. Y., is so obviously inconsistent with the proposed general rule making proceeding that I am forced to dissent from this action.

TEXT OF MEMORANDUM OPINION AND ORDER COVERING DEINTERMIXTURE PETITIONS BEFORE THE COMMISSION:

In the Matter of Amendment of Part 3 of the Commission's Rules and Regulations Governing Television Broadcast Stations. } FCC 55-1126 24919

MEMORANDUM OPINION AND ORDER

By the Commission: Comr. Hyde dissenting for the same reasons set forth in his dissent in the report and order in Docket Nos. 11238 et al; Comr. Bartley dissenting.

1. The Commission has before it for consideration the following petitions seeking to amend the table of assignments contained in Section 3.606 of its rules and regulations and other rules and standards relating to television broadcast stations:

Filed 7-6-54. Amended 6-2-55. Mid-America Broadcasting Co., Louisville, Ky. Assign chs. 7, 9, 13 to Louisville, Ky.

Filed 8-13-54. Neptune Broadcasting Corp., Atlantic City, N. J. Assign ch. 8 to Atlantic City, N. J.

Filed 10-29-54. Coastal Bend Tv Co., Corpus Christi, Tex. Delete chs. 6 and 10 and assign chs. 56 and 65 at Corpus Christi.

Filed 1-5-55. Atlantic Video Corp., Asbury Park, N. J. Assign ch. 8 to Asbury Park, N. J.

Filed 2-2-55. Stanley H. Durwood, Hutchinson, Kan. Assign ch. 8 to Hutchinson, Kan., and delete from Manhattan, Kan., and Woodward, Okla.

Filed 3-22-55. Supreme Broadcasting Co. Inc., New Orleans, La. Assign ch. 2 to New Orleans and substitute ch. 61 for ch. 2 at Baton Rouge, La.

Filed 3-30-55. Plains Tv Corp., Springfield, Ill. Shift educational reservation from ch. 22 to ch. 2 at Springfield, or assign ch. 2 to St. Louis and substitute ch. 41.

Filed 4-5-55. Sir Walter Tv Co., Raleigh, N. C. Shift educational reservation from ch. 40 to ch. 11 in Durham, N. C., and from ch. 22 to ch. 5 in Raleigh.

Filed 4-7-55. O'Neill Broadcasting Co., Fresno, Calif. Shift educational reservation from ch. 18 to ch. 12 in Fresno.

Filed 4-11-55. Jacksonville Journal Co., Jacksonville, Fla. Shift educational reservation from ch. 7 to ch. 36.

Filed 4-12-55. Capital City Corp., Sacramento, Calif. Shift educational reservation from ch. 6 to ch. 40, or delete chs. 3 and 10 from Sacramento.

Filed 4-13-55. Wilton E. Hall, Anderson, S. C. Delete ch. 7 from Spartanburg, S. C., and reassign to other cities.

Filed 4-14-55. Amended 10-14-55 and 11-4-55. Storer Broadcasting Co. and Gerico Investment Co., Miami-Ft. Lauderdale, Fla. Delete chs. 7 and 10 from Miami, Fla.

Filed 4-15-55. Eastern Broadcasting Corp., Newport News, Va. Shift educational reservation from ch. 21 to ch. 10 at Norfolk-Portsmouth-Newport News, Va.

Filed 4-22-55. Woodward Broadcasting Co., Toledo, Ohio. Delete ch. 11 at Toledo and assign to Detroit and reserve ch. 13 for education.

Filed 5-12-55. The Brush Moore Newspapers Inc., Canton, Ohio. Assign ch. 12 to Canton, Ohio.

Filed 5-13-55. Bakersfield Broadcasting Co., Bakersfield, Calif. Assign ch. 12 to Bakersfield and delete from Fresno.

Filed 6-6-55. Southern Connecticut and Long Island Tv Co. Inc., Bridgeport, Conn. Assign ch. 6 to Bridgeport, Conn.

Filed 6-17-55. Prairie Tv Co., Decatur, Ill. Delete ch. 2 from Springfield, Ill.

Filed 7-28-55. James Monroe and William E. Sullivan, Santa Barbara, Calif. Assign ch. 12 to Santa Barbara, Calif.

Filed 7-29-55. Southern Radio and Equipment Co., Jacksonville, Fla. Reserve ch. 12 for education in Jacksonville and assign ch. 7 to Savannah, Ga.

Filed 8-15-55. Board of Public Instruction of Duval County, Florida, Jacksonville, Fla. Shift educational reservation from ch. 7 to ch. 36.

Filed 8-8-55. WLBE Inc., Leesburg, Fla. Delete educational ch. 7 from Jacksonville and assign it as a commercial channel in Leesburg.

Filed 10-14-55. Herbert Mayer d/b as Ajax Enterprises, Philadelphia, Pa. Delete vhf channels in Philadelphia, Pa.

Filed 10-18-55. Charles W. Lamar Jr., and KTAG-TV Inc., Pensacola, Fla., Lake Charles, La. Delete ch. 4 from Beaumont-Port Arthur, Tex., and New Orleans, La.

Filed 10-25-55. WGOV-TV Inc., Valdosta, Ga. Assign ch. 8 to Valdosta, Ga.

Filed 10-27-55. W. Glenn Thomas Sr., Jesup, Ga. Assign ch. 8 to Brunswick, Ga., and delete ch. 7 from Jacksonville, Fla.

Filed 10-28-55. Southern Central Broadcasting Corp., Knoxville, Tenn. Delete ch. 7 from Spartanburg, S. C., and assign to Knoxville, Tenn., and Columbia, S. C.

Filed 10-31-55. WISE-TV Inc., Asheville, N. C. Assign ch. 2 to Asheville, N. C.

Filed 11-7-55. Great Lakes Television Co., Erie, Pa. Assign ch. 6 to Erie, Pa.

2. The foregoing petitions seek to institute rule making proceedings to consider new television channel assignments, and also to consider other amendments to the television rules and standards which would constitute basic departures from our present allocation plan and standards promulgated in the Sixth Report and Order. For example, some of the petitions contemplate the assignment of vhf channels at separations below those presently specified, coupled with the use of low power operation and directional antennas. Others request departure from the principle of intermixture of vhf and uhf channels employed in the present allocation plan. The petitions, however, are all designed to alter the television assignments in an individual community or a limited area.

3. The Commission is today instituting a general rule making proceeding to consider amendments to its present television allocation plan and rules on a nationwide basis. The Commission points out in its notice announcing proceedings that the difficulties now confronting the television service, while they affect individual communities, are national in scope and may have far-reaching implications for the future of the television system as a whole; and the Commission expresses its conclusion that any approach to their consideration must, of necessity, take cognizance of the broad scope of the general problem.

4. In the Commission's view it would be neither appropriate nor feasible to approach the problem on the basis of separate, individual petitions designed to alleviate conditions in an individual community or a limited area, through departures from the present structure of channel assignments or existing television standards. In our view, it would be fruitless to undertake to consider this nationwide problem through piecemeal measures, which neither promise significant overall relief, nor would necessarily be consistent with such action as the Commission may find it appropriate to take in its general proceeding.

5. Accordingly, the Commission does not believe that the institution of rule making proceedings in the above-mentioned petitions would be warranted at this time. The petitioners will, of course, have full opportunity to submit their views with respect to the overall, nationwide problem in the general rule making proceeding we are instituting today. When the Commission may have determined the broad basis of any desirable revisions to its present allocation scheme and related rules, it will be in a position to consider questions, such as those raised by the subject petitions, concerning specific channel assignments in individual communities or limited areas.

6. In view of the foregoing, IT IS ORDERED, That the aforementioned petitions for rule making listed in paragraph 1 above, ARE DENIED.

7. On Nov. 7, 1955, Sir Walter Raleigh Television Co. and Prairie Television Co. submitted petitions requesting (1) leave to intervene in the respective comparative hearings instituted to select the best qualified applicant for ch. 5 at Raleigh, N. C. (Docket Nos. 10861 and 10862) and for ch. 2 at Springfield, Ill. (Docket Nos. 10701 and 10703); (2) consolidation with the foregoing respective docketed proceedings of petitioners' requests for rule making looking toward the channel reassignments in Raleigh and Springfield listed above; and (3) amendment of the Commission's rules to preclude action on pending applications for television channels until pending petitions and rule making proceedings looking toward reassignment of the channels in question have been disposed of. It is not appropriate to deal here with the request for leave to intervene in the adjudicatory proceedings. With regard to request (2) the Commission does not believe that it would be desirable to confuse matters which are the proper subject of rule making proceedings with questions of the comparative merits of mutually exclusive applications, which are at issue in the adjudicatory proceedings. Moreover, it would serve no useful purpose to burden the rule making process by consolidating the two matters since, in our view, final decision on deintermixture of vhf and uhf channels in any community should not be governed by the existence or absence of a vhf station in the community. With respect to request (3), the Commission does not believe that it would serve the public interest to adopt the proposed amendment to the rules, which would be tantamount to a freeze on authorization for new television stations. The Commission believes that it must retain the discretion to determine on a case-by-case basis when the public interest requires that it freeze its adjudicatory processes during the pendency of rule making. (See *FCC v. WJR, The Goodwill Station*, Inc., 337 U. S. 265). The Commission is of the opinion that the procedural inflexibilities petitioners seek to introduce are neither necessary nor desirable. Accordingly, so much of the subject petitions as concern requests (2) and (3) above, ARE HEREBY DENIED.

FEDERAL COMMUNICATIONS COMMISSION
Mary Jane Morris
Secretary

Adopted: Nov. 10, 1955.
Released: Nov. 10, 1955.

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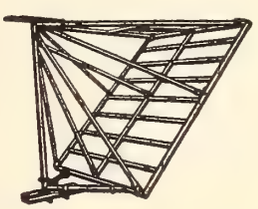
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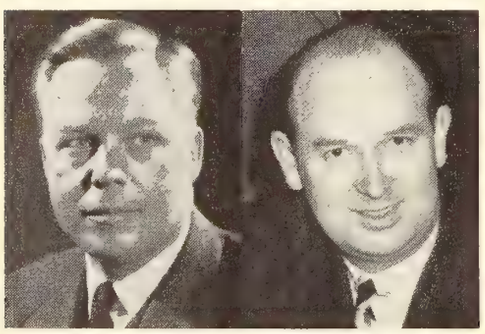
President of broadcasting company appointed general manager of Consumer Products Div.; vice president elevated to radio-tv position.

CHRIS J. WITTING, president of Westinghouse Broadcasting Co., has been appointed general manager of the Consumer Products Div. of Westinghouse Electric Corp. and Donald H. McGannon has been elevated to succeed him as president of WBC.

The promotion of Mr. Witting to head consumer products—with a vice presidency of Westinghouse Electric Corp. assured—was to be announced today (Monday) by Gwilym A. Price, corporation president.

The promotion of Mr. McGannon from a vice presidency of WBC to the presidency of the Westinghouse broadcasting subsidiary was to be announced by E. V. Huggins, chairman of WBC and vice president-corporate affairs of the parent company.

Mr. Witting will succeed John M. McKibbin, who has been vice president in charge of consumer products since 1949 and who joins the staff of John K. Hodnette, Westinghouse vice president-general manager. The announcement said Mr. Witting would be proposed for a vice presidency at the next meeting of the Westinghouse board Nov. 30.



MR. WITTING MR. McGANNON

Messrs. Witting and McGannon are alumni of the DuMont Television Network. Mr. Witting joined DuMont in 1947, became its general manager in 1949 and director of the network shortly afterward. In January 1954 he moved to WBC as president.

Mr. McGannon joined DuMont in 1952 as administrative assistant to Mr. Witting and a year later became general manager of the three tv stations which DuMont then owned, WABD (TV) New York, WTTG(TV) Washington and WDTV(TV) Pittsburgh.

Within a year after Mr. Witting joined the company, Westinghouse bought DuMont's WDTV for $9.75 million—still the record price for a television station. Soon after FCC approval of the sale Mr. McGannon joined Mr. Witting at WBC as vice president and general executive. He was elected to the WBC board last May 12.

Under Mr. Witting's leadership WBC also made another major tv purchase, that of KPIX (TV) San Francisco from Wesley I. Dumm and associates for $7.5 million in Westinghouse stock (computed at time of FCC approval).

A year earlier Westinghouse had acquired WPTZ(TV) Philadelphia from Philco Corp. for $8.5 million.

At the moment Westinghouse owns KDKA-AM-FM-TV (having changed the WDTV call after buying the DuMont station) Pittsburgh, WBZ-AM-TV Boston, WPTZ(TV) and KYW Philadelphia, KPIX(TV) San Francisco, WBZA Springfield, Mass., KEX-AM-FM Portland, Ore., and WOWO Fort Wayne, Ind.

But a sale by WBC of WPTZ(TV) and KYW Philadelphia to NBC for $3 million plus acquisition of the NBC-owned WTAM-AM-FM and WNBK(TV) Cleveland now is pending FCC approval.

Mr. Witting is a graduate of New York U. and a certified public accountant. His early business experience was obtained in New York banking at the Guarantee Trust Co. and New York Trust Co. He then joined Price, Waterhouse & Co. as an accountant.

During World War II—except for a year and a half Merchant Marine service—he was controller and assistant treasurer of USO Camp Shows. He moved from his USO work to DuMont.

Mr. McGannon is a graduate of Fordham U. law school and served in the Army five years during World War II, emerging as a major. Before joining DuMont in 1952 he practiced law in New York and in Norwalk, Conn., his home, and also engaged in the construction business in Connecticut.

Mr. McKibbin, whom Mr. Witting succeeds, has been with Westinghouse since 1922. Most of his service—before he became chief of the Consumers Products Div.—was in advertising and sales promotion.

Patt Returns to Work

JOHN F. PATT, president of WJR Detroit and WJRT (TV) Flint, Mich., resumed business activity at Detroit last week following a heart attack. Mr. Patt said he planned a limited schedule of work and travel for the time being. He suffered a heart attack last May during the NARTB convention in Washington. During the past two months he has done parttime work at home and at his Cleveland office.

Going After the Bacon

EDWARD PETRY & Co., station representatives, will start an advertising campaign Nov. 14 in *Food Field Reporter*, a food trade journal, aimed at stimulating further interest of district managers and wholesalers in the use of spot television. Stressed will be the power of spot tv to gain and expand distribution and to stimulate sales quickly. Advertising campaign, handled by Petry's television division, urges officials in the food field to visit managers and commercial managers of stations as well as Petry offices, promising tours, market data, test results and success stories. According to Petry, grocery product advertisers account for a greater volume of spot tv advertising than any other single group.

Patterson-Richards Stations Appoint Huse Vice President

EDWIN R. HUSE has been named vice president of Patterson-Richards Radio Stations, it was announced by Robert K. Richards and Walter Patterson, co-owners and operators of the group, which includes WHAR Clarksburg, W. Va.; WKYR Keyser, W. Va., and WTRX - AM - FM Bellaire, Ohio.



MR. HUSE

Mr. Huse, formerly associated with WXYZ Detroit and WKMH Dearborn - Detroit, will have his headquarters in Clarksburg. In addition to serving as assistant to Mr. Patterson, he will direct the regional and national business departments of each station.

Judge Allows KEYD-TV Cameras at Axelrod Verdict

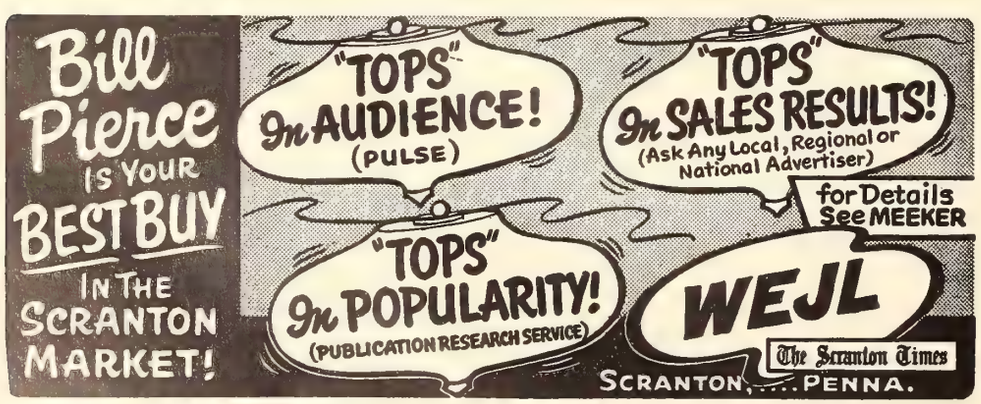
COURTROOM reactions to the jury verdict in a Minneapolis murder case were caught by KEYD-TV cameras in its exclusive remote coverage of the trial of Dr. A. Arnold Axelrod. Immediately after announcement of the first degree manslaughter verdict KEYD-TV cameras moved in for pictures of principals and jury as they left the courtroom.

Limited access to the courtroom had been given KEYD-TV to cover the trial. While Judge Leslie Anderson did not permit telecasting of the trial in progress, he ruled the cameras could be set up immediately after he left the bench.

KEYD-TV, at the time of its original request for the trial coverage, included an offer to pool pictures with all other Twin Cities stations and discussions have begun looking toward joint requests in the future.

Storer Dividends Increase

STORER BROADCASTING Co., Miami Beach, Fla., last week declared a quarterly dividend of 37½ cents per share on its common stock, payable Dec. 14 to stockholders of record on Dec. 1. A company spokesman said this indicates an increase in the annual dividend rate from $1.40 to $1.50.



Travis Leaves WNEM-TV, Joins Sen. Potter's Staff

HARRY E. TRAVIS, general manager of WNEM-TV Bay City, Mich., has resigned to join Sen. Charles E. Potter (R-Mich.) in Washington as the latter's news secretary. Mr. Travis took over his new duties last Monday.



MR. TRAVIS

Sen. Potter, a member of the Senate Commerce Committee, was chairman during the GOP 83rd Congress of the committee's Communications Subcommittee which held hearings on uhf troubles in the summer of 1954.

Mr. Travis, 37, previously served as manager of WBKZ-TV Battle Creek and as program director of WKZO-AM-TV Kalamazoo. He has been active in the news field and radio and tv since 1937.

WABD (TV) Names Seaman; Ames, Best Appointed

REALIGNMENT of the sales and operations department of WABD (TV) New York was announced last week by Ted Cott, vice president of the DuMont Broadcasting Corp.

William Seaman, who joined DuMont's staff in 1949 as a page and for the past four years directed many of the station's programs, was appointed manager of operations. He will head both live and film commercial business.

At the same time, Paulette Ames, formerly with *Seventeen Magazine,* was named assistant producer of the *Johnny Olson Show,* and Larry Best, continuity department of WABC-TV New York, was appointed assistant producer on WABD's *Featurama,* program of short films in the late evening.

WLW Launches New 24-Hour 'World Now'

A NEW regional programming concept directed at listeners in its claimed four-state coverage area was launched on a full-scale 24-hour basis last Monday by WLW Cincinnati.

The Crosley outlet premiered its *World Now* program and service feature, utilizing "Comex" (communications center exchange) as a planning-assembling center, at special ceremonies Nov. 6. Hour-long telecast on WLWT (TV) at 4 p.m. and tape-recorded version on WLW Radio kicked off the new venture. The radio part was fed to NBC's *Monitor* that evening.

WLW is selling its service in units of three participating sports and/or 20-second breaks per week, one each in the morning, afternoon and evening on a non-exclusive basis, it was understood. Plan embodies a Certified Audience Plan by A. C. Nielsen Co., audience measurement firm, at a cost of $1 per 1,000 broadcast homes, or less, it was reported.

The rate plan went into effect Monday and will be presented initially this week to agencies and advertisers.

Among NBC personalities at the premiere were commentators John Cameron Swayze, Frank Blair and Richard Harkness; pianist Skitch Henderson, singer Eydie Gorme and



ULTRA-FIDELITY COMBINATION ...via Graybar

The perfect companion piece for the Ampex 600 tape recorder is the matching Ampex 620 Amplifier-Speaker. The two were designed to complement each other's performance (but are available separately). Both are portable — weigh 28 and 25 pounds respectively, in Samsonite cases about the size of overnight luggage. The applications for this "walking hi-fi system" are unlimited. Both units have fidelity that equals studio console performance.

Full details and a demonstration can be gotten through your nearby Graybar Broadcast Equipment Representative. A phone call is the fastest way to prompt attention. Not in a hurry? Send us your name and address for complete literature.

$75 Christmas Bonus

A bonus of $75.00 is being offered toward the purchase of the Model 620 Amplifier-Speaker to all who purchase an Ampex 600 Tape Recorder before December 24, 1955. This means you'll be able to purchase the Model 620 at less than half price! Why not contact Graybar right now? This is an offer you definitely can't afford to miss!

(Notice the tiny microphone in the picture. It's an Altec "LIPSTIK"—Type M20—also available via Graybar.)

EVERYTHING ELECTRICAL TO KEEP YOU ON THE AIR — via GraybaR

557-111

GRAYBAR ELECTRIC COMPANY, INC., 420 LEXINGTON AVENUE, NEW YORK 17, N. Y.
OFFICES AND WAREHOUSES IN OVER ONE HUNDRED TWENTY PRINCIPAL CITIES

Lee Ann Meriwether, former "Miss America" and now cast member of NBC-TV's *Today*. They were joined by WLW's own entertainers.

WLW is concentrating in its Monday-Friday schedule on half-hour *World Now* segments four times daily—at 8:30 a.m., and 2:30, 8 and 11 p.m. EST—and throughout its broadcast day. Nucleus of the operation is a staff of special correspondents in four states and the new Comex center specially built and equipped for the program. Augmenting the exchange and area correspondents are dispatchers, mobile reporters, writers, announcers, musicians and others. Peter Grant, Bob Bell and Bill Rice handle air segments.

WBC Plans Heavy Coverage Of White House Educ. Meet

DOCUMENTARY and daily on-the-spot coverage will be given the White House Conference on Education Nov. 28-Dec. 4 on Westinghouse Broadcasting Co.'s nine radio and tv outlets, Chris J. Witting, WBC president, has announced.

WBC's conference coverage is to start Nov. 12 and wind up Dec. 4, but the educational theme is to be continued on a national and local level, according to Richard Pack, WBC's national program manager, who is supervising all phases of the program.

Visual and aural dramatizations will be supplemented on all WBC stations with live discussion periods highlighting the local problems of education. Westinghouse stations are: WBZ-AM-TV Boston, WBZA Springfield, Mass., KDKA-AM-TV Pittsburgh, KYW Philadelphia, WOWO Fort Wayne, Ind., KEX Portland, Ore., and KPIX (TV) San Francisco.

Pierre Eaton Appointed To Manage WINX Rockville

PIERRE D. EATON became general manager of WINX Rockville, Md., effective Nov. 1, the Montgomery County Broadcasting Co., licensee, announced.

Mr. Eaton appointed Richard Denham program director, John Robbins director of promotion and Walter T. Farr music director. The new manager will head the sales staff with the assistance of D. W. Delano. The engineering department will be under Arthur A. Snowberger.

REPRESENTATIVE APPOINTMENTS

Mid-America Bcstg. Co., operator of KOSI Denver and KUDL Kansas City announces appointment of Forjoe & Co. national representative, effective Nov. 1.

KCRG-TV Cedar Rapids, Iowa, appoints Hoag-Blair Co., national sales representatives. KCRG-TV is owned and operated by the Gazette Co.

REPRESENTATIVE PEOPLE

Thomas B. McFadden, vice president of NBC Spot Sales, father of son, Thomas Hutchinson, Oct. 21.

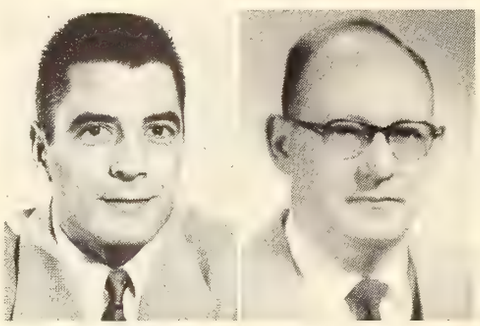
STATION PEOPLE

John G. Byrne, salesman, WIKE Newport, Vt., named commercial manager, North Country Stations of Vermont (WTWN St. Johnsbury, WIKE, WNIX Springfield). **Tom Kibbe,** program director, WTWN, appointed manager of station. **Ken Greene,** program director, WNIX, named station manager.



W. O. (BILL) PAPE (c), president of Pape Broadcasting Inc., signs for Headley-Reed to represent WALA-AM-TV Mobile, Ala., for the 15th year. Looking on are Sterling B. Beeson (l), president of Headley-Reed's New York office, and John H. Wrath, executive vice president at Chicago.

Thomas E. Belcher, KGEO-TV Enid, Okla., commercial manager, to WSAV-TV Savannah, Ga., as commercial manager.



MR. CHAPMAN MR. BELCHER

Jack Chapman, Huntington Woods, Mich., named president and general manager of WHRV Ann Arbor, Mich. Prior to appointment at WHRV Mr. Chapman spent nine years in sales promotional field.

Nevin McCord, program director, KEDD (TV) Wichita, named resident manager by Stanley H. Durwood, president of station. Mr. McCord joined KEDD's staff in April, 1954, as sales promotion manager.

Charles F. Grisham, commercial manager, WABT (TV) Birmingham, Ala., named vice president in charge of television sales, Alabama Bcstg. System (WAPI [AM] WAFM [FM] WABT [TV] Birmingham).



MR. GRISHAM

John Hopkins, commercial manager, KFJZ-TV Fort Worth, Tex., named assistant manager. Arno Mueller, administrative assistant, to program director of station. **John Stegall,** production coordinator, appointed production manager. **Rod Barrows,** KOIN-TV Portland, Ore., to KFJZ-TV continuity staff. **Hilda Cohen,** Texas Christian U. graduate, also to continuity department.

LOW-POWER TV GEAR ANNOUNCED BY DAGE

A LOW-POWER tv station with transmitter costing less than $50,000 and designed for smaller cities was unveiled by Dage Television Div. of Thompson Products Co., Michigan City, Ind., at a demonstration in Chicago last week, along with a plan for tv transmission of school audio-visual programs.

The station is an adaptation of one developed previously by Dage for overseas military bases in Iceland, Greenland and Bermuda and fits within the framework of a small studio. It is designed for communities of only 50,000 population, colleges and other special-interest groups, according to James L. Lahey, Dage general manager.

Dage officials noted that FCC recently amended its television broadcasting regulations for such communities, permitting reduction of power to 100 w and eliminating antenna height requirements. Amendment was effective Aug. 1.

The station includes tv cameras, studio lighting and multiplexing equipment, parts and tools, camera control, switching console, audio control center, tape recorder and amplifier and 200 w transmitter and other items.

Mr. Lahey said, "There is no question but that more advances in this kind of tv are being made than in its use as an entertainment and news medium," with closed-circuit applications in industry and education.

The second innovation is called "Davits" (Dage Audio-Visual Integrated Television System) and is based on use of one central point to originate all such activities. The closed-circuit system is designed for more efficient and flexible utilization of audio-visual aids in classrooms. It can be employed to pick up regular tv programs for special events.

Sales of Radio, Tv Sets Hit '55 Peak in September

RETAIL SALES of radio and tv sets reached peaks for the year in September, according to Radio-Electronics-Tv Mfrs. Assn. During the month (five work weeks), 753,068 radios were sold, compared to 456,625 in August and 763,589 in September of last year.

The radio retailing data does not include auto sets, of which 4,980,457 were produced in the first nine months of 1955, compared to 2,843,740 at the same time last year. Nine-month radio set sales totaled 3,942,676 compared to 4,032,704 in the same 1954 period.

Tv set sales in September totaled 978,838 sets compared to 586,577 in four-week August and 986,136 in September 1954. Nine-month tv sales totaled 5,149,977 compared to 4,645,063 last year.

Sales of receiving tubes in September set an alltime record, totaling 47.6 million units or 347,668,000 for the nine months compared to 266,050,000 a year ago. Picture tube sales totaled 1,202,430 units in September, compared to 1,149,791 in September of last year. Nine-month picture tube sales totaled 7,680,781 compared to 6,476,566 last year.

MANUFACTURING PEOPLE

Abraham A. Vogel, controller, Emerson Radio & Phonograph Corp., elected vice president of company. He joined Emerson in 1948.

Verne G. Rydberg, electronic power tube div., Westinghouse Electric Co., promoted to manager of industrial tube sales of division, and **Clifton Potter** named to head newly organized commercial engineering department.

BENNY ENTITLED TO CAPITAL GAINS IN 1948 SALE TO CBS—TAX COURT

The U. S. court says sale of Amusement Enterprises Inc. to CBS by the radio-tv star and others is subject only to capital gains, not personal income, as claimed by government. Decision recalls '48 talent raids.

THE first, and so far the only court decision on the capital gains aspect of the hectic 1948 broadcast talent raids was issued last week by the U. S. Tax Court in Washington.

The winner: Jack Benny.

In a formal decision, the Tax Court ruled that the $2.26 million sale of Amusement Enterprises Inc. to CBS in 1948 constituted a capital gain for its stockholders—Mr. Benny 60%, business associates the other 40%.

The radio-tv comedian brought suit—it could have cost the actor who sometimes portrays himself as "tight" an estimated $1 million —when the Commissioner of Internal Revenue ruled that the profits from the sale should be counted as personal income.

The Tax Court ruled that the CBS purchase consisted only of the company, and not Mr. Benny's personal services. Thus, it held, the profits were bona fide capital gains.

Three of the 16-man court dissented.

The court's decision revealed that the corporation was formed in 1947. It signed a seven-year contract with the American Tobacco Co. (Lucky Strike) to produce the Jack Benny program on NBC Radio at $27,500 per week. Mr. Benny at that time had a $10,000 a show personal contract with American.

The decision recites the negotiations between CBS and Music Corp. of America (representing Amusement Enterprises) and between NBC and MCA, conducted by CBS Chairman William S. Paley and NBC President Niles Trammell.

In the CBS negotiation with American, the decision disclosed, CBS agreed to indemnify the cigarette firm if Mr. Benny's Hooperating declined as a result of the switch in networks. The court document disclosed that in 1949 and 1950 CBS rebated $152,623 on this clause.

Amusement Enterprises balance sheet as of Sept. 30, 1948 showed assets of $802,545, liabilities of $596,803 and a net worth of $205,742. Its net income after taxes in that fiscal year was $154,640. In 1949, Amusement realized gross profits from its American contract of $351,835; in 1950, $339,492, and in 1951, $335,781.

The decision also revealed that CBS balked at owning a motion picture. This was "The Lucky Stiff," produced by Amusement before it was bought by CBS, but not then released. In a separate agreement, Mr. Benny and his associates agreed to reimburse CBS for the actual costs of making the film if these were not recovered in 132 weeks after general release. CBS received $100,000 under this clause.

The Commissioner of Internal Revenue, the decision indicated, held that the fair market value of Amusement's stock was $206,000; that the remaining $2,054,000 from the $2.26 million sale represented compensation to Mr. Benny for personal services.

The big talent raids, employing capital gains tactics, goes back to the summer of 1948. It was then that CBS signed *Amos 'n' Andy,* up to then an NBC fixture, in a deal reported unofficially as $2 million. This permitted CBS to acquire all rights to the *Amos 'n' Andy* characters, including the right to let others than Godsen and Correll play the roles. The Bureau of Internal Revenue cleared this one in advance as a capital gains benefit.

It was during this period, that both CBS and NBC negotiated at one time or another with practically all the top name talent of the time—Edgar Bergen, Fibber McGee & Mollie, Red Skelton, Phil Harris and Alice Faye.

The Fibber McGee & Mollie arrangement, by which NBC secured long term possession of the show, was signed even though the Internal Revenue Bureau issued an adverse ruling.

CBS about this time also secured the services of Bing Crosby in a capital gains arrangement in which the network, among other things, bought 25% of Bing Crosby Enterprises.

Subsequently there was a tightening of the laws limiting the scope of such capital gain deals. More recent top talent acquisitions, it was pointed out, have relied largely on long-term employment contracts. This provides the security talent desires.

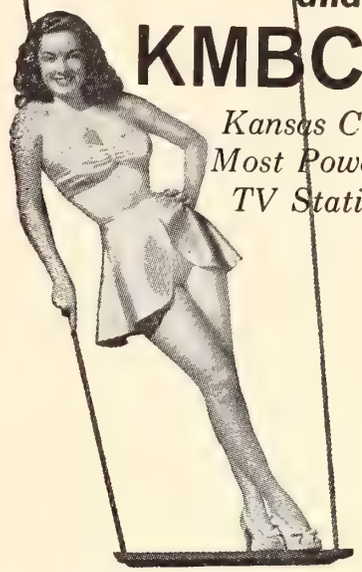
It was during this time that motion picture stars and producers began forming shadow production organizations to produce one picture and then collapse.



CARLING Brewing Co. will sponsor the Boston Bruin (hockey) and Boston Celtic (basketball) games this winter over a 17-station New England network [B•T, Nov. 7]. At the signing (l to r, seated): Walter Brown, manager of Boston Gardens, and Henry E. Russell, Carling vice president; (standing) James Summers and Eugene MacArthur, both of Harold Cabot & Co. agency, and George M. Perkins, program director of WHDH Boston, which will originate the broadcasts.

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John Schilling, *Vice Pres. & Gen. Mgr.*
George Higgins, *Vice Pres. & Sales Mgr.*
Mori Greiner, *Director of Television*

Somewhere Every Day
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SLANDER
PIRACY
PLAGIARISM
INVASION OF PRIVACY
COPYRIGHT VIOLATION
based upon acts of Station, Staff, Announcers, Speakers, Performers, Commentators
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BUT YOU CAN INSURE
effectively against embarrassing loss by having our unique policy at almost trifling cost.
WRITE FOR DETAILS AND RATES
EMPLOYERS REINSURANCE CORPORATION
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KANSAS CITY, MO.

TV NETWORKS GROSSING 31% ABOVE '54

Publishers Information Bureau reports on first nine months of this year. Biggest month so far is September.

NETWORK tv gross billings reached $290,575,813 for the first nine months of this year, about 31% above the total recorded for the same period last year, according to data supplied by Publishers Information Bureau.

NBC-TV in September hit its highest monthly gross billing for the nine months, as did ABC-TV, with these networks chalking up respective totals for the month of $13,734,194 and $4,123,780. CBS-TV again led the tv networks in gross billings for the month—a total of $15,188,805 compared to a little more than $16 million for March, its highest month in the period.

September also was the month in which PIB cut off its report on the DuMont Television Network, effective Sept. 15 [B•T, Oct. 10]. Thus DuMont's gross billing in September was only $11,538. In comparing the nine-month periods of the other three networks, CBS-TV this year was nearly $35.5 million ahead of last year; NBC-TV approximately $28 million and ABC-TV a little more than $10 million. The PIB September tv network gross billing figures:

NETWORK TELEVISION

	September 1955	September 1954	Jan.-Sept. 1955	Jan.-Sept. 1954
ABC	$ 4,123,780	$ 2,660,601	$ 32,718,864	$ 22,693,361
CBS	15,188,805	12,936,020	138,474,755	102,989,891
DuM	*11,538	802,721	*3,102,708	8,841,744
NBC	13,734,194	9,798,774	116,279,486	88,299,817
TOTAL	$33,058,317	$26,198,116	$290,575,813	$222,824,813

NETWORK TELEVISION TOTALS TO DATE

	ABC	CBS	DuM	NBC	TOTAL
Jan.	$ 3,718,195	$ 15,831,141	$ 723,960	$ 13,172,695	$ 33,445,991
Feb.	3,567,696	14,694,726	597,275	12,419,641	31,279,338
March	3,806,425	16,036,896	628,625	14,102,093	34,574,039
April	3,527,558	15,426,214	462,335	13,285,933	32,702,040
May	3,606,427	15,978,680	273,640	13,591,687	33,450,434
June	3,542,304	15,724,184	218,845	12,238,694	31,724,027
July	3,263,803	14,635,011	131,105	11,966,760	29,996,679
Aug.	3,562,676	14,959,098	55,385	11,767,789	30,344,948
Sept.	4,123,780	15,188,805	*11,538	13,734,194	33,058,317
Total	$32,718,864	$138,474,755	$3,102,708	$116,279,486	$290,575,813

* Effective Sept. 15, DuMont changed from a national network to a local operation.

NBC BUY IN MOVIE COMPANY REPORTED

AN ownership arrangement between NBC and a major movie producer, Joseph L. Mankiewicz, with the network acquiring 50% interest, was reported last week.

Mr. Mankiewicz' company is an independent, Figaro Holding Co., which produced the motion picture, "Barefoot Contessa." Mr. Mankiewicz, a writer and director, also made the newly-released movie "Guys And Dolls" for Sam Goldwyn.

According to reports in New York and Hollywood, NBC will finance Figaro-produced movies as it did the British import, "Constant Husband," which premiered on tv Nov. 6. It was understood that under the NBC contract, Mr. Mankiewicz also would make available his creative talents to the network.

While details were slim, another report placed NBC as having invested some money—as a broadway "angel"—in a new play, "The Great Sebastians," which now is rehearsing for a New York run. The legitimate theatre vehicle stars Alfred Lunt and Lynne Fontaine and is being produced by Howard Lindsay and Russell Crouse. While NBC is an investor in the play, it is not the principal backer, a network spokesman said in New York.

MBS to Carry O'Neil Talk

THOMAS F. O'NEIL, MBS president and board chairman, is scheduled to be the principal speaker tomorrow (Tuesday) evening at St. Louis U.'s Founders Day Dinner. His talk, entitled "Responsibility: The Guarantee of Freedom," will be on MBS at 10:30 p.m. (EST).

Millicent McIntosh Named to CBS Board

MILLICENT C. McINTOSH, president of Barnard College, New York, last week was elected to CBS Inc's board of directors, it was announced by William S. Paley, CBS board chairman. Mrs. McIntosh began her career as an educator in 1922, serving at Bryn Mawr College and Brearley School, and was named dean of Barnard College in 1947 and president in 1952.



MRS. McINTOSH

Mrs. McIntosh is a director of the Home Life Insurance Co., the American Museum of Natural History, Institute of International Education and the Fund for Children Inc., and a trustee and director of Bryn Mawr College. She holds honorary degrees from Smith College, New York U., Goucher College, New Jersey College for Women, Johns Hopkins U. and Case Institute of Technology.

AB-PT Sets Extra Dividend

AMERICAN Broadcasting-Paramount Theatres Inc. has declared an extra common stock dividend of 20 cents per share in addition to the regular quarterly dividend of 25 cents, according to AB-PT's president, Leonard H. Goldenson. The company's board of directors also declared a regular 25 cent quarterly dividend on preferred stock. All dividends are payable Dec. 20 to holders of Nov. 25 record.



COMPLETING arrangements making WJHL Johnson City, Tenn., an affiliate of CBS Radio are W. Hanes Lancaster Jr. (l), WJHL general manager, and William A. Schudt Jr., vice president in charge of station relations, CBS Radio. The affiliation becomes effective Jan. 1, 1956.

Group Viewing Points Needed For Colorcasting, Says Danzig

MUCH of the initial success of colorcasting depends not so much on "what" the viewing public thinks of it, but how people can see it, according to Jerry Danzig, NBC-TV director of program planning for the network's owned and operated stations.

Speaking Thursday before the Women's Advertising Club of St. Louis, Mr. Danzig stressed the need for common viewing points where audiences can see color programs for the first time. He pointed out that the "all color station," WNBQ (TV) Chicago, will provide guest facilities and a viewing lounge before its full color conversion next April.

The NBC executive noted also that NBC-TV's *Home* currently has tied in with RCA and Allied Department Stores in 46 cities as another means of bringing color to the mass public.

CBS-TV to Host Student Clinic

CBS-TV will play host today (Monday) to 60 students belonging to the Michigan State U. chapter of Alpha Epsilon Rho, national radio-tv fraternity. The network will conduct a three-hour clinic for the students, covering various phases of production, and also arrange a tour of CBS-TV facilities.

E. Carlton Winkler, production manager of the program department, and Bob Milford, associated production manager, are in charge of arrangements. Various CBS-TV production officials will participate in the clinic.

'Gimmicks' Fleeting

TV PROGRAMS based on "sensational gimmicks" are in for a short run, according to Worthington Miner, executive producer of NBC-TV's *Frontier*. Addressing the U. of Southern California's telecommunications class in Los Angeles last week, Mr. Miner said television has "developed more fine creative talent in the past five years than the motion picture business has in 40 years of professional existence." Mr. Miner also expressed the belief that the "quality anthology show," not the *$64,000 Question* type of program, is "destined for a permanent niche in tv."

CBS PROFITS UP 19% IN 9 MONTHS

Consolidated net profits of CBS Inc. hit $8.7 million for first three quarters of 1955. Sales were $302.5 million, up 15% over 1954 period, Board Chairman Paley reports.

INCREASES of 19.5% in consolidated net profits and 15% in sales of CBS Inc. for the first nine months of this year, compared with the similar period last year, were reported Wednesday by Board Chairman William S. Paley.

After a meeting of the board, Mr. Paley released figures showing consolidated net profits for this year's period to be $8,718,713 as against $7,299,130 for the comparable first three quarters of 1954. Sales were up to $302,589,748 from last year's nine-month total of $263,746,543.

The earnings represented $1.19 per share for this year's nine months compared to the same period last year when the figure stood at $1.04 per share after adjusting the number of shares outstanding to reflect a 3-for-1 stock split approved by stockholders last April.

The CBS Inc. board declared a 20-cents-per-share dividend on Class A and Class B stock, payable Dec. 9, 1955, to stockholders of record at the close of business Nov. 25, 1955.

Mr. Paley reported that in the belief that a substantial portion of CBS Inc.'s earnings should be reinvested to help finance rapid growth of the corporation and that stockholders should receive "a tangible share of earnings," the board also declared a stock dividend of 2% on current outstanding Class A and B shares. Stockholders will receive non-transferable order forms in denominations of hundredths of a share instead of fractional shares. Mr. Paley said. This dividend in stock will be paid Dec. 30, 1955, or soon thereafter to stockholders of record, also at the close of business, Nov. 25.

COLUMBIA BROADCASTING SYSTEM INC., AND DOMESTIC SUBSIDIARIES
Consolidated Income Statements

	Nine Months Ended Oct. 1, 1955 (39 Weeks)	Nine Months Ended Oct. 2, 1954 (39 Weeks)
GROSS REVENUES AND SALES	$302,589,748	$263,746,543
Less, Discounts, agency commissions and returns	76,748,096	66,110,235
	225,841,652	197,636,308
Deduct:		
Operating expenses and cost of goods sold	$167,556,840	$147,478,793
Selling, general and administrative expenses	33,646,553	30,186,272
Provision for depreciation and amortization of fixed assets	4,902,689	3,638,929
	206,106,082	181,303,994
	19,735,570	16,332,314
Miscellaneous income, less miscellaneous deductions	216,857	63,184
Income before federal taxes on income	19,518,713	16,269,130
Provision for federal taxes on income	10,800,000	8,970,000
NET INCOME FOR PERIOD	$ 8,718,713	$ 7,299,130
Earnings per Share (Note 1)	$1.19	$1.04

Italics denote red figures

Notes:
1. Earnings per share are calculated on the average number of shares outstanding during the respective nine month periods, adjusted for the three-for-one stock split-up.
2. The 1955 results are subject to year end adjustments and to audit by Lybrand, Ross Bros. & Montgomery.

Samuel R. Dean,
Treasurer

CBS' Michael Boscia Dies

REQUIEM MASS was celebrated Thursday at the Immaculate Conception Roman Catholic Church, Tuckahoe, N. Y., for Michael J. Boscia, 41, executive assistant of CBS Radio's Press Information Dept., who died Nov. 7 in New York after a long illness.


MR. BOSCIA

Mr. Boscia, a CBS veteran since 1941, except for a short association with the public relations department of Young & Rubicam in 1944, joined the 20th Century-Fox publicity department following his graduation from New York U.

Surviving are his wife, the former Rita Riche, and their nine children.

NETWORK PEOPLE

Al diGiovanni, research director, CBS Television Spot Sales, named manager of sales development for NBC-TV *Today, Home* and *Tonight* participating programs.

Peter Hackes, CBS radio and tv Washington news staff, to NBC Washington news staff, succeeding **Robert Abernethy,** transferred to NBC London bureau.

Henry J. McMahon, sales service department, Yankee Network, Boston, promoted to director, retail merchandising department. **James A. Gates,** New England representative, TPA and Frederic W. Ziv Co., program firms, to network's national sales service department as merchandising director.

George Cahan, Hollywood producer, signed by NBC-TV as producer-director.

Walter Stein, research manager, Mutual Bcstg. System, to CBS-TV Spot Sales, N. Y., as assistant research manager.

Ivor Denes, supervisor of station payments and traffic administration, CBS Radio, resigned last week. Mr. Denes' future plans had not been announced. He has been with CBS since 1951.

Robert Kirsten, associate editor of Telenews' *Voice of America Newsreel,* appointed N. Y. editor for Walt Disney Productions' "Mickey Mouse Newsreel," part of ABC-TV's *Mickey Mouse Club.*

Julius Barnathan, ABC ratings division, father of boy, Daniel Elias, Nov. 4, Bronx, N. Y.

Alma F. Graef, MBS New York director of commercial operations, married to Harry Palca, N. Y. fur broker, Oct. 21.

All you want in background music....
with the world's most widely used
long-play unit PRESTO PB-17A
TAPE REPRODUCER



ALL DAY PERFORMANCE
—plays 8 continuous hours of music or speech!
ALL AUTOMATIC
—no operator or attendant needed—just turn it on!
FOR ALL LOCATIONS
—stores, restaurants, banks, factories, recreation center, wired music services!

FOR ALL BUDGETS
—amazingly low cost—connects to any public address system!

It pays to put in a system of continuous background music. Surveys show that music hath charms to please customers and make employees happier and more efficient. Now PRESTO makes it possible for you to have the finest background music system—with a minimum investment and trouble-free operation.

PRESTO PB-17A is a super-reliable, super-quality mechanism, equipped with such famous PRESTO features as 2 torque motors to turn reels plus exclusive PRESTO type CDR capstan drive—used in the most expensive professional units! Automatically reversible for continuous playback in 8 hour cycles. Frequency response uniform from 50 to 8,000 cps. Tape speed: 3¾" per second. Reels up to 14" diameter (4800' of tape) with dual track.

ALMOST INDESTRUCTIBLE
—built for years of trouble-free service by PRESTO!

Compare—you'll find that PRESTO PB-17A is not only the best buy—but the *best* in long-play units!

ATTENTION BROADCASTERS!
Tape an entire day's program schedule and play it back on the PRESTO PB-17A. Reduce operating costs, insure uninterrupted service.

Send for latest folder on the PB-17A Long-Playing Tape Reproducer.

PRESTO RECORDING CORPORATION PARAMUS, NEW JERSEY
Export Division: 25 Warren Street, New York 7, N. Y.
Canadian Division: Instantaneous Recording Service, 42 Lombard St., Toronto
WORLD'S FOREMOST MANUFACTURER OF PRECISION RECORDING EQUIPMENT AND DISCS

KRNT-TV DEFIANCE INVITES NCAA TEST

Des Moines outlet telecasts college grid game despite NCAA blackout. The latter's policy makers are said to be preparing a statement.

FIRM CONTROL of college football telecasts by National Collegiate Athletic Assn. faces its first critical test following open defiance by KRNT-TV Des Moines of an NCAA blackout.

NCAA policy makers were framing a public statement Thursday as KRNT-TV's Nov. 5 telecast of the Iowa-Minnesota game brought the station many statements of appreciation from the public.

Brought out into the open was the right of a tax-supported institution to deprive the public of the right to see and hear broadcasts of sports events. The blackout defiance was expected to bring renewed interest in efforts to obtain state legislation blocking NCAA control of sports events coverage, particularly at land-grant and tax-supported institutions.

KRNT-TV decided to telecast the Iowa-Minnesota game, according to General Manager Robert Dillon, when it was "deluged with inquiries regarding the blackout." The station decided the telecast "was clearly in the public interest."

Mr. Dillon added, "As nearly as we could determine, no one in Iowa was opposed to the telecast of the game over KRNT-TV. Obviously, officials of State U. of Iowa would not be opposed. They had already sanctioned the telecast on a six-state regional network including three tv stations in Iowa.

"Officials at Iowa State College (Ames), had no comment on the situation other than that it was a matter for the NCAA. Since we were not certain the game would be available to us, we could not advertise the fact that we were going to carry it. Consequently the KRNT-TV telecast could not have materially affected the ticket sales of the Iowa State-Nebraska game at Ames.

"If we are mistaken in this conclusion, we stand ready to discuss the matter with the interested party. It is the policy of KRNT-TV to telecast the best available programs. We believe, in carrying the Iowa-Minnesota game, KRNT-TV served the public interest and that is the responsibility of a television station."

The offer to discuss the subject referred to Iowa State College, it was explained. The stadium was sold out for the Minnesota game. Dick Covey, KRNT-TV program director, was quoted as saying public response to the telecast was terrific, with no opposition voiced.

The day before the game a group of patients at Des Moines Veterans Hospital petitioned Gov. Leo Hoegh, of Iowa, to allow KRNT-TV to telecast the game. The petition said the NCAA ruling was "illogical" and did not represent "the majority of the people, who dictate to state-owned, state-operated, tax-supported institutions."

KRNT-TV took the telecast off the line by which CBS-TV was feeding other affiliates receiving it under NCAA policies, it is understood. CBS officials refused to comment.

KRNT-TV is in the middle of a behind-scenes dispute over NCAA's tv policy. The dispute is based on Iowa U.'s proximity to Iowa State in the Big Seven Conference. The Big Ten has been a party in the controversy.

Stations originally sanctioned by NCAA to carry the Iowa-Minnesota game included three Iowa outlets—KVTV (TV) Sioux City, WMT-TV Cedar Rapids and KGLO-TV Mason City.

Immediately after the game Walter Byers, NCAA executive director, was quoted in Oklahoma City as saying he would await events before voicing an opinion on defiance of the blackout. He said CBS-TV had a contract with NCAA and reminded that KRNT-TV is a CBS affiliate.

Movie Exhibitors Group Doesn't Want World Series

A RESOLUTION registering "hearty disapproval" of any plan to shift future World Series baseball games from regular to theatre television was adopted by the Allied States Assn. of Motion Picture Exhibitors at the closing sessions of its convention in Chicago Wednesday.

Countering reports that Theatre Network Television is interested in acquiring closed circuit theatre tv rights, the exhibitors group thus joined Theatre Owners of America in opposing any such plan on the grounds the public should not be denied the annual classic free. In adopting the resolution Allied noted baseball's television contract with Gillette Co. expires this year.

Together, Allied and TOA operate over 95% of the motion picture houses in the country. Allied claims some 6,000 theatres in 36 states.

The resolution was sponsored by Trueman Rembusch, co-chairman of the Committee Against Pay-As-You-See Tv and former Allied president. He said exhibitors and owners unanimously favored his motion on economic and public relations grounds and denied any inconsistency with the position of exhibitor-members on accepting championship boxing matches. Mr. Rembusch was featured speaker at the convention earlier [AT DEADLINE, Nov. 7].

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30-Hour Week in Radio, Tv Urged by NABET President

CAMPAIGN for a 30-hour week in radio-tv was started last week by Clifford F. Rothery, president of National Association of Broadcast Employes & Technicians and KGO San Francisco technician. Writing in the *NABET News*, union house organ, Mr. Rothery said push-button devices rapidly are displacing radio-tv engineers. He was critical of radio programming by means of tape control.

Mr. Rothery said radio-tv is "profits-rich" and recalled sale of KPIX (TV) San Francisco for $7.5 million. He called on management to join with technicians to protect the interest of employes and urged more liberal retirement programs.

Union, WGR-AM-TV Reach Amicable Settlement

A ONE-DAY strike at WGR-AM-TV Buffalo by members of Local 25 of the National Assn. of Broadcast Employes & Technicians was settled amicably Nov. 2 after 10 hours of negotiation over a new contract, J. J. Bernard, vice president and general manager of the stations, and Ed Lynch, director of NABET Region 2, announced.

Employe members of NABET went on strike at 1:30 a.m. Nov. 1, sign-off time, when negotiators for the union and WGR-AM-TV failed to conclude agreement on the new contract by midnight Oct. 31, when the old contract expired. Both WGR and WGR-TV resumed operation at 5 p.m. Nov. 2.

The new contract runs through Oct. 31, 1956, and affects 87 employes of the stations. It provides for an approximate 5% increase in wages and additional fringe benefits, Messrs. Bernard and Lynch said. Both said the strike was an amicable one which began when negotiators failed to reach agreement by midnight Monday.

Alabama Stations Cleared Of Unfair Labor Charges

ALABAMA Broadcasting System Inc., operating WAPI-WABT (TV)-WAFM (FM) in Birmingham, has been cleared by the National Labor Relations Board of unfair labor charges filed several weeks ago by the International Brotherhood of Electrical Workers (Local 253).

The charges were withdrawn Wednesday, according to the NLRB regional office, after it investigated the union's complaint that the stations had refused to bargain with the union. The board, after an investigation, found no such refusal and the complaint was withdrawn. "The case is now marked closed," an NLRB spokesman said.

Union contract expired last July 1.

Union Uses ABC Radio

FOR THE DURATION of its strike against the Westinghouse Electric Corp., the International Union of Electrical Workers (CIO) has purchased the Tuesday and Thursday, 5:30-5:45 p.m. EST periods on ABC Radio in 10 cities in which Westinghouse plants are located. The broadcast schedule, which started last Tuesday, features IUEW President James Carey in a discussion of the issues involved. It is understood that the Union will cancel its schedule at the termination of the strike. Furman, Feiner & Co., New York, is the agency.

Sylvania Awards to Consider 'Grass Roots Viewpoint'

SYLVANIA ELECTRIC PRODUCTS Inc., sponsor of the annual Sylvania Tv Awards, last week said that the "grass roots viewpoint" would be considered this year prior to the awards ceremony Nov. 29 in New York.

Announcing the formation of a field critics panel to supplement the work of the national committee of judges, Don G. Mitchell, Sylvania board chairman and president, said that the panel would contribute to the final judgment by providing authentic cross-country opinion sampling.

Critics making up the panel were chosen from local metropolitan newspapers from coast to coast, as well as several news magazines. They will add their opinions of programs telecast between Nov. 1, 1954, and Oct. 31, 1955.

Va. AP Honors WRNL, WSVS For Public Service in Radio

WRNL Richmond and WSVS Crewe were awarded the first Douglas Southall Freeman award for public service in radio journalism, presented by Sen. A. Willis Robertson (D-Va.) during the Virginia Associated Press Broadcasters meeting (sponsors of the award) in Roanoke last fortnight.

WRNL won the metropolitan classification for its programs over a two-week period explaining the overlapping system of Richmond city courts. The non-metropolitan award went to WSVS for its broadcasts during hurricanes Hazel, Connie and Diane. WPTF Raleigh, N. C., received a special citation for its hurricane coverage fed to Virginia stations.

The award was named in memory of the late Dr. Douglas Southall Freeman, one of the nation's first radio commentators and editor of the *Richmond News Leader* until 1949.

Advertising Council Honors Sixteen Media Executives

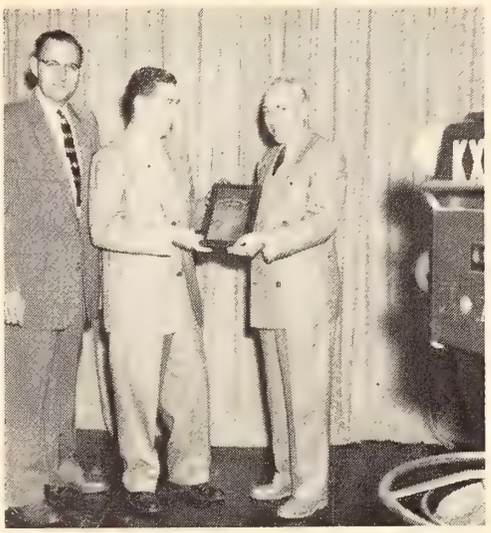
SIXTEEN advertising executives were cited by the Advertising Council last week for "public service beyond the call of duty."

Making the awards at the closing session of the 1955 meeting of the Assn. of National Advertisers in New York, Council Chairman Stuart Peabody cited the following for their contributions to the Council's projects:

James A. Barnett, Lever Bros., Red Cross Fund drive; Robert W. Boggs, Linde Air Products Co., Religion in American Life; Allan Brown, the Bakelite Co., Crusade for Freedom; Felix W. Coste, Coca-Cola Co., Our Better Schools; Harold L. Curtiss, Shell Oil, U.N. Day; Hayes Dever, Capital Airlines, Ground Observer Corps; Russell Z. Eller, Sunkist Growers, Forest Fire Prevention; Edward G. Gerbic, Johnson & Johnson, Civil Defense; Robert M. Gray, Esso Standard Oil, Future of America; William A. Hart, Advertising Research Foundation, ACTION; Anthony Hyde, Tea Council, Tri-Faith Overseas Relief; Chester H. Lang, General Electric Co., Engineers Wanted; Robert R. Mathews, American Express Co., U. S. Savings Bonds; H. T. Rowe, International Business Machines, Stop Accidents; A. R. Stevens, American Tobacco Co., CARE, and Donald W. Stewart, The Texas Co., Fire Prevention.



"—but Honey, just because KRIZ Phoenix makes housekeeping seem so easy—"



RICHARD JONES (c), KXLY-TV Spokane, Wash., vice president-general manager, receives a plaque from P. Hagerty (r) and Pat Riley of Pacific Fruit & Produce for "excellent and superlative" cooperation in Pacific's spots on the station advertising its "Snoboy" fruits and produce. KXLY-TV was one of three stations so honored.

AWARD SHORTS

Arthur Hull Hayes, president of CBS Radio, accepted citation Nov. 1 on behalf of KNX Los Angeles on occasion of station's 35th anniversary, from Los Angeles County Board of Supervisors. Citation was for "contributing richly to the educational, cultural and civil life of a vast region in the Southwest . . . and its ever growing population."

WBT-AM-TV Charlotte, N. C., received award citation from U. S. Air National Guard for "Operation Minuteman" participation. Air National Guard credits stations with alerting "more than 55% of the Air National Guardsmen in the Charlotte area."

Ted Mack, host of ABC-TV's *Original Amateur Hour* (Sun., 9:30-10 p.m. EST), honored yesterday (Sun.) by New York Philanthropic League of United Order of the True Sister for his "exemplary work for youth."

MCA-TV Ltd., N. Y. film firm, presented award from match industry for "distinguished" matchbook advertising.

WEEI-AM-FM Boston *Beantown Varieties* awarded scroll by United Community Services Fund Drive acknowledging effectiveness of two-week Red Feather appeal by m.c. Carl Moore and show crew. Arthur C. King, WEEI production manager, cited by Pilot Dog Foundation for blind training program cooperation.

Red Feather citations for original ideas that helped Washington, D. C., Community Chest campaign were presented representatives of three local stations: Charles D. Bishop, WMAL-TV program manager; Stuart Finley, WRC-AM-FM-TV, and Norman Reed, program director, WWDC-AM-FM.

Johnny Andrews, *Morning Bandwagon* host, WTAM Cleveland, Ohio, awarded Community Chest "Oscar" for air support during last three years.

WGLV (TV) Easton, Pa., was one of several area organizations recently cited by Philadelphia District Army Engineers for flood emergency work last August. General Manager Charles Thon received citation at special tv program, "After the Flood, 1955."

WMGM New York cited by Brooklyn chapter, American Red Cross, for station campaign to "waterproof" New Yorkers against summer swimming and boating accidents.

WIP Philadelphia awarded certificate of citation from Amvets National Service Foundation for "outstanding contributions" to foundation rehabilitation.

Benedict Gimbel Jr., president and general manager, WIP Philadelphia, saluted on his birthday by Pen & Pencil Club with party, giant cake and portrait to hang permanently in club. He is first radio executive so honored by club which claims to be country's oldest newspaper organization.

Jim Todd, KFI Los Angeles farm director, presented gold membership pin by Los Angeles County Farm Bureau in recognition of outstanding service to farmers of Southern California.

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GERMANS PRESSURE FOR COMMERCIAL TV

Long-range blueprint outlined by new company formed by private interests. First step: commercials on present stations during times not now used for existing program schedules.

COMMERCIAL television in Germany appears to be not too far off now. Opinion in favor of commercial stations started rolling with the launching of Independent Television Authority in Britain [B•T Sept. 26, *et seq.*]. Strong industry interests, increasing pressure for commercial tv, have put joint efforts into a company especially set up for the purpose of clearing the road to advertising in German tv.

The new company, Deutsche Fernseh Werbung (German Commercial Television), is gathering facts on costs, possible amount of income from advertising, on various groups resisting commercial tv, on audience approach, etc.

DFW plans encompass two steps. First, existing official German tv stations would carry commercial programs at hours when transmitters under the present limited schedule are off the air. This would extend over a period of two years allowing time to train personnel, gather experience in tv advertising, convince any reluctant segments in audiences that commercial tv is feasible.

The second step calls for construction of eight commercial transmitters to be located in Berlin, Bielefeld, Bremen, Frankfurt, Hamburg, Hannover, Langenberg and Cologne. This would include buying of two trucks for remote broadcasts, studio facilities in Hamburg plus ten cameras. Cost, if German equipment is used, would amount to almost $2 million.

The third and fourth years would bring about launching of 19 more transmitters, spread over all of Germany, and added equipment. Costs for these items would be close to $2.6 million.

In the subsequent two years, another 23 commercial tv stations would start operations, and studios would be opened in Munich, Frankfurt, and Stuttgart. Cost for this phase would be close to $3.5 million. Final step would bring about 30 smaller stations and supplementing facilities costing less than $2 million. Total number of transmitters may be around 80.

Foes of the plan, mainly to be found among non-commercial, official television service, are reported to be fightng the plan by trying to get as many frequencies licensed for non-commercial tv as possible.

In fact, frequencies in the bands I and III (41 to 68 mc and 174 to 223 mc) are already assigned. It's most likely that Germany's commercial tv people will have to move to Bands IV and V (470 to 585 mc and 610 to 940 mc). This, of course, means a need for more transmitters, higher costs, slower pace for introduction of commercial tv and the need for new sets to be bought by viewers.

CANADIAN BROADCASTERS SEEKING MORE SPOT TIME

Acting through CARTB, radio stations will ask that CBC regulations be changed to permit unlimited scheduling of spot announcements in any quarter hour. Present rule: only four.

CANADIAN radio stations will ask the board of governors of the Canadian Broadcasting Corp. to change regulations regarding spot announcements at its Dec. 1 meeting in Ottawa. The board will also hear applications for a new western television station and change of shares in a number of stations.

Present CBC regulations regarding spot announcements allow only four paid spot or flash announcements during any quarter hour. Where stations arrange with CBC representatives they may, in special cases, run more announcements in a quarter hour, with proportionate reduction during other periods.

Canadian stations, through the Canadian Assn. of Radio & Television Broadcasters, will ask for a change in CBC regulation 7, section 2, either by dropping the regulation or modifying it to allow unlimited scheduling of spot and flash announcements in any quarter hour, with a weekly total of four times the number of quarter hours a station operates.

Stations want to be able to use more spot announcements in daytime hours, as there is little daytime television as yet in Canada. During evening hours radio stations do not get as large a percentage of the audience in most Canadian centers, where television is still new.

A new television station is being requested by Twin Cities Television Ltd. at Kamloops, B. C., with 100 w video and 50 w audio on ch. 4. Tower height would be 100 feet.

An experimental tv station license is being requested by Stewart-Warner Corp. of Canada Ltd., on ch. 10 at Belleville, Ont.

CKCW-TV Moncton, N. B., is asking for an increase in power from 5 kw video to 25 kw video, and from 3 kw audio to 15 kw audio, on ch. 2. Antenna is to be 990 feet above average terrain.

CFCY-TV Charlottetown, P. E. I., not yet on the air, is asking for a power increase on ch. 13 from 21 kw video and 12.5 kw audio to 38.6 kw video and 19.3 kw audio, with antenna height to be increased from 401 feet above average terrain to 771 feet.

CKLW-AM-TV Windsor, Ont. (Detroit) has requested permission for an important sale of stock from present individual owners to Paramount Windsor Theatres Ltd., Windsor. The stock transfer would change theoretical control but not mathematical control of station. There would be no change in management. Paramount Windsor Theatres is connected through interlocking directorates with Famous-Players Canadian Corp., Toronto, which owns portions of CKCO-TV Kitchener, and CFCM-TV Quebec.

Sixteen other Canadian stations also are asking for share transfer permission at the CBC board meeting.

CJOB Winnipeg, is requesting an increase in power from 250 w on 1340 kc to 5 kw daytime and 2.5 kw night on 680 kc. CFRG Gravelboug, Sask., is asking for a power increase from 250 w on 1230 kc to 5 kw on 710 kc and change in operation to daytime only. CFRA-FM Ottawa, is requesting a power increase from 383 w on 93.9 mc to 1.1 kw on same frequency with tower from 100 feet to 240 feet above average terrain. CFRA is also requesting a license for an experimental synchronous booster station with 50 w on 560 kc at Almonte, Ont.

Nears 5 Million Count

BRITAIN's tv set total is likely to pass the five million mark by Jan. 1, 1956, if present sales pace remains stable. Latest statistics put total receiver licenses at 4,786,415 on Sept. 1, 1955. Total a year ago was 3,533,698.

CKRS-TV Target Date Nov. 19

CKRS-TV Jonquiere, Que., is scheduled to begin operations on ch. 12 Nov. 19 with 20 kw video and 10 kw audio power. Station is represented by Jos. A. Hardy Co. Ltd., Toronto and Montreal.



ARMED Forces Network engineers gather outside headquarters of American operated Radio Free Europe in Munich, which broadcasts nearly 3,000 hours weekly over 29 transmitters to Communist dominated Poland, Czechoslovakia, Hungary, Rumania and Bulgaria.

L to r, including present assignments in West Germany and former stateside association, are Lt. Col. Franklin K. Tourtellotte, commanding officer, AFN, KOAC Corvallis, Ore.; Fred C. Clarke, Frankfurt, KAAA Red Wing, Minn.; Harry Flora, Frankfurt, WILL Urbana, Ill.; Reuben T. Davidson, Stuttgart, KWTO-KGBX Springfield, Mo.; John E. Field, Kaiserslautern, KFRB Fairbanks, Alaska; Frank C. Mortensen, Berlin, U. S. Navy radar specialist; David P. Spaulding, Bremerhaven, U. S. Army microwave specialist; George W. White, Nuernberg, Western Electric, Ft. Worth, and Charles H. Kleinman, Munich, CBS New York.

INTERNATIONAL PEOPLE

Jack Daly, sports director of CKOY Ottawa, named manager of station. **Keith Kearney,** salesman, named commercial manager.

R. G. Knowles, assistant supervisor of farm and fisheries broadcasts for Canadian Broadcasting Corp., appointed supervisor, with **R. S. James** as assistant.

Lloyd Moore, manager, CFRB Toronto, to board of directors of Broadcast News Ltd., Toronto, succeeding **Ken Soble,** CHML and CHCH-TV Hamilton.

Norris Mackenzie, vice president in charge of sales, S. W. Caldwell Ltd., Toronto (electronics equipment distributor), resigned to form company in radio-tv program field, with headquarters at Toronto.

HAILS FRANCO-AMERICAN VETS

VETERANS' DAY was celebrated Nov. 11 by a special trans-Atlantic hookup between WRCA New York and the government-owned Radio-diffusion-Television Francaise, Paris. A special broadcast, picked up from the U. S. Military Academy at West Point and its French counterpart, l'Ecole Speciale Militaire de Saint-Cyr at Coetquidam, saluted veterans of wars in which both countries fought as allies as far back as 1779. The program was beamed in both French and English, and was heard in New York at 9:30 p.m. EST.

BOOSTS GOOD UHF RECEPTION

INTENSIVE educational campaign to promote proper antenna installations for uhf reception was launched in broadcast and printed media last week by WXIX (TV) Milwaukee. The station arranged a special offer of $29.95 as a complete price for antenna and installation to viewers in its coverage area. WXIX is carrying 170 spots and using 250 radio announcements each week on Milwaukee radio stations WOKY, WEMP and WMIL, as well as Sunday newspaper radio-tv sections, billboards, and *TV Guide* magazine.

WLW PREMIERES 'WORLD NOW'

NETWORK talent and WLW Cleveland staffers, old and added, premiered the station's new *World Now* program concept last week. *World Now* shows are aired four times during the 24-hour broadcast day featuring roving news reports, human interest, special events, music, weather and variety. Full time staffers operate from "Comex," *World Now* nerve center, and one newsman roves the area in a specially equipped "newsroom on wheels" taping features and reporting by remote.

COLOR 'FIRSTS' ACCUMULATE

WDSU-TV New Orleans announces its first local color commercial program, with Maison Blanche department store as sponsor. Mr. Bingle, the store's Christmas personality, is scheduled for colorcasts every Thursday. In Omaha the area's first full color commercial announcement is claimed by KMTV (TV) Omaha, which colorcast commercial for Monte White Inc., DeSoto-Plymouth dealer. WBAL-TV Baltimore used color equipment to project a closed circuit dealer meeting for a sponsor, Felton Sibley Paint Co. The closed circuit colorcast also included a show presentation.

Colorful Promotion

RADIO-TV and related industries were "jumping" in San Francisco the morning of Oct. 24 when an item appeared in a city newspaper stating that "an amazing new local color entertainment development will be introduced by a local station. This new fully compatible development will mean that color programs can be received on presently installed sets without any attachment or adjustment."

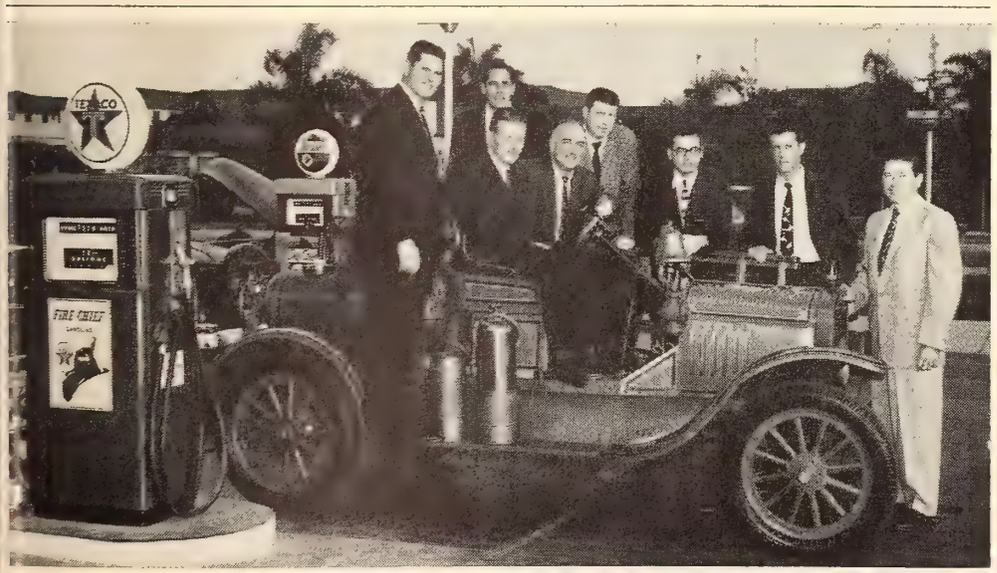
Within hours, investigators from major manufacturers were checking every possible source for more information—tv technicians said that this was *not* possible.

The next day, a generalized statement was issued through Arlett-Keating (publicity firm) telling the same story and setting the date for the first demonstration for "a limited, selected few." Industry men fought for inclusion in the select few.

The demonstration turned out to be KYA San Francisco's new ColoRADIO development—a format wherein all its programs are broadcast in color, meaning, according to the station, "done by 'colorful' personalities in 'colorful' program structures." KYA's station breaks now carry the slogan "First in ColoRADIO."

MAGAZINE COVERS WBT PLANT

NEW PLANT of WBT-AM-TV Charlotte, N. C., was pictured in September *Interior Design* magazine which described the atmosphere as "timeless." The magazine devoted six pages to picture layout and description of the new Jefferson Standard Broadcasting Co. home.



TOM HARMON, former All-American from Michigan U. and sportscaster on *Texaco Sports Final* (5:30-5:45, 6 days a week, Columbia Pacific Regional Network), visited KFMB San Diego and took a tour of area Texaco stations in a 1912 Model-T fire truck. Seated in the truck are W. S. Elliott (l), Texaco zone manager and Mr. Harmon. Standing (l to r): A. M. Mortensen, KFMB manager; Grant L. Sewall, announcer, Leonard Corbosiero, director and Robert Panella, writer, all of *Sports Final* staff; Virgil Clemons, KFMB account executive, and Ivor deKirby, Pearson Ford, which furnished the fire truck.





JAYCEES MAN KMON MIKES

STAFFERS at KMON Great Falls, Mont., got a vacation recently when the local Junior Chamber of Commerce manned the station for Jaycee Day. Great Falls business and professional men ran KMON from sign-on to sign-off, sold time and collected revenue for congratulatory ad messages.

'SPECIAL DAYS' ADDS CALENDAR

U. S. CHAMBER of Commerce *Special Days, Weeks and Months in 1956*, just issued, carries a new companion piece "Trade Promotion Planning Calendar." The spiral-bound block-style calendar was prepared to give additional help to businesses and radio-tv stations, with space provided for local plans and national tie-in promotions. *Special Days* booklet and calendar are available for 50 cents from Domestic Distribution Dept., Chamber of Commerce of the U. S., 1615 H St., N. W., Washington 6, D. C.

WDSM-TV DELIVERS THE BACON

DULUTH, Minn., tv sponsors, 150 of them, got a good morning treat from WDSM-TV for the local premiere of NBC-TV *Today* with Dave Garroway. The station sent breakfast boxes of bacon, eggs, pancake flour and syrup to its clients for the 7 a.m. sign-on.

The Big Play

RECORD COMPANIES and KEAR San Francisco have hatched a mutually beneficial fall disc promotion scheme. During the entire month of October only RCA Victor labels were heard on the Bay area "good music" station, and Columbia Records get the same play through November. Dealer announcements rotate through the day and evening with all other commercial programs and sustainers featuring the label of the month. Stephen A. Cisler, KEAR president, thinks this is the first time a station has programmed a solid month from a single label. October saw more than a thousand RCA Victor classical items played during 434 broadcast hours on KEAR. *Program*, the station's monthly published guide, is carrying double truck ads by the featured firms.

KANG-TV OFFERS OFFBEAT AD

AN INNOVATION in advertising is claimed by KANG-TV Waco, Tex., with insertion of a full-page color ad in the Waco *Tribune-Herald* giving the station's monthly program log in detail, including sponsor information. The page includes pictures of stars and is designed to be kept in the home for reference.

30TH BIRTHDAY FOR WRVA

MORE than 8,000 well-wishers attended the bon voyage party staged by WRVA Richmond, Va. for the station-sponsored cruise marking the beginning of WRVA's 30th anniversary celebration. It was the first ocean-going liner to leave Port of Richmond en route to the Caribbean. Contests. And 30-year Virginia reviews highlighted subsequent anniversary observance, climaxed with an hour broadcast Nov. 2 on which state officials and Galen Drake of CBS appeared.

AUDIO SAVES THE SHOW

POWER went off, the picture black, but the show went on for WFBM-TV Indianapolis last month when electric service was disrupted for nearly an hour. Quick-acting crews moved talent and microphones into the studio lobby a few feet away and using emergency power carried on with a "remote simulcast" in sound. Although there was no light in the makeshift lobby studio, musical performers carried on, dispelling gloom with business-as-usual performances.

KCMO FANS CIRCLE GLOBE

ROUND THE WORLD FARM TOUR, led by Jack Jackson, director of agriculture for KCMO-AM-FM-TV Kansas City, Mo., left Nov. 1 on a tour that will take 23 participants through Europe, Asia and Near East. The KCMO travelers will be the first farm group to see agriculture as it operates in communist Yugoslavia.

AUTO DEALERS BACK S-D DAY

NATIONAL Automobile Dealers Assn. has sent a safety promotional kit to member groups, highway and safety chairmen, looking toward a national accident-free Safe-Driving Day Dec. 1. The kit is a soup-to-nuts collection of materials for exploiting Safe-Driving Day as backed by the President's Committee for Traffic Safety. Included are suggested ads for radio-tv and press, organizing aids for safety clubs, teenage-parental contracts for family car use, displays and guidance for S-D Day publicity.

The Wise Buys

KBIG BOOSTS BUICKS

SALES of new Buicks increased from 30 to 60 per month for Avalon Motors, Wilmington, Calif., after just eight weeks of radio spot announcements on KBIG Catalina, according to Jack Frost, account executive for Hunter-Willhite & DeSantis agency, Long Beach, which handled the account.

Using 100 spots a month, at a cost of $1,200, Avalon obtained sales from several surrounding cities as a result of the KBIG spots.

INVESTMENT PAYS

INVESTMENT of $8,000 with KFDA-TV Amarillo, Tex., brought a return of $526,227 in 13 hours for Garner-Randall, Cadillac-Oldsmobile agency of that city.

At the suggestion of KFDA-TV representatives, the agency sponsored an all-night "Olds-A-Thon," which featured actual sales on the air, to sell as many of the 1955 models as possible before the 1956 line was introduced. The show, telecast from the agency showroom with musical talent, drew 1,500 spectators and sold 131 new automobiles.

SPOT SKYROCKETS SALES

A ONE MINUTE spot advertisement once a week on KINE Kingsville, Tex., is paying off in dollars for Gene Underbrink, Kingsville agent for the Great National Life Insurance Co.

Mr. Underbrink's spots, which cost $3 each, are used on a program that reports Kleberg County births, and in addition to the radio time, the insurance agent is given a list containing the parents' address, type of jobs held and how many other children are in the family.

"I've written about $600 premium income as a direct result of the program," he reports. "This has cost me about $50 so far, and I still have quite a number of callbacks to make on prospects derived from an ever-growing list."

The spots are written by E. J. Haling, Dallas, public relations firm.

QUICK SUCCESS

NOTHING succeeds like success, especially when it marks an advertiser's first use of television. WSJV (TV) Elkhart, Ind., reported that Riverside Motors, local Oldsmobile-Cadillac dealer, went into tv for the first time with the *Million Dollar Movies* series of General Teleradio. After the first telecast, according to R. J. Gillespie, station relations director, the dealer reported the sale of 29 new and 19 used cars.

RECIPROCAL AGREEMENT

ANNOUNCING specially priced tickets, $4 seats for $3, a Boston concert manager purchased 10 spots on WCRB that city, and at the same time made an agreement with the station. WCRB agreed to repeat with free spots if the original 10 did not sell the block of cut-rate tickets until all were sold. At the same time, the concert manager agreed to offer as many tickets as WCRB could sell in the 10 spots. Result: The printer's order was doubled for the specially priced tickets, all of which were sold by the original spots.



Station Authorizations, Applications

(As Compiled by B • T)

November 3 through November 9

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

Cp—construction permit. DA—directional antenna. ERP—effective radiated power. vhf—very high frequency, uhf— ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw kilowatts. w—watts, mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization. STA—special temporary authorization.

FCC Commercial Station Authorizations
As of October 31, 1955 *

	Am	Fm	Tv
Licensed (all on air)	2,768	519	145
Cps on air	20	20	†328
Cps not on air	110	14	110
Total on air	2,788	539	473
Total authorized	2,898	553	583
Applications in hearing	147	1	171
New station requests	235	9	35
New station bids in hearing	98	0	112
Facilities change requests	142	5	49
Total applications pending	843	142	293
Licenses deleted in Oct.	0	4	0
Cps deleted in Oct.	1	1	0

*Does not include noncommercial educational fm and tv stations.

†Authorized to operate commercially, but station may not yet be on air.

Am and Fm Summary Through Nov. 9

	On Air	Licensed	Cps	Appls. Pending	In Hearing
Am	2,784	2,778	188	272	160
Fm	539	256	44	17	3

Tv Summary Through Nov. 9

Television Station Grants and Applications Since April 14, 1952

Grants since July 11, 1952:

	Vhf	Uhf	Total
Commercial	294	315	609[1]
Noncom. Educational	17	17	34[2]

Total Operating Stations in U. S.:

	Vhf	Uhf	Total
Commercial on air	332	102	434
Noncom. Educ. on air	13	4	17

Applications filed since April 14, 1952:

	New	Amend.	Vhf	Uhf	Total
Commercial	963	337	760	539	1,300[3]
Noncom. Educ.	59		32	27	59[4]
Total	1,023	337	792	567	1,360[5]

[1] 153 Cps (30 vhf, 123 uhf) have been deleted.
[2] One educational uhf has been deleted.
[3] One applicant did not specify channel.
[4] Includes 34 already granted.
[5] Includes 643 already granted.

FCC ANNOUNCEMENTS

New Tv Stations . . .

ACTION BY FCC

Twin Falls, Idaho—Magic Valley Tv Corp. granted vhf ch. 13 (210-216 mc); ERP 12.3 kw vis., 6.17 kw aur.; ant. height above average terrain 588 ft., above ground 218 ft. Estimated construction cost $86,374, first year operating cost $92,000, revenue $125,000. Post office address 709 Idaho St., Boise. Studio and trans. location Flat Top Butte, 4.75 miles E. of Jerome, Idaho. Geographic coordinates 42° 43' 48" N. Lat., 114° 24' 52" W. Long. Trans. and ant. RCA. Legal counsel Fisher, Wayland, Duvall & Southmayd, Washington. Consulting engineer H. W. Toedtmeler, Boise. Principals include KIDO Inc. (60%), operator of **KIDO-AM-TV Boise**; Radio Bcstg. Corp. of Idaho (40%), operator of **KTFI-AM-FM Twin Falls**; Pres. **George M. Davidson**, pres. 90.6% owner of KIDO; Vice Pres. **Florence M. Gardner**, pres. of **KTFI** and 18.2% stockholder **KESI-AM-FM Pocatello, Idaho**, and Sec.-Treas. **Walter E. Wagstaff**, vice pres.-9.3% stockholder KIDO. Granted Nov. 9.

Existing Tv Stations . . .

ACTIONS BY FCC

KNOX-TV Grand Forks, N. D.—Granted cp for ERP of 2.95 kw vis., 1.48 kw aur. with ant. 220 ft. above average terrain expiring May 4, 1956. Granted Nov. 7.

WEOL-TV Elyria, Ohio—Granted extension of time to Jan. 16, 1956, to complete construction on ch. 31, mod. of cp to move trans. from LaPorte to Elyria, change ERP from 95.5 kw vis., 51.3 kw aur. to 85.2 kw vis. and 46.8 kw aur. and change ant. height from 380 ft. to 280 ft. Granted Nov. 9.

APPLICATIONS

KVAR Mesa, Ariz.—Seeks mod. of license to change studio location to 1101 N. Central, Phoenix, Ariz. Filed Nov. 4.

WJIM-TV Lansing, Mich.—Amended to make further changes in ant. Ant. height above average terrain 977 ft. Filed Nov. 7.

KWK-TV St. Louis, Mo.—Seeks cp to change trans. location to rural area, Ave. H, north of Reavis Barracks Rd., near St. Louis, Mo., make ant. and other equipment changes. Ant. height above average terrain 1,113 ft. Filed Nov. 4.

APPLICATION AMENDED

KPAR-TV Sweetwater, Tex.—Filed amendment to change trans.-studio location from U. S. 80, five miles east of city limits, near Sweetwater, make ant. and other equipment changes. Trans. location description is same but change is in coordinates and slight move. Filed Nov. 4.

PETITIONS

WISE-TV Asheville, N. C.—Petitions FCC to amend (1) Sec. 3.607 (b) by adding: "The provisions of this paragraph are not applicable to flexibility assignments"; (2) and also by assigning ch. 2 to Asheville, N. C., and modify permit of WISE-TV to specify operation on ch. 2 in lieu of ch. 62. Petition also requesting addition of new Sec. 3.609 dealing with amendment of table of assignments and flexibility of assignments. Announced Nov. 4.

WTSK-TV Knoxville, Tenn.—Petitions FCC to amend Sec. 3.606 (b) by following alternative proposals: (a) delete ch. 7 at Spartanburg, S. C., and assign to both Knoxville, Tenn., and Columbia, S. C.; (b) delete ch. 7 from Spartanburg, S. C., and assign to Knoxville, Tenn., and Augusta, Ga. Announced Nov. 4.

New Am Stations . . .

ACTIONS BY FCC

Pell City, Ala.—St. Clair Bcstg. System granted 1430 kc, 1 kw D. Post office address Box 1662, Birmingham, Ala. Estimated construction cost $14,431, first year operating cost $16,500, revenue $30,000. Principals in general partnership are: **William D. Frink** (50%), used car dealer; **Fred L. Kelley** (20%), grocer; **John H. Haynes** (20%), engineer **WMLS Sylacauga, Ala.**, and **Glinn Pruitt** (10%), painter. Granted Nov. 2.

Selma, Ala.—Central Ala. Bcstg. Co., granted 1570 kc, 1 kw D. Post office address 1501 Broad St., Selma. Estimated construction cost $12,989, first year operating cost $36,000, revenue $48,000. Sole owner **Roland Jordon Jr.** is former chief engineer at **WCRL Oneonta, Ala.** Grant is conditioned that program tests not be authorized until **WETV Wetumpka, Ala.**, commences program tests on 1250 kc and station not be licensed until WETV is licensed on 1250 kc. Granted Nov. 2.

Scottsdale, Ariz.—Scottsdale Bcstg. Co. granted 1440 kc, 1 kw D. Post office address 47 Pima Plaza, Scottsdale. Estimated construction cost $25,600, first year operating cost $40,000, revenue $50,000. Principals in equal ownership are Pres. **Niblack Thorne**, Vice Pres. **Roland D. Feltman**, Sec.-Treas. **Mabel Weirich, Gray Madison** and **Harry Wetzel.** All are engaged in non-broadcast occupations. Granted Nov. 9.

Oceanside, Calif.—San Luis Rey Bcstg. Co. granted 1320 kc, 500 w unl. DA. Post office address 307 North Hill St., Oceanside. Estimated construction cost $36,321, first year operating cost $60,000, revenue $70,000. Principals are Pres. **C. W. Shancks** (33.3%), hardware and applicance retailer; Vice Pres. **Nathaniel P. Maurer** (33.3%), real estate owner, and Sec.-Treas. **Walter M. Johnson** (33.3%), real estate and banking interests. Granted Nov. 2.

DeFuniak Springs, Fla.—Euchee Valley Bcstg. Co. granted 1280 kc, 5 kw D. Post office address P. O. Box 202, Crestview, Fla. Estimated construction cost $42,250, first year operating cost $30,000, revenue $40,000. Principal is **W. D. Douglass,** news editor **WCNU Crestview.** Granted Nov. 9.

Indialantic-Melbourne, Fla.—Melbourne On The Air Inc. granted 1050 kc, 500 w D. Post office address Box 36, Melbourne. Estimated construction cost $33,612, first year operating cost $73,830, revenue $75,830. Principals are Pres. **Richard M. Fairbanks** (50%), 51% owner **WIBC Indianapolis, Ind.**, and Sec.-Treas. **Rudi Oudshoff** (50%), realtor. Granted Nov. 2.

Bremen, Ga.—West Georgia Bcstg. Co. granted 1440 kc, 500 w D. Post office address P. O. Box 78, Bremen. Estimated construction cost $21,200, first year operating cost $24,000, revenue $36,000. Principals are **J. J. Mangham Jr.** (33.3%), retail grocer, **E. E. Hubbard** (33.3%), salesman and director, pants company, and **G. E. Wasdin** (33.3%), attorney and other business interests. Granted Nov. 2.

Boise, Idaho—Radio Boise Inc. granted 740 kc, 500 w D. Post office address Hotel Boise. Estimated construction cost $14,761, first year operating cost $30,132, revenue $41,400. Principals include Pres. **Roger L. Hagadone** (49%), general manager **KJRL Pocatello, Idaho**; Vice Pres. **Richard K. Mooney** (49%), Idaho Press Assn., secretary. Granted Nov. 2.

Anoka, Minn.—Anoka Bcstg. Co. granted 1470 kc, 1 kw D. Post office address 105½ E. Broadway, Little Falls, Minn. Estimated construction cost $31,600, first year operating cost $54,000, revenue $60,000. Principals include Pres. **John H. Lemme** (60%), 75% owner **KLTF Little Falls, Minn.**, and Vice Pres. **Oscar Lemme** (20%), 25% owner KLTF. Granted Nov. 2.

O'Neill, Neb.—Holt County Bcstg. Corp. granted 1400 kc, 250 w unl. Post office address 250 Jefferson St., O'Neill. Estimated construction cost $6,306, first year operating cost $27,000, revenue $35,000. Principals are: **Russell M. Stewart** (50%),

ALLEN KANDER

Negotiator

FOR THE PURCHASE AND SALE OF RADIO AND TELEVISION STATIONS

1701 K St., N. W. • Washington 6, D. C., NA. 8-3233
Lincoln Building • New York 17, N. Y., MU. 7-4242
111 West Monroe • Chicago 90, Illinois RA 6-3688

33.3% owner **KNEB Scottsbluff, Neb.**, and 16⅔% owner **KOLR Sterling, Colo., Robert D. LaRue Sr.** (50%), 8.59% owner **KFTM Fort Morgan, Colo.**, and Les Weber, KNEB salesman. Granted Nov. 2.

Conway, N. H.—WJWG Inc. granted 1050 kc, 1 kw D. Post office address Littleton, N. H. Estimated construction cost $28,877, first year operating cost $35,000, revenue $45,000. Principals include Pres. **John W. Guider** (95.3), 99% owner **WMOU-AM-FM Berlin, N. H.**, and 9.7% owner **WMTW (TV) Poland Spring, Me.**; **Mrs. Guider** (Treas., 4.7%), owns less than 1% of WMOU-AM-FM. Granted Nov. 2.

Abbeville, S. C.—Abbeville Bcstg. Co. granted 1590 kc, 1 kw D. Post office address Box 1482, Tryon, N. C. Estimated construction cost $15,725, first year operating cost $22,860, revenue $37,960. Equal partners are **Mildred Allen** and **Edithe Mooneyham**, co-owners of **WTYN Tryon.** Granted Nov. 9.

Waupaca, Wis.—Chain O' Lakes Bcstg. Corp. granted 1320 kc, 1 kw D. Post office address P. O. Box 201, Waupaca. Estimated construction cost $15,200, first year operating cost $38,000, revenue $48,000. Principals include Pres. **Joseph Gazerowitz** (40%), clothing retailer; Sec.-Treas. **Harry Gorwitz** (24%), raw fur dealer, and Vice Pres. **Harry E. Vose** (16%), engineer. Granted Nov. 2.

APPLICATIONS

Willimantic, Conn.—The Windham Bcstg. Co., 1400 kc, 250 w unl. Post office address 770 Main St., Willimantic. Estimated construction cost $17,306.77, first year operating cost $56,000, revenue $64,000. Principals are **Roland A. Goyette Sr.** (49%), 34% owner **WPCT Putnam, Conn., Roland A. Goyette Jr.** (1%), 1% owner WPCT, and **Rene Cote** (50%), 39% owner WPCT. Filed Nov. 9.

Sanford, Fla.—Radio South Inc., 690 kc, 1 kw D. Post office address P. O. Box 768, Kissimmee, Fla. Estimated construction cost $12,645, first year operating cost $36,000, revenue $54,000. Principals are Pres. **Emerson W. Browne** (25%), owner **WSFB Quitman, Ga., WRWB Kissimmee**, and one-third owner **WCLB Camilla, Ga.**, Sec. **John A. Boling** (50%), owner of **WQIK Jacksonville, Fla.**, and Treas. **Sarah A. Browne** (25%), former one-third owner **WKKO Cocoa, Fla.** The Brownes are husband and wife. Filed Nov. 9.

Gainesville, Ga.—Hall County Bcstg. Co., 1580 kc, 5 kw D. Post office address 535 N. Bradford St., Gainesville. Estimated construction cost $31,106.37, first year operating cost $25,000, revenue $30,000 Principals are **Ernest H. Reynolds Jr.**, movie house assistant manager, **Bob Phillip Gordon**, partner in retail dry goods store, **D. T. Pethel Jr.**, loan, automobile and real estate interests. Official titles and percentage of ownership not available. Filed Nov. 8.

Mansfield, Ohio—Mansfield Bcstg. Corp., 1570 kc, 250 w D. Post office address 1600 Northgate Rd., Springfield, Ohio. Estimated construction cost $11,350, first year operating cost $25,000, revenue $35,000. Applicant is wholly-owned by **Frederick Eckhardt**, radio technician for state of Ohio. Filed Nov. 9.

Existing Am Stations . . .

ACTIONS BY FCC

WNER Live Oak, Fla.—Application for mod. of cp to make changes in ant. system returned by FCC as unnecessary. Returned Nov. 9.

WHFB Benton Harbor, Mich.—Granted mod. of cp to change designated location of station to Benton Harbor-St. Joseph, Mich. Operates on 1060 kc, 1 kw D. Granted Nov. 9.

KWJJ Portland, Ore.—Granted change in DA-N in connection with operation on 1080 kc, 10 kw, DA-2 unl. Granted Nov. 9.

WATO Oak Ridge, Tenn.—Application for license to cover cp which authorized change in trans.-studio location and operate trans. by remote control returned. Sec. II dated after verification of application. Announced Nov. 4.

KSEY Seymour, Tex.—Granted increase in power from 100 w to 250 w, operating on 1230 kc, unl. Granted Nov. 2.

WSYB Rutland, Vt.—Granted change of operation on 1380 kc, from 1 kw DA-N unl. to 1 kw N, 5 kw LS, DA-N unl. Granted Nov. 9.

APPLICATIONS

KAVL Lancaster, Calif.—Seeks cp to change from 1340 kc to 610 kc with increase in power from 250 w to 500 w N, 1 kw D and install DA-2. Filed Nov. 7.

WELI New Haven, Conn.—Seeks cp to increase D power from 1 kw to 5 kw. Filed Nov. 7.

WBEE Harvey, Ill.—Seeks cp to increase power from 250 w D to 1 kw D and install DA. Filed Nov. 8.

WBOC Salisbury, Md.—Seeks cp to increase D power from 1 kw to 5 kw and change from using DA-N to DA-2. Filed Nov. 7.

WKMF Flint, Mich.—Seeks cp to increase D power from 1 kw to 5 kw and change from DA-1 to DA-2. Filed Nov. 7.

WMOX Meridian, Miss.—Seeks cp to change from 1240 kc to 1010 kc, change from 250 w to 5 kw and change hours of operation from unl. to D. Filed Nov. 4.

WBAW Barnwell, S. C.—Seeks cp to increase power from 250 w to 500 w. Filed Nov. 8.

KWHO Salt Lake City, Utah—Seeks mod. of cp to change studio location and remote control point and make ground system changes. Filed Nov. 7.

KITI Chehalis, Wash.—Seeks mod. of license to change name of licensee to KITI Corp. Filed Nov. 4.

KGU Honolulu, Hawaii—Seeks cp to increase power from 2.5 kw to 10 kw, change ant.-trans. location, increase ant. height (employing common tower with **KULA**) and operate trans. by remote control from Advertiser Sq., South St. and Kapiolani Blvd., Honolulu. Filed Nov. 9.

CALL LETTERS ASSIGNED

WCAS Gadsden, Ala.—Etowah Broadcasters Inc., 570 kc, 1 kw D. Changed from WGWD effective Jan. 1, 1956.

KWOW Pomona, Calif.—Valley Bcstg. Co., 1600 kc, 1 kw LS, 500 w N. Changed from KBUZ effective Nov. 15.

WSYL Sylvania, Ga.—Sylvania Bcstg. System, 1490 kc, 250 w unl.

KVOE Emporia, Kan.—Lyon County Bcstg. Co., 1400 kc, 250 w unl. Changed from KTSW effective Jan. 1, 1956.

WABL Amite, La.—Amite Bcstg. Co., 1570 kc, 500 w D.

KEVL White Castle, La.—Big League Bcstg. Co., 1590 kc, 1 kw D.

KGRT Las Cruces, N. M.—Taylor Enterprises Inc., 570 kc, 1 kw D.

WMES Union City, Tenn.—Obion County Bcstg. Co., 1580 kc, 250 w D.

KLUB Salt Lake City, Utah—Utah Bcstg. & Television Co., 570 kc, 5 kw unl. Changed from KUTA effective Jan. 1, 1956.

KRIV Camas, Wash.—Camas Washougal Radio, 1480 kc, 1 kw D.

New Fm Stations . . .

ACTIONS BY FCC

Phoenix, Ariz.—James T. Ownby granted 98.5 mc, 1.45 kw unl. Post office address 103 Mayer-Heard Bldg., Phoenix. Estimated construction cost $5,050, first year operating cost and revenue not given. Mr. Ownby owns **KONI Phoenix, WJXN Jackson, Miss.**, and 40% of **WDOB Canton, Miss.** Granted Nov. 9.

Central City, Ky.—Muhlenberg Bcstg. Co., granted 101.9 mc, 21.5 kw unl. Post office address P. O. Box 325, Central City. Estimated construction cost $10,200, first year operating cost $5,000, revenue not given. Applicant is licensee of **WNES Central City.** Principal owner **V. R. Anderson** is licensee of **WBRT Bardstown, Ky.** Granted Nov. 2.

Columbus Bay, Christiansted, St. Croix, Virgin Islands—West Indies-Caribbean Radio granted 100.1 mc, 780 w unl. Post office address Kingshill Post Office, St. Croix, Virgin Islands. Estimated construction cost $8,400, first year operating cost $10,950, revenue $15,000. Applicant is wholly-owned by **Mary Louise Vickers** who holds cp for **WICR Cruz Bay, St. John, Virgin Islands.** Granted Nov. 2.

Existing Fm Stations . . .

ACTIONS BY FCC

WBYS-FM Canton, Ill.—Call letters deleted. Action Nov. 3.

KSO-FM Des Moines, Iowa—Call letters deleted. Action Nov. 3.

CALL LETTERS ASSIGNED

KSPC (FM) Claremont, Calif.—Pomona College, 90.7 mc, 10 w.

WDOX (FM) Dover, Del.—Delaware State Capital Bcstg. Corp., 94.7 mc, 9.4 kw. Changed from WDOV-FM.

Ownership Changes . . .

ACTIONS BY FCC

WSGN-AM-FM Birmingham, Ala.—Granted assignment of license to Winston-Salem Bcstg. Co. for 134 months (11 years, 2 months) for a total lease price of $250,000 with option at end of five years to purchase station for $123,500. Descending scale prevails so selling price of station decreases with time. Purchaser is licensee of **WTOB Winston-Salem, N. C.**, and holder of cps for **WTOB-TV Winston-Salem** and **WOTV (TV) Richmond, Va.** Granted Nov. 9.

KSDA Redding, Calif.—Granted transfer of control through sale of 51% interest to equal partners **Betty Maxine Farrelle** and **Edith Irene Walters** for $16,500. Principals are former partners in radio station equipment sales and consultancy. Granted Nov. 3.

WDBF Delray Beach, Fla.—Granted transfer of control (90%) to T. K. Cassel & Assoc. for $11,000. Seven equal principals include Pres. **Thompson K. Cassel**, vice pres-dir., **WCHA-AM-FM-TV Chambersburg, Pa.**, owner **WATS Sayre, Pa.**, managing partner **WTVE (TV) Elmira, N. Y.**, and executive vice pres. **WOND Pleasantville, N. J.**; **Harry J. Daly**, stockholder **WOKE Oak Ridge, Tenn., WMLV Millville, N. J.**, and **WTOW Towson, Md.**; Executive Vice Pres. **Harlan G. Murrelle**, pres. WOND; Sec.-Treas. **Myron W. LaBarr**, sec.-treas. WOND, and **Donald Simmons**, WOND director. Granted Nov. 9.

WABR, WEAL-TV Winter Park, Fla.—Granted acquisition of positive control by **R. H. Gunckel Jr.**, present owner of 40% of stations. Transferor **Carmen Macri** is selling his 40% interest for $29,000. Half of Mr. Macri's holdings will go to Mr. Gunckel and the other half to present 20% stockholder **James H. Sawyer.** Granted Nov. 3.

KVNI Coeur d'Alene, Idaho—Granted transfer of control to **Alan Pollock** for $152,599.78. Mr. Pollock is 6.5% owner and program manager of **KBET-TV Sacramento, Calif.** Granted Nov. 9.

WQUA Moline, Ill.—Granted assignment of license to WQUA Inc. Corporate change only; no change in control. Granted Nov. 9.

WJVA South Bend, Ind.—Granted assignment of license to **Booth Radio & Television Stations Inc.** for $103,000. Booth is licensee of **WJLB Detroit, WBRI (FM) Detroit, WBBC Flint** and **WSGW Saginaw**, all Mich., and is applying for new tv in Parma, Mich., new am in Lansing, and transfer of control of **WTOD-WTRT (FM) Toledo, Ohio.** Granted Nov. 9.

WMIC Monroe, Mich.—Granted assignment of cp to Radio Station WMIC. Each of three partners contributes $18,000 as initial capital. Principals are brothers **Charles S. McIntyre** (present cp holder), **Brouwer D. McIntyre**, and **William D. McIntyre**, none with other broadcast holdings. Granted Nov. 9.

KHMO Hannibal, Mo.—Granted assignment of license to Mount Rainier Radio & Television Bcstg. Corp. for $40,000 plus assumption of $42,250 in notes. Mount Rainier is licensee of **KJR Seattle, Wash.** See purchase of **KXL Portland, Ore.**, below. Principals include **Lincoln Dellar**, 100% owner **KXOA-AM-FM** Sacramento, Calif., and applicant for new tv at Redding, Calif. Granted Nov. 9.

KRTN Raton, N. M.—Granted assignment of license to Colfax County Bcstg. Co. for $50,000. Sole owner is **W. Lloyd Hawkins**, 20% owner **KTNM Tucumcari, N. M.**, and 50% owner **KHOB Hobbs, N. M.** Granted Nov. 9.

WENE Endicott, N. Y.-WDOS Oneonta, N. Y.—Granted involuntary transfer of stock to **Nikolai Sokoloff** and **James H. Ottaway**, co-executors of estate of late Mrs. Ruth O. Sokoloff. Granted Nov. 3.

KXL Portland, Ore.—Granted transfer of control to Mount Rainier Radio & Television Bcstg. Corp. for $450,000. Mount Rainier is licensee of

(Continues on page 121)



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There is ONLY ONE station
Which gives you
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SPOT YOUR FIRM'S NAME HERE,
To Be Seen by 75,956* Readers
—among them, the decision-making station owners and managers, chief engineers and technicians—applicants for am, fm, tv and facsimile facilities.
* 1953 ARB Projected Readership Survey

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1735 DESALES ST., N. W., WASH. 6, D. C.

CLASSIFIED ADVERTISEMENTS

Payable in advance. Checks and money orders only.

Deadline: Undisplayed—Monday preceding publication date. Display—Tuesday preceding publication date.

Situations Wanted 20¢ per word—*$2.00 minimum* • Help Wanted 25¢ per word—*$2.00 minimum.*

All other classifications 30¢ per word—*$4.00 minimum* • Display ads $15.00 per inch

No charge for blind box number. Send box replies to

BROADCASTING • TELECASTING, 1735 DeSales St. N. W., Washington 6, D. C.

APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING • TELECASTING expressly repudiates any liability or responsibility for their custody or return.

RADIO

Help Wanted

Managerial

Sales manager for established fulltime station in large southeastern metropolitan market programming entirely to the negro audience. Box 420E, B•T.

Manager—strong on sales—small market—100 miles from New York. Salary and commission. Box 425E, B•T.

Manager-sales manager—midwestern net affiliate, small-medium market looking for good manager who can sell. Substantial income to right man. Send photo, complete resume, background and references. Confidential. Box 452E, B•T.

Wanted: An aggressive sales manager for 5 kilowatt progressive independent in the southeast. The man we seek is a hard working, "idea man." He will supervise a small sales staff, and will devote a great amount of his time to selling. The amount of compensation is open, because we are looking for a "Sales Manager", not a public relations man. Excellent working conditions. Box 460E, B•T.

Do You Know?

There are three roads that lead to station management:

1. Work your way up through the sales department by building a record of sales achievements while proving you are a "self-starter" with imagination and a sense of responsibility.

2. Buy a station.

3. Marry the Boss's daughter.

If you have a successful sales record and "roads" two and three are not open to you, we would like to get acquainted. A letter outlining your background, sales record, and present earnings can be the turning point in your career. You may be ready for a better sales position or management responsibility.

We are also looking for young men with imagination and character, who know programming and the techniques of successful radio or TV air selling. If the station with which you are now affiliated will not give you an opportunity to sell time, we may be able to start you on "road" one to management by placement in your first sales position.

WE ARE ALWAYS SEEKING WELL QUALIFIED PLACEMENT CLIENTS OF GOOD CHARACTER FOR ALL EXECUTIVE AND STAFF POSITIONS WITH TV AND RADIO STATIONS.

BROADCASTERS EXECUTIVE PLACEMENT SERVICE, INC.

708 Bond Bldg., Washington 5, D. C.

RADIO

Help Wanted—(Cont'd)

Commercial manager desiring progression to manager for daytime independent on 800 kcys, 1000 watts in Portland, Oregon, KPDQ. Salary plus commissions plus bonuses. Guarantee to start. Proven possibility over $15,000 per year. Only conscientious, responsible, non-floaters with experience need apply. Position open immediately.

Salesmen

New station has openings for salesmen. Guarantee and liberal commission. Must be experienced in radio or TV sales. Box 243E, B•T.

Florida station has terrific opportunity for salesman to become sales manager and eventually manager. Progressive station in growing market of the sunshine state. We guarantee salary. Box 426E, B•T.

Southwestern network affiliate in a good small market wants experienced sales representative to take full charge of commercial department under a good 15% commission arrangement. Give full details and photo first letter. Box 435E, B•T.

5000 watt Oregon affiliate requires competitive, aggressive salesman-announcer with low pressure air delivery. Executive future. Box 436E, B•T.

Successful, thoroughly experienced salesman, Michigan daytime independent. $400.00 guarantee. No competitive tv, great opportunity, resume, photo and references. Box 464E, B•T.

Salesman:—earnings depend on your ability only. WMRE, Monroe, Ga.

Experienced salesman wanted to sell and service station's top local active and potential list of accounts. Weekly guarantee, 15% commission above guarantee. This is a $13,000.00 and up position. Michigan's second and most prosperous market. Ability more important than long experience. Opening due to promotion. Send full resume in first letter to Manager, WTAC, Flint, The Big Station, Inc., 740 South Saginaw Street, Flint, Michigan.

Good earnings with growth possibilities. Permanent. Personal interview required. WVOS, Liberty, N. Y.

Announcers

Help wanted: Unusual opportunity for announcer-program director of experience. Must be top morning man capable handling news, musical clock, and ab-lib disc jockey shows on network regional station with opportunity to work into tv station now under construction. Immediate opening. Send photo, complete background, references and tape. Only top experienced persons need apply. Box 398E, B•T.

Announcer-engineer. 1st phone. Immediate opening, midwest 1000 watt network affiliate. Send tape and resume to Box 429E, B•T.

Engineer-announcer. 1st phone. Immediate opening midwest 1 kw network affiliate. Send tape and resume to Box 430E, B•T.

5000 watt Oregon network affiliate requires experienced combo with network voice, low pressure delivery. Box 437E, B•T.

Announcer wanted both radio and tv—top flight personality type of announcer for deep south vhf-tv-radio operation. Base salary plus talent arrangement with annual minimum guarantee. Box 455E, B•T.

Minnesota station wants good quality, production minded, dependable staff announcer. Send tape, photo and information of background immediately. Box 462E, B•T.

Immediately: Far above average announcer. Virginia network affiliate. Start $75 forty hours, $5 week increase quarterly first year. Pleasant conditions. No prima donnas, specialists, floaters. Tape emphasizing commercials, details first letter. Box 466E, B•T.

RADIO

Help Wanted—(Cont'd)

Announcer with first phone. College town 50 miles from Kansas City. Staff has long tenure. KARE, Atchison, Kansas.

Opportunity for good experienced, married, morning announcer. Send resume. ABC network, KFRO, Longview, Texas.

Wanted immediately. Young man to work into PD. Must handle some news, records and write ads. Year experience preferred but not necessary. Start salary approx. $70.00. Call E. C. Krebsbach, KGCX, Williston, N. D. 3-3778.

Announcer-engineer with 1st class ticket. $90 per week. Send tape and resume. KGHF, Pueblo, Colorado.

Wanted immediately: Combo man, first ticket. Salary $400 per month, 48 hours week. No maintenance. Announcing ability prime requisite. Station in business twenty years. Increasing power to 5000 watts December first. Mutual affiliate. Wire or call collect, KIUP, Durango, Colo., Phone 117.

Announcer with experience in all announcing phases. Experienced in news and selling. Married man preferred. Send tape and letter telling entire background to D. L. Oglesby, Radio Station KMCO, Conroe, Texas.

Announcer with first class ticket for small town station. Permanent up to $500 monthly depending on ability. No selling. Air mail details with tape and references or phone 51, KORT, Grangeville, Idaho.

Need one announcer, experienced; one announcer-salesman and one combo man for daytime independent in south Georgia. Send resume, photo and tape to WAAG, Adel, Georgia.

We want an announcer, with some experience, who can read news and commercials. Permanent position in ideal community of 15,000. Salary open. Contact WCEM, Cambridge, Maryland.

We need an announcer, sportscaster who also can handle local news . . . we want experience if you have the qualifications . . . send tape and resume to Peter R. Dreyer, Program Director, WENT, 8 West Fulton Street, Gloversville, N.Y.

Announcer-DJ—good voice, dependable and reliable for permanent position. Can pay top salary for right man with experience. Good opportunity and best working conditions. Call or wire John Garrison, WFUN, Huntsville, Alabama.

Combo announcer-engineer with emphasis on announcing. Immediate opening. Forward tape and full particulars to V. G. Balkcum, WGBR, Goldsboro, N. C.

Announcer — immediate opening, experienced only. Must have car. 1000 watt daytimer in eastern Pennsylvania. Salary depends on ability and experience. Contact Assistant Manager, WLSH, Landsford, Pennsylvania.

Immediate opening, experience required. Work entails both radio and tv duties. Call Frank Wilson, 58611, Richmond, Virginia, WMBG-WTVR or write Post Office Box 5229, sending tape, picture and resume.

Personality disc jockey, for east Mississippi's top fulltime music-news-sports station. Excellent working conditions, top pay to right man. Include deejay show on tape resume. Send tape, photo, resume, salary requirements to WMOX, P. O. Box 1511, Meridian, Mississippi.

Announcer-engineer, for east Mississippi's top fulltime music-news-sports station. Excellent working conditions, top pay to right man. Include deejay show on tape resume. Send tape, photo, resume, salary requirements to WMOX, P. O. Box 1511, Meridian, Miss.

Florida east coast fulltimer needs good announcer with 1st class license capable of transmitter maintenance. $80 week. A beautiful permanent Florida hometown. WSTU, Box 518, Stuart, Florida.

Two experienced DJ's (morning)—New Orleans, La.—good starting salary—send photo, background and tape—P. O. Box 559, New Orleans, La.

Board operating adlib morning man. Extensive knowledge programming, news, music library. May lead to program director. Good pay in fine midwest town of 40,000. Airmail full details, photo and salary requirements; hold tapes. Also need gal Friday. F. A. Smith, 5316 N. Spaulding Avenue, Chicago 25, Ill.

Technical

Experienced chief engineer for 26-year-old station. Must be able to do maintenance and repair. Excellent pay and working conditions. KODY, North Platte, Nebraska.

Chief-engineer-announcer — new — beautifully equipped 1000 watt daytimer—top position, pay vacation, working conditions—progressive, sound and solvent station—we'll wait for good man. Send resume, tape, WBOF, Virginia Beach, Virginia.

WOWO — Immediate staff opening — qualified transmitter operator—contact Harold Brokaw, WOWO, Fort Wayne, Indiana.

RADIO

Help Wanted—(Cont'd)

WEOL, Elyria, Ohio seeks first class licensed man experienced operation maintenance am-fm transmitters. Duties include remote installation, studio maintenance, no announcing. Ohio resident preferred. Communicate with Harold Kane.

Chief engineer-announcer for 250 watter going to 5 kw soon. Must be able to install and maintain transmitter and directional system. This a permanent position in Florida. Write WPCF, P. O. Box 387, Panama City.

Engineer-announcer. Immediately. WVOS, Liberty, N. Y.

Production-Programming, Others

News bureau editor. Man 23-35, who can write good features and has experience in radio and television script writing and program idea presentation. Good working conditions and benefits in midwest news bureau of one of nation's leading magazine publishers. Salary depends upon experience. Box 434E, B•T.

Wanted: Girl familiar with traffic and accounting. Unusual opportunity for advancement. Box 469E, B•T.

Copywriter: Good home for creative positive sold-on-radio writer who regards good commercials as imaginative challenge. Stimulating people, work money. Send samples, pic, salary details immediately. Burt Levine, WROV, Roanoke, Va.

Situations Wanted

Managerial

General manager. Top sales and programming. Success story. Will make money for you with top performance. Box 448E, B•T.

Salesmen

Salesman-announcer, 6 years experience. Would like DJ, news, programming, sales job or any combination, including station, commercial or program manager. 26 years old, family. Box 450E, B•T.

Announcers

Attention California—Experienced announcer-engineer. Presently employed 1 kw net. Family man. Box 321E, B•T.

Superior staff announcer. Presently employed New York. Network voice—delivery. Minimum, $100. Box 335E, B•T.

Top DJ-announcer. Just left 5000 watt southwestern indie. Desire permanent relocation. Box 354E, B•T.

Announcer, versatile, DJ, news, three years college, $100 a week. Box 365E, B•T.

For Florida. All-round announcer. Ten years radio as staff, morning man, sports director. Three years experience program director. Presently employed. Family. Box 391E, B•T.

Staff announcer. Married, veteran, recent broadcasting school graduate. Knowledge all phases. Will travel. Box 406E, B•T.

Experienced staffer desires east. Combo man. Handle news, record shows, play-by-play. 25, married veteran, 3rd ticket. Currently employed. No floater. $65. Box 421E, B•T.

Help!! Asthma about to kill me. Wheez! Doctor orders high, permanent change. Wheez! Currently in two million population market. Cough! Number one josh disckey and personality in the area. Sputter! One of the so called "big" record spinners of the country. Choke! Best sales record and contacts. Wheez! Any price and any place! I'm desperate. Available now. Please somebody help me. Choke! Box 422E, B•T.

Newsman-announcer, top market eastern full-timer, relocate west coast—California. Experience, college grad. Tape, photo, details, request. Write Box 424E, B•T.

Completing 5th year of play-by-play. Desire larger market for year round sports of any nature. Also news, DJ and/or program director. Box 427E, B•T.

Five years radio. News, staff announcing, and copywriting. Veteran, married, degree. Prefer south or southwest. Excellent references. Box 438E, B•T.

Recent broadcasting school graduate. Good DJ. News, sports, board, tape. Box 442E, B•T.

Sports—experienced all phases play-by-play basketball, baseball, football. Responsibe, married, 25. Currenty employed, wish to relocate up north. Can furnish details, tape and references on request. Box 446E, B•T.

RADIO

Situations Wanted—(Cont'd)

Announcer—experienced in disc shows, good voice, good selling personality. SRT graduate. Also write copy, prefer east or near east coast. Box 451E, B•T.

First class sports man available soon. Eight years radio. Six years play-by-play, Class A baseball, college football. 25, married, one child. Prefer south. Box 453E, B•T.

Announcer-engineer. 1st phone. DA time. Five years behind mike. DJ, classics, special events. Strong news, commercials. Veteran. No drifter, want position with future. Prefer Florida, west Tennessee, Arkansas, Oklahoma. No hillbilly, selling or play-by-play. Now employed, not begging. Tape, references. Box 454E, B•T.

Have five years experience, two years morning man, strong on news, run a pleasant disc show. Would like to locate within one hundred miles of Philadelphia. Box 459E, B•T.

Proven announcer with first class license seeking betterment. Eight years experience as staff man and country music specialist. Sober. Married. Box 461E, B•T.

Announcer, DJ, operate own board. Recent graduate. Good potential. Tape on request. Box 471E, B•T.

Platter spinner, sportscaster, newsman, veteran, single, tape on request. Box 472E, B•T.

Staff announcer. Broadcasting school graduate. Walter Piasecki, 2219 N. Parkside, Chicago. Berkshire 7-6721. After 6:30 p.m.

Desire to relocate in Texas, prefer central or east Texas. College graduate, 10 years experience, 1st class license. Versatile announcer. Contact Jim Robinson, KSUL, Sulpher, Louisiana.

Top play-by-play basketball announcer. Available immediately. Five years experience also doing staff, baseball and football. Write, wire Mike Wynn, 201 West 77th Street, New York City.

Technical

Chief or staff engineer. Fourteen years experience all phases. Family man. Midwest-southwest preferred. Box 431E, B•T.

Chief engineer-announcer wants position in the south as engineer-announcer-salesman. Position must include selling. Will assume duties of commercial manager, if necessary. Have sales training and experience in the insurance field. Box 441E, B•T.

Young, reliable, single, veteran, desires job with good station. 1st phone experience, excellent references. Box 458E, B•T.

Wanted . . . position as engineer, first class radio telephone license 3¾ years experience. Russell Franklin, Lakeview Hotel, Bemidji, Minnesota.

Programming-Production, Others

Need program manager? Radio, tv employed, 8 years. Highest references. Box 439E, B•T.

Young man. Continuity writer. Assistant program director. 2 years experience. Desires writing position with station. N. J., Conn. Resume. Box 443E, B•T.

Program director. Experienced. Well known in industry. Will give your station top programming that sells. Box 449E, B•T.

TELEVISION

HELP WANTED

Managerial

Television sales manager. New vhf station in thriving southern market has opening for experienced sales manager. Reply Box 456E, B•T.

Salesmen

Successful vhf in central Missouri is expanding sales staff. Excellent salary plus monthly bonus arrangement. Want men with at least radio experience. Contact Jim Conwell, Commercial Manager, KOMU-TV, Columbia, Missouri.

WGLV needs an experienced time salesman. Salary plus commission with advancement possibilities. Apply by letter only stating qualifications, experience and salary expected. Enclose small photo. C. R. Thon, WGLV, Easton, Pennsylvania.

Company operating three vhf stations in southeast interested in sales personnel. Excellent salary and commission basis. Send full details to WJTV, Box 8187, Jackson, Mississippi.

TELEVISION

Help Wanted—(Cont'd)

Announcers

Tv announcer wanted by Iowa vhf. Largest coverage in state. Full color booth and on camera. Apply immediately to Box 463E, B•T.

New station on Channel 10 in El Dorado, Arkansas, has openings for experienced announcers. Call Union 2-3480 or write Box 791, El Dorado, Arkansas.

Technical

Have openings tv transmitter engineer, tv transmitter maintenance engineer, tv studio engineer, Southwestern station. Advise background and salary expected. Box 317E, B•T.

Southeastern vhf tv station has opening for first class engineer with tv experience. Send complete qualifications, references, photograph and salary requirements. Box 467E, B•T.

Engineer — first phone — tv studio maintenance and operation experience in all phases—can develop into assistant chief jon. Write KLIX-TV, Twin Falls, Idaho, experience and salary expected first letter.

KOAT-TV Albuquerque, New Mexico, has excellent openings for experienced tv transmitter operator and wife to live under ideal conditions at mountain top transmitter site. Good salary plus heat, light and lodging for the right man. Contact Ken Sharman at KOAT-TV.

Programming-Production, Others

Advertising and promotion director, vhf, midwest NBC, good market. Need man experienced in advertising market data, sales promotion and publicity on both local and national level. We need promotion and advertising material that sells. Send samples of work, complete resume. Must have photo. Good salary to right man. Box 473E, B•T.

New station on Channel 10 in El Dorado, Arkansas has openings for men or women in continuity, news, and film departments. Call Union 2-3480 or write Box 791, El Dorado, Arkansas.

(Continued on next page)

RADIO & TELEVISION SALESMEN

These Are Salaried Positions With Commission

Here is an ideal opportunity for top radio and television salesmen to join a progressive AM-TV organization. You will receive NO Draws but instead be paid a straight salary, based on your experience, to start. You will also receive liberal commissions with your only limit being your ability to sell. We are located in a fine market, ideally located. These openings are brought about with our expansion program and search for top-rated men. If you are interested, write or wire all details to:

Box 412E

TELEVISION

Situations Wanted

Managerial

Nation's best general manager—radio or television. Experienced in national and local sales, engineering, personnel, production and programming. Well-know throughout the industry. Available at once. Box 985C, B•T.

Tv-radio manager desires change. Unusual sales, production record tough metropolitan network markets. Top film buyer. 20 years experience. West, southwest preferred. Box 428E, B•T.

Technical

Television studio technician — maintenance and operation, also radio transmitter—directional antenna experience. First phone, draft exempt, single, car. Box 392E, B•T.

Chief engineer for your future consideration. Now assistant chief of large vhf with all responsibilities of chief. Board experience all phases planning, construction and operation of tv-am-fm. Offer proven ability to right station. Many years with present station, but no room for advancement. Box 432E, B•T.

Tv engineer, 6 years experience. 2 DuMont studio xmtr, 4 RCA studio—3 at key network station. Box 433E, B•T.

Programming-Production, Others

10 years experience includes selling, creating, writing, producing, directing, film, announcing and executive. Would like to "stick with" experience. Surely, some station, network, agency, packager, or sponsor has need. Box 390E, B•T.

Tv director-announcer. Vet. 6 years radio-tv experience. Family. Box 444E, B•T.

Realistic, budgeted programming for medium tv market. Experienced live production and commercial film background. Industry references. Married—vet. Box 445E, B•T.

FOR SALE

Stations

Profitable local small market station in southeast for sale by absentee owner who can not give personal attention. Surface of market hardly scratched. Present cash realization from station would enable return of more than 25% on investment. $75,000. Qualified buyers only. Box 423E, B•T.

FOR SALE—(Cont'd)

Stations

Carolinas local. Single market. Rounded economy. New equipment. Profitable. $15,000 down. Box 470E, B•T.

Central south, single station market, priced at costs, includes land and building, plus modest amount for organization and construction. Paul H. Chapman, 84 Peachtree, Atlanta.

Kentucky secondary market station. Profitable. $50,000, half on terms. Paul H. Chapman, 84 Peachtree, Atlanta.

Southeastern metropolitan market, major network affiliate, grossing over $100,000, priced $125,000. Terms. Paul H. Chapman, 84 Peachtree, Atlanta.

Radio stations for sale, 100 watts day to 50kw full, Minnesota, Iowa, Washington, Virginia, Illinois, Wisconsin and California, also uhf, vhf, write for detail, Hugh R. Norman, Box 534, Davenport, Iowa.

Money maker in middle south, single station market with over $15,000,000 retail sales. Price $45,000. Substantial cash required. Paul H. Chapman, 84 Peachtree, Atlanta.

Have many profitable southeast radio and tv. J. T. Snowden, Box 129, Augusta, Ga.

Equipment

Excess stock of first class, unused, air-cooled and water-cooled broadcast tubes. Will quote on any type. Satisfaction guaranteed. Box 302E, B•T.

Fm transmitter for sale—RCA 3kw. Used three years, good condition, less tubes. A little work and you will have a high quality rig at low cost. Submit bid to Box 447E, B•T.

GE TY-13-C, 3 bay low channel antenna. Tuned to channel 4 is suitable for 4, 5 and 6. Antenna in service 1 year, replaced for full power. Is suited as standby or for low to medium power. Crated ready for shipping f.o.b. Harlingen. $3,500. Chief Engineer, KGBT-TV, Harlingen, Texas.

1 RCA TP-16 film projector, $2500.00 1 RCA TK 20 iconoscope film camera less power supplies, $750.00. 6 TA hi-intensity fluorescent studio lights, $50.00 each. WHIO, Dayton, Ohio.

FOR SALE—(Cont'd)

Equipment

For sale: RCA 250 watt transmitter, model 250G. In good operating condition and meets FCC specs. Complete with tubes less 1230kc crystals. $450.00 plus transportation. Ideal Conelrad rig. KISD, Sioux Falls, S. D. Telephone 4-5571.

For sale: One Fairchild 524 turntable with RCA universal pickup. Case somewhat battered, mechanically excellent. Price $375.00. Also one minitape recorder and charger, perfect condition . . . $225.00. Inquire Radio Station WHRV, Box 608, Ann Arbor, Michigan.

WANTED TO BUY

Stations

We are principals and want to deal with principals only for a station with annual net income in excess of $25,000 after taxes. All replies confidential. Box 770C, B•T.

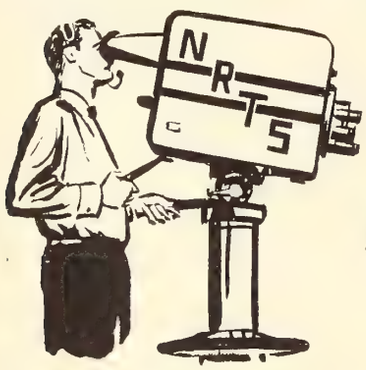
Experienced operator wants station in major market. Profitable operation unimportant; price must be right. Give complete details. Box 385E, B•T.

Stations wanted. Oklahoma, Texas, Colorado, Missouri, Arkansas, Kansas. Your station handled by a broker licensed in your state and holding a first-class ticket. Licensed for 15 years in commercial radio. Offices Texas and Oklahoma. Ralph Erwin. Broker. Box 811, Tulsa.

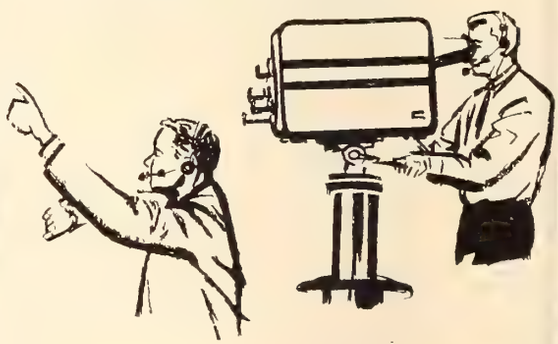
Individual investor will trade highly desirable Rio Grande Valley property for radio station in good market area. Prefer Oklahoma, Texas, Arkansas, Kansas, Louisiana. Must be sound $90,000 to $100,000 value and stand investigation. All replies acknowledged. B. M. Grotkop, 106 N. E. 2nd St., Oklahoma City.

Equipment

We buy all types of radio broadcasting and tv transmitting tubes. Dispose of your obsolete or excess stock. Also want all types of low power broadcasting equipment. Must be complete. Highest prices paid. Box 303E, B•T.



ACTION!



THAT'S WHAT YOU GET WHEN YOU CALL JOHN BIRREL AT NORTHWEST WITH YOUR TV PERSONNEL NEED. WIRE OR CALL COLLECT TODAY.

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HOLLYWOOD, CALIFORNIA 1440 North Highland HO 4-7822

CHICAGO, ILLINOIS. . . . . 540 N. Michigan Avenue DE 7-3836

WASHINGTON, D. C. . . . . 1627 K Street N. W. RE 7-0343

WANTED TO BUY

Equipment

Wanted: Up to 1,200 ft. used 3⅛", 51.5 ohm transmission line—state manufacturer, price and condition. Box 465E, B•T.

Record cutter machine. Lateral. 33⅓-78rpm. Good condition. Write WOKJ, Jackson, Miss.

STL audio transmitter and receiver, 900 megacycles, GE or REL. Phil Hedrick, WSJS, Winston-Salem, N. C.

INSTRUCTION

FCC license training—correspondence or residence. Resident classes held in Hollywood and Washington. Beginners get FCC 1st class license in 3 months. For details write Grantham School, Dept. 1-N, 821 19th Street, N.W., Washington, D.C.

FCC first phone license. Start immediately. Guarantee coaching. Northwest Radio & Television School, Dept. B, 1221 N.W., 21st Street, Portland 9, Oregon.

RADIO

Help Wanted

Salesmen

WANTED
Executive Salesmen Over 35
With Intangible and Advertising
Experience—Valuable Franchise—No Investment—All Sections of Country Open—Commissions Paid Immediately on Sale & Renewals. Write Randall, Suite 100, 1621 Conn. Ave., Washington 9, D. C.

Announcers

WANTED
BY AGENCY
TOP RATED
DJ
MUST HAVE
EXPERIENCE
FIVE YEARS OR MORE
TO HEADLINE
FEATURE
RADIO PRODUCTION

All Replies Confidential

Box 468E, B•T

ANNOUNCER—FIRST PHONE
Emphasis announcer. For Daytimer Directional into Corpus Christi. Afternoon shift, Pop Music—News Format in no snow, vacation, hunting, fishing area. $70.00 up depending upon experience. Prefer paying $80.00 or more to start. Send tape, resume AND phone Collect NOW. Corpus Christi TU 4-1590. Tom Fleet, Radio KANN, Sinton-Corpus Christi, Texas.

RADIO

Help Wanted

Announcers

Experienced Announcers Needed
For
Birmingham, Ala. & Norfolk, Va.
Only experienced men of proven ability considered. Excellent earning potential. Good salary plus talent. Good disc jockeys with news and staff experience desired. Send resume, photo and tape to John E. Miller, Program Director, WTOB, Winston-Salem, N. C.

Situations Wanted

SALES
TV or RADIO

I sell. I'm a gal who sells on air *and* off air. For eight year I have been active in a major eastern market, and I mean active. An hour a day as star talent on a network TV station. Switched to time sales on a top notch independent radio station, where I bill close to $5,000 a month. I now want a warmer climate for myself and my nine-year-old daughter. I must earn $150 a week and would like to double in air work and sales, but predominantly sales. My present employers know of this ad and I have their blessing.
Box 457E, B•T

TELEVISION

HELP WANTED

UNUSUAL TV
SALES OPPORTUNITY

We need an aggressive television time salesman to join one of America's most respected tv, radio and publishing operations. If you're a radio or tv time salesman, stymied in a situation where your ambition, drive and creative sales ability aren't allowed free rein, here's the opportunity for a connection where your talents will be appreciated and rewarded. You'll work in a pleasant midwest community of 100,000 on an attractive commission arrangement. Opportunity for substantial earnings, plus unusually liberal insurance and retirement benefits. If you want to grow with a heads-up tv operation (vhf-CBS) write us your background and qualifications immediately. Box 312E, B•T.

TV ANNOUNCERS

Two positions open for news and sports plus staff work. Fine opportunity to become associated with company owning three stations. This is fastest growing area in nation. If you want to make your ability pay-off in the long run write immediately, including photo.

Box 409E, B•T.

FOR THE RECORD

(Continues from page 116)

KJR Seattle, Wash., and has been granted license of **KHMO Hannibal, Mo.** (see above). Principals include **Lincoln Dellar**, 100% owner **KXOA-AM-FM Sacramento** and applicant for new tv at Redding, Calif. Granted Nov. 9.

WJZM Clarksville, Tenn.—Application for assignment of license to Campbell & Sheftall returned by FCC. Filed on wrong form. Returned Nov. 9.

KBLP Falfurrias, Tex.—Granted assignment of license to Radio Station KBLP Ltd. for $26,000. Principals are **J. W. Stewart**, supermarket owner, and **Bob G. Hicks**, general manager **KVOU Uvalde, Tex.** Granted Nov. 9.

KGVL Greenville, Tex.—Granted assignment of license to Radio Station KGVL Inc. **Truett Kimzey**, station owner, will retain 89% control with 10% going to station manager **Leo Hackney** for $5,000. **Mrs. Kimzey** will own remaining 1%. Granted Nov. 9.

APPLICATIONS

KDON Salinas, Calif.—Seeks assignment of license to **Frank Oxarart Inc.** for $115,000 plus additional cost of some prepaid items, etc. Principals are Pres. **Frank Oxarart** (50%), 20% owner of **KVOA-AM-TV Tucson, Ariz.**, and 26⅔% owner **KRKD-AM-FM Los Angeles**; Vice Pres. **Lucile Oxarart** (no stock), officer in applicant's holdings, and Sec.-Treas. **John D. Feldmann Jr.** (50%), radio-tv producer. Filed Nov. 9.

KOLN-TV Lincoln, Neb.—Seeks transfer of control from Cornhusker Radio & Television Corp. a subsidiary of Fetzer Bcstg. Co. to **John E. Fetzer** for $15,000 cash plus assumption of $200,000 in liabilities. Mr. Fetzer owns 52% of Fetzer Bcstg. Co. and will own all of KOLN-TV. Filed Nov. 9.

WABD (TV) New York-WTTG (TV) Washington, D. C.—Seeks transfer of control of **DuMont Bcstg. Corp.** from Allen B. DuMont Labs. Inc. to common stockholders. Largest single owner is

FOR SALE

TOWER & ANTENNA

Blaw-Knox tower, self-supporting, type 40, 287 feet, complete with lighting equipment.

GE 8-bay turnstile antenna, Channel 12, 50 kw rating.

GE 50 kw diplexer.

Andrew transmission line, 3⅛ inch, 50 ohm, 600 feet, with hangers.

Contact Phil Hedrick, WSJS Television, Winston-Salem, North Carolina.

TOWERS
RADIO—TELEVISION
Antennas—Coaxial Cable
Tower Sales & Erecting Co.
6100 N. E. Columbia Blvd.,
Portland 11, Oregon

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Attention—Program Directors
Highlight your program with
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Professional copies available
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Royal Oak, Mich.

and will be Paramount Pictures Corp. with 26.6% of outstanding stock. No consideration. Filed Nov. 9.

WTIV Titusville, Pa.—Seeks transfer of control of permittee corporation to **Robert Z. Morrison, Victor D. Lindeman Jr., Myron Jones,** and **Robert Sauber.** Original stockholders were Messrs. Lindeman and Morrison and Patrick A. Petrino, equal partners. After approval by FCC Mr. Lindeman will hold 4%, Mr. Morrison 32% and Mr. Petrino, none. Messrs. Jones and Sauber will each own 32%. Mr. Jones is owner **WHOT Campbell, Ohio,** and president of **WJET Erie, Pa.** Mr. Sauber is Westinghouse sales engineer. Filed Nov. 7.

KORN Mitchell, S. D.—Seeks assignment of license to **R. V. Eppel,** (d/b as Mitchell Bcstg. Assn.), present 50% owner and general manager of station, for $50,000. Filed Nov. 8.

Hearing Cases . . .

FINAL DECISIONS

Tv Monitors—Nov. 3 FCC finalized rule making and amended Part 3 of its rules to set forth requirements for type approval of frequency monitors for vis. and aur. trans. and for modulation monitors for aur. trans. of tv stations. New rules become effective Dec. 12. However, in view of fact that some outstanding monitors may not meet new requirements stations have until June 1, 1957, to fully comply.

Trans.-Ant. Locations—Nov. 9 FCC denied proposal that tv trans. and ant. be located within five miles of nearest boundary of principal city to be served, which was subject of notice of proposed rule making based on petition by **WKNX-TV Saginaw, Mich.**

KSDA Redding, Calif.—Nov. 3 FCC on petition of KSDA Redding dismissed July 15 show cause order and proceeding in docket case.

WAVZ New Haven, Conn.—Commission announced its decision of Nov. 3 granting application to change facilities of WAVZ New Haven, Conn., from 1260 kc, 1 kw D to 1300 kc, 1 kw DA-N, unl., with waiver of Sec. 3.28 (c) "10% rule", conditions and denying application of Key Bcstg. System Inc., for new station to operate on 1300 kc, 1 kw D in Bay Shore, N. Y. Comrs. Hyde and Mack abstaining from voting; Comr. Webster dissenting to grant.

INITIAL DECISIONS

KPLN Camden, Ark.—Hearing Examiner Elizabeth C. Smith issued initial decision looking toward setting aside and cancelling FCC action of April 1, 1953, granting assignment of cp for KPLN Camden, from Leo Howard, tr/as Mid-South Bcstg. Co., to D. R. James Jr., and denying said application. Grant had been protested by **KAMD Camden.** Action Nov. 3.

Harlan, Ky.—Hearing Examiner Basil P. Cooper issued initial decision looking toward setting aside Commission action of July 13 postponing effective date of grant of application of **WKYV** for new am station to operate on 1410 kc, 1 kw D in **Harlan, Ky.,** and affirming and reinstating May 18 grant of said application, which had been protested by **WHLN** also **Harlan.** Action Nov. 7.

Painesville, Ohio—Hearing Examiner Annie Neal Huntting issued initial decision looking toward grant of application of Theodore H. Oppegard and Carl R. Lee, d/b as Somerset Bcstg. Co., for new am to operate on 1460 kc, 500 w D in Painesville. Action Nov. 9.

Chattanooga, Tenn.—Hearing Examiner J. D. Bond issued supplemental initial decision looking toward grant of application of Mountain City Television Inc. for new tv to operate on ch. 3 in Chattanooga and denial of competing application of WDOD Bcstg. Corp. Announced Nov. 8.

OTHER ACTIONS

WAVZ New Haven, Conn.—Nov. 3 FCC, on petition of Broadcast Bureau, corrected in various respects transcript of oral argument in proceeding on am applications of Key Bcstg. System Inc., Bay Shore, N. Y., and WAVZ New Haven.

New Castle-Salem, Ind.—Designated for consolidated hearing application of Courier-Times Inc., New Castle, for new am station to operate on 1220 kc, 250 w DA-D and **WSLM Salem** to increase power on same frequency from 250 w to 1 kw D. **WHBU Anderson, Ind.,** was made party to proceeding. Action Nov. 9.

Elmira, N. Y.—Central New York Bcstg. Corp. and **Triangle Pub. Inc.** designated for consolidated hearing on Jan. 2, 1956 in re applications for new satellite tv to operate on ch. 18 in Elmira. Action Nov. 9.

Radio Herkimer, Herkimer, N. Y.; WBSM New Bedford, Mass.; WBEC Pittsfield, Mass.—Designated for consolidated hearing applications of Radio Herkimer for new am to operate on 1420 kc, 1 kw D, WBSM to change from 1230 kc, 100 w unl. to 1420 kc, 1 kw DA-1 unl. and WBEC to change from 1490 kc, 250 w unl. to 1420 kc, 1 kw DA-2 unl. Action Nov. 9.

WNYC New York, N. Y.—Nov. 2 FCC granted waiver of Sec. 3.41 and mod. outstanding permit to install 5 kw trans. for operation with 1 kw during regular broadcast period.

Leaksville, N. C.—Nov. 9 FCC proposed amending fm allocation plan to substitute ch. 233 for ch. 247 in Leaksville to facilitate consideration of pending application of **WLOE-FM** for mod. of cp to change from ch. 247 to ch. 233. Present operation on ch. 247 causes interference in area to reception of **WSLS-TV Roanoke, Va.** Comments may be filed by Dec. 9.

Lorain, Ohio—Sanford A. Schafitz notified that FCC designated for hearing his application for new am to operate on 1380 kc, 500 w D; make **WTTH Port Huron, Mich.,** and **WSPD Toledo, Ohio,** parties to proceeding. Action of Nov. 2.

WTOD, WTRT (FM) Toledo, Ohio—Are being advised no action will be taken on application for assignment of licenses from Unity Corp. Inc., of which Edward Lamb is major stockholder, to Booth Radio & Television Stations Inc. pending outcome of renewal hearing involving **WICU (TV) Erie, Pa.** Action Nov. 9.

Elizabethtown-Columbia, Pa.—Musser Bcstg. Co., Colonial Bcstg. Co., both Elizabethtown, and Radio Columbia, Columbia, designated for consolidated hearing applications for new am stations (Musser to operate on 1580 kc, 1 kw D; Colonial on 1600 kc, 500 w D, and Radio Columbia on 1580 kc, 500 w D) and made **WPGC Morningside, Md.,** party to proceeding. Action Nov. 9.

WJET Erie, Pa.—Nov. 9 FCC denied petition by Roy L. Albertson, licensee of **WBNY Buffalo, N. Y.,** seeking to defer action on WJET license application and request for program tests.

Greeneville, Tenn.—Nov. 9 FCC proposed to amend fm allocation table to provide channel in Greeneville, Tenn., to facilitate consideration of pending appplication by Radio Greeneville Inc. This would be done by substituting ch. 246 for ch. 235 in Greenville, S. C., and exchanging ch. 271 for ch. 246 at Clemson, S. C., in order to make ch. 235 available in Greeneville, Tenn. Comments may be filed by Dec. 9.

WPAR-AM-FM Parkersburg, W. Va.-WBLK-AM-TV Clarksburg, W. Va.—Are being advised application for transfer of control from News Pub. Co. to WSTV Inc. **(WSTV-AM-FM-TV Steubenville, Ohio)** indicates necessity of hearing. Action Nov. 9.

Routine Roundup . . .

November 2 Decisions

BROADCAST ACTIONS

By The Commission

SCA

KITE-FM San Antonio, Tex.; WPIC-FM Sharon Pa., WMMW-FM Meriden, Conn.; KUTE (FM) Glendale, Calif.; KING-FM Seattle, Wash.; WLDM (FM) Oak Park, Mich.; KSON-FM San Diego WFLY (FM) Troy, N. Y.; WJDX-FM Jackson Miss.

Renewal of License

WTMJ-TV Milwaukee, Wis.

November 4 Applications

ACCEPTED FOR FILING

Modification of Cp

KPMC Bakersfield, Calif.—Seeks mod. of cp (a mod. which authorized increase power and mak equipment changes) for extension of completio date.

KWEW Hobbs, N. M.—Seeks mod. of cp (a mod. which authorized change in frequency, in crease power and make equipment changes) t extend completion date.

WNRG Grundy, Va.—Seeks mod. of cp (whic authorized new am station) for extension o completion date.

KEDD (TV) Wichita, Kan.—Seeks mod. of c (which authorized new tv station) to exten completion date to 90 days from Nov. 27.

WBRE-TV Wilkes-Barre, Pa.—Seeks mod. of c (as mod. which authorized new tv station) t extend completion date to June 1956.

KRLD-TV Dallas, Tex.—Seeks mod. of c (which authorized changes in existing tv station to extend completion date to June 2, 1956, an make other minor equipment changes.

KETC (TV) St. Louis, Mo.—Seeks mod. of c (as mod. which authorized new non-commercia educational tv station) to extend completio date.

License to Cover Cp

KYTV (TV) Springfield, Mo.—Seeks license t cover cp (as mod.) which authorized new t station.

Renewal of License

WKEI Kewanee, Ill.

November 7 Decisions

ACTIONS ON MOTIONS

By Comr. E. M. Webster

KNAC-TV American Television Co., Southwestern Pub. Co., Fort Smith, Ark.—Granted joint petition for extension of time to Nov. 11 to file reply briefs to exceptions to initial decision re application for assignment of cp and extension of time to construct station KNAC-TV. Action Nov. 2.

By Hearing Examiner Herbert Sharfman

WNIA Cheektowaga, N. Y.—Granted petition for continuance of hearing to Nov. 29 re application for mod. of permit to extend completion date of WNIA. Action. Nov. 2.

By Hearing Examiner Annie Neal Huntting

Mercer Bcstg. Co., Trenton, N. J.—Granted petition for extension of time to Nov. 28 to file proposed findings of fact and conclusions of law in proceeding on am applications of Mercer and Drew J. T. O'Keefe, Jack J. Dash and William F. Waterbury, Levittown-Fairless Hills, Pa. Action Nov. 3.

By Hearing Examiner Basil P. Cooper

Connecticut—Issued order to govern conduct of hearing on am applications of Manchester Bcstg. Co., Manchester, Conn., Regional Bcstg. Co., East Hartford, Conn., and Brothers Bcstg. Corp., Hartford, Conn. Action Nov. 4.

Manchester Bcstg. Co., Manchester, Conn.—Granted petition for extension of time to Nov. 16 for engineering information to be offered in evidence in response to all issues involving engineering to be exchanged with the parties in proceeding on am applications of Manchester Bcstg. Co., Regional Bcstg. Co., East Hartford, Conn., and Brothers Bcstg. Corp., Hartford, Conn.; start of evidentiary hearing remains Nov. 21. Action Nov. 3.

By Hearing Examiner Hugh B. Hutchison

Ponce de Leon Bcstg. Co. of P. R., Mayaguez, P. R.—Granted motion for continuance of hearing to Dec. 29 in proceeding for ch. 3. Action Nov. 3.

By Hearing Examiner J. D. Bond

The Cerritos Bcstg. Co., Signal Hill, Calif.—Granted petition for leave to amend its am application to delete name of partner who has withdrawn and substitute new partnership consisting of three remaining partners and show various related changes in application and exhibits. Action Nov. 1.

By Hearing Examiner H. Gifford Irion

WOI Ames, Iowa—Ordered further hearing on Nov. 10 re application of Iowa State College of Agriculture & Mechanic Arts for SSA to operate WOI Ames additional hours. Action Nov. 3.

By Hearing Examiner Hugh B. Hutchison

Indianapolis, Ind.—Issued statement and order setting forth procedures to govern hearing on am applications of Rollins Bcstg. Inc., Indianapolis, Ind., et al: affirmative written cases to be presented and exchanged by Nov. 10; written requests for information from opposing parties to be served by Nov. 21; final prehearing conference

BROADCASTING TELECASTING

THE NEWSWEEKLY OF RADIO AND TELEVISION

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city *zone* *state*

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to be held Nov. 29 and hearing to begin Dec. 12. Action Nov. 4.

November 7 Applications

ACCEPTED FOR FILING

Modification of Cp

KWWL Waterloo, Iowa — Seeks mod. of cp (which authorized increased power and DA-N system changes) for extension of completion date.

Remote Control

KXOL Fort Worth, Tex.

SCA

WCPO-FM Cincinnati, Ohio.

Renewal of License

WTKM Hartford, Wis.; WRIT Milwaukee, Wis.; KWPM-FM West Plains, Mo.

License to Cover Cp

WCMC Wildwood, N. J.—Seeks license to cover cp which authorized changing ant.-trans. location.

WFNW Fargo, N. D.—Seeks license to cover cp which authorized new am station.

WCBR Memphis, Tenn.—Seeks license to cover cp which authorized changing ant.-trans. location.

KTLU Rusk, Tex.—Seeks license to cover cp which authorized new am station.

WFCR Fairfax, Va.—Seeks license to cover cp which authorized new am station.

WSBT-TV South Bend. Ind.—Seeks license to cover cp which authorized new tv station.

WJAR-TV Providence, R. I.—Seeks license to cover cp which authorized changes in existing tv station.

November 8 Applications

ACCEPTED FOR FILING

Remote Control

KWHW Altus, Okla.

License Application Returned

WGOL Goldsboro, N. C.—Application for license to cover cp which authorized new am station returned (Sec. II and engineering dated after verification of Sec. I).

Renewal Application Returned

KCHA Charles City, Iowa—Returned to be signed and notarized.

November 9 Decisions

BROADCAST ACTIONS

Renewal of License

KFIZ Fond du Lac, Wis.; WAAF Chicago; WAIT Chicago; WATW Ashland, Wis; WAUX Waukesha, Wis.; WBAY Green Bay, Wis.; WBIZ Eau Claire, Wis.; WBKV West Bend, Wis.; WCAZ Carthage, Ill.; WCBD Chicago; WCIL Carbondale, Ill.; WCLO-AM-FM Janesville, Wis.; WCMY Ottawa, Ill.; WCNT Centralia, Ill.; WCRA Effingham, Ill.; WCVS Springfield, Ill.; WDAN Danville, Ill.; WDLB-AM-FM Marshfield, Wis.; WDOR Sturgeon Bay, Wis.; WDQN DuQuoin, Ill.; WDSM Superior, Wis.; WDWS Champaign, Ill.; WDZ Decatur, Ill.; WEKZ Monroe, Wis.; WENR-FM, Chicago; WFHR-AM-FM Wisconsin Rapids, Wis.; WFIW Fairfield, Ill.; WFMF (FM) Chicago; WFOX Milwaukee; WFRL Freeport, Ill.; WGGH Marion, Ill.; WGIL Galesburg, Ill.; WGN Chicago; WHA Madison, Wis.; WHBF-AM-FM Rock Island, Ill.; WHBL-AM-FM Sheboygan, Wis.; WHBY Appleton, Wis.; WHCO Sparta, Ill.; WHOW Clinton, Ill.; WIBA-AM-FM Madison; WIBU Poynette, Wis.; WIBV Belleville, Ill.; WILL Urbana, Ill.; WINI Murphysboro, Ill.; WIRL Peoria, Ill.; WISC-AM-FM Madison, Wis.; WISN Milwaukee; WIZZ Streator, Ill.; WJBC-AM-FM Bloomington, Ill.; WJJD Chicago; WJMC-AM-FM Rice Lake, Wis.; WJOL Joliet, Ill.; WJPF Herrin, Ill.; WJPG Green Bay, Wis.; WKAI Macomb, Ill.; WKBH LaCrosse, Wis.; WKID Urbana, Ill.; WKLJ Sparta, Wis.; WKOW Madison, Wis.; WKRO Cairo, Ill.; WLBH-AM-FM Mattoon, Ill.; WLBK DeKalb, Ill.; WLBL Auburndale, Wis; WLDS-AM-FM Jacksonville, Ill.; WLS Chicago; WMAM Marinette, Wis.; WMAQ-AM-FM Chicago; WMAY Springfield, Ill.; WMBD-AM-FM Peoria, Ill.; WMBI Chicago; WMFM (FM) Madison, Wis.; WMIL Milwaukee; WMIX-AM-FM Mt. Vernon, Ill.; WMNE Menomonie, Wis.; WNAM Neenah, Wis.; WOBT Rhinelander, Wis.; WOKY Milwaukee; WOKZ Alton, Ill.; WOMT Manitowoc, Wis.; WOSA Wausau, Wis.; WPDR Portage, Wis.; WPFP Park Falls, Wis.; WPLY Plymouth, Wis.; WPRC Lincoln, Ill.; WPRE Prairie du Chien, Wis.; WPRS-AM-FM Paris, Ill.; WRAC Racine, Wis.; WRCO Richland Center, Wis.; WRDB Reedsburg, Wis.; WRIT Milwaukee; WRJN-AM-FM Racine, Wis.; WRMN Elgin, Ill.; WROK-AM-FM Rockford, Ill.; WROY Carmi, Ill.; WRRR Rockford, Ill.; WSEI-FM Effingham, Ill.; WSIV Pekin, Ill.; WSMI Litchfield, Ill.; WSOY-AM-FM Decatur, Ill.; WSPT Stevens Point, Wis.; KBLO Hot Springs, Ark.; WSWW Platteville, Wis.; WTMJ Milwaukee; WLPO LaSalle, Ill.; WSBC Chicago; WSDR Sterling, Ill.; WEAU-TV Eau Claire, Wis.; WTAX-AM-FM Springfield, Ill.; WTCH Shawano, Wis.; WTMV East St. Louis, Ill.; WTTN Watertown, Wis.; WEPS Elgin, Ill.; WHA-FM Madison, Wis.; WHHI Highland, Wis.; WHLA Madison, Wis.; WHSA Highland Township, Wis.; WHWC Madison, Wis.; WNIC DeKalb, Ill.; WILL-FM Urbana, Ill.; WHAD Madison, Wis.; WBAY-TV Green Bay, Wis.; WBKB Chicago; WCIA Champaign, Ill.; WDSM-TV Superior, Wis.

Modification of Cp

WNBE-TV New Bern, N. C.—Granted mod. of cp for extension to April 9, 1956, to complete construction of new tv station and dismissed Oct. 5 petition by Commonwealth Bcstg. Corp. seeking to vacate WNBE-TV's cp and dismiss extension request.

SCA

WFNC-FM Fayetteville, N. C.; WWMT (FM) New Orleans, La.; WHDL-FM Alleghany, N. Y.; KTYL-FM Mesa, Ariz.; WKRC-FM Cincinnati, Ohio; WMCF (FM) Memphis, Tenn.; KHFM (FM) Albuquerque, N. M.

November 9 Applications

ACCEPTED FOR FILING

License to Cover Cp

WSAC Radcliff, Ky.—Seeks license to cover cp which authorized new am station.

KLFT Golden Meadow, La.—Seeks license to cover cp which authorized new am station.

WMLP Milton, Pa.—Seeks license to cover cp which authorized new am station, specify studio location and operate trans. by remote control.

WKTQ South Paris, Me.—Seeks license to cover cp which authorized new am station.

WGMS Bethesda, Md.—Seeks license to cover cp which authorized changing trans.-studio-station locations, change from D to unl., change power, and install DA-2.

WLNA Peekskill, N. Y.—Seeks license to cover cp which authorized installation of new ant. and changes in ground system.

WLSV Wellsville, N. Y.—Seeks license to cover cp which authorized new am station.

WHPB Belton, S. C.—Seeks license to cover cp which authorized new am station.

WMCD Welch, W. Va.—Seeks license to cover cp which authorized new am station.

Cp

WEAM Arlington, Va.—Seeks cp to replace expired cp which authorized changes in DA-D; change from DA-1 to DA-2.

Renewal of License Returned

KWBG Boone, Iowa (dated incorrectly).

Modification of Cp

WJBK-TV Detroit, Mich.—Seeks mod. of cp to install new ant. system and make other equipment changes.

KGVO-TV Missoula, Mont.—Seeks mod. of cp (which authorized new tv station) to extend completion date to June 17, 1956.

WIMA-TV Lima, Ohio—Seeks mod. of cp (which authorized new tv station) to extend completion date to June 6, 1956.

KRSM (TV) Yakima, Wash.—Seeks mod. of cp (which authorized new tv station) to extend completion date to May 1, 1956.

Broadcast Bureau Decisions

Actions of Nov. 3

WDAS Philadelphia, Pa.—Granted license to cover cp which authorized change frequency, increase power, install DA-2 and change trans. location.

KITI Chehalis, Wash.—Granted mod. of license to change name of licensee to KITI Corp.

WJPB-TV Fairmont, W. Va.—Granted cp replacing cp expiring Jan. 16, 1956.

KETC (TV) St. Louis, Mo.—Granted mod. of cp to extend completion date to May 6, 1956.

WFAA-TV Dallas, Tex.—Granted mod. of cp to extend completion date to April 24, 1956.

WTVD (TV) Durham, N. C.—Granted mod. of cp to extend completion date to May 7, 1956.

WDBJ-TV Roanoke, Va.—Granted mod. of cp to extend completion date to May 30, 1956.

KTLA (TV) Hollywood, Calif.—Granted mod. of cp to extend completion date to May 1, 1956.

Actions of Nov. 4

WAUG-FM Augusta, Ga.—Granted extension of STA to waive Sec. 3.261 of rules to remain silent until Nov. 15.

KPFA (FM) Berkeley, Calif.—Granted cp to replace expired cp.

WNRG Grundy, Va.—Granted mod. of cp for extension of completion date to Dec. 1.

WMVA Martinsville, Va.—Granted license to cover cp which authorized erection of new ant. and mount fm ant. on top.

WTNC Ocala, Fla.—Granted license to cover cp to increase D power.

WCPC Houston, Miss.—Granted license to cover cp which authorized new am station.

WCPR Etowah, Tenn.—Granted license to cover cp which authorized new am station.

KDJI Holbrook, Ariz.—Granted license to cover cp which authorized new am station.

KMIL Cameron, Tex.—Granted license to cover cp which authorized new am station.

KTIX Salem, Ore.—Granted mod. of cp for extension of completion date to Jan. 10, 1956.

KPMC Bakersfield, Calif.—Granted mod. of cp for extension of completion date to Dec. 29.

KWEW Hobbs, N. M.—Granted mod. of cp for extension of completion date to Dec. 31.

WABR Winter Park, Fla.—Granted cp to mount tv ant. on top of am tower.

Actions of Nov. 7

KRLD-TV Dallas, Tex.—Granted extension of completion date to June 2, 1956.

WBRE-TV Wilkes-Barre, Pa.—Granted extension of completion date to June 1, 1956.

KEDD (TV) Wichita, Kan.—Granted extension of completion date to May 27, 1956.

KRMW The Dalles, Ore.—Granted license to cover cp which authorized new am station.

WFCR Fairfax, Va.—Granted license to cover cp which authorized new am station.

KOZE Lewiston, Idaho—Granted license to cover cp which authorized new am station.

WAYE Dundalk, Md.—Granted license to cover cp which authorized new am station.

KBTK Missoula, Mont.—Granted license to cover cp which authorized new am station.

Actions of Nov. 8

KSBR-FM Stockton, Calif.—Granted mod. of cp to extend completion date to May 12, 1956.

WTMH (FM) Providence, R. I.—Granted license to cover cp.

WSLN (FM) Delaware, Ohio—Granted renewal of license.

WNOW-FM York, Pa.—Granted renewal of license.

KLIN Lincoln, Neb.—Granted cp to make change in ant. system.

KWWL Waterloo, Iowa—Granted mod. of cp for extension of completion date to June 2, 1956.

UPCOMING

NOVEMBER

Nov. 14: Texas Assn. Broadcasters Fall Convention, Baker Hotel, Dallas.
Nov. 14: RAB Clinic, Minneapolis.
Nov. 15: RAB Clinic, Milwaukee.
Nov. 16: RAB Clinic, Chicago.
Nov. 17: RAB Clinic, Indianapolis.
Nov. 17: National Television Film Council Fall Tv Film Forum, Hotel Delmonico, New York.
Nov. 17-19: Radio-Tv News Directors Assn. Convention, Denver.
Nov. 18: RAB Clinic, Detroit.
Nov. 19: Arizona Broadcasters Assn. Meeting, Hotel Rancho Grande, Nogales, Ariz.
Nov. 28: RAB Clinic, Louisville, Ky.
Nov. 28: Tennessee Assn. Broadcasters, Hotel Peabody, Memphis.
Nov. 29: RAB Clinic, Dayton, Ohio.
Nov. 30: RAB Clinic, Cleveland.

DECEMBER

Dec. 1: Board of Governors of Canadian Broadcasting Corp., Room 262, The Senate, Ottawa, Ont.
Dec. 1: RAB Clinic, Pittsburgh.
Dec. 2: RAB Clinic, New York.

NARTB Regional Meetings

Region 6 (Dist. 12, 13, Kan., Okla., Tex.)	Nov. 15-17	Baker Hotel, Dallas

Radio Station and Newspaper

Appraisals

Tax, estate and many other personal problems create the need for an independent appraisal. Extensive experience and a national organization enable Blackburn-Hamilton Company to make accurate, authoritative appraisals in minimum time.

Negotiations • Financing • Appraisals

BLACKBURN - HAMILTON COMPANY

RADIO-TV-NEWSPAPER BROKERS

WASHINGTON, D. C.	CHICAGO	SAN FRANCISCO
James W. Blackburn Clifford B. Marshall	Ray V. Hamilton	William T. Stubblefield
Washington Bldg. Sterling 3-4341-2	Tribune Tower Delaware 7-2755-6	111 Sutter St. Exbrook 2-5671-2

Losing Amateur Standing

WITHOUT considering what difficulties, if any, were invited by KRNT-TV Des Moines when it decided to telecast the Nov. 5 Iowa-Minnesota football game against the rules of the National Collegiate Athletic Assn., we suggest that the forbidden telecast served at least one good purpose.

It emphasized the feudalistic nature of the monopoly which the NCAA is operating in college football television.

As reported elsewhere in this issue, NCAA rules forbade the Des Moines station to telecast the Iowa-Minnesota game, which was being fed to other CBS stations, because of another game between Iowa State and Nebraska being played within KRNT-TV's viewing area.

In defiance of the rule, KRNT-TV picked the Iowa-Minnesota game off the CBS line. The action creates an interesting question as to whether CBS, as a party to a contract with the NCAA, is responsible for the observance of that contract by its affiliates. But that question is not for us to answer. Indeed it would be a pity if consideration of that and other questions in this single case were allowed to obscure the infinitely bigger question of how long the NCAA will be permitted to continue its restrictive football policy.

The longer the policy lasts the more evident it is that the NCAA is corrupting an amateur sport with the rankest kind of commercialism.

Push-Button Ratings?

THERE may be more than meets the eye in the intriguing project of TelePrompTer Corp. to establish a nationwide telegraphic network to serve the broadcast media with a traffic control system which would reduce transmission time from hours to minutes and also cut costs.

If the plan, as outlined to the FCC, works as its entrepreneurs predict, the ultimate by-products could surpass the main function in usefulness to the buyers and sellers of broadcast advertising. One of the problems that has beset the buyer has been time clearance. The TelePrompTer project, according to President Irving B. Kahn, would take care of that neatly by almost instantaneous interchange of information, along with transmission of program changes, cueing, features, advertising copy and outage reports to networks.

Even more thought-provoking is the comment that the "network" also "will provide statistical information not now readily available . . . to augment material now employed by agency timebuyers in their selection of facilities." Could this be an automation development whereby, through use of push-buttons and calculating machines, the advertiser could learn in minutes just how many sets were tuned to his program? The FCC was told that a kind of "program rating service" could be performed. Therein may lie the eventual answer to broadcasting's biggest controversy.

Mr. Kahn promises a nationwide public test soon. The plan is to make the project operative in about six months, with an original facility cost of $5 million. There are lots of folks among advertisers, agencies, stations, station representatives and the networks who will be watching with avid interest.

Where to Start the Cure

THE present Congressional investigation of government secrecy can, if properly managed, result in arresting if not reversing an alarming trend toward suppression of information at the source.

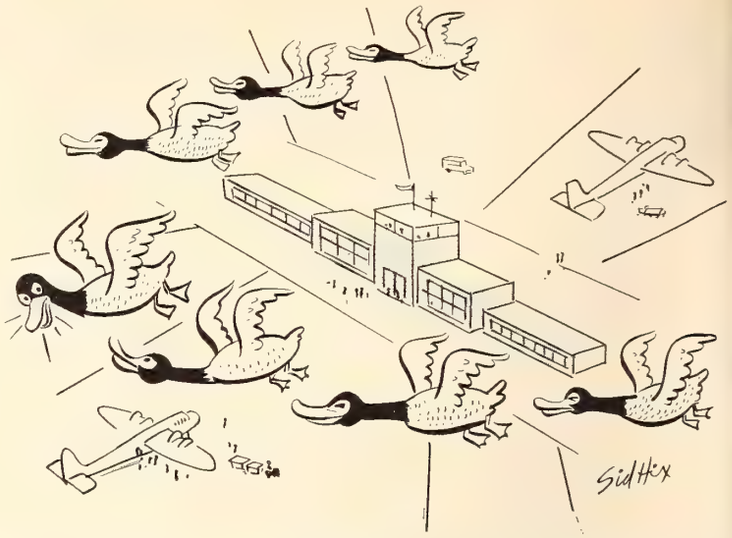
This suppression takes many forms and affects all news media. Needless to say the ultimate harm is to the public which has a right to know what its government is doing and can exercise that right only if it pays attention to news media and only if the media are able to find out what the government is doing.

The fight against suppression is everybody's fight. But in one respect it is an especially difficult fight for the two newest (and newsiest) news media, radio and tv. They are being locked out of places to which other news agencies are admitted. They are being doubly suppressed.

Among 13 journalists who testified before the committee last Monday was Theodore F. Koop, director of CBS news and public affairs in Washington, representing radio-tv. Mr. Koop pointedly summarized the problems of those media in these words:

". . . The biggest setback to radio and television news coverage of the federal government this last year has come from the House of Representatives itself. As you know, Speaker Rayburn held that under House rules only pencil and paper reporters can have access to House committee hearings. The [Radio-Television News Directors Assn.] and other broadcasting organizations protested this discrimination to no avail. We have even been denied permission to record or televise this hearing. I cannot help but call to mind the old proverb, 'Physician, heal thyself.' "

The subcommittee's investigation would look more promising if it took Mr. Koop's advice.



Drawn for BROADCASTING • TELECASTING by Sid Hix

"Don't try anything fancy over airports . . . remember what happened to Godfrey!"

We'll Sit This One Out

ALL advertising media have cooperated wholeheartedly with the government in providing free time and space for public service campaigns. One of the most meritorious, and most successful, has been the U. S. Savings Bond drive, continuing from the "War Bond" days. The Advertising Council, representing all branches of advertising, without expense to Uncle Sam, continues to perform commendable service in coordinating these campaigns equitably.

Secretary of the Treasury Humphrey is quoted in the November Savings Bond solicitation letter as saying that the tremendous success of the bond drive (over $5 billion per year in public sales) comes about through voluntary cooperation. He pointed out that magazine publishers (that's how we got this letter) contribute millions of dollars worth of space each year.

No doubt that is so. We, along with most other publications, carry these public service ads, just as billions of listener impressions are made each year by the broadcast media in time contributions. All this is premised upon the effectiveness of advertising.

We were prepared, as always, to okay the November full page after reading the Treasury's form letter. Then we eyed the proof. Looking at us was a half-page picture of the chairman and president of the Hershey Chocolate Corp., at his desk, with a big Hershey bar propped up in full display at his elbow. The headline read: "Hershey Employes cited for Payroll Savings Plan."

The stock credit line at the bottom read: "The United States Government does not pay for this advertising. The Treasury Department thanks, for their patriotic donation, the Advertising Council and . . . [then you're supposed to fill in your publication's name]."

The irony of this is that Hershey buys no advertising, and never has. Why should it be given free space or time to the detriment of competitors who pay for their advertising and thus help make possible these public service contributions?

If the Advertising Council and Secretary Humphrey don't mind, we'll sit this one out. (We'll be glad to run two next month, if the folks involved believe in advertising.)

NOW FULL POWER!

KSLA

CHANNEL 12 SHREVEPORT
COVERING THE RICH ARK-LA-TEX AREA

LOWEST COST PER THOUSAND

. . . because present low rates are in effect for established clients through June 1956!

CBS-ABC NETWORK SHOWS

Sure-fire attractions to draw this huge new audience to KSLA's top-notch local programming.

23 MONTHS ON THE AIR

Shreveport's only experienced television staff, with 23 months of telecasting to its credit.



Louisiana's TALLEST TOWER — 1,442 Feet Above Sea Level

BUSINESS IS GOOD in the rich ARK-LA-TEX MARKET...

More people with a higher spendable income! Over $203 million in grocery sales, $27 million in drug sales, $236 million in automotive sales. 77,390 farms with a gross income of $171,155,000.

. . . and now, great new 48-COUNTY—3-STATE COVERAGE!

KSLA'S 316 KW Market Picture

Population	1,178,450
Households	311,235
Shreveport Mkt. Circ.	150,830*
Spendable Income	$1,275,069,000
Income per household	3,411
Retail Sales	$ 876,193,000

Source: SRDS 1955 Consumer Markets *TELEVISION MAGAZINE

PAUL H. RAYMER COMPANY, INC. National Representatives

New York • Atlanta • Detroit • San Francisco • Hollywood • Dallas • Chicago

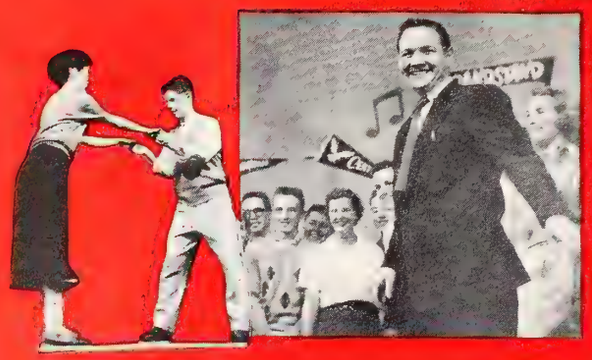
FIRST IN SHREVEPORT, LOUISIANA

KSLA CHANNEL 12

Affiliated with CBS and ABC



NOON—This full-hour variety show features Emcee Rev Mullins, Singer Norma Sinclair, Announcer John Bilyeu—plus the famed Texas Rangers, Harry Jenks at the Hammond and Newscaster Claude Dorsey. Live studio audience.



BANDSTAND—Emcee John Bilyeu spins top records on this show—while dancing teen-agers from the high schools in the Channel 9 area take part in the fun. Celebrities and recording stars visiting Kansas City make personal appearances.



MICKEY MOUSE CLUB—[illegible] hot new Disney creation [illegible] Kansas City audiences [illegible] availabilities at present [illegible] occasional adjacency [illegible] nailed down if you act



HAPPY HOME—Kansas City's No. 1 homemaking show with Kansas City's No. 1 homemaker, Bea Johnson . . . McCall Magazine award-winner and beloved friend of thousands of viewers.

Here's why Kansas City is swinging to

"BIG-TIME" DAYTIME

ON CHANNEL 9

KMBC-TV

Kansas City daytime television has gone "Big Time" in a big way! With a schedule that's tailored to the tastes of the stay-at-home audience, KMBC-TV has introduced fresh, daring new program ideas that have revitalized viewing and have made daylight hours more highly productive for advertisers.

With this new format of daytime entertainment, KMBC has developed a versatile handling of commercials that answers every sponsor demand. Full sponsorship of sparkling station-produced shows or fine syndicated film shows; filmed minute-participations; live commercials; demonstrations; sampling; audience-participation testimonials; station-breaks; IDs — you name it, we'll deliver it! Ask your Free & Peters Colonel for the *new* schedules of Kansas City's most dynamic TV station.

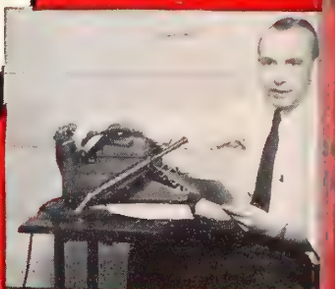


FREE & PETERS, INC.
Exclusive National Representatives

DON DAVIS, First Vice President
JOHN SCHILLING, Vice Pres. & Gen. Mgr.
GEORGE HIGGINS, Vice Pres. & Sales Mgr.
MORI GREINER, Director of Television



ACADEMY MOVIE—Hostess Bowen entertains with top-notch length motion picture features for maximum appeal to viewers—stories of romance, edy, drama, mystery, adv



3:55 P.M. NEWS & WEATHER—A [illegible] noon summary of news and weather [illegible] by the area's best and biggest [illegible] Bureau. Delivered by Lionel Schwan, City's undisputed No. 1 TV newscaste



MY LITTLE MARGIE—Nighttime television in the daytime! A five-times-weekly half-hour strip whose high nationwide ratings make it an exceptional television buy. We might be able to clear a spot for you. Better ask your Free & Peters Colonel.





WATCH THE BIRDIE—Paul Nesselrode over this animated cartoon-quiz on geography, science and storybook [illegible] are answered by telephone. Daily. Highly merchandisable.



STORY THEATRE—Television drama at its finest (syndicated film), with well-known Broadway and Hollywood stars . . . each half hour complete in itself. Live open and close from studio with Host-Announcer Jim Lantz.

WHIZZO'S WONDERLAND — A wonderful children's hour with the famous "Little Rascals" (Our Gang) comedies and clever Walter Lanz cartoons—integrated in a studio circus set format. Frank Wiziarde, in clown costume, presides over the merriment and leads a troup of pre-school-age "junior clowns" through circus routines and standard clown acts.





JACKPOT MOVIE—A fine, feature-length wood movie (new each day) with Jim Host Bill Griffith adds News and Wea local news pictures and facsimile p ceived each morning from the United

OVEMBER 21, 1955 35c PER COPY

BROADCASTING TELECASTING

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AA Grid Tv Ban
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Technique to Aid
ng-Distance Tv
Page 94

TURE SECTION
gins on Page 67

25TH year

NEWSWEEKLY
RADIO AND TV

ALL NIGHT
Show
$55 PER WEEK
for 6 one-minute spots!

This is a flat rate—for one week or a hundred weeks. These spots are going like hotcakes! There are still some choice ones left. See your Forjoe man at once for the exciting story!

WXEX-TV
RICHMOND, Petersburg and Central Virginia

TOM TINSLEY, President IRVIN G. ABELOFF, Vice President

WHEN DOES
300 Microvolts Per Meter = 100 Microvolts Per Meter?

Enlightened Timebuyers Know This:

	Grade A Service	Grade B Service
Channels	Microvolts Per Meter	Microvolts Per Meter
2 to 6	2500	220
7 to 13	3560	630

F.C.C. Engineering Standards

DID YOU KNOW IT, and that it takes 630 microvolts per meter on Channels 7 to 13 to produce (at a TV receiver) the same results as 220 microvolts per meter produces from stations operating on Channels 2 to 6 for Class "B" service.

When the standard of 100 mv/m is used to describe a station's service, it is of little value without considering the channel upon which the station is transmitting.

In other words, just as it takes 316 KW of power for stations on Channels 7 to 13 against 100 KW for Channels 2 to 6, it likewise takes approximately three times the signal strength to produce the same results.

THE FACTS TO REMEMBER

Whenever considering the power of stations operating in the upper and lower half of the Very High Frequency Bands, remember the lower half requires only 1/3 the power

And

When considering field strengths in microvolts per meter for the upper half of the band, it will require approximately three times the value of the lower half.

When the 100 microvolt contours for the lower half, Channels 2 to 6, are being compared with the upper half of the same band, Channels 7 to 13, the 100 microvolts should be multiplied by 3 or 3 x 100=300 microvolts per meter. The end result is the same as saying - - - - -

300 mv/m on Ch. 7 to 13 = 100 mv/m on Ch. 2 to 6

A Service of

"THE SOUTH'S FIRST TELEVISION STATION"

WTVR 100 KW 1049 FEET CHANNEL 6

RICHMOND, VIRGINIA

Represented Nationally By BLAIR TV INC.

on the Pacific Coast,

"Community Merchants prefer Don Lee..."

from a survey by Dr. Ernest Dichter



Grocers...and butchers and bakers and candle-stick makers...don't really have it this easy when Don Lee is working for them—a really accurate picture would show our grocer suffering from "cashiers' elbow" from ringing up sales.

In a survey of Pacific Coast network radio, conducted by Dr. Ernest Dichter and the Institute for Motivational Research, community merchants showed their preference for Don Lee by their answers to these questions:

Don Lee is Pacific Coast Radio

EXCERPT FROM THE SURVEY: **"What radio station reaches the greatest number of people? 68% named a Don Lee station. What radio station reaches the people who do the most shopping? 50% named a Don Lee Station."**

This is only one of many significant factors Dr. Dichter found responsible for the reputation of the Don Lee Broadcasting System on the Pacific Coast.

For a viewing of the film presentation, "The Depth of Penetration of an Advertising Medium," write to H-R Representatives, Inc., or to the Don Lee Broadcasting System, 1313 North Vine Street, Hollywood 28, Calif.

Mutual DON LEE RADIO

Published every Monday, with Yearbook Numbers (53rd and 54th issues) published in January and July by Broadcasting Publications, Inc., 1735 DeSales St., N.W., Washington 6, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.



"The year that is drawing toward its close has been filled with the blessings of fruitful fields and healthful skies. To these bounties, which are so constantly enjoyed that we are prone to forget the source from which they came, others have been added . . . They are . . . gracious gifts . . . It has seemed to me fit and proper that they should be solemnly, reverently and gratefully acknowledged as with one heart and one voice by the whole American people."

From the first proclamation making Thanksgiving a national holiday, issued on October 3, 1863, by President Lincoln

WGAL-TV

LANCASTER, PENNA.

NBC and CBS

316,000 WATTS STEINMAN STATION • Clair McCollough, Pres. 316,000 WATTS

closed circuit®

LUCKY SEVEN? • Ultimate target of *ad hoc* committee to be named by Office of Defense Mobilization Director Arthur S. Flemming understood to be at least seven new vhf channels for commercial use. These would come from spectrum-space occupied by military-government services, plus whatever can be carved out of fm space. Approach is to do job in three stages, with two channels in 132-172 mc band to be cleared initially. Quest also involves transition of one vhf channel from present fm band, which, in first phase, would add three channels to existing 12 ch. vhf spectrum (story page 7).

B•T

WHEN J. Walter Thompson Co., New York, switches soon to media buying by account group plan [CLOSED CIRCUIT, Oct. 31], *following six buyers will become associate media directors, reporting to Arthur A. Porter, vice president and director of media department: James Luce, Anne Wright, Gerald Vernon, Alvin Dreyer, Jim Short and Richard P. Jones. Each will be assigned certain accounts with time and print buyers reporting directly to him.*

B•T

THEY'RE GOING THATAWAY • KRMG Tulsa, 50 kw clear channel ABC affiliate, has notified network that following expiration of affiliation contract next March 31 station does not desire to renew but will go independent.

B•T

VAGARIES of network-affiliate relationships reflected in report from one Western broadcaster, on NBC Radio, who said his Mutual competitor received greater compensation check from network last month than did his NBC outlet. Extent to which line charges and co-op business may have been involved was not revealed.

B•T

RADIO POWER • Coming to head soon is quietly growing movement looking toward across-board power increases for am stations, with chance subject may receive FCC consideration. Topic is on agenda of NARTB Engineering Advisory Committee, meeting in New York today (Monday).

B•T

HARRY A. BERK, vice president and chairman of plans board, Warwick & Legler, expected to join McCann-Erickson as director and vice president as well as chairman of M-E's international plans board. Another appointment in radio-tv department is also expected to be made shortly.

B•T

TOLL TV TEMPERATURE • Heat being generated in toll tv controversy is indicated in report from Minneapolis, where CBS Inc. Vice President Richard S. Salant addressed Ad Club Nov. 9. Ted Leitzell, Zenith public relations director, set up tape recorder with result that chairman of meeting referred to incident as "bugging." Mr. Leitzell, who is scheduled to address same group this week, reportedly said he wanted tape recording so that Zenith's lawyers could listen to it despite offer by Mr. Salant to supply him with copy of talk. In question-answer session, it was view of some observers that several queries were well planted.

B•T

QUESTIONNAIRES to all radio and tv stations from Catholic Archdiocese of New York asking for accounting of religious programs broadcast or telecast during last year, along with breakdown by denomination, have caused considerable stir in broadcast ranks. Some station owners report they have not answered questionnaires on ground that request comes from non-official group and that to do so would make them vulnerable to requests for breakdowns in every conceivable programming category. Survey is being handled by Office of Radio and Television Communications of archdiocese.

B•T

MISSED DEADLINE • While there's satisfaction that AT&T didn't file notice of rate increase for tv traffic by Nov. 1 half-year deadline, station-network officials and special NARTB group working on subject aren't sitting idle. Disclosure of committee's plans expected within few days, following Friday meeting in New York.

B•T

GORDON BAKING CO., currently participating sponsor on Kukla, Fran & Ollie *on ABC-TV, with advertising budget of approximately $1 million, is understood to be about to appoint Cunningham & Walsh, New York, as its advertising agency effective after first of year. D'Arcy Adv., New York, currently handles Gordon.*

B•T

MOVIE JITTERS • Hollywood won't admit it and "surveys" won't show it, but theatre box office admissions are at low ebb. Film executives at 16mm antitrust trial put blame on tv for dip but movie makers are not helping exhibitors either. Product is being distributed in 15 different types of release prints with ten sizes of anamorphic (squeezed image) and five kinds of wide screen, latest being Todd-AO's "Oklahoma," requiring special equipment.

B•T

REPORTS of rationing of newspaper display space this Christmas season because of tight newsprint supply may give many stations local windfall, but not without digging for it. In newspaper trade, word is there will be severe shortage by Christmas, with many metropolitan papers now having only few days' supply rather than 60-90 day inventories. Some newspaper rate increases already have been announced.

B•T

SPOT TALK • Biow-Beirn-Toigo is calling meeting today and Tuesday with station representatives and representatives of Philip Morris and agency on account, in New York, to discuss mutual problems on spot campaign as well as to thank station representatives for past efforts.

B•T

FOR FIRST time, NARTB's Sports Committee will have tangible signs of support for its football tv position when group meets in New York Dec. 13. While public officials and even colleges themselves are starting to resist college football "monopoly," NARTB group will find new problem dumped in its lap—charging of $500 fee for film telecast rights, enforced this season at Missouri U.

B•T

PAY LOAD • RCA's laboratory-equipped DC-3 carried unusual load last Monday from Washington to Teterboro, N. J., airport. Aboard as guests of Brig. Gen. David Sarnoff, chairman, and Pat Weaver, president, NBC, were Dr. Frank Stanton, president, CBS Inc., and Richard S. Salant, vice president, CBS Inc.; Robert E. Kintner, president, ABC, and Ernest Lee Jahncke, vice president, ABC. Group (except Jahncke) had conferred with FCC network investigating committee (McConnaughey, Hyde, Bartley and Doerfer) and accepted invitation of Gen. Sarnoff to ride back with him. (Story page 64).

B•T

WHY does FCC continue to extend effective date of rule revision permitting Zone I vhf stations to use 1,250-ft. antennas with maximum power? Rule was amended last spring, has been postponed four times now to Jan. 9 (see story page 84). Unofficially, it's understood some commissioners want to withdraw action entirely, dump subject into general allocations rule-making. Others want to make it effective as decided previously. So, postponements continue.

B•T

SNEAK PREVIEW • Representing Hollywood's newest use for tv, B&B Productions is planning live dramas on small-market tv stations to test audience reaction to story properties before investing in big-budget movie version. Owned by actress Anne Baxter and Russell Birdwell, B&B will use "little theatre" talent cameo technique.



what do you buy by?

HOOPER? [1]
NIELSEN? [2]
PULSE? [3]
TRENDEX? [4]

all have

WHB FIRST!

WHB has run away with Kansas City's radio day!

10,000 watts—710 kc

[1] All day average Hooper: 46.4%—First place!
[2] All day average area Nielsen: 39.2%—First place!
[3] Pulse—every daytime ¼ hour—First place!
[4] All day average Trendex: 42.8%—First place!

Call the man from Blair or WHB
General Manager **George W. Armstrong.**

MID-CONTINENT BROADCASTING COMPANY
President: Todd Storz

WTIX, New Orleans	KOWH, Omaha	WHB, Kansas City
Represented by	Represented by	Represented by
Adam J. Young, Jr.	H-R Reps., Inc.	John Blair & Co.

at deadline

FCC, MILITARY GET HEADS TOGETHER, SET UP UNIT TO STUDY CHANNEL SWAP

BIG forward step toward acquiring more vhf channels for tv was taken Friday when FCC met with Defense Mobilizer Arthur S. Flemming and representatives of Defense and Commerce Depts.

It was agreed to appoint *ad hoc* committee to investigate possibility of swapping some vhf government frequencies for non-government spectrum space. Members of that committee not yet named, but FCC Chairman George C. McConnaughey will be FCC representative, with three others probably to be appointed, representing Office of Defense Mobilization, Commerce and Defense Depts.

Attending top level meeting with Mr. Flemming, who acted as chairman, were following:

From FCC—Chairman McConnaughey and Comrs. Rosel H. Hyde, Edward M. Webster, Robert T. Bartley, John C. Doerfer, Robert E. Lee, Richard A. Mack and Edward W. Allen Jr., chief engineer; A. L. McIntosh, chief, frequency allocation and treaty division and Edward F. Kenehan, chief, Broadcast Bureau.

From Defense Dept. — Assistant Secretary Thomas P. Pike; Major Gen. Francis L. Ankenbrandt, USAF, director, communications-electronics, Joint Chiefs of Staff; George B. Larkin, telecommunications specialist, office of Assistant Secretary of Defense.

From Commerce Dept.—Assistant Secretary George T. Moore; F. B. Lee, administrator, Civil Aeronautics and Lloyd Simson, communications liaison.

From ODM—Mr. Flemming; Maj. Gen. J. V. Matejka, USA, assistant to director for telecommunications; F. C. Alexander, deputy assistant director for telecommunications, and William E. Plummer, special assistant for engineering.

Details of what frequencies were discussed were not announced. It is believed that FCC offered portion of uhf television allocation in exchange for three or more vhf bands. Among subject discussed was that of possible Congressional appropriation to recompense government users for changing over present equipment to other frequencies if swap takes place.

Idea of securing additional vhf channels has been broached by several Commissioners. Comr. Robert E. Lee during speech at engineering session of NARTB convention in Washington last May [B•T, May 30], suggested that problems of uhf stations might be alleviated if additional vhf channels could be obtained from government—to be used as replacement for present uhf channels. Mr. Lee suggested then placing all tv in 47 channels in band 60 mc to 342 mc (deleting present ch. 2, 54-60 mc). He also advocated reassigning fm to 342-362 mc (fm now in 88-108 mc). Mr. Lee and Comr. Bartley, earlier in year, dissented in pending split channel proposal for mobile services, called for additional vhf bands from military and other government users.

Chairman McConnaughey took initiative last month, asked ODM for conference on swapping spectrum space [B•T, Oct. 10]. Friday's meeting was outcome of that request.

WFBG-AM-TV Sale Filing Shows Educational Tie-Up

FCC Friday was asked to approve $3.5 million sale of WFBG-AM-TV Altoona, Pa., to Triangle Publications. With sale application, Triangle submitted copy of agreement with Dr. Milton S. Eisenhower, president of Pennsylvania State U. and active advocate of non-commercial, educational tv, for regular educational series on ch. 10 outlet.

Under agreement, subject to FCC approval of station transfer, Penn State will provide programs on regular basis, and Triangle will support programs with $10,000-per-year grant for five years plus use of equipment.

Agreement, made by Dr. Eisenhower and Walter H. Annenberg, president of Triangle, sets up regular midday half-hour, six days per week, to be filled by Penn State programs and hour each Sunday for telecast of Penn chapel. Triangle will build and operate microwave relay system between campus and WFBG-TV.

Of sale price application states "$2.25 million reflects the value of the CBS [TV] network affiliation. . . ." Seller Gable Broadcasting (Gable department store interests) lists $60,758 in assets, $51,287 liabilities to parent company. Triangle lists current assets of $19.1 million; plant and property, $25.9 million; goodwill, trademarks, publication rights, licenses, etc., $7.8 million, bringing total assets to $52.7 million. Current liabilities: $11.2 million.

Triangle, owned by Mr. Annenberg and family, owns WFIL-AM-FM-TV Philadelphia; WNBF-AM-TV Binghamton, N. Y.; WLBR-TV Lebanon, Pa.; 50% of WHBG Harrisburg, Pa., and is applicant for ch. 18 at Elmira, N. Y. Triangle interests include *Philadelphia Inquirer, Tv Guide,* other publications.

Exchange of letters between Dr. Eisenhower and Mr. Annenberg, attached to FCC application, disclosed that Mr. Annenberg advised Penn State of Triangle's five-year grant after basic programming agreement was made.

Other applications filed Friday:

• WILD Birmingham, Ala.—Assignment of license from The Pilot Corp. to Gordon Alabama Broadcasting Co. for $175,000. President of Gordon Alabama is Sherwood R. Gordon (70%), who owns WSAI-AM-FM Cincinnati.

• KFMA Davenport, Iowa—Transfer of control from Arthur D. Pierce to Lester L. Gould (60%) and Dorothy R. Gould (40%) for $55,000. Mr. Gould is 33⅓% owner WLSE Wallace, N. C.

SANTA, C/O 'MONITOR'

SOME TWO-THIRDS of NBC Radio's affiliates have made arrangements for special Christmas audience and sales promotion on *Monitor* weekend service. Starting weekend of Nov. 26-27 and continuing through Christmas *Monitor* will broadcast children's "Letters to Santa" recorded in youngsters' own voices. Letters will be programmed at fixed times in network option period, making possible merchandising and promotion tie-ins and selling of adjacencies by stations.

• BUSINESS BRIEFLY

RADIO FOR LEVER • Lever Bros., N. Y., for Surf detergent, planning radio saturation spot announcement campaign to run approximately 13 weeks after first of year. Number of markets still undetermined. Agency: BBDO, N. Y.

MEAT EXTENDS • American Meat Institute, which placed four-week radio spot announcement campaign in 70 markets, planning to extend campaign effective Dec. 9 for 15 weeks. Agency: Lennen & Newell, N. Y.

SALT CAMPAIGN • International Salt Co. clearing nearly dozen markets for television spot announcement campaign to break after first of year. Length of contract still undetermined. Agency: BBDO, N. Y.

SPAGHETTI BUYING • Campbell Soup Co. (Franco-American spaghetti), Camden, N. J., buying four-week radio test campaign on four stations starting Nov. 28 in St. Louis and Cincinnati. Agency: Ogilvy, Benson & Mather, N. Y.

SPEIDEL NAMES NC&K • Speidel Co. (watch bands), with overall advertising budget of $2 million, currently co-sponsoring *Sid Caesar Show* on NBC-TV, names Norman, Craig & Kummel Adv., N. Y., effective Jan. 1. SSC&B has been handling.

INTERIM AGENCY • Advertising for Griffin Mfg. Co. (shoe polish), N. Y., $1.5 million tv-radio advertiser, recently bought by Boyle-Midway, division of American Home Products, N. Y., will be handled by John Murray Agency until Jan. 1, when new agency will be appointed. Present television and radio spot campaign will be cancelled as of Nov. 22. Bermingham, Castleman & Pierce had been servicing Griffin account for past 20 years. Firm's 1956 plans probably will include network programs.

ANOTHER FLYER • Pan American World Airways, N. Y., has renewed co-sponsorship of *Meet the Press* (NBC-TV, Sun., 6-6:30 p.m. EST), starting Jan. 1. Agency: J. Walter Thompson Co., N. Y.

Houston Takes Agency Chair, Hillenbrand Named President

IN ORGANIZATIONAL realignment at Bryan Houston Inc., New York, to be announced today (Mon.), William R. Hillenbrand becomes president and Mr. Houston moves up to chairman of board. Mr. Houston said step was taken to keep pace with agency's growth in past year from two clients and 12 products to six clients and 30 products.

Mr. Hillenbrand assumes general responsibility for administration of agency accounts, enabling Mr. Houston to devote more time to agency's plans board operation. Mr. Hillenbrand has been vice president and director of Bryan Houston (formerly Sherman & Marquette) for past three years, and formerly was with Procter & Gamble for 15 years. Mr. Houston has been president of agency for past five years, and previously was executive vice president of Lennen & Mitchell and executive vice president of Pepsi-Cola Co.



Try WSAZ-TV. Seems like there's just about nothing this remarkable station can't sell. Recently the Lehigh County Land & Trust Company bought itself a single spot announcement, presented at 10:35 p.m. on a Wednesday night. It was aimed at getting people around our Industrial Heart of America interested in half-acre plots at Lehigh Acres – 850 miles away outside Fort Myers, Fla. Cost per plot: $10 down, $495 complete.

Almost before you could say "Lehigh land boom," things began to happen. Within two days, this one late-evening message had brought 135 mail inquiries (plus 32 phone calls to WSAZ-TV's Huntington studios and 36 to the Charleston studios). In all, 240 prospective purchasers were heard from.

Cost of spot: $150. Cost-per-inquiry: a down-to-earth 62 cents, which is mighty good for a $495 item of merchandise! (Small wonder, either, that the sponsor has renewed for another seven weeks!)

Here again is proof that with WSAZ-TV you tap a five-state market loaded with lots of buying power—and ready to spend it for all manner of things. Within viewing range of WSAZ-TV, there's **four million dollars** of potential... **and no other medium covers this whole area.** Ask your nearest Katz office to help plot you a profitable share of it.

Huntington-Charleston, West Virginia
CHANNEL 3
Maximum Power
NBC BASIC NETWORK
affiliated ABC

WSAZ
TELEVISION

also affiliated with Radio Stations WSAZ, Huntington & WGKV, Charleston
Lawrence H. Rogers Vice President & General Manager, WSAZ, Inc.
represented nationally by The Katz Agency

at deadline

NBC, Westinghouse Ask FCC To Approve Station Exchange

JOINT REQUEST that FCC approve NBC-Westinghouse radio-tv stations swap has been submitted by Brig. Gen. David Sarnoff, chairman of NBC board, and E. V. Huggins, chairman, Westinghouse Broadcasting Co.

Letter, signed by both officials, covered detailed response to FCC's McFarland letter last month stating swap arrangement indicated necessity of hearing [B•T, Oct. 24]. Involved is exchange of WBC's KYW and WPTZ (TV) Philadelphia for NBC's WTAM-AM-FM and WNBK (TV) Cleveland. WBC also would get $3 million from NBC in swap.

"The decision to make this exchange was arrived at after careful consideration of all factors at the highest management level of both companies," joint letter read. "It has the approval of our respective boards of directors and the approval of the boards of directors of our respective parent companies."

Both NBC and Westinghouse, in separate formal answers to McFarland letter denied that exchange was result of NBC pressure. Network said it had been offered "opportunity" to buy a Philadelphia tv station, decided to do business with WBC first. WBC said NBC told it of chance to buy Philadelphia tv, decided better to sell Philadelphia stations and retain NBC affiliations than to retain Philadelphia stations and lose NBC affiliations.

In answer to questions raised regarding over-concentration of ownership in New York-Philadelphia-Washington-New Britain area, NBC claimed no such thing. Each of these stations, network said, is in different market, where competitive radio and tv services are greatest. There is no Grade A overlap between New York and Philadelphia, NBC stated and Grade B overlap is "insignificant." Nor is monopoly involved, NBC said, since exchange results in no change in number of radio and tv stations it owns. NBC purchase of WKNB-TV New Britain also pends FCC approval.

WBC denied concentration in Cleveland-Pittsburgh-Fort Wayne area. Pittsburgh and Cleveland radio overlaps in .5 mv/m area, it pointed out, but this is minor and most of population involved receives primary service from 50 other stations. Same thing is true of purported Cleveland-Fort Wayne overlap, WBC said. It said population in overlap gets primary service from 27 other stations. Westinghouse owns WOWO Fort Wayne. There is no Grade A overlap of WBC's KDKA-TV Pittsburgh and WNBK Cleveland, WBC pointed out. Grade B overlap only involves 8% of population served by both stations, it said, and they get tv from 10 other stations. In reply to WSTV-TV Steubenville objection to exchange on grounds KDKA-TV has first call on all network programs, WBC said its Pittsburgh tv station has no such arrangement and that, with addition of other facilities in steel city, KDKA-TV will become basic NBC-TV outlet only.

Radio-Tv News Directors Name Baker as President

HAROLD BAKER, WSM Nashville, was elected president of Radio-Television News Directors Assn. at Denver meeting (early story page 56). Other officers elected were Ted Koop, CBS Washington, vice president for programming; Charles Day, WGAR Cleveland, radio vice president; Jack Knell, WBT Charlotte, N. C., tv vice president; Sheldon Peterson, KLZ Denver, re-elected treasurer. Directors elected for three-year terms were Nick Basso, WSAZ Huntington, W. Va.; Bill Small, WLS Chicago; John Maters, WILS Lansing, Mich.; two-year term, Lee White, KROS Clinton, Iowa, and one-year term, Ron Laidlow, CFPL London, Ont.

KOSA-TV to Join CBS-TV

KOSA-TV Odessa, Tex. (ch. 7), will join CBS-TV on or about Jan. 1 as primary affiliate, Herbert V. Akerberg, CBS-TV vice president in charge of station relations, announced Friday. KOSA-TV is owned and operated by Odessa Television Co.

WEAVER ADVOCATES U. S.-FINANCED TELEVISION NETWORK TO SPAN GLOBE

HALF-BILLION DOLLAR "international network" U. S. government-financed and providing tv transmitters, stations and sets to individual countries which do not have television, was advocated Friday by NBC President Sylvester L. Weaver Jr.

Mr. Weaver, reporting to Grocery Mfrs. of America in New York on his 'round-world trip completed few weeks ago, set forth master blueprint for project that could serve "the whole world outside the Iron Curtain . . . by an international and nation-by-nation television operation." As envisioned by Mr. Weaver, tv transmitter, station (and relays if necessary) and as many as 10,000 sets could be set up in each country. Through this "network," U. S. cultural tv shows and information programs could be disseminated as method of combatting communism.

Tv sets, Mr. Weaver said, could be placed in public meeting places attracting tremendous audiences.

Said Mr. Weaver: "Incidentally, a television transmitter and 10,000 sets would not cost much more than a million dollars and for a few million dollars in each country one could even give them a color transmission closed circuit setup which would be even more fantastic and powerful a system," he said, that would "really leave the Russians gasping for breath and out of the running."

At luncheon, GMA awarded 1955 trophies and citations to four women radio broadcasters. Top GMA award, silver trophy, went to Erma McCord, WHBU Anderson, Ind. Special citations were made to Martha Brooks, WGY Schenectady; June Hadley, WANE Ft. Wayne, and Irene Lindgren, WFBM Indianapolis. Awards were for telling story of how foods reach consumer from manufacturer.

PEOPLE

SEYMOUR ABELES, former NBC and CBS radio actor and now film salesman, appointed sales representative by Associated Artists Productions Inc., N. Y. Mr. Abeles has been assigned to AAP's southern sales department.

BONNIE DEWES, account executive, D'Arcy Adv. Co., St. Louis, appointed general national chairman of 1955 Advertising Woman of the Year award committee. Award is sponsored by Advertising Federation of America.

JACK DREES appointed sportscaster of *Wednesday Night Fights* over ABC-TV, effective Wednesday, succeeding **RUSS HODGES. STEVE ELLIS** named to succeed Mr. Drees as broadcaster on ABC Radio's Wednesday *Pabst Blue Ribbon Bouts.*

UP Poll Picks Dr. Salk, Princess as Top News Copy

DR. JONAS SALK, developer of anti-polio vaccine, and Princess Margaret of Great Britain, voted "Man of the Year" and "Woman of the Year" as most newsworthy figures in United Press poll conducted among nearly 1,700 radio wire clients. President Eisenhower, winner of poll in three previous years, ran close second to Dr. Salk with Konrad Adenauer, West German chancellor, third, and Democratic candidate Adlai Stevenson, fourth.

Princess Margaret led by far in voting for most newsworthy woman, followed by Claire Boothe Luce, ambassador to Italy, who received one-sixth of votes polled by princess. Mrs. Eisenhower, winner of poll two years ago, was third. Others: Oveta Culp Hobby, former Secretary of Health, Education and Welfare; Florence Chadwick, who set new channel swim record, and Academy Award winner Grace Kelly.

Winners will be subjects of two yearend UP radio news scripts. Last year's winners: State Secretary John Foster Dulles and Genevieve de Galard Terraube ("Angel of Dien Bien Phu"). About 500 ballots were cast this year.

Iowa Governor's Petition Turned Down by NCAA

REQUEST of Gov. Leo Hoegh of Iowa to allow hookup of state tv stations to carry Iowa-Notre Dame game Saturday was refused Friday by Walter Byers, executive secretary of National Collegiate Athletic Assn. (early story page 46). WMT-TV Cedar Rapids, Iowa, was allowed to carry game as Iowa U.'s home station. Mr. Byers said it was impossible under NCAA tv rules to let other Iowa stations telecast game.

Paul Brechlier, Iowa athletic director, told Associated Press, "We do not agree with the NCAA tv regulations" and will work "for a change in the rule when the next opportunity is presented."

Missouri U. $500 Grid Fee Termed Discriminatory

TV STATIONS in Big Seven Conference area have protested action of U. of Missouri levying $500 rights charge for tv stations filming its home football games. No other conference team has levied such fee.

P. A. (Buddy) Sugg, WKY-TV Oklahoma City manager, complained to Dr. Elmer Ellis, U. of Missouri president, that it is unfair to charge heavy fee for tv film reporting. He pointed out newspaper writers and photographers are not forced to pay fee. Dr. Ellis refused request to lift fee for Oklahoma-Missouri game at Columbia, Mo., with WKY-TV getting copy of film from Oklahoma athletic officials.

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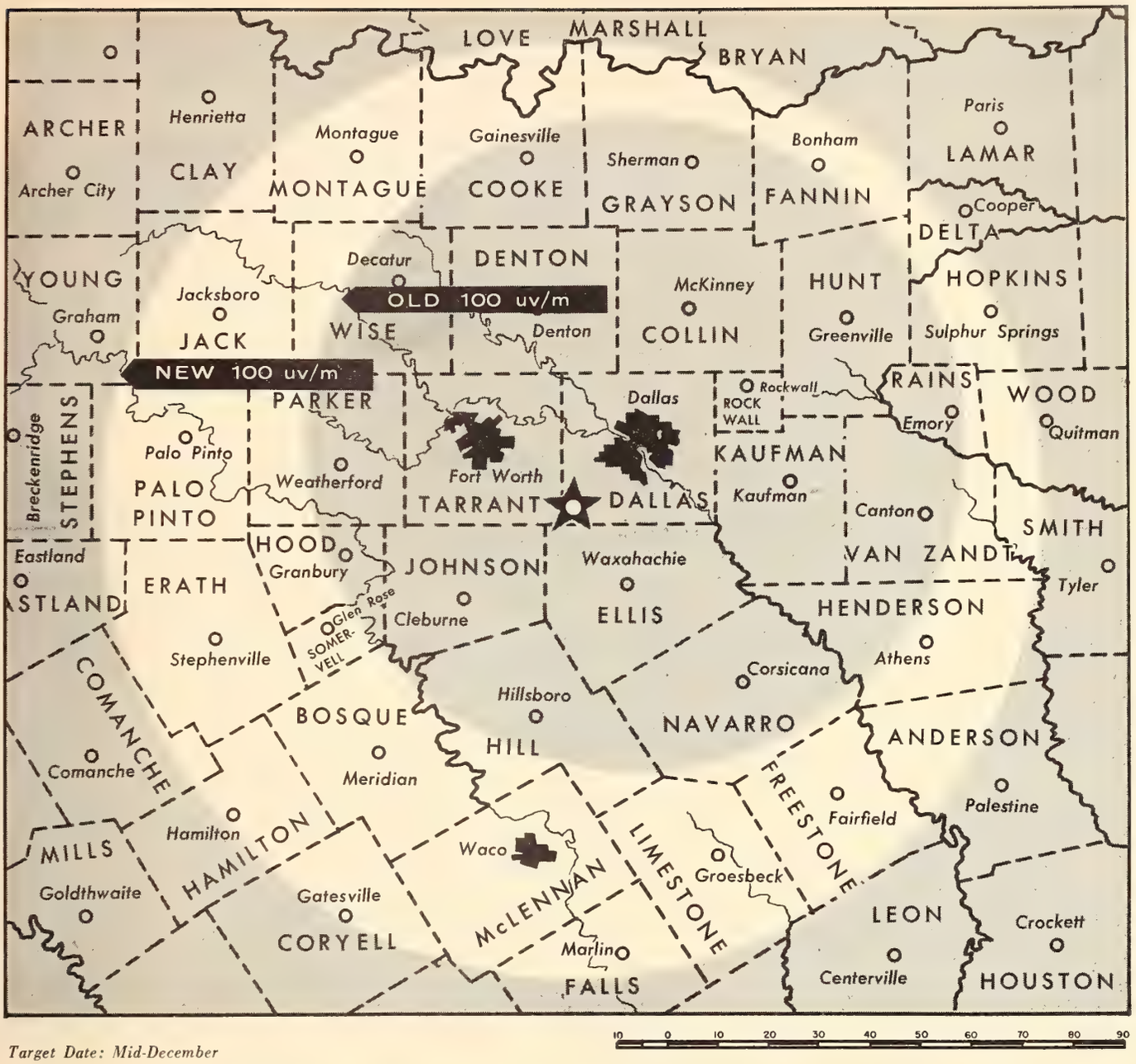
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Target Date: Mid-December

INCREASED COVERAGE

From Our New Tower (1685 feet above average terrain)

Here is what it adds up to...

- **2,272,000 Population**
- **552,740 TV Receivers**
- **42 Texas and Oklahoma Counties**
- **27,000 Square Miles within 100 uv/m**

CITY GRADE SERVICE IN DALLAS AND FORT WORTH

BASIC CBS STATION

KRLD-TV

The Times Herald Station
Owners and Operators of KRLD Radio, 50,000 Watts
The Branham Company, Exclusive Representative.

The BIGGEST buy in the BIGGEST market in the BIGGEST State

CBS

Channel 4, Dallas
MAXIMUM POWER

JOHN W. RUNYON
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HERE ARE THE *facts* ABOUT FOR TELEVISION

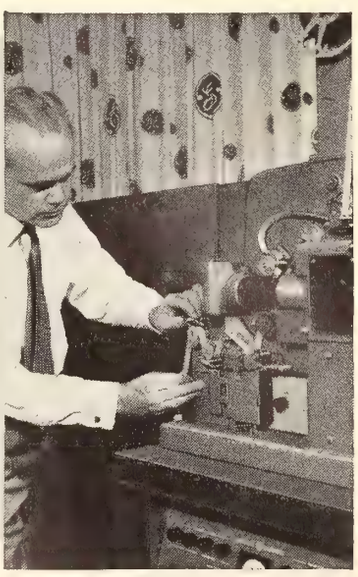
WHAT IT IS. The General Electric Film Center is a *complete* equipment package for your station projection room. It operates on the Scanner principle and consists of a 16 mm Continuous Motion Scanner; a 2x2 Dual Slide Scanner; and a Scanner Pickup. The entire equipment package is *newly designed*, specifically for color or monochrome operation—or both.

THE G-E SCANNER SYSTEM. G.E.'s Film Center, using the Scanner principle, features better picture quality, a simpler operating method, and, lower cost for operation and maintenance. No other type system offered today can match these high G.E. requirements. The G-E Scanner system gives your station the benefits of photo-electric pickup tubes which are simple, mass-produced, inexpensive—with a *record* of dependable performance. Sweep circuits or sync signals are not needed. Color registration, smear, or shading problems *do not exist.*

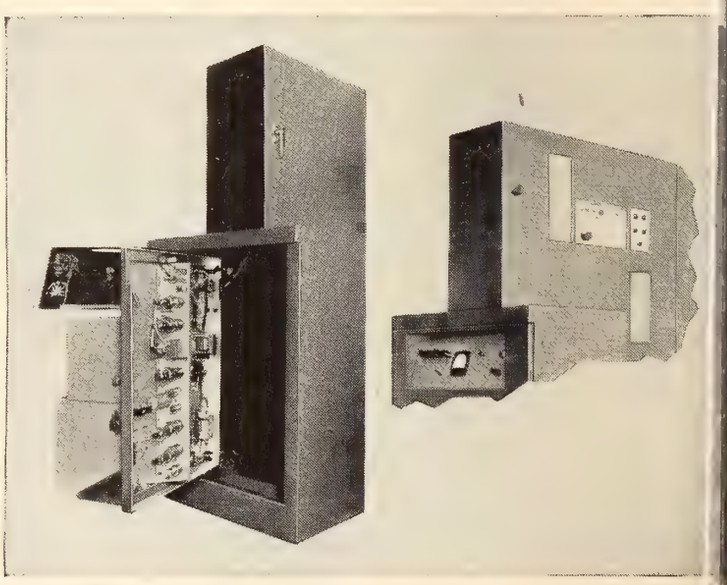
WHAT IT DOES FOR YOUR STATION. Your station can replace old equipment with a modern, G-E-designed package which will pay its way on monochrome service *now*—be on stand-by for color when you want it. With the G-E Film Center you can install basic units, block-build additional equipment as your needs and expansion plans dictate. Quality film and slide operations are assured, control monitoring is reduced. The overall operation is simplified and less costly than others. You owe it to the station to see this G-E system.



G-E Scanner Pickup—serves the same function as the film camera now used with B & W projectors. Dichroic mirrors break the light from the projectors into primary colors—photo-electric pickup cells convert it to electric signals.



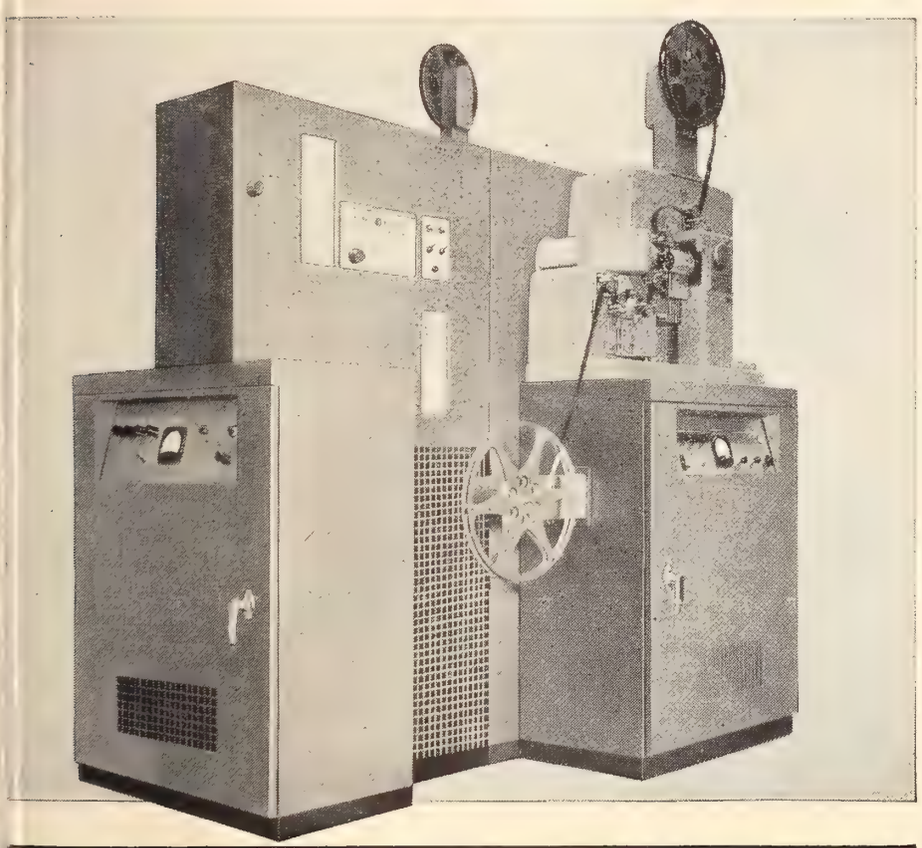
Film threading of the Eastman Continuous Motion 16 mm Projector is fast and easy. Light compensating mirrors, behind window, are out of the focal plane—eliminating dust problem—and rotate at 770 rpm.



2 x 2 Dual Slide Scanner—handles up to 16 paper, metal, or cloth-bound slides with fast positive action change. Outside knobs provide quick focus control. Slide change controls can be at the scanner or at the console.

THE G-E COLOR FILM CENTER BROADCASTERS

The Completely New G-E Color Film Center.
A New System—A New Continuous Motion Projector.
For Monochrome Service NOW—Color When You Want It!



See... Compare... Decide...

G.E.'s Scanner System coupled with the Eastman Continuous Motion Projector result in exceptionally high light transmission for the brightest, cleanest, sharpest color television pictures.

Many times the light output of other CM optical systems make it possible to obtain the best pictures from your "problem" films or slides—regardless of age or density.

Automatic film shrinkage compensation—virtually guarantees the same quality of projection time after time regardless of film shrinkage.

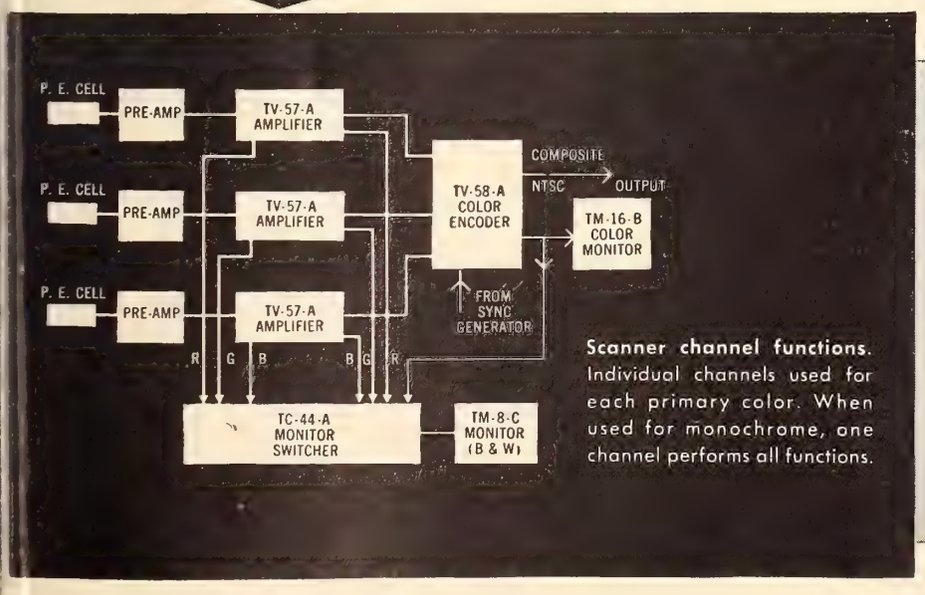
Double-duty—available for monochrome or color projection.

Block-Build. Start with 2x2 Dual Slide Scanner. Add one Continuous Motion Projector for limited film programming. Add a second projector, when needed, for monochrome or color film facilities.

Separate scanner tubes in each projector—assure reduced lost air-time in the event of tube failure.

Reduced maintenance and operating costs. Accessibility, simplicity of circuits, and minimum adjustments during operation cut manpower costs.

Masking amplifier actually can make the final picture better than original film.



Scanner channel functions. Individual channels used for each primary color. When used for monochrome, one channel performs all functions.

FREE BOOKLET, SPECIFICATIONS!

For detailed information about the new G-E Color Film Center see your local General Electric Broadcast Equipment Manager, or, write to: *General Electric Company, Broadcast Equipment, Section X2115-21, Electronics Park, Syracuse, New York.* In Canada, write to: *C.G.E. Electronics, 830 Lansdowne Avenue, Toronto.*

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GENERAL ELECTRIC

FOOD FOR THOUGHT



CARL MOORE

Six mornings a week, Carl Moore proves his drawing power by attracting a very large share of the Boston listening audience. Key *your* food advertising to a sales-proven personality—WEEI RADIO's Carl Moore!

If you want your share of NEW ENGLAND'S **No.1** MARKET *use*

WEEI

BOSTON

DATELINE II

"DATELINE II" was a competently handled, but not very sensational, variety show expressing the thanks, through radio-tv-movie personalities, of the American public to the members of the overseas press corps who risk their lives in a world wide effort to keep the people informed.

Milton Berle was fairly amusing and might have been more so had he not constantly made cracks about the audience being asleep. William Holden turned in a professional performance—one which might have been improved, however, with a bit more visual production on John Steinbeck's heartfelt tribute to his friend, the late Robert Capa.

Some phases of the program appeared somewhat incongruous. On the one hand there was Robert Frost's reading of a poem about freedom of the press and an emotional excerpt from the experiences of war correspondent Marguerite Higgins and on the other was Irving Berlin's song "Funnies" followed by a ballet based on the L'il Abner comic strip.

It was an entertaining hour-and-a-half and one which the Overseas Press Club should have appreciated from both entertainment and publicity angles.

Production costs: approximately $142,000.

Sponsored by Ford Motor Co. and RCA Victor through Kenyon & Eckhardt on NBC-TV, Monday, Nov. 14, 8-9:30 p.m. EST.

Starring: Antonio and his Spanish ballet, Patricia Benoit, Milton Berle, Irving Berlin, Janet Blair, Robert Frost, Greer Garson, William Holden, Peggy Lee, Darren McGavin and John Wayne.

Supervised by: Donald Davis and Dorothy Mathews; directed by: Alan Handley; associate supervisor: Andrew McCullough; associate director: Dean Whitmore; scenery: Jan Scott; costumes: Guy Kent; music conductor: George Bassman; continuity: Joseph Schrank.

Songs: "Funnies" and "Free"—composed by Irving Berlin.

IT'S ALWAYS JAN

SOMEHOW the idea persists in certain minds that a name entertainer can be dumped in front of the tv camera and score a hit regardless of the calibre of the material. In the case of CBS-TV's *It's Always Jan,* such success could come only in spite of the script.

In the brief portions when Janis Paige foregoes her acting in favor of her more-satisfying singing talents, there can be no crisicism.

But other than that, the viewer is guided through a half hour of "Lucy" gestures and expressions, flat repartee, a few side characters reminiscent of *Meet Millie* and a story line in which the writers seem unsure whether they're offering comedy or serious drama. Example: The Nov. 12 show concerned a has-been writer who is inspired by Miss Paige's trust to overcome dipsomanical tendencies. As a climax he authors a song routine on "hope" that wows the critics. At this point, it would have been timely to have given a commercial offering an upset-stomach remedy.

Production Costs: Approximately $34,500.

Sponsored by Procter & Gamble Co., through Compton Adv., CBS-TV., Sat., 9-9:30 p.m.

Cast: Janis Paige, Patricia Bright, Merry Anders, Jeri Lou James and Arte Johnson.

Producer: Arthur Stander; associate producer: Dewey Starkey; director: Norman Tokar; writer: Arthur Stander; music by Spencer Hagan; art director: Art Berger.

MEDICAL HORIZONS

THE DRAMATIC and increasingly successful fight against tuberculosis managed to become a dull story indeed as told on *Medical Horizons* (ABC-TV), live documentary series showing present-day progress being made by doctors and drugs.

The Nov. 14 offering had narrator Don Goddard, complete with hand mike, making a tour of Seaview Hospital, Staten Island, N. Y., where he talked with Dr. Edward Robitzek and Dr. Irving Selikoff, pioneering physicians at the noted TB clinic. Lines intended to reflect spontaneity instead came out as clumsy and plodding from Mr. Goddard and the two medical men.

Production costs: approximately $10,000.

Sponsored by Ciba Pharmaceutical Products Inc. in cooperation with the American Medical Assn. through J. Walter Thompson on ABC-TV.

Medical supervisor: Dr. William Strauss of Ciba Pharmaceutical Products; producer-director: Fred Carney.

BOOKS

THE EXURBANITES, by A. C. Spectorsky. Drawings by Robert C. Osborn. J. B. Lippincott., Philadelphia. 278 pp. $3.95

DESTINED to become the literary *tour-de-force* of the communications industry for the fall season, this book will be damned up and down the Madison Ave.-Michigan-Wilshire Blvd. axis, whose members will ravenously devour its contents nonetheless. Whether Mr. Spectorsky, senior editor of NBC-TV's *Home,* has done the industry a service remains to be seen, but he has set forth, in shocking and sometimes unbelievable details, the fiscal, social, sexual and psychological pitfalls "communicators" must endure day-unto-night in order to qualify as Exurbanites—those people who make their geographical and mental homes somewhere between the suburbs and the American frontier. Facts are facts, and Mr. Spectorsky has milked those provided by the New York, New Haven & Hartford railroad, the Westport Parent Teachers Assn., Alfred Kinsey, et al, for all they are worth. A well-thought-out piece definitely not meant for the children or Christmas giving.

MIKE AND SCREEN PRESS DIRECTORY, 1955-56, 2d edition. Radio-Newsreel-Television Working Press Assn., New York. 215 pp. $10, through RNTWPA direct. Publ. Oct. 19.

THIS DIRECTORY, containing some necessary and vital data heretofore missing in other reference books of its kind, lists radio-tv stations (by network or by city), newsreel services, and spokesmen for UN member-countries, U. S. federal, state, and municipal governmental departments. It does a particular service to purchasers of this book by listing what sort of tape and tv equipment the various stations have to offer to provide the fullest possible coverage, and goes so far as to list individual cameramen and film editors by name. The book also goes into the industrial field, breaking down, by industry, the various public relations firms and account executives handling the large U. S. corporations. The publishers also saw fit to print some of Edward R. Murrow's comments on the banning of microphones and cameras from various government functions (he is emphatically against the ban), and some advice by the editors on such diverse topics as picture stories, credits, handouts, and the general care and feeding of cameramen at official banquets.

Holiday Gift Suggestions

What more appropriate gift than the gift of business knowledge, of latest news and events in radio-tv—spot news and exclusive how-to features—brightly wrapped into one complete weekly report.

BROADCASTING • TELECASTING is THAT gift. Wind up your holiday shopping now by listing your staff, clients, friends, associates on the attached.

Each gift to be announced with a full color card. The first issue will start December 26—and continue every Monday throughout 1956.



ONE FOR 7 DOLLARS

name _____ title _____

company _____

street _____

city _____ zone _____ state _____

Sign gift card _____

TWO FOR 13 DOLLARS

name _____ title _____

company _____

street _____

city _____ zone _____ state _____

Sign gift card _____

THREE FOR 19 DOLLARS

name _____ title _____

company _____

street _____

city _____ zone _____ state _____

Sign gift card _____

FOUR FOR 25 DOLLARS

name _____ title _____

company _____

street _____

city _____ zone _____ state _____

Sign gift card _____

LIST MORE AT 5 DOLLARS

BROADCASTING • TELECASTING
1735 DeSales Street, Washington 6, D. C.

Please send Holiday gift cards to the above and start service with the December 26th issue.

$.....enclosed ☐ Bill me in January

name _____ title _____

company _____

street _____

city _____ zone _____ state _____

REDUCED RATES GOOD ONLY THROUGH DECEMBER 1955

The wallet-wise advise



WSJV-TV

pay less to sell the SOUTH BEND MARKET—

Class "A" time rate comparison of South Bend area stations

Time	WSJV	Station B	Station C
1 hour	$300.00	$500.00	$400.00
½ hour	$180.00	$300.00	$240.00
5 min.	$ 90.00	$125.00	$100.00
Effective Radiated Power	250,000 watts	185,000 watts	204,000 watts

America's 5th richest market*

Average per family income in the South Bend Market is $6,923.00—ranking it *first* in Indiana and *fifth* highest in the nation.

**Source: 1955 Sales Management Survey of Buying Power*

WSJV-TV

ABC—Elkhart—Channel 52

JOHN F. DILLE, Jr., *President*
PAUL C. BRINES, *General Manager*

Your Growth Network Station

Serving

South Bend-Elkhart
Northern Indiana
Southern Michigan

For availabilities see your

H-R TELEVISION MAN

National Representatives

OPEN MIKE

Unlimited Opportunity

EDITOR:

"The lady doth protest too much, methinks."

That's the line from Shakespeare that came to my mind after reading your excellent report of the speech by Henry Clay, chairman of the NARTB Radio Board, to [the NARTB's] regional conference in Des Moines. . . .

I for one believe it is a mistake, an extremely serious mistake, for any spokesman for radio to even suggest that the FCC limit the number of radio licenses. It is one of those facts of life that for every tune you must pay the piper. When you invite the government to limit competition you are in the same breath inviting the government to set rates. . . .

Every new station that has come on the market has created new radio advertisers. The more salesmen out on the street selling radio, the more radio prospers. The more stations fight for business and audience, the better it is for all concerned.

Perhaps some areas actually have too many stations. But I believe that adjusting to competition, not the limiting of licenses, is the answer. . . .

Ben Strouse, V. P. & Genl. Mgr.
WWDC Washington, D. C.

Judicial Deletion

EDITOR:

We recently forwarded to you the opinion of this Court in Jacova vs. Southern Radio and Television Co., which dealt with the question of television law. You are advised that in the middle of page 5 the sentence should read "And, since television is the latest medium for the," the words "most effective" having been deleted from the opinion.

B. K. Roberts, Justice
Florida Supreme Court
Tallahassee, Fla.

[EDITOR'S NOTE: Original language was quoted in report (B•T, Oct. 31) of Florida Supreme Court ruling upholding the right of a tv station to telecast news films without becoming liable for damages on invasion of privacy.]

Don't Give It Away

EDITOR:

If you have any copies of Worth Kramer's "If You Can't Sell It, Don't Give It Away," please forward three to WGTO.

This is real stuff, forcefully put, and should be required reading for every time salesman in the country once each quarter—in some cases more often.

Eugene D. Hill, Gen. Mgr.
WGTO Haines City, Fla.

EDITOR:

This is in regard to "If You Can't Sell It, Don't Give It Away" appearing in the Nov. 7 issue of B•T. We applaud the idea of Operation Stature and wish to speak from our own experience that it works for us and can work for any station operator.

WTYN began operation about one year ago. It's only 250 watts and is located in the smallest market you can imagine. We are surrounded by numerous other radio stations that have been in business for many years. We began operation with the idea that we would not cut rates, make special deals or "give away" advertising. We have not relaxed that ruling for one moment. Your readers may be interested to know that WTYN has made money every day that it has been in existence and the billing is continuing to rise. Yes, it was a little difficult at first. Now, however, we have a reputation for honesty in business that makes selling a pleasure.

We feel that our particular "case" will offer encouragement to large and small stations who may be afraid to take the "clean up" step. It can be done and it doesn't cost money to clean up, it makes money.

Mildred Allen, Co-Owner
WTYN Tryon, N. C.

Programs Count

EDITOR:

. . . Uhf's problem is programming, not channel allocations. Since the FCC does not control programming, the uhf solution must lie somewhere else. It does; it lies with the uhf operator. . .

Good programs are not necessarily expensive, but program directors' hands, calloused by network button pushing and handling of syndicated films, often seem to be insensitive to good original local production.

Uhf operators direct a lot of time and energy to influencing the FCC to make things easier for them. If they would band together with equal zeal in an effort to solve their own problems at their own level, their efforts might be rewarded. If they feel handicapped in competition, why not a video tape or film network of top quality programs available only on uhf?

Ray Stewart, P. R. Dir.,
Iowa State Medical Society
Des Moines
(formerly exec. producer,
WOI-TV Ames, Iowa)

Missing Call Restored

EDITOR:

Thanks for the plug on your Art Magee story in your Oct. 17 issue; however, you merely mentioned the local radio station, which is, of course, KIUP in Durango, Colo.

R. E. (Pat) O'Brien, Mgr.
KIUP Durango, Colo.

[EDITOR'S NOTE: The phrase "The local radio station," minus call letters, was Mr. Magee's, not B•T's. Thanks to Mr. O'Brien, the story, "How Radio Solved Frontier Airlines' Problem," is now complete.]

An Announcer Answers

EDITOR:

Enclosed please find a carbon copy of a letter sent to John C. Morgan . . .

"I read your article in the Oct. 10 issue of B•T entitled 'How *Not* to Make an Audition Tape.'

"I agree with you that any audition for a staff position should be commercial, but I resent announcers being referred to as 'golden voiced playmates' and 'naive individuals'; or the implication that announcers think there is something downright 'nasty' about a commercial; or your derogatory tone in writing that you had the 'dubious pleasure' of choosing a couple of announcers.

"Isn't it enough that the consensus of the industry regarding announcers is one of general disdain? Why contribute to the degradation? . . ."

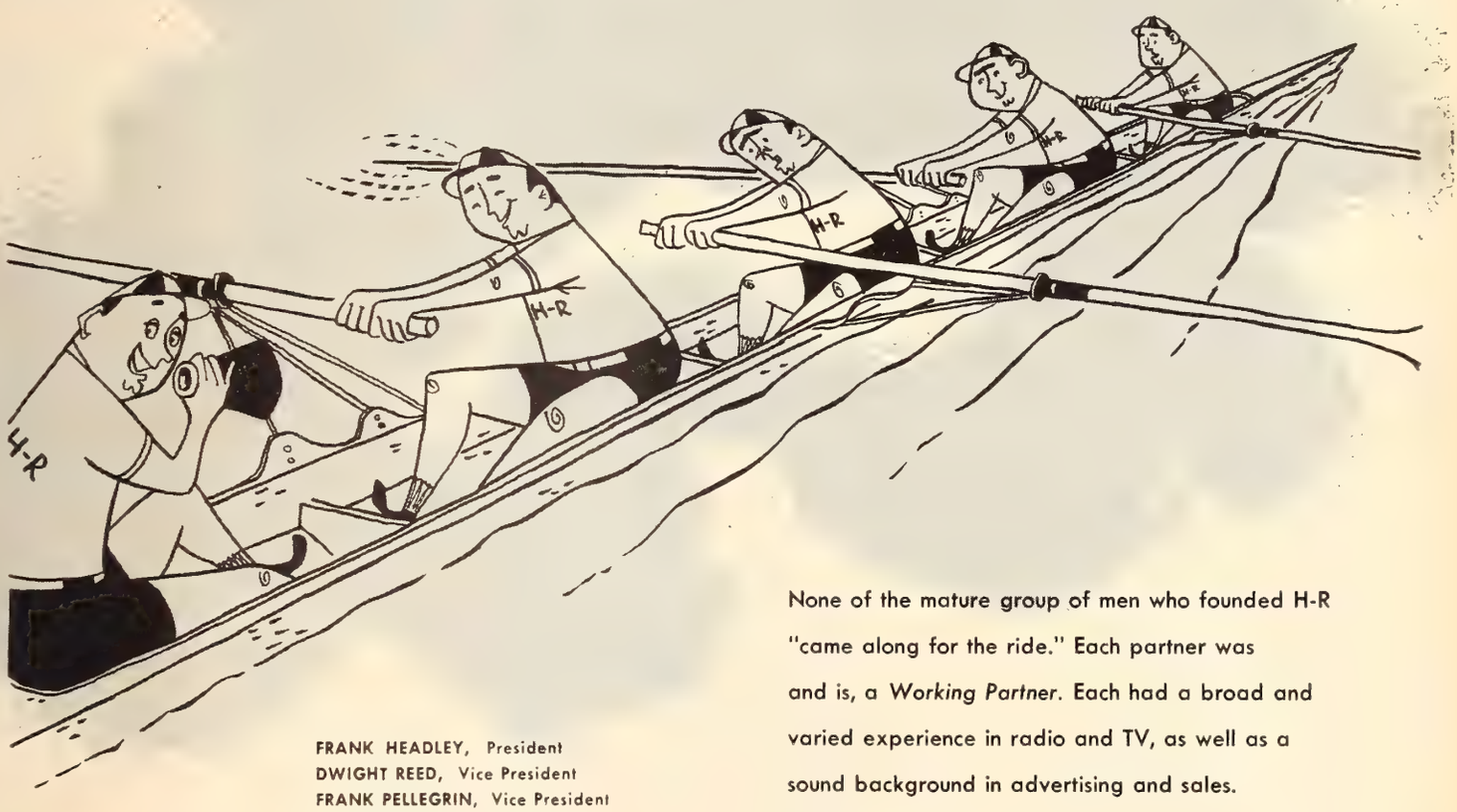
Lou Douglas, Announcer
Hudson, N. Y.

A Manager Rebuts

EDITOR:

I'm surprised to learn that a few individuals have construed my recent article "How *Not* to Make an Audition Tape" as an indictment of

WORKING PARTNERS



FRANK HEADLEY, President
DWIGHT REED, Vice President
FRANK PELLEGRIN, Vice President
CARLIN FRENCH, Vice President
PAUL WEEKS, Vice President

None of the mature group of men who founded H-R "came along for the ride." Each partner was and is, a *Working Partner*. Each had a broad and varied experience in radio and TV, as well as a sound background in advertising and sales. Every man "*knew the score.*"

As we have grown through the years—and have added to our staff—we have insisted that all our men enjoy similar experience and backgrounds. That is why the stations we represent, and the buyers of time we serve, can be sure that H-R will "Always Send a Man to do a Man's Job!"

RADIO H-R TELEVISION

380 Madison Ave.
New York 17, N. Y.
OXford 7-3120

35 E. Wacker Drive
Chicago 1, Illinois
RAndolph 6-6431

6253 Hollywood Boulevard
Hollywood 28, Calif.
Hollywood 2-6453

155 Montgomery Street
San Francisco, Calif.
YUkon 2-5701

415 Rio Grande Bldg.
Dallas, Texas
Randolph 5149

101 Marietta Street Building
Atlanta, Georgia
Cypress 7797

520 Lovett Boulevard
Room No. 1D
Houston, Texas
Justin 1601

all announcers as being naive or considering commercials "nasty." A re-reading will show that I said many, not all; although I'll admit the number is amazingly large. I have been accused of joining with a "consensus of the industry" in an attitude of disdain for announcers, and of "contributing to their degradation."

Quite the contrary, I and my colleagues in the six-station group of which this is one, are firmly convinced that to the listener, and therefore to the advertiser, the announcers *are* the station, and that by demanding the best, and paying top wages in order to get it is good business . . .

Finally: I'd hardly be the one to sneer at "announcers" as a class. Except for time out for wartime service in the Navy, I've spent the past 26 years as an announcer, and every executive in this organization entered it as an announcer. Nuff said?

John Carl Morgan, Mgr.
WFVA Fredericksburg, Va.

Mobile Feature Covers Ground

EDITOR:

Ever since you ran that grand full-page feature on the peripatetic activities of the KBIG Volkswagen mobile studio Oct. 10, we've been receiving requests for additional details from all over the United States and even a foreign country. Incidents like this are always coming along to jolt us to a renewed realization of the power punch that B•T delivers each week.

Because the story did get such wide readership, I'm especially anxious that two facts be inserted for the record. First, I don't deserve the title of KBIG manager which the story gives me. That's the spot held from the very beginning of the station by the man who conceived, founded and directed it, our President John H. Poole. Second, the man who organized and supervised the entire mobile project didn't get mentioned in the story. He's Cliff Gill, our vice president and operations manager, who deserves a lion's share of the credit.

Robert J. McAndrews, V. P. & Comm. Mgr.
KBIG Avalon, Calif.

Too Much Paper

EDITOR:

I found this on my desk this morning after instructing my engineers to find some place to stack our mountain of excess teletype paper . . .

There is a super salesman;
Of this I have proof.
He maketh AP buy huge stocks of press paper;
He selleth them loads of ribbons for the printers.
He never fails to ship;
He leadeth me to stack press paper 'till my back aches.
Yea, though I'm given an impossible task,
I fear no let-up;
For his boss doth prod him;
My boss and the PD, they comfort him.
He sendeth more supplies in the presence of his enemies;
He maketh my blood boil;
My news room runneth over.
Surely some station should hire him to sell air time;
And increase their billing a million, now and forever more.
Amen.

Anon E. Mus.
Edwin J. Powell, Ch. Eng.
WOHO Toledo, Ohio

WLW radio offers the onl



By George, it's the truth! You get a pre-determined audience at a low one dollar per thousand home broadcasts or even less ... certified by the official NIELSEN REPORTS! That's WLW Radio's sensational new "Certified Audience Plan" with announcements to deliver the greatest possible unduplicated home coverage.

And this bang-up "C.A.P." is power-packed by WLW's dynamic new programming operation – "The World Now" – which brings home the biggest coverage of on-the-spot news and candid variety in broadcast booking.

WLW's "The World Now" operation certifies to pack a bigger captive audience into every one of your ad dollars ... than any other broadcast media – ever!

So tune your "time" to WLW Radio for the spectacular "Certified Audience Plan" and "The World Now" powerful programming!

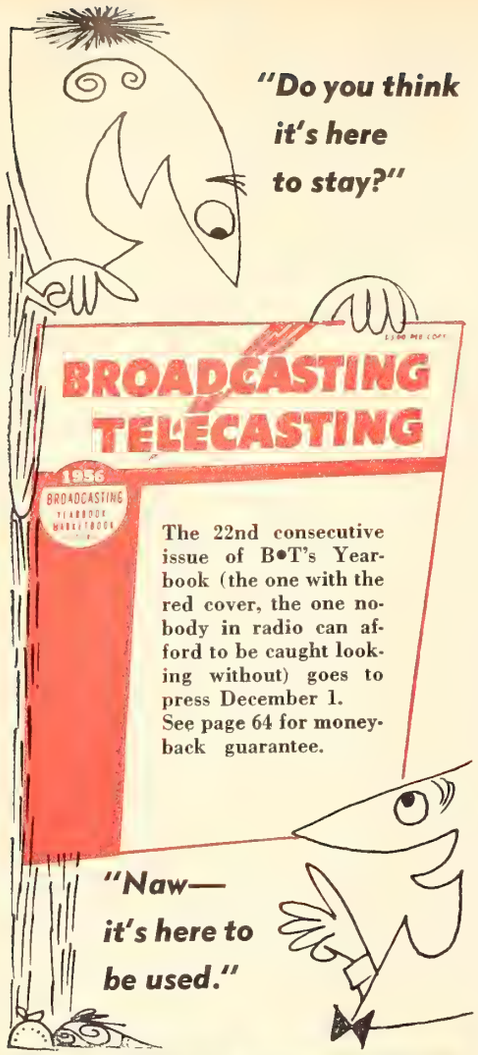
CROSLEY BROADCASTING CORPORATION, A DIVISION OF AVCO MANUFACTURING CORPORATION

:ERTIFIED AUDIENCE PLAN in any broadcast media



WLW radio

SALES OFFICES: NEW YORK, CINCINNATI, DAYTON, COLUMBUS, ATLANTA, CHICAGO, MIAMI.



Time Buying
CHECK LIST
FOR THE
DURHAM-RALEIGH
MARKET

1. TOP COVERAGE
☑ WTVD
now 280,540 sets

2. TOP PROGRAMS
☑ WTVD
best of NBC-ABC

WTVD
Channel 11
DURHAM-RALEIGH
Call Edward Petry Co.

our respects

to DONALD HENRY McGANNON



DON McGANNON acknowledges some qualms about taking over the office of president of Westinghouse Broadcasting Co., which he did officially last Wednesday by a simple act that reduced discernible self-consciousness to no more than the trace that is becoming to a modest man. He just went in and went to work.

His slight embarrassment about the office refers not to the rank or responsibilities of being president of the company which counts its four television and five radio stations as representing one of the country's largest independent radio-tv ownership operations. It relates, rather, to the physical makeup of the presidential suite, a bright new layout which can best be described simply as swank. The offices are the product of almost three months' remodeling and redecoration in WBC's relatively new headquarters at 122 E. 42nd St., New York. Mr. McGannon's qualms stem from the fact that the offices were prepared for his predecessor, Chris J. Witting, whose unheralded elevation to the consumer products vice presidency of WBC's parent Westinghouse Electric Corp. [B•T, Nov. 14] came after he had only two days in which to enjoy them.

While the offices are new, Mr. McGannon is no stranger to the responsibilities they represent. Since the first of the year, he has been vice president and general executive of WBC, a job that, in other companies, is more often called executive vice president. As such he has had broad administrative duties dealing with all aspects of WBC affairs, not only in station management but in acquisition of new properties.

Now 35 years of age, Donald Henry McGannon is a native New Yorker. He was born Sept. 9, 1920, the son of Robert E. and Margaret McGannon.

After graduation from the city schools he entered Fordham and was graduated with a bachelor of arts degree in 1940. He then moved into Fordham Law School, but his legal training encountered a military interruption that was to last for five years. He entered the Army in April 1941 as a second lieutenant and came out in July 1946 as a major after service in the coast artillery and the anti-aircraft artillery, including two years in the Aleutians.

During the military interval, he married Patricia Burke of New Rochelle, N. Y., on Aug. 22, 1942, and his return to civilian life seemed a timely occasion to add breadwinning to his activities, which he did by taking on a fuel salesmanship along with the resumption of his law studies at Fordham.

After getting his law degree in 1947 he deserted the oil and coal business and practiced law independently in New York and, subsequently, in Norwalk, Conn., where he makes his home. His departure from this placid pursuit came in October 1951, when "a casual conversation" led to his joining Mr. Witting at the DuMont network as assistant to the director of broadcasting, and he soon found himself working upwards of 15 hours a day.

Both at DuMont and at WBC his work has been appropriate to the duties he now inherits as WBC president. By the nature of his jobs in both organizations he has had a large hand in reaching and implementing top-level decisions. He also has been close to the owned stations in each organization. From May 1953 until he moved to WBC last January, he was manager of owned-and-operated stations as well as assistant director of broadcasting for DuMont, and as vice president and general executive of WBC the major part of his time has been spent in supervising the WBC-owned stations operations.

Although his introduction to the broadcast media was through television, there is nothing secondary or tangential about his interest in radio. Perhaps it is typical of his attitude—as well as appropriate to balanced decor—that the principal radio in his new office is housed in a cabinet of exactly the same size as the television set, and in addition there is a "second set"—a clock radio—at his desk. A portable radio also accompanies him on his trips.

To him, radio and television are both powerful media, although in separate ways. To him, radio is in a period of rebirth after the impact of television. Its new role in the millions of American homes today is unique and cannot be filled by any other medium. It is no less dynamic but now operates in a different atmosphere than prior to 1950.

Mr. McGannon and his wife and their seven little McGannons—Donald Jr., 11 years old; Mary Laurie, 7; Kathleen, 6; Elizabeth, 4; Patricia, 3; Shiela, 2, and Michael, 1—live at Norwalk where, as time permits, he practices his chief outside interest: politics. For the past six years he has been Democratic state central committeeman for Connecticut's 26th senatorial district.

He also is a member of the Norwalk Exchange Club; has been active in the local Chamber of Commerce, belongs to the Radio-Television Executives Society in New York, and has served the broadcasting industry in several capacities including his current service on the NARTB Labor Advisory Committee; chairmanship of the committee which conducted the tedious and complicated negotiations for a new lease on the Empire State Bldg. antenna site for New York's seven television stations, and membership on the industry committee which conducted the long-drawn tv contract negotiations with ASCAP.



ONLY WOWO covers the 4,000,000 market between

WOWO . . . and *only* WOWO . . . hits all of the rich market embracing southern Michigan, eastern Indiana and western Ohio. Nearly 4,000,000 WOWO listeners here spend nearly 4 billion dollars annually. And WOWO really goes after that bundle for you.

Proof? In the latest 26-county Pulse, WOWO takes all 476 firsts out of the total 476 weekly quarter hours. Put WOWO on *your* schedule. Bridge your sales gap in the lucrative "4,000,000 market between"! Get more facts from Tom Longsworth at Anthony 2136, Fort Wayne, or from Eldon Campbell, WBC National Sales Manager, at MUrray Hill 7-0808, New York.



WESTINGHOUSE BROADCASTING COMPANY, INC.

RADIO	TELEVISION
BOSTON—WBZ+WBZA	BOSTON—WBZ-TV
PHILADELPHIA—KYW	PHILADELPHIA—WPTZ
PITTSBURGH—KDKA	PITTSBURGH—KDKA-TV
FORT WAYNE—WOWO	SAN FRANCISCO—KPIX
PORTLAND—KEX	

KPIX REPRESENTED BY THE KATZ AGENCY INC
ALL OTHER WBC STATIONS REPRESENTED BY FREE & PETERS, INC.

W B C

NEW... RCA

All New Type

10,000 WATTS



Good Color Performance Depends on These Specifications

- Power Output . . . 1 Watt
- Differential Gain (Linearity) . . . 0.5 db max.
- Differential Phase Distortion (at 3.58 mc) . . . less than 1%.
- Amplitude Frequency Response . . . Flat within 0.3 db 60 cycles to 6 mc.
- Synchronizing Signal Compression . . . Negligible.
- Low Frequency Square Wave Response . . . Less than 1% tilt at 60 cycles.

For descriptive literature on this newest of microwave systems or help in planning your microwave setup, consult your RCA Broadcast Sales Representative.

High-Power MICROWAVE

TVM-1A designed for Color TV

(Best for Monochrome, too)

RP AT 7000 MC

The TVM-1A is the only microwave equipment designed specifically as an integral part of a complete color TV system . . . from color originating equipment to color receivers. Whether you're a monochrome or color user, you will appreciate these special advantages:

HIGH POWER

An increase of 10 in transmitter power and about 3 db in receiver sensitivity offers 20 times the power margin of the popular RCA TTR-TRR series of microwave equipment. This means greater operational reliability with an increased fading margin.

SOUND DIPLEXING

Included in the TVM-1A system is high quality audio channel for the simultaneous transmission of sound along with picture information. This sound channel is well within FCC requirements for a studio-to-transmitter link (STL).

TRANSMITTER AUTOMATIC FREQUENCY CONTROL

Transmitter AFC offers exceptionally good frequency response and highest stability. It is especially useful in multihop operation with unattended repeater stations.

TRANSMITTER PICTURE MONITORING

This facility assures an actual high quality "air" signal. It simplifies trouble shooting procedures and is also extremely useful in the operation of unattended repeater stations.

RCA Pioneered and Developed Compatible Color Television

RADIO CORPORATION of AMERICA

BROADCAST EQUIPMENT **CAMDEN, N. J.**



biggest sport in town

Yes . . . we're the BIG SHOT when it comes to play-by-play sports in Milwaukee. Our Earl Gillespie does the Braves Broadcasts, Marquette University and Green Bay Packers football. And, for good measure, we round out the year with University of Wisconsin basketball.

To over a million "sports" in Milwaukee, *radio means WEMP*. So a pretty healthy hunk of the population is ready and waiting to receive your message . . . over WEMP . . . at the lowest cost per thousand. Local buyers know it . . . and take advantage of it. Why don't you?

Milwaukee's Best Buy **WEMP**

5000 Watts at 1250

1935-1955 . . . 20 years of service to Milwaukee . . . Represented nationally by Headley-Reed



JOHN M. CODY

on all accounts

REGARDLESS of the current controversy ove program ratings and merchandising, these ar the two factors which rate at the top of thi agency executive's list when he is buying radi and television time.

John M. Cody, manager of the Hollywoo office of Grant Adv. and a stickler for follow ing through to the final sale of the product h is advertising, wants to know first whether th radio or tv program has a "good audience and second "can it be merchandised." H wants facts, not generalities nor self-servin glamour adjectives.

His radio-tv buying at the present is con fined to two major advertisers, Dodge Divisio of Chrysler Corp. and Dr. Pepper. Additional ly, Mr. Cody serves as coordinator for Dodg on its two ABC-TV network shows, *Dann Thomas* and *Lawrence Welk*.

With Grant since June, Mr. Cody had bee with The Caples Co. since 1948 as accour executive on numerous accounts.

Born Aug. 16, 1916, in Rochester, N. Y., M Cody attended public school there and Roch ester Business College, where he majored i accounting. In 1935 he joined the forme Rochester advertising agency of Hughes-Wolf "where I did just about everything." The fo lowing year he entered U. of Southern Califo nia, where he received a B.S. in merchandisin in 1940.

His blood still refused to turn pure adve tising red. His father was a railroad man, he invaded the newest transportation fiel aviation, as public relations writer for Loc heed Aircraft Co.

At the end of the war, Mr. Cody was tran ferred by Lockheed to its New York office eastern advertising and sales promotion ma ager.

In 1947 he helped set up the Irish Airline From there, he joined Caples, taking to t agency various airline and foreign natior travel bureau accounts, including Ireland.

Mr. Cody married Patricia Doyle of L Angeles in 1944. They have three boys, Joh 11; Kevin, 6, and Peter, 3. Mr. Cody is member of the Wings Club of New York, t Los Angeles Press Club and Los Angeles Cha ter of Catholic Press Council, Aviation Writ Assn. and American Society of Travel Agen

The Codys make their home on a hillsi overlooking the Pacific Ocean at Pacific Pa sades, Calif. He plays golf "when I can get it," but spends more hours chasing the jun Codys up and down the beach, "just five minu from home."

WBTV CHARLOTTE
Channel 3 Top Power

WHERE ELSE IN
The Carolinas

WBTV CHARLOTTE
Channel 3 Top Power

Published OTO by the Jefferson Standard Broadcasting Company

83 NEWSPAPERS CARRY WBTV PROGRAM LOGS

les H. Crutchfield, Executive Vice dent and General Manager of the rson Standard Broadcasting Company, sed today a complete list of newspapers ing WBTV Program Logs and News lights. The eighty-three newspapers de:

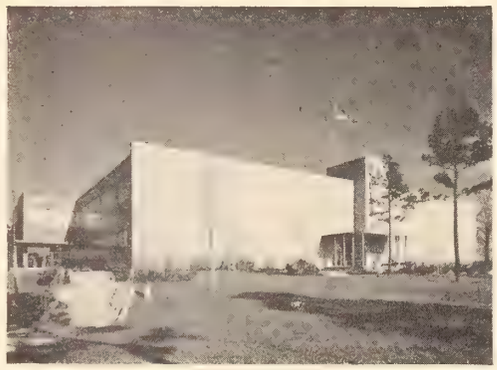
I CAROLINA

arle Enterprise
arle, N. C.
Record
boro, N. C.
le Citizen
lle, N. C.
le News
lle, N. C.
le Times
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tte Observer
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nd Times
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Monroe Journal
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Montgomery Herald
Troy, N. C.
Morganton News-Herald
Morganton, N. C.
Mount Holly News
Mt. Holly, N. C.
Newton Observer & News Enterprise
Newton, N. C.
Raleigh News & Observer
Raleigh, N. C.
Raleigh Times
Raleigh, N. C.
The Robesonian
Lumberton, N. C.
Rockingham Post-Dispatch
Rockingham, N. C.
Rutherford County News
Rutherfordton, N. C.
Salisbury Evening Post
Salisbury, N. C.
Sanford Herald
Sanford, N. C.
Shelby Daily Star
Shelby, N. C.
Statesville Daily Record
Statesville, N. C.
Twin City Sentinel
Winston-Salem, N. C.
Winston-Salem Journal
Winston-Salem, N. C.

SOUTH CAROLINA

Anderson Daily Mail
Anderson, S. C.
Anderson Independent
Anderson, S. C.
Andrews Star
Andrews, S. C.
Camden Citizen
Camden, S. C.
Charleston Evening Post
Charleston, S. C.
Charleston News & Courier
Charleston, S. C.
Cheraw Chronicle
Cheraw, S. C.
Chester Reporter
Chester, S. C.
Chesterfield Advertiser
Chesterfield, S. C.
Clover Herald
Clover, S. C.
Columbia Post
Columbia, S. C.
Columbia Record
Columbia, S. C.
Columbia State
Columbia, S. C.



Pictured above is the $1½ Million Jefferson Standard Broadcasting Company building. Operating from these kingsize facilities, WBTV serves more than 500,000 television families in its 100 UV/M area!

Florence Morning News
Florence, S. C.
Fort Mill Times
Fort Mill, S. C.
Gaffney Ledger
Gaffney, S. C.
Greenville News
Greenville, S. C.
Greenville Observer
Greenville, S. C.
Greenwood Index-Journal
Greenwood, S. C.
Lancaster News
Lancaster, S. C.
Newberry Journal
Newberry, S. C.
Pageland Journal
Pageland, S. C.
Spartanburg Herald
Spartanburg, S. C.
Spartanburg Journal
Spartanburg, S. C.
Suburban News
Columbia, S. C.
Union Daily Times
Union, S. C.

GEORGIA

Augusta Herald
Augusta, Georgia

TENNESSEE

Bristol Virginia-Tennessean
Bristol, Tennessee
Elizabethton Star
Altamont, Tennessee
Kingsport Times-News
Kingsport, Tennessee
Morristown Sun
Morristown, Tennessee
Mountain City Tomahawk
Mountain City, Tennessee

VIRGINIA

Bristol Herald-Courier
Bristol, Virginia
Roanoke Times
Roanoke, Virginia
Scott County News
Gate City, Virginia

MOST UNIQUE AND EFFECTIVE PROMOTIONAL OPERATION IN THE BUSINESS...

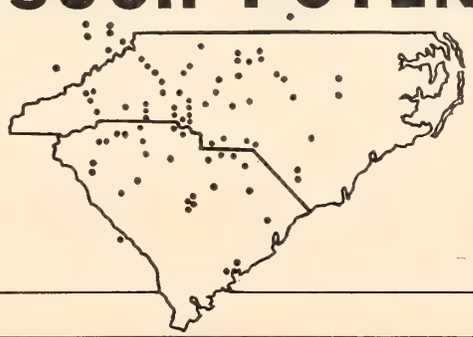
Advertisers launching campaigns over Station WBTV reap the promotional benefit of eighty-three Carolina newspapers which carry WBTV Program Logs. Twenty-nine of these newspapers regularly feature program news and photos in special television highlight columns.

This healthy viewer interest in television program news has been skillfully cultivated since 1949 by a full-manned WBTV promotion operation. Televiewers in this $2 billion retail sales market have requested logs and program highlights—newspaper editors have complied.

Judged to be one of the most unique and effective promotion operations in the business, the eight-man department provides full advertiser service in on-the-air promotion, publicity, research, merchandising, and newspaper-audience promotion.

Combine this great area station "impact" advertising with such potent promotion and watch sales "zoom" in this robust Carolina television market!

SUCH POTENT PROMOTION!



Graphically shown at left are the eighty-three newspapers located in WBTV's 100 UV/M area. *Proof positive that WBTV advertisers* reach a bonus television-conscious audience that never shows up in set counts and market data.

Call: WBTV or CBS Television Spot Sales.



KWKH SHREVEPORT

DOESN'T STOP AT START!

The space-devouring strides of KWKH range far out into rural areas, covering hundreds of places like Start (La.) in our big, 80-county daytime SAMS area.

We're first in the sprints, too. Latest Hoopers show that Metropolitan Shreveport prefers KWKH over the second station, *morning, noon* and *night* —up to 104%!

Cost-per-thousand listeners is far, far less than any other station in the area. Get all the facts from The Branham Company.



Nearly 2 million people live within the KWKH daytime SAMS area. (Area includes additional counties in Texas, Oklahoma and New Mexico not shown in map.)

KWKH

A Shreveport Times Station

TEXAS
SHREVEPORT, LOUISIANA
ARKANSAS

50,000 Watts • CBS Radio

The Branham Co.
Representatives

Henry Clay
General Manager

Fred Watkins
Commercial Manager

BROADCASTING TELECASTING

November 21, 1955 Vol. 49, No. 21

SURPLUS OF FILMS PORTENDS ERA OF INTENSE COMPETITION

- **O'Neil warns allocation plans may limit stations, markets**
- **Martin says film supply is double needs of stations**
- **Film council told of price-cutting practices by salesmen**
- **Community antenna groups charged with pirating films**
- **New tax ruling cuts rate on some sales of old movies**

THE TELEVISION film business, operating in a steadily expanding station market, now faces an exciting but bitterly competitive future based on an over-supply of product, judging by a series of developments last week.

General Teleradio, now owner of the vast RKO film library and production facilities, brought the situation out into the open as:

• President Thomas F. O'Neil said proposals made to the FCC to limit the number of tv stations and markets would cut the sales potential for the RKO library. He said GT is following the MBS concept of strength through affiliates while subordinate to them [B•T, Nov. 14]. Film syndication will provide program means of increasing local and national spot sales in prime station time, he claimed (see text of speech to Texas Assn. of Broadcasters, page 30).

• Dwight Martin, GT vice president, said there are twice as many films available as the industry can use. He spoke at last week's meeting of National Television Film Council (see story page 28). Many programs are better live, he said.

• Joining Mr. Martin in emphasizing the overloading of the syndicated film market was John Mitchell, Screen Gems sales vice president, who claimed price-cutting is rampant (see NFTC story).

• A survey by B•T shows that despite any surplus of films the average tv station spends 42 2/3 hours a week programming films compared to 32 2/3 hours six months ago. (See detailed study of film's rising role in tv programming page 70.)

• Effectiveness of film programs cannot be measured by ratings, David Savage, Guild Films assistant president, told NTFC. He advocated a study of tv ratings and suggested sales should be the yardstick of effectiveness.

• More than 300 community antenna systems are pirating filmed shows, NTFC was told by Arche A. Mayers, Standard Television Corp.

• Ways of improving film commercials were reviewed by agency spokesmen at the NTFC meeting and recent developments in equipment, such as the Electronicam and other processes, were reviewed.

• From another angle, the tv film industry is considering the impact of an Internal Revenue Service ruling that permits some sales of old films carried at a zero inventory figure under long-term capital gains, half the normal tax (see box, this page).

All these developments in the evolution of the vast new television film industry point to intensified activity in this field. The developments are unfolded in the following columns.

The demand for film programming is great but the supply of film programming is even greater, Dwight Martin, vice president of General Teleradio, said in a speech exploring ways of increasing demand.

In a reversal of the usual contention of film people, he also maintained that many programs would be better off live.

"In my opinion," he said, "there are a great many programs that either are better shows when presented live rather than on film, or at least, filming lends nothing to their improvement. In these instances, I see no economic justification in filming since the end result is merely to afford the film distributor another program to put in the saddle bags of its salesmen."

Mr. Martin also dismissed another approach "that has been suggested a couple of times"—that the amount of network time be reduced by legislative or FCC action or that the networks be eliminated. "This," he said, "is a situation that just isn't going to come to pass, and, frankly, I don't believe that it should. Now this isn't to say that I don't deplore the invasion of station time by networks, or the abject dependency that some stations have on network programs. However, both the dictates of the FCC and the demands of the public require balanced programming on the part of each television station. . . .

"We film distributors better resign ourselves to the fact that we will not supply, and should not supply, all of the programminng that is presently being offered stations by networks. Moreover, if these [network programs] are to continue to be of good quality, which they admittedly are at the present time, then the organizations supplying them must be sound, healthy organizations, which means that they must operate at a profit. In order to operate at a profit, they must be given the opportunity to supply a sufficient amount of programming. . . .

"All of this means that while we may look forward to an increase at the expense of the networks in the number of hours devoted by stations to local films, this increase in time is not going to be sufficient to solve our difficulties."

He suggested (1) "that we as distributors confine our business to these programs that are better shows when filmed than when exhibited live;" (2) "that we strive to maintain a quality consonant with the best quality filmed programs now offered," which he said is the way not only to increase demand generally but also to take over "some time now occupied by networks [that] can and should be captured" by film.

Since there is a limit to the amount of demand that can be created, and a limit to what an advertiser will pay regardless of a film's high quality, Mr. Martin said, "We must look to an increasing use of re-runs to recoup the cost of quality film and realize a profit."

He made clear, however, that "quality films are not in over-supply," that the demand for quality product has been demonstrated, and that, instead of depending on legislative or other "artificial aids," success in the film business as in other fields "varies in direct propor-

TAX 'OUT' FOR OLD FILM?

SALE of old motion picture films for television is expected to receive a boost from an Internal Revenue Service decision handed down last week.

The ruling held that a particular sale of films carried at zero value on the books of a motion picture firm that ordinarily does not sell films outright is entitled to taxation as a long-term capital gain. This means that only half the profit is taxed as against the conventional income tax.

In the case involved (firm names are not divulged), IRS noted the firm had never before sold films but had rented them for a fixed fee or percentage of receipts. The firm sold about 200 films produced and released during the 1931-46 period. Motive for the sale was conversion of dormant assets into working capital. The purchasing firm, IRS said, "may possibly engage X corporation (the seller) to act as a distributing agent for some of the purchased films on the usual distribution fee basis charged for such a service."

The sale was described as "isolated and unusual," with the films "not property held primarily for sale to customers in the ordinary course of trade or business." The decision was handed down under Sec. 1231 of the 1954 revenue code.

FILM: ITS SUPPLY AND DEMAND

HOW MUCH film programming is there and how much can be accommodated by the present tv market? Dwight Martin, vice president of General Teleradio, offered this appraisal in the course of his talk to the National Television Film Council's forum last Thursday.

ACTUALLY while the acceptability of film has established a market, the increase in the supply of tv film has far outstripped any growth in demand and this fact does not bode well for the film distribution business.

Let's consider a few facts: Approximately 451 commercial television stations are in operation today. These are located in 290 markets, and serve some 32 million television homes.



MR. MARTIN

These 450 stations spend about 30% of their operating hours programming with local film, sold to them by companies engaged in the business of distributing film. Stated another way, the average station uses film about 29¼ hours per week. This means that altogether in a year, the sum total of television stations on the air will use 685,736½ hours of film.

At first blush, this seems like a lot of film but let's take a closer look. Suppose all this time were given over to half-hour syndicated programs, and each of these filmed programs represented one excerpt in a series of 39. Now if each of these series were to be shown on every station in the United States, this entire amount of time would be consumed by only 79 series. We know that no one series is going to be sold on every station. But assuming that the average series were sold on only 150 of these 450 stations, it would take only 237 series to occupy this entire sum of hours.

Moreover, these figures are based on the assumption that all of the time devoted by the local television station to film is occupied by half-hour syndicated programs. As a matter of fact, a little over one-half of the time, or 361,161 hours, is devoted to the showing of feature films. If we can assume that each feature film were to last one hour and a half, and that no feature film were to be run by a station more than once a year, then a quick computation would indicate that if each feature were to be played by all stations, these 360,000 odd hours would be entirely used up by only 525 feature films.

Again, if we assume that a feature film were only shown on one-third of the stations, then 1,575 films could be shown in this quantity of time. Now subtract the 360,000 hours of feature film programming from the 685,000 hours of total local film programming, and divide the balance of time among half-hour syndicated features, and you find that the entire balance of time will be consumed by 111 series, even though each series is shown on only one-third of the stations.

To summarize, these figures seem to indicate . . . that in one year television will use something like 1,575 feature films and the equivalent of about 111 series of half-hour syndicated film (each series consisting of 39 episodes).

This then is the demand. What about the supply?

There are approximately 3,362 features presently available, and this figure does not include 1,287 westerns. In other words, there are twice as many features available as past practice indicates stations will use.

There are 495 films or series of films, other than features or westerns, that are currently available. I know that this figure of 495 is a catch-all, but quarter-hour and half-hour series are so predominant in this category, that for the purpose of the point I am making, we can assume that they are all half-hour series. The point remains, even allowing for 100% margin of error, for 495 represents more than 4 times 111, which as I stated before might well seem the number of half-hour series required to occupy the time presently devoted by stations to local non-feature film programming.

It is abundantly clear then that as of the present, the supply of film greatly exceeds the demand, and under the circumstances it takes no mental giant to observe that either the supply must be decreased or the demand increased. . . ."

many cooks spoil the soup. In this business we have living proof of it."

In providing tv film distributors with an insight into the views of tv station operators, George Rice, program director of WABC-TV New York, urged syndicators to work closely with their salesmen in the field for analyses of local markets. He pointed out that stations are acquainted with a distributor only through their salesmen, and these field workers learn to appreciate their problems, which vary from market to market.

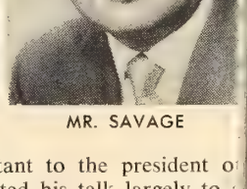
John Mitchell, vice president in charge of sales for Screen Gems Inc., contended it is economically more feasible at this time for producers of quality programming to sell their shows to a national advertiser, rather than a group of small advertisers. He said the syndicated market is "overloaded" with product; is "rife with price-cutting," and requires a large sales staff to be serviced adequately.

Through selling to a national advertiser, Mr. Mitchell continued, a distributor is obliged to concern himself with the marketing requirements of one company only, and can provide more time and effort to assist the advertiser than could be supplied to a variety of sponsors in different fields and with varying marketing needs. He believed that this policy of designing production for a national sponsor will continue to be the most feasible one, until the present "oversupply" of syndicated films is exhausted.

Mr. Mitchell replied to a question from the audience, which observed there were "just so many national advertisers" that could be approached, by saying that he felt there was no limit on the number of such advertisers who could be persuaded to use tv. He added that programming quality should be of high calibre, and the distributor should be prepared to offer supporting services of a promotion and merchandising nature.



MR. MITCHELL



MR. SAVAGE

David Savage, assistant to the president o Guild Films Co., devoted his talk largely to complaint against the use of ratings in sellin a filmed show. He claimed that if a detaile analysis were required, shortcomings of all th rating services could be presented. Insisting was "not fair" to quote ratings as a basis fo the acceptability of a program because ther are "many other factors involved" in a ratin achieved by a show, he cited adjacency in fluence, nature of the competition and the tim period.

"Could you actually assess the value of show," he asked, "if you pitted it against *I Lov Lucy*, in the days when that show was 'hot'?"

Mr. Savage also felt that certain trade pub lications, which publish the lists of rating serv ices, are providing misinformation, because th mere listings do not consider these other factoi he mentioned. He recommended that NTF form a committee to explore the whole field c ratings, and perhaps attempt to "educate" trad publications on "flagrant misuse of rating i formation."

Mr. Savage said the impact of the sales

tion with our efforts to improve the quality of our product."

In a discussion of what problems the motion picture director encounters in the tv commercial, Howard T. Magwood, a free lance film director, outlined six differences: Visual interpretation of the script and storyboard; the staging of the action; editing; use of opticals; length of copy (working to the stop watch), and diplomacy (the director at all times "keeps the agency representatives happy").

Mr. Magwood noted that seldom are script and storyboard similar when presented to the director. Usually, he indicated, the director must follow the latest script revision "while not departing too drastically from the storyboard."

In staging the action, Mr. Magwood observed, the director is hampered in his creative expression "all too often . . . by the well meant suggestions of not one agency representative but a bevy of beauties representing all departments of the agency plus an account executive and possibly a secretary or two." In order to coordinate the production "and deliver the best film possible," he said, only one representative should be permitted to speak for the agency.

Editing of film is important, Mr. Magwood asserted, because the director must do it as he shoots the commercial. Because of many transitions taking place in very short sequences, the film director must be familiar with techniques. He warned that some new writers in the film business become fascinated with optical tricks, even in a one-minute film, but that this fascination can overload a film with unimportant opticals—"this over-use of opticals is really a substitute for trained visual imagination. Copy departments should be trained in motion picture writing so that the director does not constantly encounter radio scripts being used for television."

In tv commercials, Mr. Magwood said, the director finds himself working with seconds and that copy "invariably written too long" becomes another pitfall, emphasizing that the attitude of cutting copy on the set costs clients millions of dollars a year.

The pitfall of diplomacy—of keeping agency representatives "happy"—falls to the director who has all to do with the problems of props, dollies, lights, actors and costumes among others, he noted. The solution, he said, is simple: Let one agency representative who understands "thoroughly what the art department, copy writers and clients would like to attain," deal directly with the director—"too

Do Agencies Stifle?

SHARP differences of opinion arose at the one-day forum of the National Television Film Council in New York last Thursday as representatives of agencies, film producers and distributors, stations and processing laboratories gathered under one roof to discuss ways and means of improving all areas of tv film.

Perhaps the most provocative discussion centered around the issue of the division of responsibility by agencies and producers concerned with film commercial production, with several producer spokesmen indicating that agency supervision and direction led to stifling of "creative effort" and delays in production. Along with this development was a seldom-voiced conviction by several program producers that the market is glutted with film product but high-grade programming is still needed.

program generates is a more important year's yardstick for measuring its worth than its rating.

Arche A. Mayers, of Standard Tv Corp., who served as moderator for the panel on program film distribution, complained of "daylight piracy" of filmed shows by community antenna tv systems. He said there are more than 300 systems which "help themselves" to filmed shows, "without paying a cent."

Mr. Mayers explained that tv stations, for the most part, are not complaining because they are being benefited by increased audiences. The distributor, he said, is a "captive supplier" of programming, and he urged the NTFC to look into this situation.

The luncheon speakers were Melvin H. Gold, president of Mel Gold Productions and honorary president of NTFC, and Dr. Alfred Goldsmith, consultant to various electronic companies and board chairman of NTFC. Mr. Gold traced the history of NTFC from its beginnings in 1948 and said the organization had made much progress in attaining its objectives of standardizing business practices, improving program content as well as the technical phases of tv films.

Dr. Goldsmith sketched the advances that have been achieved in tv films in the past nine years, citing the Electronicam camera as a recent development, and said that more changes were in the offing, particularly in color film recording. Dr. Goldsmith warned against "the sameness" of much tv film programming, and suggested that production be encouraged in cities other than New York and Hollywood so that "a freshness, a diversity of viewpoint" may be achieved.

As part of a panel examining the advertising agency function in tv film production, Alexander Griffin, vice president in charge of radio-tv for Al Paul Lefton, Philadelphia, reported that in selecting a film producer for his agency's commercial an important consideration is the "cooperative" spirit of the producer. He said that he has found that a better job will result if the agency can elicit enthusiasm from the various production employes, including cameramen, animators and directors.

His agency, Mr. Griffin said, tries to sustain this enthusiasm by permitting the producer to deviate from the "storyboard." He pointed out that the producer has built up an experience in dealing with all types of "storyboards" and very often can make valuable suggestions for improvement.

Clients for Al Paul Lefton, he said, are given a budget which includes "reasonable allowances" for changes in the commercials. In turn, Mr. Griffin continued, the producer is notified that although the budget makes such an allowance, it should not be exceeded and should be used only if revisions are made as the commercial is in production.

At some variance with the views expressed by Mr. Griffin, Frank Brandt, art director of Ogilvy, Benson & Mather, indicated that the creative aspects of producing a commercial is largely the agency's function. At Ogilvy, Benson & Mather, he said, the writer, artist and agency producer work together as a team to put together the various elements of the commercial. He said that the art director often works together with an animation studio, and on occasion forwards recommendations from the studio to other agency executives. He made it clear, however, that the agency constitutes the main area of responsibility for the commercial's production.

An appeal for copy writers to work closer with commercial tv film producers was sounded by Harry Bressler, tv copy supervisor for McCann-Erickson Inc.

Mr. Bressler said: "Beneath the cynical exterior of most of the commercial writers that I know beats an artist's heart. A little of themselves goes into every commercial they write. They want it to turn out right . . . to them it's an artistic creation. If something of this attitude could be instilled in everyone who works in television, we'd get a lot better commercials."

The television commercial film producer today, in most cases, is—"a creative extension" of the advertising agency for which he is producing commercials, Robert H. Klaeger, vice president in charge of tv commercials for Transfilm Inc., said in tracing the evolution of the present day relationship between the two.

"Certainly," he acknowledged, "certain problems exist and they always will . . . the important fact is that we now recognize one another's problems. The misunderstandings and the mistrusts have evaporated because of the repeated contacts between the producer and the agency, and each has a far better understanding of the other. Because of this, we are able to produce television commercials in a volume that would have seemed astronomical just a few years ago, and the quality has steadily improved even though schedules of production have been drastically speeded up."

Orestes Calpini, creative head of Bill Sturm Studios, New York, confessed that he often felt "frustrated" by agency direction and supervision when producing a tv commercial. He thought there was no clear cut area of responsibility for the producer, and that agency direction and supervision often resulted in delays in completing the commercial.

Mr. Calpini suggested that the film studio be given a copy of the script in "its infancy," so that it might visualize the commercial from beginning to end. This move would prove to the studio that the agency recognizes the producer's creative talent, according to Mr. Calpini. He added that under the current practice, although a studio may conceive an "excellent idea," it cannot be used late in the production schedule because the agency often has to obtain "too many okays" from various executives.

Closer cooperation with optical effects companies was urged by Sam Levy, president of Eastern Effects, New York, as a means of improving the finished product. He pointed out that if a producer gives the optical house details of a proposed commercial, the optical company often can make suggestions that will reduce the number of optics required. Mr. Levy also said that an optical house could contribute a more useful service, if producers would abandon the practice of "last-minute, rush work."

Paul Kaufman of Tri-Art Labs., New York, also sounded a plea for more planning on the part of producers so that the laboratory processor would have more time to complete his work. He said laboratories have devised several methods to speed up tv film processing, and have found quicker means of expediting the films to assure prompt delivery.

Stan Parlan, supervisor of broadcast film for NBC-TV, said filmed commercials have not kept up with the advancements made by tv film programs. He claimed that programs have stressed "entertainment," while the commercials have accentuated "hard sell."

Mr. Parlan contended it is important to inject the element of "entertainment" in commercials, and said that color tv commercials are utilizing this approach of "entertainment and sell." He said there is more pre-planning of commercials in color and suggested that producers of black-and-white commercials consider altering their approach by embodying "entertainment."

Use of the DuMont Electronicam tv film system for recording commercials as well as programs was outlined by Jack Bachem, general manager of Electronicam production services for DuMont, who noted that "we have turned out dozens of commercials for such well-known products as Tempo beer, Listerine, and Beech-Nut foods, at an overall average cost of well under a thousand dollars per commercial."



MR. BACHEM

Within the past week, he said, Electronicam was signed to produce, in two studio days, eight 60-second and eleven 20-second commercials whose total cost to the first print will be $16,150, or an average of $850 per commercial.

Don McCollum, vice president of Schwerin Research Corp., called for greater acceptance of the filming of pre-test commercials by professional film producers, asserting that such servicing would increase, rather than decrease, the number of commercials to be made.

He said that Schwerin, in current pre-testing for its clients, makes use of filming via closed circuit kine and various other forms of inexpensively produced films. But he said, while these have produced "useful results" in aiding the advertisers to produce more effective tv commercials, he could not understand why professional filming cannot be obtained by "many of our clients."

Testing the preliminary stages of a commercial does not give the same results as a pre-testing of the commercial itself and thus Schwerin has found that the only way which a commercial can be pre-tested is via the use of an actual film representation, he said, noting that the pre-testing service is "gradually becoming a larger and larger share of our work as the costs of television keep climbing."

The pre-test of a commercial provides the advertiser with a blueprint for the final product, permitting him more effective production, he said. He said the pre-test step permits commercials to be seen in the "rough" at the creative level in the agency. He noted that the limitations in pre-testing are that it can only evaluate the effectiveness of different, basic themes or different, basic presentations of the

CAN TV ADOPT THE MUTUAL CONCEPT?



IT COULD BE DONE WITH FILM, SAYS O'NEIL

POLICY of network subordinate to the station worked for radio and, if there are enough stations, the same might be evolved for tv, General Teleradio President Thomas F. O'Neil told the Texas Assn. of Broadcasters last week. This is his text.

IT OCCURRED to me that this might be a good opportunity to answer publicly a question that has been frequently put to me—one which I have been accused of begging or of vaguely responding. The question: What are General Teleradio's future plans and intentions with respect to the business of television film syndication? The question obviously has been prompted by our acquisition of RKO along with its library of fully amortized motion picture subjects and its facilities for motion picture production.

The answer with respect to the use of our production facilities is simple. We will make them available for the profitable production of film subjects, whether they are to be released over television or in motion picture theatres. Any profitable employment of our production facilities will be entertained and sought by us. Of that you can be sure.

Such a categorical answer cannot be given with respect to the disposition of the film library. Am I going to vaguely answer again? Perhaps so. But let me explain. Our intentions were relatively more firm when we negotiated and concluded the RKO contract than they can be today. We then anticipated constant growth in television stations and markets, which growth in turn would be nurtured and accelerated by our supplying new high-quality program product. Since then there have been serious proposals made to the Commission to modify its allocation plan in a manner that would greatly limit the number of future television stations and markets. Perhaps my answer would be clearer if I indicated the basis of facts and experience that influenced our initial judgment that film syndication had inviting future prospects. We relied substantially upon the success of the concept and policy of Mutual Broadcasting System in radio.

The Mutual policy and concept can be summarized as follows. Mutual proposed:

1. To be a substantial factor in the success of independently owned stations but nevertheless subordinate to their success and existence.

2. To achieve strength as a network from the independent strength of its affiliates.

3. To cover the nation principally through large numbers of local outlets.

Mutual was founded out of certain grave concerns and dissatisfactions of the independent stations that organized it. The founders were alarmed by the dependence and the insecurity they had experienced in their relations with existing networks. Local operations were too completely subordinated to network interests and demands. A sort of progressive muscular atrophy tended to set in at the local station level, which progressively increased the station's reliance upon the network and progressively decreased the station's self-reliance and independence.

Pardon the metaphor, but a network affiliation was like an opiate. The more network you had the more you needed it, the less you could do without it. This tended constantly to enhance the bargaining power of the network with respect to rates, free hours and station compensation.

There was also concern with the quantity of network programming that a station must take. A network sale is basically a wholesale transaction for the station, or perhaps, in most instances, it could more properly be called a loss leader. Local and national spot are retail sales. It's good business to sell a portion of your inventory at low mark-up in order to increase the yield of the balance. But it's curtains for a business that sells all of its inventory that way. The explanation of the cut-rate merchant who said he could afford to sell everything at less than cost because he had "such volume" is funny but no proof against an ultimate destiny in the unhappy hunting ground of insolvency.

These then were the problems and concerns out of which Mutual and its policy of operations were born. To some of you, this brief recitation of history may sound like a parable addressed to the television problems of today. If you thus react, then you will not feel that I am begging the question I undertook here to answer.

There were certain external conditions that had to exist before a radio network following such a policy could hope to survive. The most basic—there had to be a greater number of stations than could be served by networks following the policy of domination. This may sound like we were resigned to being the third or fourth network. Perhaps so—at least in volume of business. Perhaps that is the necessary result of a network being subordinate to, rather than dominant of, the independent stations.

The success of Mutual in terms of its objectives was not to be measured by comparing its billings with those of other networks. Though I must confess a covetous feeling with respect to CBS and NBC billings, Mutual's success was to be measured in the comparative strength, effectiveness and stability of its affiliates.

How do we rate in this measure? I think quite well. Over the years many of the outstanding station operations in the country have been —and are—Mutual affiliates. To give principal credit to Mutual as a network organization is to deny its avowed function. But to give basic credit to the mutual *concept* of a network's function is both consistent and right. I will match the capacity of Mutual affiliates to weather the last few difficult years of radio with that of the affiliates of any other network. You may say, without offending me, that the stations, not the network, deserve the credit. I would not be offended, because that is precisely what the Mutual idea intended—that the stations should be strong in themselves, not strong *only* because a network was supporting them.

Some have said that the Mutual affiliate is merely a station that couldn't get an affiliation with NBC, CBS, or ABC. However true this characterization might have been in some instances and times in the past, we all know of radio stations that right now have no desire for such affiliations and of stations that now have them but would just as soon be without. Why is this? I believe it is because many radio

stations have found that they *can* operate more profitably with greater stability and security as independents than as *completely subordinated* and dependent parts of a national radio network. I further believe that the Mutual concept of station-network relationship deserves great credit for this development of relative independence of radio stations now as compared to pre-Mutual days.

I *am* here to suggest that hindsight in radio might provide us with some foresight for television. Is there any basis to believe that the Mutual network concept can have successful application, on a modified basis, to television? I do believe so and have thought so for some time. So strongly did I believe it, that I persuaded my company to stake more millions of dollars than I like to think of on that belief. If I am proven wrong, there may be a certain O'Neil who will be referred to as "formerly of the General Tire & Rubber Co."

Why do I believe as I do? I know there are a number of successful independently minded television stations in the country that would prefer to retain more of their independence than they can prudently do and still keep their current network affiliations; that would like to have more security and stability than a situation ridden with the constant fear of termination of the network affiliation and therefore of the profits, and that want to base their success as much as possible upon the efforts of their own employes in production and sales rather than upon the ofttimes fickle loyalty of a network. Also there are a large number of permittees who have not built because of poor prospects of program sources and revenue. The psychology of the situation is right for something in the nature of the Mutual idea. But what of the practicalities?

NEEDED: MEANS OF ACQUISITION

Obviously the most devout desire for a thing is not by itself sufficient in our temporal world to get the thing. To realize the hope, there must be, in addition to the hope, a means of acquisition. Before these stations and permittees can get what they demand, there must be a possibility of profit for the supplier. Here then is the crucial question: Can the industry now or in the near future support an additional source of high-quality revenue-producing programs? My answer is a qualified "yes." First may I state the reasons for the affirmative answer and then the nature of the qualifications.

While the national networks have worked the national advertising field so hard, and its limitations are such that the chances of measurably increasing its harvest are uncertain, the local field has lain fallow to a substantial extent. So long as the networks are the principal source of programs of high quality at low-per-station cost, this is the inevitable result. The networks cannot exhaustively work both fields at once. Successful network operations, under current policies, are conditioned upon success in clearing time. Substantial station sales of local or national spot by any affiliate create problems of network clearance. Conversely, obligations of network clearance create substantial obstacles to local and national spot sales by the affiliate. Our television station in Boston is affiliated with CBS and ABC. I cannot reasonably hope that those networks will furnish us with many good programs at low cost to sell to local and national spot advertisers in prime time. They would be stupid to thus compete with, and create problems for, themselves—and they give no indications of being stupid.

This is the area of greatest hope for film syndication. It need not stay out of the field in which the networks operate, but its predominant interest and best hope seem to lie in working the other field, i. e., providing the program means of increasing local and national spot sales in prime time. This is the Mutual idea applied on a modified basis to television.

The modification is in the different means of delivery that it employs. Mutual radio uses land lines of *communication,* whereas film syndication uses *transportation.* This modification results from the superior efficiency, assuming widespread distribution and markets, of film transport versus delivery by communication lines. RKO operates 40 domestic film exchanges to sell its products to thousands of theatre exhibitors. The total cost of operating this distribution system is substantially less than the amount that either CBS or NBC pay for interconnection alone. This fact seems to teach that through film syndication, programs of network quality can be distributed at a lower cost than by interconnection—again assuming widespread distribution and markets. This results in lower cost of programming to the station and, hence, a greater potential in the local field of station sales.

You will note that the conclusion just reached was conditioned upon the premise of widespread distribution and markets. Herein lies an important qualification to my bullishness with respect to the future of film syndication. To operate successfully, we must have a relatively high number of television stations and markets. If the only stations in existence are those that are pre-empted and primarily supported by the networks, and the only markets are those that a network advertiser wants, then there is no substantial opportunity for film syndication. This has been the stunting factor in the growth of film syndication until just recently. Maybe until right now—maybe to infinity—because the continued station drop-outs and the proposals to the Commission to greatly reduce the allocated channels and television communities can make a great big bear out of me awfully quickly.

Now, I may have improperly given my friends here some concern about my loss of a job if film syndication doesn't work. Cease worrying. There was more than a little bit of license in that remark. While it is true that our initial and primary aim in the RKO transaction was to obtain program product for television, we have a hedge. We have found an impressive potential for RKO in the production and distribution of product for theatre release. If television film syndication is a cropper, we can make out very well on our investment by carrying on and expanding the past business operations of RKO, which we will do in any event.

So now, after too many words, I get back to the question I have undertaken to answer. We are going to release, directly or indirectly, films to television and will continue to do so unless television stations and markets become so scarce that there is no support or demand for our product. The qualification is necessary because it is beyond our control. The Commission will decide how many markets and stations to allocate; and station owners and permittees will decide when, where and whether they will risk operations. We are ready. I hope the other essential patries are, too.

Tv: It's Whatever the People Want

WHY DOESN'T television do more to educate and uplift its viewers? Thomas F. O'Neil, president of General Teleradio, incorporated his views on this subject in a speech last Tuesday at St. Louis U., which conferred on him an honorary doctor of laws degree. His acceptance speech, broadcast by Mutual, dealt with the business world's role in the field of higher education. It stressed the need for "more cooperation, more contact between the business community and the university community," and had this to say about television specifically:

"In our country this communication medium [television] is principally operated by private enterprise. It is almost entirely supported by advertisers of goods and services. The motivation of its operators, as in all business, is desire for profits—cold, hard coin of the realm.

"Our value as an advertising medium depends on the number of people who view it. They will only view it if we give them something they want—not what we think they should want. We have a medium by which our cultural, moral and intellectual level could be measurably advanced. But whether it will be thus employed will not be decided by the broadcaster but by the viewer. To oversimplify—it's not the fisherman that determines the bait to be used—it's the fish.

"I have recently heard some outstanding leaders of our industry speak as though television singlehandedly and overnight would bring about a moral, cultural and intellectual revolution; that it would forthwith bring the genus *homo sapiens* to its ultimate destiny. It could do just the opposite. Like nuclear fission, television has great potential for either good or evil. We, as a business, deal primarily with wants as they exist. We can consistently perform on no higher plane than our people live, think and feel. If we do, we have no viewers, no business.

"The broadcaster can weave in an intellectual thread here and a cultural thread there but these cannot form the basic design of his program fabric until the audience wants it. Our industry is not going to give the viewers Plato, Aristotle and St. Thomas Aquinas when the viewers want the *$64,000 Question, Jackie Gleason* and *George Gobel.* These are the realities of the situation."

same theme, and that no method has been devised for pre-testing full animation.

The importance of pre-tv documentary films in the production of historical presentations for television was stressed by Donald Hyatt, of the NBC Special Film Unit.

"This vast and neglected area I am speaking of," he said, "constitutes the millions upon millions of feet of film which never saw the arc of a studio light, footage shot since the beginnings of film, retaining the images of people that lived, events that happened, and the world that was."

He detailed the work of the NBC Special Film Unit in rounding up old films for such documentaries as the NBC *Victory At Sea* and *Project 20* series, also emphasizing the need for "artistic integrity and intellectual creativeness" in using old footage.

"The special film unit research department," he said, "has become an efficient world-wide organization after five years of intensive training. While there is a great deal of film in the known archives and commercial vaults of the world, much of the truly valuable film exists in bits and pieces in the most unpredictable places. For a single hour-long program we will generally consult over 250 film sources. Of these, there are perhaps a basic 50 that are consulted for each program as a matter of course. The other 200 are determined by the nature of the program itself."

One of the ways Revue Productions (subsidiary of MCA-TV Ltd.) secures film properties is to get ideas by scanning periodicals and books, "even the 'avant-garde' type of literature," William Morwood, scrip director of the production firm, told NTFC. He said:

"We retain an unusually large staff of over 20 people to look through just about every piece of published material in search of good vidfilm materials." He added this was no indication that there was a dearth of original works in the U. S. today, asserting that Revue deals largely through literary agents on both coasts, and is constantly on watch to develop "promising writers."

John Schneider, vice president of Biow-Beirn-Toigo, New York, and president of the NTFC, presided over the forum. Panel moderators were Albert D. Hecht of the Bill Sturm Studios; Marshall Rothen of Kenyon & Eckhardt, and Messrs. Gold, Mayers and Goldsmith.

Film Council Nominates Slate, Sets Mail Vote

NOMINATIONS for officers of the National Television Film Council were made last Monday in New York to prepare the way for mail-balloting, winners of the elections to be announced at the Dec. 15 meeting of the council.

Renominated for the NTFC presidency was John J. Schneider, vice president of Biow-Beirn-Toigo Inc., New York. Other nominees: William Reddick, executive vice president; Sidney Mayers, executive secretary; Charles Carpenter, treasurer; Beulah Jarvis, general secretary; Arche Mayers, distribution vice president; Dave O'Shea, stations vice president; Ken Cowan, membership vice president; Lou Feldman, laboratories vice president.

Nominated for board members were Dr. Alfred N. Goldsmith, Harold DuMont, Sam Spring, Waldo Mayo, Robert Gips, Kern Moyse, Sally Perle, Stan M. Cole, David Savage, Marshall Rothen and Herb Golden.

Nominations were made by a special committee of Lou Feldman, Joe Dougherty, Bob Gips, Sidney Mayers, Bert Hecht, Herb Gelbspan, and Ken Cofob.

EMIL MOGUL, STORM & KLEIN MERGE; $10 MILLION COMBINED BILLINGS SEEN

Mogul agency name to be retained with Mr. Mogul keeping presidency. S & K President Allston E. Storm to leave agency field upon consummation of agreement. Tintex among accounts being transferred to new agency.

MERGER of Emil Mogul Co. and Storm & Klein Inc., both New York, effective Jan. 2 and retaining the former agency's name is being announced jointly today (Monday). In the process, it is expected that the Mogul agency will increase its estimated current billing of approxmiately $6.5 million to about $10 million next year. Two-thirds of Mogul's current billings are devoted to air media alone.

All of the accounts now serviced by Storm & Klein, including Tintex, a heavy radio-tv spot advertiser, will be transferred to Emil Mogul Co. when S & K ceases to function as a separate entity on Dec. 31. A Mogul agency spokesman said last week that "prior to this new development, we had expected to be billing somewhere in the neighborhood of $8 million in 1956."

No change in the Mogul executive structure is contemplated. Storm & Klein President Allston E. Storm will retire from the agency field Dec. 31. S & K's Executive Committee Chairman Charles M. Storm, is expected to assume an executive position in the new agency. Other S & K principals and their new positions with the Mogul agency are to be as follows: Executive Vice President and Treasurer Edward Klein to senior vice president and group head; Vice President George Balterman to vice president and account executive; Vice President Harry Chapperon to director of public relations, and Radio-Tv Director Arthur Klein to assistant account executive. Other Storm & Klein personnel, including some departmental executives, are also scheduled to shift to Mogul.

Under the merger agreement the following accounts will be moved to the Mogul firm: Booth's Distilleries Ltd. (House of Lords Gin), London, England; John Harvey & Sons Ltd. (sherry and port), Bristol, England; Heidsieck & Cie. (Dry Monopole Champagne), Rheims, France; Luria Engineering Co. and Luria Building Products Inc. (construction), New York; Park & Tilford Distillers Corp. (imported parfums, whiskies), New York; The Tintex Co. (tints and dyes), New York; William Sanderson & Son Ltd. (Vat 69 scotch whiskey), Scoltand, and the Metal Foil Products Mfg. Co. (aluminum foil specialities), Newark, N. J.

This line-up will greatly strengthen Emil Mogul Co.'s position in the field already bolstered by the acquisition several months ago of part of the Revlon Products Inc. account (Silken Net, Aquamarine and men's toiletries). Listed among Mogul clients are: Adams Hat Mfrs. Inc., New York; Block Drug Co. (Omega Oil, Poslam Ointment, Alkaids, Centrol Tablets and Laxium), Jersey City; the Bolsey Corp. of America (cameras), New York; Knomark Mfg. Co. (Esquire Boot Polish), Brooklyn; Monarch Wine Co. (Manischewitz wines), Brooklyn; Rayco Mfg. Co. (auto seat covers), Paterson, N. J., and the Ronzoni Macaroni Co. (macaroni products), Long Island City, N. Y.

Today's announcement had been expected for some time after it was reported that Storm & Klein had been exploring merger possibilities with several other agencies. In confirming this late last week, Mr. Klein said that "of the various interested agencies reviewed by us, Mogul stood out as the one with the most desirable talents and facilities for enhancing service to our present clients, and at the same time offering excellent potentiality for future growth."

Mr. Mogul also was pleased with the merger, saying that the development "brings great satisfaction to my associates and myself . . . we look forward to a very pleasant, long and profitable association with Storm & Klein personnel and clients."

The move brings together an old-fashioned



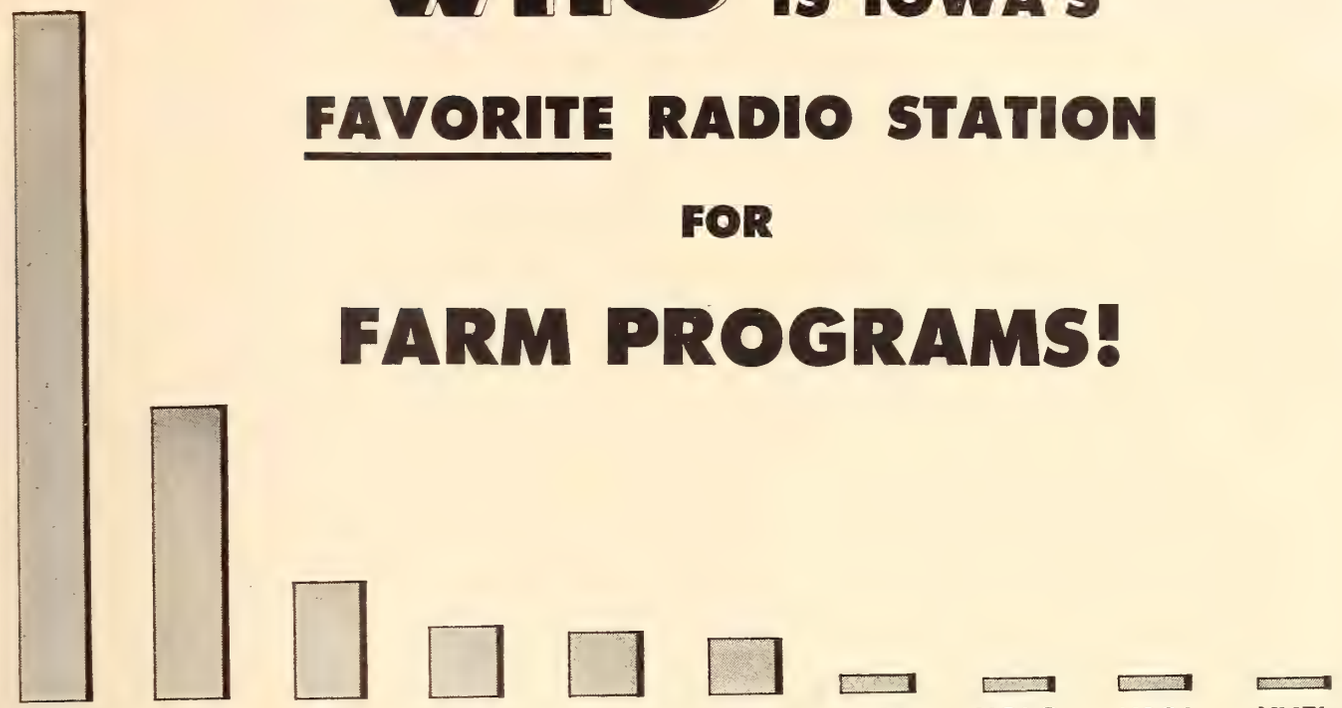
SPOT RADIO campaign of California Prunes Advisory Board will be based on straight announcements and a singing commercial, developed by Song Ad Productions Inc., Hollywood. Listening to an audition of the commercial are (l to r): front row, Sherwood Hall, Capitol Records engineer; Bob Sande, president of Song Ad Productions; Gertrude Van Hooydonck, assistant creative director of Botsford, Constantine & Gardner, agency handling the spot campaign; Stanley Swanberg, executive vice president of the agency; Martine Woodward, merchandising representative for California Prunes Advisory Board; back row, Dick Tufeld, announcer; Hugh Hudson, account executive for Song Ad; Jack Buker, agency vice president, and Harold Broeger, advisory board assistant manager.

WHO IS IOWA'S

FAVORITE RADIO STATION

FOR

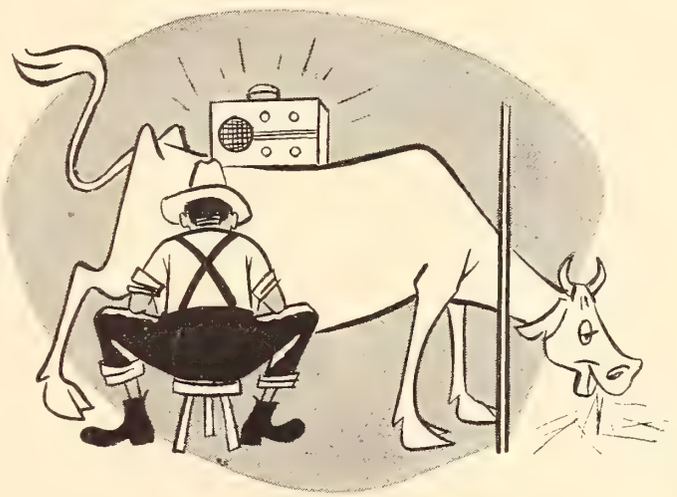
FARM PROGRAMS!



THE data above is taken direct from Dr. Forest L. Whan's 1954 Iowa Radio-Television Audience Survey—the 17th annual edition of this famed study.

Farming is big business in Iowa, and Iowans' overwhelming preference for WHO farm program is far from a freak. It's the result of heads-up planning —in programming, personnel and research . . . in Public Service and audience promotion.

Write direct or ask Free & Peters for your copy of the 1954 I.R.T.A. Survey. It will tell you more about radio and television in Iowa than you could glean from weeks of personal travel and study.



NBC Affiliate



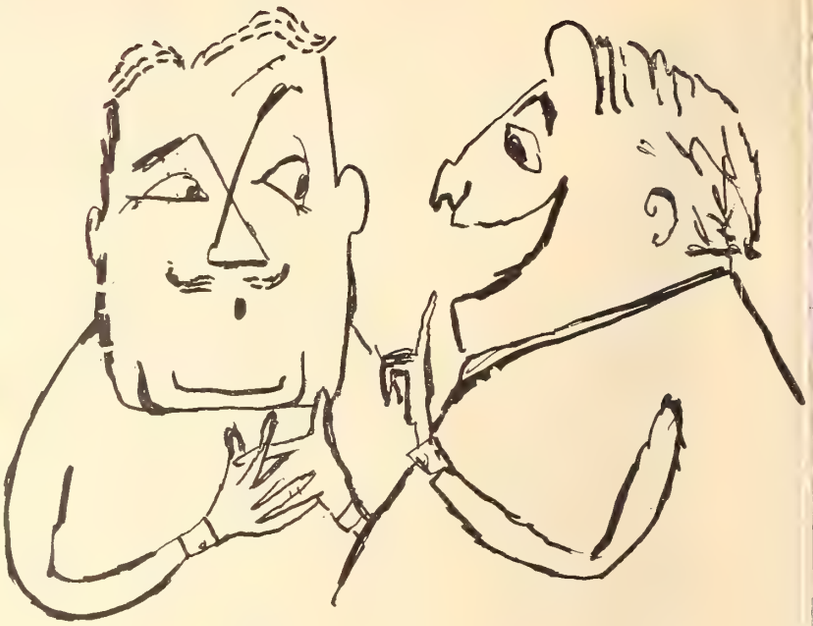
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WEED & COMPANY

gency with a relative newcomer. Storm & Klein was founded in 1888 under the name of Jules P. Storm & Sons, becoming Charles M. Storm Co. in 1929, and upon the succession of Mr. Storm to chairman in 1948, the firm adopted its present name. Mr. Mogul organized his agency in 1940 with his wife Helene as secretary-treasurer. Other principals in the Mogul agency are Charles L. Rothschild, executive vice president; Myron A. Mahler, vice president and creative director; Seth D. Tobias, vice president and chairman of the plans board, and Nat C. Wildman, Rino Negri, Milton Guttenplan and William Jacoby, all vice presidents.

Storm & Klein will continue to operate at its present address, 331 Madison Ave., until Dec. 31. Emil Mogul Co., until larger quarters are occupied early next year, will remain at 250 W. 57th St.

Hadacol Says 304 Stations Accept Non-Card Proposition

HADACOL Inc., Lafayette, La., has percentage deals with 304 radio-tv stations, by-passing agencies and representatives, according to a letter to stations signed by O. C. Guilliot, Hadacol general manager.

"Believe it or not some are receiving more than card rates," he added, explaining "this is not a P. I. deal . . . you are not required to handle mail or money.

"Here is the way the plan works," he said. "We pay you monthly, upon receipt of affidavit proving performance, 35% of our factory shipments into your primary area. For this you give us one-minute Hadacol spots run-of-schedule on your station."

He also added that the Hadacol product "has had more publicity than all other drug products combined."



DELAWARE—DIST. OF COLUMBIA—MARYLAND

OFFICIAL tabulations of retail sales by counties for the calendar year 1954 are now being released by the U. S. Census Bureau. These preliminary data, subject to revision in the final report on the bureau's 1954 Census of Business, are the most reliable figures available on the amount of retail business in counties of the U. S. and are based on stores with paid employment that did a business of $2,500 or more in 1954.

B•T will publish figures like those below for all states as they became available.

Sales include total receipts from customers after deduction of refunds or allowances for merchandise returned by customers. They include local and state sales taxes or federal excise taxes collected by the store directly from customers as well as gasoline, liquor, tobacco and other taxes paid by manufacturer or wholesaler and passed on to the retailer. The figures do not include retail sales by manufacturers, wholesalers, service units and others not primarily engaged in retail trade. They do, however, include retailers' service receipts, sales to industrial users and to other retailers.

Copies of complete reports for each state, covering counties and cities, can be obtained for 10 cents each or $4 for all reports, from Bureau of the Census, Washington 25, D. C.

DELAWARE:

County	Total Sales all establishments ($1,000)	Food stores sales ($1,000)	Eating, drinking places sales ($1,000)	General merchandise group sales ($1,000)	Apparel, accessories stores sales ($1,000)	Furniture, home furnishings, appliance dealers sales ($1,000)	Automotive group sales ($1,000)	Gasoline service stations sales ($1,000)	Lumber, bldg. matls., hardware, farm equipment dealers sales ($1,000)	Drug stores, proprietary stores sales ($1,000)	Other retail stores sales ($1,000)	Nonstore retailers sales ($1,000)
Delaware, total	485,752	94,787	28,863	48,193	30,737	25,871	72,669	27,465	29,757	14,003	103,414	9,993
Kent	67,450	9,791	2,988	6,169	2,021	3,072	14,651	3,222	4,919	1,438	17,316	1,863
New Castle	325,633	69,334	21,705	40,128	25,143	18,990	41,854	18,935	17,819	10,481	53,919	7,325
Sussex	92,669	15,662	4,170	1,896	3,573	3,809	16,164	5,308	7,019	2,084	32,179	805

DISTRICT OF COLUMBIA:

County	Total Sales all establishments ($1,000)	Food stores sales ($1,000)	Eating, drinking places sales ($1,000)	General merchandise group sales ($1,000)	Apparel, accessories stores sales ($1,000)	Furniture, home furnishings, appliance dealers sales ($1,000)	Automotive group sales ($1,000)	Gasoline service stations sales ($1,000)	Lumber, bldg. matls., hardware, farm equipment dealers sales ($1,000)	Drug stores, proprietary stores sales ($1,000)	Other retail stores sales ($1,000)	Nonstore retailers sales ($1,000)
District of Columbia (coextensive with Washington)	1,217,853	224,737	109,868	181,072	102,908	64,845	192,289	55,627	31,379	55,261	174,422	25,445

MARYLAND:

County	Total Sales all establishments ($1,000)	Food stores sales ($1,000)	Eating, drinking places sales ($1,000)	General merchandise group sales ($1,000)	Apparel, accessories stores sales ($1,000)	Furniture, home furnishings, appliance dealers sales ($1,000)	Automotive group sales ($1,000)	Gasoline service stations sales ($1,000)	Lumber, bldg. matls., hardware, farm equipment dealers sales ($1,000)	Drug stores, proprietary stores sales ($1,000)	Other retail stores sales ($1,000)	Nonstore retailers sales ($1,000)
Maryland, total	2,683,819	663,962	242,490	306,253	135,599	110 605	423.742	162.622	174,915	100,005	257,692	105,934
Allegany	78,939	22,540	4,753	8,490	5,987	3,701	11,631	5,699	7,180	2,287	5,831	840
Anne Arundel County	105,704	36,308	11,981	5,694	5,045	3,300	13,496	10,195	6,075	4,043	8,435	1,132
Baltimore city (not part of Baltimore County)	1,248,774	278,620	131,079	198,914	77,691	66,634	172,773	50,268	47,565	49,084	100,048	70,098
Baltimore County	212,483	63,591	24,619	13,763	5,970	5,634	30,772	19,303	19,104	11,458	15,190	3,079
Calvert	10,198	2,185	1,273	1,312	(D)	(D)	1,696	746	1,094	(D)	1,457	58
Caroline	23,133	3,862	602	686	698	382	3,586	2,000	3,070	617	7,508	122
Carroll	44,296	9,414	1,623	3,514	619	1,648	8,384	2.614	5,474	965	8,833	1,208
Cecil	36,101	8,347	4,392	1,555	513	1,023	8,061	3,004	2,710	567	4,576	1,353
Charles	27,367	7,706	3,597	3,291	192	117	4,269	2,424	2,570	545	(D)	(D)
Dorchester	27,471	7,036	1,184	1,739	1,537	1,287	6,420	981	3,200	451	3,536	100
Frederick	62,242	13,512	3,702	6,562	2,822	2,446	10,264	4,071	6,148	1,365	10,162	1,188
Garrett	14,858	3,305	988	1,095	103	239	4,863	1,080	1,433	377	(D)	(D)
Harford	58,749	14,100	4,261	3,788	2,662	2,382	12,708	5,013	4,518	1,711	6,450	1,156
Howard	19,150	2,600	2,673	838	(D)	(D)	6,068	2,759	1,027	(D)	1,935	140
Kent	16,164	3,531	682	913	466	472	2,898	746	2,511	272	3,523	150
Montgomery	237,504	62,311	10,934	28,065	11,646	6,203	43,879	15,896	21,267	9,153	17,582	10,568
Prince Georges	187,122	67,577	15,916	5,392	4,660	2,861	34,591	17,792	16,041	9,202	10,922	2,168
Queen Annes	12,584	2,636	565	1,289	98	299	599	1,419	2,707	256	2,644	72
St. Marys	22,899	5,669	3,074	2,813	811	643	3,026	2,171	1,542	695	1,889	566
Somerset	16,409	5,182	487	889	358	543	1,757	1,322	768	436	4,645	22
Talbot	33,770	6,333	1,030	545	1,426	1,762	5,047	2,210	2,383	1,159	11,176	699
Washington	88,302	19,043	7,038	7,431	5,866	3,769	17,187	5,657	8,151	2,366	8,816	2,978
Wicomico	62,592	12,231	2,673	4,853	4,835	3,286	11,947	3,475	5,824	1,538	10,140	1,790
Worcester	37,008	6,323	3,364	2,822	1,227	1,405	7,820	1,777	2,553	907	8,462	348

(D) Withheld to avoid disclosure.



GEORGIA

These preliminary state and county figures from the U. S. Census of Agriculture show the number of farms with television sets in October-November, 1954, when the census was made. Figures are projected from a survey covering 20% of all farms. B•T will present farm tv figures for each state as they are tabulated by the Census Bureau. Readers can clip and save these reports to accumulate a complete, county-by-county, state-by-state file.

GEORGIA	Total Farms	Farms With Tv	% Tv Farms
Appling	1,403	185	13.2
Atkinson	584	90	15.4
Bacon	966	144	14.6
Baker	751	90	12.0
Baldwin	464	119	25.6
Banks	981	293	29.9
Barrow	1,133	506	44.5
Bartow	1,519	789	51.9
Ben Hill	654	82	12.5
Berrien	1,445	210	14.5
Bibb	779	402	51.6
Bleckley	712	136	19.1
Brantley	571	209	36.6
Brooks	1,703	120	7.0
Bryan	404	92	22.8
Bulloch	2,490	334	13.4
Burke	1,654	244	14.8
Butts	720	246	34.2
Calhoun	690	66	9.6
Camden	278	98	35.3
Candler	903	109	12.0
Carroll	3,155	1,541	48.8
Catoosa	833	325	39.0
Charlton	192	80	41.7
Chatham	406	191	47.0
Chattahoochee	52	7	13.5
Chattooga	1,098	392	35.7
Cherokee	1,643	935	56.8
Clarke	495	234	47.3
Clay	567	90	15.9
Clayton	804	644	80.1
Clinch	209	46	22.0
Cobb	1,987	1,356	68.2
Coffee	1,979	211	10.7
Colquitt	2,673	359	13.4
Columbia	736	219	29.8
Cook	1,137	152	13.4
Coweta	1,501	532	35.4
Crawford	568	111	19.5
Crisp	917	186	20.3
Dade	606	164	27.1
Dawson	605	330	54.5
Decatur	1,903	52	5.5
De Kalb	1,048	721	68.8
Dodge	1,523	211	13.8
Dooly	1,256	186	14.8
Dougherty	534	128	24.0
Douglas	890	407	45.7
Early	1,678	120	7.3
Echols	200	5	2.4
Effingham	803	181	22.5
Elbert	1,595	427	28.0
Emanuel	1,621	271	16.9
Evans	609	77	12.6
Fannin	1,063	215	20.1
Fayette	850	348	40.9
Floyd	1,553	770	49.4
Forsyth	1,735	1,077	62.1
Franklin	1,713	507	29.6
Fulton	2,127	1,223	57.5
Gilmer	978	238	24.6
Glascock	425	76	17.9
Glynn	223	45	20.2
Gordon	1,579	577	36.5
Grady	1,643	122	7.4
Greene	947	203	21.4
Gwinnett	2,659	1,567	58.9
Habersham	1,207	353	29.2
Hall	2,277	1,154	50.7
Hancock	1,110	141	12.5
Haralson	1,129	508	45.0
Harris	837	230	27.5
Hart	1,857	543	29.4
Heard	911	275	30.2
Henry	1,503	735	48.7
Houston	625	210	33.6
Irwin	1,308	235	18.0
Jackson	1,676	693	41.3
Jasper	571	187	32.7
Jeff Davis	941	113	12.0
Jefferson	1,230	198	16.1
Jenkins	914	185	20.2
Johnson	957	138	14.4
Jones	783	183	23.9
Lamar	639	289	45.2
Lanier	490	44	9.0
Laurens	2,472	1,041	42.1
Lee	587	62	10.6
Liberty	607	94	15.5
Lincoln	684	154	22.5
Long	331	52	15.7
Lowndes	1,521	232	15.3
Lumpkin	893	242	27.1
McDuffie	826	246	29.8
McIntosh	186	33	17.7
Macon	991	194	19.6
Madison	1,545	474	30.7
Marion	650	81	12.5
Meriwether	1,573	478	30.4
Miller	1,118	35	3.1
Mitchell	1,777	198	11.1
Monroe	702	273	38.9
Montgomery	745	46	6.2
Morgan	1,104	407	36.9
Murray	1,023	353	34.5
Muscogee	350	125	35.7
Newton	984	472	48.0
Oconee	818	339	41.4
Oglethorpe	1,201	235	19.6
Paulding	1,149	644	56.0
Peach	316	101	32.0
Pickens	765	300	39.2
Pierce	1,287	336	26.1
Pike	875	348	39.8
Polk	1,253	493	39.3
Pulaski	684	114	16.7
Putnam	535	154	28.8
Quitman	249	23	9.2
Rabun	628	75	11.9
Randolph	1,016	102	10.0
Richmond	478	247	51.7
Rockdale	636	328	51.6
Schley	401	79	19.7
Screven	1,687	290	17.2
Seminole	687	21	3.1
Spalding	748	401	53.6
Stephens	835	200	24.0
Stewart	707	60	8.5
Sumter	1,235	273	22.1
Talbot	623	138	22.2
Taliaferro	448	65	14.5
Tattnall	1,578	178	11.3
Taylor	818	140	17.1
Telfair	1,061	81	7.6
Terrell	1,226	122	10.0
Thomas	1,655	166	10.0
Tift	1,287	137	10.6
Toombs	1,220	144	11.8
Towns	658	115	17.5
Treutlen	613	48	7.8
Troup	1,337	479	35.8
Turner	870	141	16.2
Twiggs	630	99	15.7
Union	1,004	157	15.6
Upson	812	368	45.3
Walker	1,710	538	31.5
Walton	1,834	1,002	54.6
Ware	972	388	39.9
Warren	883	122	13.8
Washington	1,640	219	13.4
Wayne	949	205	21.6
Webster	476	48	10.1
Wheeler	719	38	5.3
White	839	291	34.7
Whitfield	1,534	746	48.6
Wilcox	1,035	152	14.7
Wilkes	1,140	251	22.0
Wilkinson	601	125	20.8
Worth	2,153	238	11.1
TOTAL	165,524	45,720	27.6

OTHER 35 STATES REPORTED IN B•T

Arkansas	Oct. 10, 1955
Arizona	Oct. 24, 1955
Colorado	Oct. 17, 1955
Connecticut	Oct. 10, 1955
Delaware	Oct. 24, 1955
Florida	Oct. 24, 1955
Idaho	July 25, 1955
Illinois	Oct. 31, 1955
Indiana	Oct. 31, 1955
Iowa	Oct. 3, 1955
Kansas	Aug. 29, 1955
Maine	Oct. 10, 1955
Massachusetts	Oct. 17, 1955
Minnesota	Aug. 15, 1955
Mississippi	Oct. 31, 1955
Montana	Aug. 15, 1955
Nebraska	Sept. 12, 1955
Nevada	June 13, 1955
New Hampshire	July 25, 1955
New Jersey	Oct. 3, 1955
New Mexico	Oct. 10, 1955
North Carolina	Oct. 24, 1955 (N. C. totals showing tv farms is corrected from 47.2% to read 26.3%).
North Dakota	Aug. 1, 1955
Oklahoma	Sept. 5, 1955
Oregon	Oct. 17, 1955
Rhode Island	Oct. 3, 1955
South Dakota	Aug. 15, 1955
Tennessee	Oct. 3, 1955
Texas	Oct. 10, 1955
Utah	Aug. 1, 1955
Vermont	July 25, 1955
Washington	Oct. 17, 1955
West Virginia	Nov. 7, 1955
Wisconsin	Aug. 29, 1955
Wyoming	Oct. 24, 1955

Colgate Wants to Drop NBC-TV 'Variety Hour'

COLGATE-PALMOLIVE Co. has notified NBC-TV that it would like to drop its sponsorship of the *Colgate Variety Hour* (Sunday, 8-9 p.m. EST) by the first of January, although the present contract does not expire until May.

The network is taking the matter under consideration with a decision expected shortly. It is well known that both the advertiser and the network long have been unhappy with the ratings received by the program compared to the high ratings of the opposing *Ed Sullivan Show* on CBS-TV.

Should NBC-TV release Colgate from the time period, it is understood that several major advertisers would be interested in the time. The network reportedly is considering a comedy program to replace the Colgate show, the talent to be recruited from the NBC-TV comedy development plan permitting new comics across the country to be exposed to the tv audience—plus appearances by name comedians.

FLUFFO SCHEDULES 'UNIQUE' COMMERCIALS

'Spectacular' ads for Procter & Gamble's shortening to use 20 minutes of live time on seven network tv shows, one network break in single day.

PROCTER & GAMBLE CO., Cincinnati, wil launch what it claims to be a unique television "commercial spectacular" today (Monday) using 20 minutes of live commercial time on seven CBS-TV and NBC-TV programs plus one CBS-TV network break.

The nationwide sales drive, for P&G's Fluffo (shortening) will cover 17 hours, with commercials in NBC-TV's *Today, Home, Matinee* and *Tonight,* CBS-TV's *Search for Tomorrow, On Your Account, I Love Lucy,* and the 12:4 p.m. break with Bob Dixon.

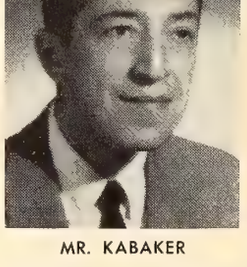
All the commercials, which are being written specially for each program, will be produced live as contrasted with the filmed commercial usually used. For this feat, Biow-Beirn Toigo Inc. has designated two agency teams. The sales strategy and commercials will b handled by Everett C. Bradley, vice presiden and account supervisor; Edward H. Meyer, ac count executive; Thomas Greer, vice presider and copy group head; Mrs. Jean Brown, tv radio copywriter, and Roy Winsor, vice pres dent in charge of the tv-radio department work ing with P&G brand and copy experts in Cincin nati. The production team includes Leste P. Tomlin, radio-tv commercial departmer head, and Lou Florence, agency tv produce who will coordinate activities of four othe agency producers and three free-lance produce directors. Olga Fabian, of the agency staff, the stylist of the commercials.

Featured as the "thematic link" for the strin of commercials will be pantominist Jimm Savo, dressed as a pilgrim urging housewive to stock their larders in anticipation of the 4 million turkeys to be consumed this Thank giving. Spokesmen for Biow-Beirn-Toigo sa that although P&G regularly sponsors *Lucy* an *Account,* the majority of the purchases are nev on a one-time basis.

It was also pointed out that the "spectacular will permit the equivalent of seven weeks wor of three-minute commercials in *Lucy* to be aire in one day.

Compton Names Kabaker As West Coast Director

ALVIN KABAKER, vice president and direct of radio and television for Dancer-Fitzgeral Sample in New York, has been named direct of West Coast oper tions for Compt Adv., effective tod (Monday).


MR. KABAKER

Mr. Kabaker h been with D-F-S f 18 years and was charge of the Hol wood office prior moving to N York. Before joini D-F-S, he was dir tor of publicity f Montgomery Wa & Co.

Tom Carson, tin buying supervisor, Benton & Bowles, N York, has been appointed timebuying sup visor on all accounts other than Procter Gamble at Compton Adv. [CLOSED CIRCU Nov. 7], it was announced last week.



FRED NETTERE (r) of the Katz Agency Inc., national sales representative for WLAC-TV Nashville, presents Carol Sleeper, Geyer Advertising Inc., with a pair of WLAC-TV coveralls. These coveralls, duplicates of those worn by the production staff in the station's own studios, are being given to a selected list of timebuyers with national accounts running on the Nashville CBS outlet.

Edgar Kobak Named to Board Of Miles Laboratories Inc.

EDGAR KOBAK has been named to the board of directors of Miles Laboratories Inc. (Alka-Seltzer), it was reported in a stock prospectus filed with the Securities and Exchange Commission last week in which the first public offering of the company's securities was made.

Mr. Kobak, former president of MBS, retired Nov. 1 from the presidency of the American Research Foundation [B•T, Nov. 14]. He is a marketing consultant and the owner of WTWA Thomson, Ga.

In the prospectus Miles said its domestic and export sales during January-September 1955 were about $21 million and neared $24 million with foreign production included. Worldwide Alka-Seltzer sales for all of 1954 were reported pushing $30 million and the sales total for all Miles products was $35.1 million.

Exact figures were not given in the SEC filing, but it is understood the firm's expenditures for advertising and related servicing in 1954 were in excess of $8.7 million.

Present plans are to allow the current stockholders an option to purchase one new share (106,962 shares are being put on the market) for each 10 now held. Three family groups control 73% of the Miles stock. These are, with ownership in parentheses, as follows: Beardsley (34%), Miles (21%), and Compton (18%).

Revlon Products Stock Offered for Public Sale

REVLON PRODUCTS Corp., believed to have the second largest cosmetic volume in the country, is offering 373,900 shares of stock for public sale, it was made known in a prospectus filed with the Securities and Exchange Commission last week. This is the first public offering made by the company.

In part the prospectus said: "In the year 1955 the company began a new domestic weekly tv program, produced by Louis Cowan Inc., entitled the *$64,000 Question*. The company believes that this program has been a substantial stimulus to the sales of its products, but since the company's sales have been rising continuously over the years . . . it is difficult to assess how much of the increased sales since the program began can be attributed to it."

Sales figures are as follows: 1949, $16.9 million; 1953, $28.3 million; 1954, $33.6 million, and $26.4 million for the first eight months of this year. Indications are that sales for all of 1955 will reach $40 million.

Advertising and promotion expenses have been (there was no breakdown by media): 1950, $1.8 million; 1951, $2.6 million; 1952, $3.1 million; 1953, $4.6 million; 1954, $6.1 million, and for the first eight months of 1955, $5.7 million.

Up to now all the company stock has been owned by Charles, Joseph, and Martin Revson and Charles Lachman.

Avon Products Inc., which sells cosmetics on a house to house basis only, is the only cosmetic firm known to be larger than Revlon.

Advertising Not Used As It Should Be—Lethen

SALES will go up and distribution costs will go down "when sales executives take a greater interest in advertising and use it as much as it should be used," Edward F. Lethen Jr., director of network sales development for CBS-TV, told the Minneapolis Sales Executives Club last Thursday.

"The most efficient single sales force is advertising," he said. "The most efficient advertising force is television. Very few companies make anywhere near enough use of this sales force—do anywhere near enough advertising." Of the 100 largest companies, he said, less than one-fifth spend as much as 1% of sales for advertising, and about one-seventh spend less than one-tenth of 1%.

Textile Firm Joins 'Omnibus'

IN ITS first use of television as an advertising medium, J. P. Stevens & Co. (textile manufacturer), New York, will become the third participating sponsor of *Omnibus* (CBS-TV, Sun., 5-6:30 p.m. EST) on Jan. 1, 1956. The agency is Bryan Houston Inc., New York. Other *Omnibus* advertisers are Aluminium Ltd. of Canada and Scott Paper Co.

The advertising message on *Omnibus* for Stevens, which has been in business for 142 years and operates 48 mills, will be institutional in nature, outlining the story of textile manufacturing to dealers and consumers. Stevens is one of the few textile companies to use tv.

Vaughan Heads New Agency

FORMATION of a new advertising agency in Portland, Ore.—Advertising Counselors, Al Vaughan & Assocs.—has been announced by G. Deon Routh, general manager, and W. J. Abrams, president of Advertising Counselors Inc., of Seattle, and Mr. Vaughan, former employe of KOIN Portland and more recently manager of a Portland retail store. Mr. Vaughan is president and general manager of the new firm.

Personnel of the Portland agency also includes Julie Prise, copy chief; Paul Marcotte, tv director and accounts executive, and Sally Schilling, secretary.

Buick to Sponsor Orange Bowl

GENERAL MOTORS Corp., Buick Motor Div., Detroit, will sponsor the annual Orange Bowl game between the U. of Oklahoma and the U. of Maryland from Miami on CBS-TV Jan. 2, 1956, starting at 2 p.m. EST. Agency: Kudner Agency, N. Y.

COLORCASTING

Advance Schedule Of Network Color Shows

(All times EST)

CBS-TV

Nov. 22 (9:30-10 p.m.) *Red Skelton Show,* S. C. Johnson & Son through Needham, Louis & Brorby, and Pet Milk Co. through Gardner Adv. on alternate weeks (also Nov. 29, Dec. 6, 20 and 27).

Nov. 24 (8:30 - 9:30 p.m.) *Climax,* Chrysler Corp. through McCann-Erickson.

Nov. 26 (7-7:30 p.m.) *Gene Autry Show,* William Wrigley Jr. Co. through Ruthrauff & Ryan (also Dec. 3, 10, 17, 24 and 31).

Dec. 8 (8:30-9:30p.m.) *Climax,* Chrysler Corp. through McCann-Erickson.

Dec. 15 (8:30-9:30 p.m.) *Shower of Stars,* "Christmas Carol," Chrysler Corp. through McCann-Erickson.

Dec. 17 (9:30-11 p.m.) *Ford Star Jubilee,* Ford Motor Co. through J. Walter Thompson.

NBC-TV

Nov. 21-23,25 (5:30-6 p.m.) *Howdy Doody,* participating sponsors (also Nov. 28-Dec. 2, 5-9, and 12-16).

Nov. 21-23 (3-4 p.m.) *Matinee,* participating sponsors (also Nov. 25, 28, Dec. 1-2, 5-9, and 12-16).

Nov. 22 (11 a.m.-noon) *Home,* preview of Christmas toys and Christmas party at 11:30-noon, participating sponsors.

Nov. 23 (7-8:55 a.m.) *Today,* insert from Independence National Park, Philadelphia, participating sponsors.

Nov. 24 (5-6 p.m.) *Assignment: India* (film), sustaining.

Nov. 26 (1:15-4 p.m.) *NCAA Football,* Army vs. Navy, participating sponsors.

Nov. 26 (9-10:30 p.m.) *Max Liebman Presents* "Dearest Enemy," Oldsmobile Div., General Motors Corp. through D. P. Brother.

Nov. 29 (8-9 p.m.) *Milton Berle Show,* Sunbeam Corp. through Perrin-Paus Co., and RCA and Whirlpool Corp. through Kenyon & Eckhardt.

Nov. 30 (9-10 p.m.) *Kraft Tv Theatre,* "Once a Genius," Kraft Foods through J. W. Thompson Co.

Dec. 4 (7:30-9 p.m.) *Sunday Spectacular,* "Maurice Chevalier Show," participating sponsors.

Dec. 12 (8-9:30 p.m.) *Producers' Showcase,* "Sleeping Beauty Ballet," Ford Motor Co. through Kenyon & Eckhardt, and RCA through K & E, Grey and Al Paul Lefton.

[Note: This schedule will be corrected to press time of each issue of B•T]

MID-DECADE ESTIMATES OF CIVILIAN POPULATION

Statistics compiled by U. S. Census Bureau as of July 1, 1955, with comparisons based on 1950 decennial census. Figures do not include persons in armed services stationed in each area. Percentages based on unrounded numbers.

Region, division and State	July 1, 1955	April 1, 1950	Increase (+) or decrease (—), April 1, 1950, to July 1, 1955 Amount	Percent
Continental United States	[1]162,284,000	149,634,000	+12,650,000	+8.5
REGIONS:				
Northeast	42,383,000	39,344,000	+3,049,000	+7.8
North Central	48,137,000	44,369,000	+3,768,000	+8.5
South	49,144,000	46,653,000	+2,492,000	+5.3
West	22,610,000	19,269,000	+3,341,000	+17.3
NORTHEAST:				
New England	9,839,000	9,261,000	+577,000	+6.2
Middle Atlantic	32,555,000	30,083,000	+2,472,000	+8.2
NORTH CENTRAL:				
East North Central	33,480,000	30,337,000	+3,144,000	+10.4
West North Central	14,657,000	14,032,000	+625,000	+4.5
SOUTH:				
South Atlantic	22,547,000	20,860,000	+1,687,000	+8.1
East South Central	11,438,000	11,412,000	+26,000	+0.2
West South Central	15,159,000	14,380,000	+779,000	+5.4
WEST:				
Mountain	5,753,000	5,021,000	+732,000	+14.6
Pacific	16,857,000	14,248,000	+2,609,000	+18.3
NEW ENGLAND:				
Maine	890,000	912,000	—22,000	—2.4
New Hampshire	553,000	531,000	+22,000	+4.1
Vermont	377,000	378,000	—1,000	—0.2
Massachusetts	4,972,000	4,665,000	+307,000	+6.6
Rhode Island	814,000	774,000	+40,000	+5.1
Connecticut	2,233,000	2,001,000	+231,000	+11.6
MIDDLE ATLANTIC:				
New York	16,053,000	14,801,000	+1,252,000	+8.5
New Jersey	5,370,000	4,802,000	+568,000	+11.8
Pennsylvania	11,132,000	10,480,000	+652,000	+6.2
EAST NORTH CENTRAL:				
Ohio	8,946,000	7,938,000	+1,008,000	+12.7
Indiana	4,325,000	3,932,000	+393,000	+10.0
Illinois	9,297,000	8,672,000	+625,000	+7.2
Michigan	7,222,000	6,361,000	+861,000	+13.5
Wisconsin	3,691,000	3,433,000	+257,000	+7.5
WEST NORTH CENTRAL:				
Minnesota	3,169,000	2,981,000	+188,000	+6.3
Iowa	2,690,000	2,621,000	+69,000	+2.6
Missouri	4,094,000	3,952,000	+142,000	+3.6
WEST NORTH CENTRAL—(Contd.)				
North Dakota	641,000	620,000	+22,000	+3.5
South Dakota	672,000	650,000	+22,000	+3.4
Nebraska	1,369,000	1,322,000	+47,000	+3.6
Kansas	2,021,000	1,887,000	+134,000	+7.1
SOUTH ATLANTIC:				
Delaware	380,000	318,000	+62,000	+19.5
Maryland	2,593,000	2,301,000	+292,000	+12.7
District of Columbia	831,000	787,000	+44,000	+5.6
Virginia	3,421,000	3,208,000	+214,000	+6.7
West Virginia	2,001,000	2,005,000	—4,000	—0.2
North Carolina	4,190,000	4,014,000	+175,000	+4.4
South Carolina	2,226,000	2,096,000	+131,000	+6.2
Georgia	3,539,000	3,402,000	+137,000	+4.0
Florida	3,364,000	2,729,000	+635,000	+23.3
EAST SOUTH CENTRAL:				
Kentucky	2,948,000	2,913,000	+34,000	+1.2
Tennessee	3,399,000	3,281,000	+118,000	+3.6
Alabama	3,006,000	3,053,000	—47,000	—1.6
Mississippi	2,085,000	2,164,000	—79,000	—3.7
WEST SOUTH CENTRAL:				
Arkansas	1,770,000	1,908,000	—138,000	—7.2
Louisiana	2,902,000	2,670,000	+232,000	+8.7
Oklahoma	2,136,000	2,218,000	—82,000	—3.7
Texas	8,351,000	7,584,000	+766,000	+10.1
MOUNTAIN:				
Montana	628,000	589,000	+39,000	+6.6
Idaho	606,000	588,000	+17,000	+2.9
Wyoming	295,000	282,000	+13,000	+4.7
Colorado	1,508,000	1,307,000	+201,000	+15.4
New Mexico	769,000	668,000	+101,000	+15.1
Arizona	955,000	742,000	+213,000	+28.7
Utah	776,000	687,000	+89,000	+12.9
Nevada	216,000	157,000	+59,000	+37.6
PACIFIC:				
Washington	2,497,000	2,317,000	+180,000	+7.8
Oregon	1,664,000	1,519,000	+146,000	+9.6
California	12,696,000	10,413,000	+2,283,000	+21.9
Alaska	168,000	108,000	+60,000	+55.6
Hawaii	503,000	477,000	+26,000	+5.5
Puerto Rico	2,248,000	2,205,000	+43,000	+1.9
Canal Zone	39,000	43,000	—4,000	—9.0
Virgin Islands	24,000	26,000	—3,000	—10.9

[1] Estimated total population of the United States including Armed Forces overseas for July 1, 1955, is 165,248,000.

'Scrooge' on MBS Dec. 24

ALLIS-CHALMERS Mfg. Co. has signed to sponsor the traditional Lionel Barrymore version of Charles Dickens' *Scrooge* on MBS Dec. 24, according to an announcement prepared for release today by Harry Trenner, Mutual vice president for sales. The program will be aired coast-to-coast on Christmas Eve, 7:30-8 p.m. EST, for the 22nd consecutive year on radio. Agency is Bert S. Gittins Adv. Inc., Milwaukee.

SPOT NEW BUSINESS

Bosco Co. (milk fortifier), N. Y., expands its advertising by buying participations on children's shows on 16 tv stations in 14 new markets, bringing total stations used by firm to 79. Agency: Ruthrauff & Ryan, N. Y.

American Meat Institute, Chicago, through Lennen & Newell, N. Y., launched all-pork promotion campaign (ham, bacon, etc.) in number of U. S. radio markets, effective Nov. 9 for four weeks.

NETWORK NEW BUSINESS

Longines-Wittnauer Watch Co., N. Y., sponsors its seventh Thnaksgiving Day Festival on CBS-TV, Nov. 24 from 5-6 p.m. EST. Victor A. Bennett Co., N. Y., is agency.

Charles Antell Inc., Baltimore, sponsors 8-8:30 p.m. EST segment of ABC-TV *Ozark Jubilee* on alternate Saturdays. Agency is Products Services Inc., N. Y.

Ferry-Morse Seed Co. has signed for 11-week sponsorship of CBS Radio *Garden Gate* (Sat., 9:45-10 a.m.; Sun., 8:30-8:45 a.m. EST), effective Feb. 25, 1956. Ferry-Morse has sponsored farm program during pre-planning season for the last 12 years. MacManus, John & Adams Inc., Bloomfield Hills, Mich., is agency.

Ralston-Purina Co., St. Louis, sponsors alternate Thursday, 2-2:15 p.m. EST portion of CBS-TV *Robert Q. Lewis Show* (Mon.-Fri., 2-2:30 p.m. EST), for Ry-Krisp. **Lanolin Plus Inc.,** will renew its sponsorship of last 15-minute segment of show, effective Dec. 12. Agencies are Guild, Bascom & Bonfigli Inc., S. F., for Ralston, and Duggan-Phelps Adv. Inc., Chicago, for Lanolin Plus.

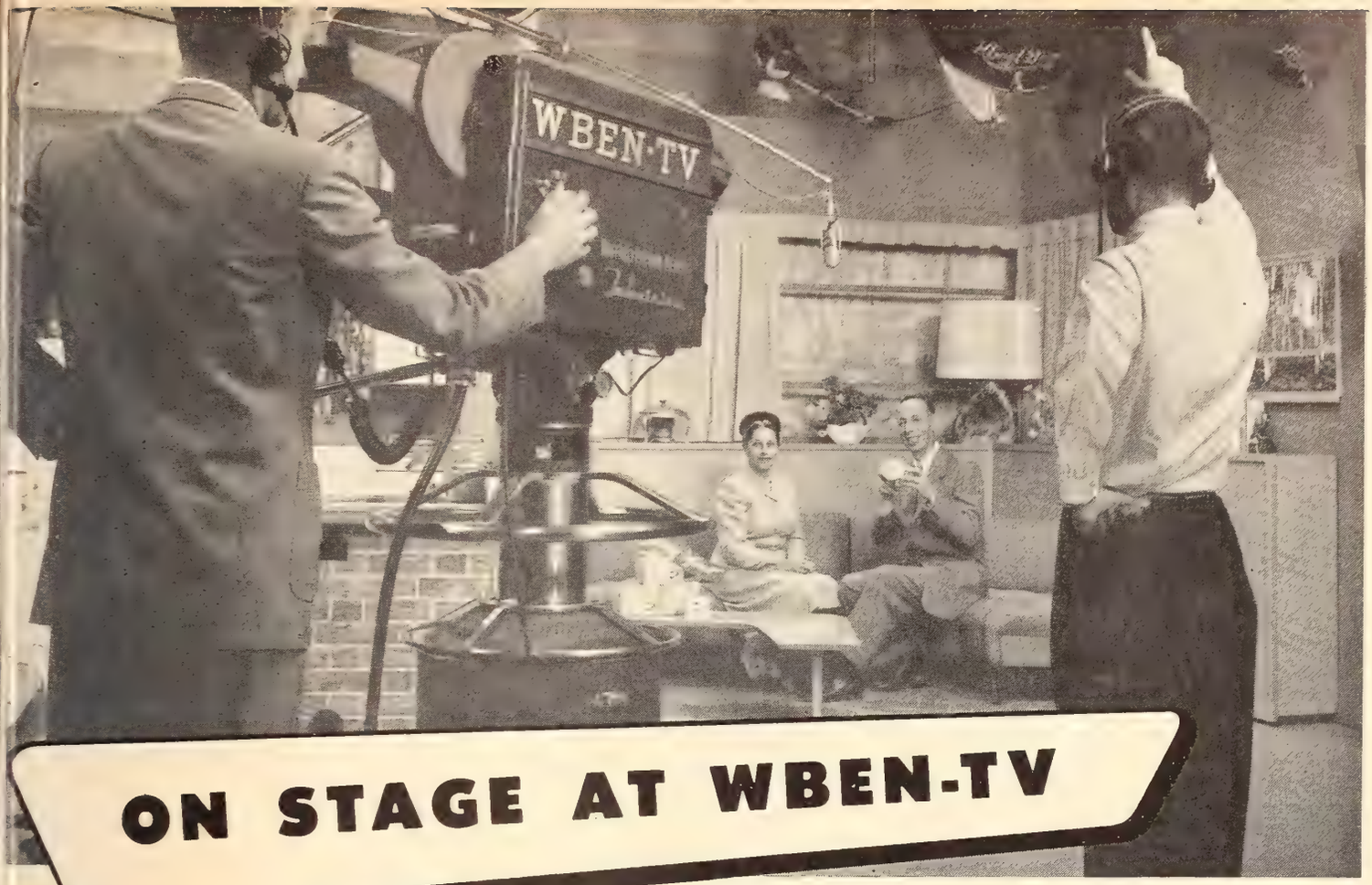
American Home Products Inc. (Whitehall Pharmacal Co.) will sponsor two additional segments of *Douglas Edwards and the News* (CBS-TV, Mon.-Fri., 7:15-7:30 p.m. EST) for Anacin, starting Dec. 28, giving Whitehall Monday-Wednesday-Friday lineup. Agency Biow-Beirn-Toigo Inc., N. Y.

Aluminum Cooking Utensil Co. (Hallite and Wear-Ever lines), New Kensington, Pa., buys 19 participations on NBC-TV's *Home* (11 a.m. noon EST) through Dec. 15. Agency, Fuller & Smith & Ross, N. Y.

No Agreement

THE P. LORILLARD CO. (Kent cigarettes) through its agency, Young & Rubicam, New York, and Revlon Products Corp., through Norman, Craig & Kummel Inc., have cancelled earlier plans to co-sponsor *The $64,000 Panel* on Sunday, 10-10:30 p.m. on CBS-TV.

Lorillard, which has a franchise on the time period, currently co-sponsors *Appointment With Adventure* in that segment. The cigarette advertiser reportedly wanted to control, not just lease, the panel show while Revlon was determined to retain control of the program but wanted Lorillard as a co-sponsor in order to get use of the time period, which Lorillard has. *Appointment* will continue in its place, while Revlon and CBS-TV search for a new time period.



ON STAGE AT WBEN-TV

On stage at WBEN-TV . . . and a crew of experts goes to work ! Experts because . . . WBEN-TV's well-knit team of directors, announcers and technicians have been with this pioneer station since its beginning in 1948. These TV veterans have had seven long years experience in the production of television commercials.

WBEN-TV scheduling assures enough rehearsal time for every commercial. Two fully equipped studios permit staging effects that are polished to perfection.

Standards like this cost no more, — that's why more and more time buyers buy WBEN-TV more and more often. Let quality production tell YOUR story in a quality way.

7 of 10

WBEN-TV has seven of the 10 top rated multi-weekly shows in Buffalo. WBEN-TV also has the majority of the top 15 weekly shows, according to TELEPULSE.

in Buffalo-TV dollars count for more on channel 4

CBS NETWORK

WBEN-TV

BUFFALO, N. Y.

WBEN-TV Representatives

HARRINGTON, RIGHTER and PARSONS, Inc., NEW YORK, CHICAGO, SAN FRANCISCO

A&A PEOPLE



MR. MACKE

William E. Macke, director of merchandising, Studebaker - Packard Corp., to Kenyon & Eckhardt, Detroit, as vice president and general manager. Mr. Macke had previously been merchandising director for Hotpoint Co. (electrical appliances), Chicago.

Rowland Laughlin, vice president, George H. Hartman Co., Chicago agency, promoted to executive vice president; **John T. Holloway** to vice president and general manager, and **David R. Coey,** account executive, to vice president.

R. T. Emory appointed account executive, Leo Burnett Co., Chicago.

Phil Archer, assistant media supervisor, Burnett Chicago office, resigned and will announce future plans shortly.

Gordon Gross named executive vice president of Applestein, Levinstein & Golnick Adv. Agency, Baltimore.

Owen H. E. Daley, W. C. Hartman Adv. Agency, Syracuse, N. Y., to Wasser, Kay & Phillips Inc., Pittsburgh, as account executive.

Anthony Marcin, former account executive at Harshe-Rotman, public relations firm, appointed manager of *Chicago Tribune's* Information Div. with responsibility for publicity functions of promotion department (tv surveys, others). **Dudley Onderdonk,** educational advertising, *Chicago Tribune,* has been appointed to head up newspaper's radio-tv directory advertising. He succeeds **Fred Workman,** who transfers to financial advertising division.

E. V. Cole, Electric Auto-Lite Co., Toledo, Ohio, named Canadian advertising manager.

Quintin E. McCredie, production chief, KOA-AM-FM-TV Denver to Ben Bezoff & Co., Denver advertising agency, as production director.

J. H. Gunn, vice president, J. Walter Thompson Co., Chicago, appointed chairman of allied arts section, business division, 1956 Chicago Heart Fund drive. **Paul Douglass,** J. Walter Thompson, N. Y., elected president of 1955-56 advertising & selling course class of Advertising Club of New York. Other officers: **Richard W. Landon Jr.,** Wilson & Stark, vice president, **Dorothy Brodine,** NBC, secretary-treasurer.

Eugene Holman, chairman of board, Standard Oil Co. (New Jersey), elected chairman of Crusade for Freedom, succeeding **Henry Ford II** who served two years in post. He will head national fund raising drive for Radio Free Europe and Free Europe Press.

POWERFUL FREE MERCHANDISING BRINGS GAIN OF 60% IN SALES!

Star-Kist Foods took advantage of KXLY-TV's big cooperative merchandise plan, "Telemarket." Following is an excerpt from a letter by Harold Shipley, local Star-Kist broker:

"We secured very fine cooperation at retail level due to this program, indicating the willingness of the retailer to cooperate. We certainly are wholeheartedly enthusiastic about this help.

"We wish to advise that our overall increased movement throughout the 'Telemarket' period shows a gain of 60% above normal movement.

(signed) H. M. Shipley
Junge-McGregor Co."

Available at a discount when purchased in conjunction with the "XL" Network.

SPOKANE KXLY-TV WASHINGTON

RICHARD E. JONES
vice pres. & gen. mgr.

Rep.- AVERY-KNODEL
Moore & Lund: seattle, portland

LATEST RATINGS

TRENDEX

Top 10 Ratings for Evening Network Television
Week of Nov. 1-7

	Program	Homes %
1.	$64,000 Question (CBS)	45.2
2.	Ed Sullivan Show (CBS)	35.5
3.	I Love Lucy (CBS)	31.3
4.	GE Theatre (CBS)	29.1
5.	Shower of Stars (CBS)	28.6
6.	Disneyland (ABC)	28.5
7.	The Honeymooners (CBS)	28.4
8.	Talent Scouts (CBS)	27.1
9.	Jack Benny (CBS)	26.9
10.	Red Skelton (CBS)	26.7

NIELSEN

Top 10 Tv Programs
Two Weeks Ending Oct. 22, 1955
Number of Tv Homes Reached

Rank	Program	Homes (000)
1	$64,000 Question (CBS)	17,114
2	I Love Lucy (Gen. Foods) (CBS)	16,175
3	Ed Sullivan Show (CBS)	14,296
4	I Love Lucy (P&G) (CBS)	14,272
5	George Gobel Show (Armour) (NBC)	13,444
6	Sunday Spectacular (NBC)	13,191
7	Disneyland (ABC)	13,097
8	Ford Star Jubilee (CBS)	12,443
9	Colgate Variety Hour (NBC)	11,892
10	December Bride (CBS)	11,645

Percent of Tv Homes Reached, Program Station Basis

Rank	Program	Homes %
1	$64,000 Question (CBS)	53.2
2	I Love Lucy (Gen. Foods) (CBS)	49.8
3	Ed Sullivan Show (CBS)	44.9
4	I Love Lucy (P&G) (CBS)	43.9
5	Sunday Spectacular (NBC)	41.3
6	George Gobel Show (Armour) (NBC)	41.1
7	Disneyland (ABC)	40.7
8	Ford Star Jubilee (CBS)	40.4
9	Godfrey's Scouts (Toni) (CBS)	37.7
10	Red Skelton (Pet Milk) (CBS)	36.8

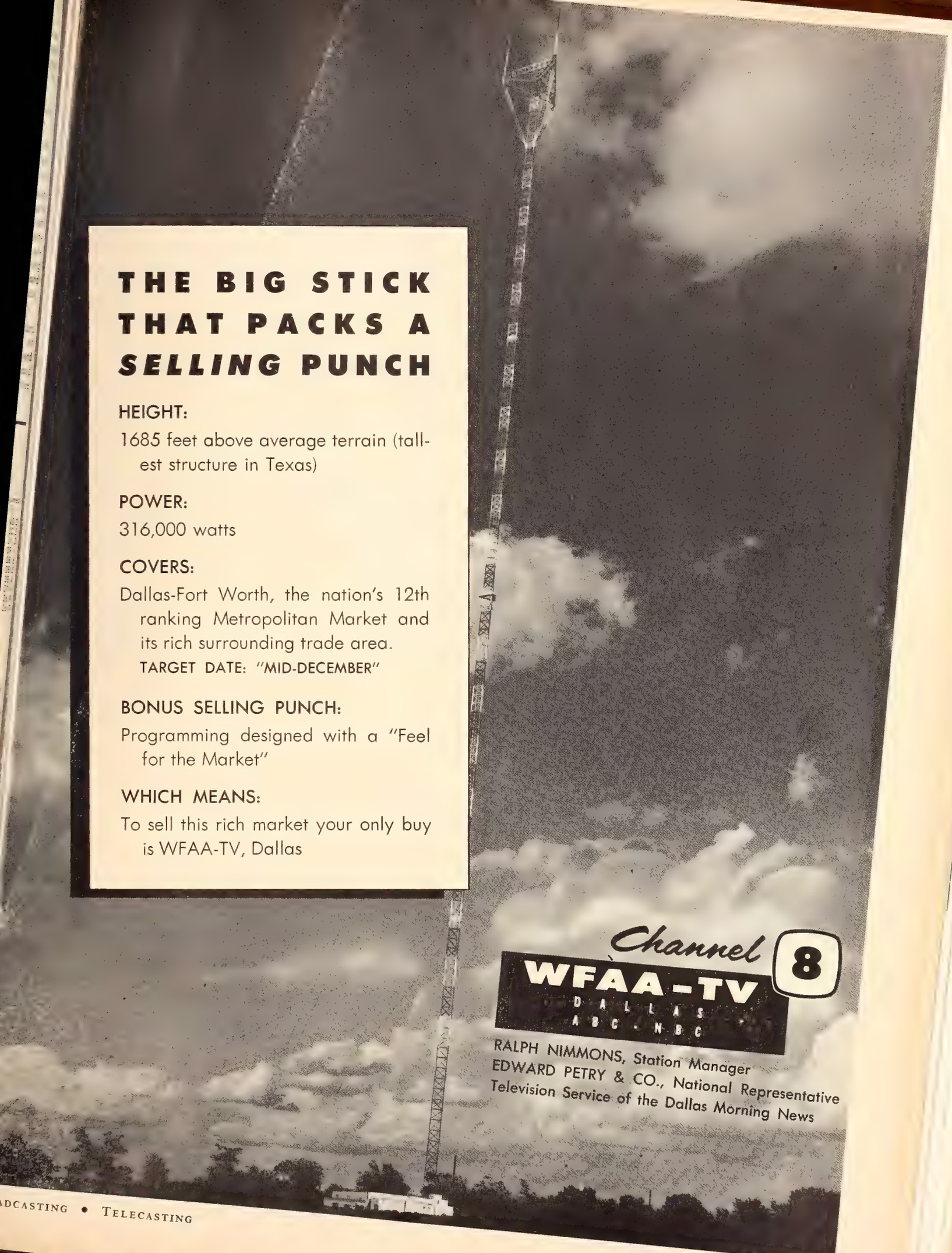
Copyright 1955 by A. C. Nielsen Co.

VIDEODEX

TOP 10 SPOT SHOWS*
Oct. 1-7

	Name of Program	% Homes	(000) Homes	Cities
1	I Led Three Lives (Ziv)	19.4	6,031	123
2	Liberace (Guild)	18.6	3,658	87
3	Dr. Hudson's Secret Journal (MCA-TV)	17.7	2,059	54
4	Rheingold Theatre (ABC Film)	16.7	2,142	28
5	Eddie Cantor (Ziv)	16.3	4,587	111
6	Mayor of the Town (MCA-TV)	16.2	2,033	57
7	Badge 714 (NBC Film)	16.1	4,627	128
8	Man Behind the Badge (MCA-TV)	15.9	2,883	56
9	Annie Oakley (CBS Film)	15.6	4,102	85
10	Mr. District Attorney (Ziv)	15.5	3,543	95

* Appearing in a minimum of 20 markets.
Copyright, Videodex Inc.


THE BIG STICK THAT PACKS A SELLING PUNCH
HEIGHT:
1685 feet above average terrain (tallest structure in Texas)
POWER:
316,000 watts
COVERS:
Dallas-Fort Worth, the nation's 12th ranking Metropolitan Market and its rich surrounding trade area.
TARGET DATE: "MID-DECEMBER"
BONUS SELLING PUNCH:
Programming designed with a "Feel for the Market"
WHICH MEANS:
To sell this rich market your only buy is WFAA-TV, Dallas
Channel 8
WFAA-TV
DALLAS
ABC • NBC
RALPH NIMMONS, Station Manager
EDWARD PETRY & CO., National Representative
Television Service of the Dallas Morning News

THEY'RE TAKING UP ARMS TO FIGHT NCAA GRID BAN

- **Iowa, Ohio officials criticize NCAA tactics**
- **WMT-TV runs on-air protest of football blackout**
- **WJIM-TV sends new evidence to Justice Dept.**
- **CBS-TV stands firm on disregarding NCAA ban**

PUBLIC OFFICIALS set the pace last week for a growing protest movement aimed at the array of football tv blackouts imposed by the National Collegiate Athletic Assn.

Among those reacting strongly to NCAA's tactics were Gov. Leo Hoegh of Iowa; Rep. William Denman, Iowa state legislator, and Rep. James P. McGettrick, Ohio House minority leader.

Their criticism was directed at NCAA and its principal spokesmen, including Asa S. Bushnell, tv director, and Walter Byers, executive secretary.

Developments in the controversy continued to move swiftly during the week as:

• WMT-TV Cedar Rapids, Iowa, after a Nov. 12 two-hour on-the-air protest against NCAA, agreed to carry the Notre Dame-Iowa U. game Saturday at heavy costs as Iowa U. home station. NCAA refused to let other Iowa stations carry the telecast.

• WJIM-TV Lansing, Mich., submitted an exchange of letters with NCAA to the Dept. of Justice, supporting its Oct. 22 protest to the department on a Michigan blackout.

• CBS-TV stood firm on its refusal to blackout the Nov. 12 Illinois-Wisconsin game from KVTV (TV) Sioux City, Iowa, because KRNT-TV Des Moines had defied an NCAA blackout.

• NCAA and Western Conference (Big Ten) officials explored possible legal reprisals against stations defying blackouts.

The Western Conference-CBS schedule of five regional telecasts has expired for 1955. It was understood the Big Ten would take no action on the KRNT-TV dispute because it feels the controversy is out of its hands, though it is a signatory to the contract with the network.

The Western Conference has met with NCAA representatives since the KRNT-TV dispute and is represented in some sources as having withdrawn its support from NCAA's stand. NCAA, through Mr. Byers, declined comment to B•T on the legal grounds for blacking out the Nov. 12 contest.

At South Bend, Ind., Ed (Moose) Krause, athletic director of U. of Notre Dame, expressed support of Gov. Hoegh's stand, stating "of course, we think the game (Iowa-Notre Dame) should be televised everywhere. If it were hurting some other school, or the NCAA felt it would, it might be different."

Rep. James P. McGettrick, house minority leader in the Ohio Legislature, said many of his constituents were "genuinely outraged" because no telecast had been opened up, subject to last-minute change, on the Ohio State-Michigan game this past Saturday, despite widespread sentiment for tv coverage.

Last Monday William Quarton had wired NCAA for permission to telecast Iowa U.-Notre Dame game over WMT-TV plus KRNT-TV, KGLO-TV Mason City and KVTV Sioux City. He explained that because of heavy line costs and pick-up charges it would not be practical to carry the game merely on the "home station" and asserted "all of Iowa is interested in its university football team."

Mr. Byers replied that the request had been transmitted to Douglas R. Mills, U. of Illinois, district member of the NCAA Tv Committee, for approval. When permission was received to carry the game only on WMT-TV, Mr. Quarton filed another request Wednesday with Mr. Bushnell, explaining the Saturday afternoon UCLA-USC game, originating on the West Coast, would not start until 3:30 p.m. This, too, was denied but WMT-TV decided to bear the expense of a single-station feed.

Mr. Quarton decided Nov. 12 the Wisconsin-Illinois ban simply made no sense so he staged the two-hour WMT-TV protest that day. For two hours a card was shown on the WMT-TV screen with this message, "Wisconsin-Illinois game blacked out by NCAA."

The protest card was supplemented each 15 minutes with a taped message by Mr. Quarton. It follows:

"The NCAA ruling to black out all Iowa stations is typical of their arbitrary attitude toward broadcasters and you, the public.

"The NCAA announced yesterday (Nov. 12) that the CBS telecast of the Wisconsin-Illinois game would be blacked out today in the state

The Man Who Came to Breakfast Returns for "Afternoon Tea!"



ED MEATH

whose tremendous popularity on WHEC's early-morning "Musical Clock" has made him Rochester's foremost radio personality and favorite "breakfast guest," is now fast becoming a smash success, afternoons, on

"OPEN HOUSE"
4:40-6:00 P.M.

Thanks to a recent re-alignment of our afternoon program schedule, we've really got a many-splendoured thing for listeners *and buyers* from 3:00 to 6:00 P.M.:—Art Linkletter and "House Party"; Bob Tennant and "Tune Test"; the "Eddie Cantor Show"; and Ed Meath and "Open House"!—Yes, the sun shines bright on WHEC in the afternoon, and if you'd like to bask in its golden (and we do mean *golden!*) glow, contact us for rates and availabilities! Do it NOW!

BUY WHERE THEY'RE LISTENING... ROCHESTER'S TOP-RATED STATION

CBS **WHEC** of Rochester
NEW YORK
5,000 WATTS

Representatives: EVERETT-McKINNEY, Inc. New York, Chicago, LEE F. O'CONNELL CO., Los Angeles, San Francisco



each one is different

The staff of life — despite its many origins and types — is a common need around the world. Quality television stations — just as diverse in their personalities and origins — share a common need for individualized representation.

Some of the most outstanding find their answer with Harrington, Righter and Parsons. If your standards are similar to theirs, this is the kind of quality representation worth investigating.

Harrington, Righter and Parsons, Inc.

New York
Chicago
San Francisco

television—the *only* medium we serve

WROW-TV	*Albany*
WAAM	*Baltimore*
WBEN-TV	*Buffalo*
WJRT	*Flint*
WFMY-TV	*Greensboro*
WTPA	*Harrisburg*
WDAF-TV	*Kansas City*
WHAS-TV	*Louisville*
WTMJ-TV	*Milwaukee*
WMTW	*Mt. Washington*
WSYR-TV	*Syracuse*

of Iowa due to breaking of the NCAA rules by KRNT-TV Des Moines last weekend. According to the NCAA rules, KRNT-TV Des Moines could not carry last week's game because Iowa State College was playing a home game. KRNT-TV carried the game anyway. WMT-TV was ordered and carried it.

"The NCAA statement said, 'If this deprives other CBS affiliated television stations in Iowa from airing this game (that is today's Wisconsin-Illinois game) the NCAA Television Committee greatly regrets this inconvenience but wishes to submit that the fault does not rest squarely with the NCAA.' The management of WMT-TV feels that the fault does rest squarely with the NCAA as far as we are concerned for certainly this area located as it is, 25 miles from the university, should be considered in Big Ten Territory instead of the Big Seven Territory as the NCAA has it. The six other Big Ten states can all carry these games but here we sit practically next door to the university and are blacked out. This just doesn't make sense.

"It is perfectly obvious from the box office where your interest in football lies—with the Big Ten, but NCAA has a monopoly in football and apparently, doesn't care what the public, generally, desires to see.

"Apparently, Big Ten, the Pacific Coast Conference, Notre Dame and other large schools are in a hassle with the NCAA over their present policies. Obviously, the broadcasters and you, the public, are in the middle. The broadcasters don't like to be in the middle and, I am sure, you don't either."

Gov. Hoegh entered the scene Wednesday by asking NCAA officials to make the Notre Dame-Iowa U. game available to all tv stations in the state. "Every Iowa citizen joins me in requesting NCAA to reconsider its decision," he said, terming the whole situation "ridiculous" and noting that no games were being played in the state.

William Denman, Iowa state legislator, described the action as an "arbitrary blackout made by a few people at the top echelon." He added, "If they want legislation, we'll give it to them."

CBS-TV authorities reported late Thursday they had heard nothing further from NCAA after notifying it, late the preceding week, that "we cannot accede to your request to 'black out' Iowa [on the Nov. 12 game between Illinois and Wisconsin] in violation of our contracts with the sponsor of the broadcast and our affiliated stations [KVTV (TV)]."

This notification was contained in a letter sent by Charles Woodard, CBS-TV senior attorney, to NCAA television director Asa Bushnell on Nov. 11 reiterating that "we regret the unauthorized action of KRNT-TV in carrying the Minnesota-Iowa game on Nov. 5th," but that:

"Our contract with the Big Ten grants us the right to carry the Illinois-Wisconsin game in Sioux City, we are contractually obligated to the sponsor of this game [Amana] to carry it in Sioux City, and we are contractually obligated to our affiliated station in that city to furnish the program to it. Accordingly, we do not plan to withhold the broadcast. . . ."

CBS-TV's Stand

CBS-TV's position on the KRNT-TV incident was presented to NCAA by Judson Bailey, executive producer of sports, who said he "checked with the various persons involved and obtained the following information:

"1. Our order for KRNT-TV facilities for the broadcast of Big Ten games stated specifically that the station was not authorized to carry games not ordered, and the Iowa-Minnesota game was not ordered.

"2. Mr. Robert Dillon, vice president and general manager of KRNT-TV, requested permission to broadcast the games. We informed him that we could not grant such permission.

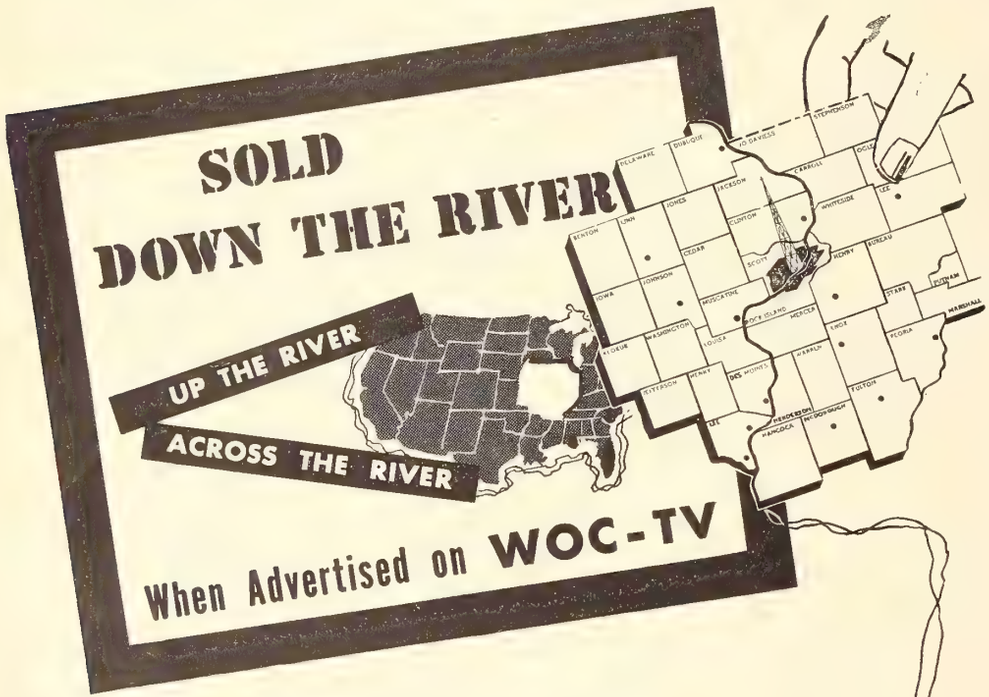
"3. When we asked him why the station had carried the game without our permission, Mr. Dillon informed us that KRNT-TV was subjected to a great deal of public pressure to carry the game because of the fact that the U. of Iowa is a state supported university with a strong group of supporters in Des Moines. that the station finally decided to carry the game as a public service, and that KRNT-TV derived no income from the broadcast.

"4. We, of course, received no income from the broadcast of the game on KRNT-TV.

"Station KRNT-TV is owned and operated by KRNT-TV Inc., a corporation in which CBS has no ownership interest and over which CBS has no control. However, we have advised KRNT-TV of our strong disapproval of their action which was a violation of our contract with that station. We have assurance from KRNT-TV that it will not broadcast any other CBS television network program without specific authorization."

Harold F. Gross, president of WJIM-TV Lansing, Mich., last week filed further material with the Dept. of Justice in connection with its Oct. 22 complaint that NCAA had refused to allow telecasting of the Michigan State-U. of Illinois game [B•T, Oct. 24].

Copies of an exchange of correspondence with Mr. Bushnell, Eastern College Athletic Conference, were filed with the department. The exchange included a letter to Mr. Gross from



WOC-TV *Sells* . . . because it offers the advertiser:

39 Iowa-Illinois counties with a population of 1,558,000.*

39 Iowa-Illinois counties with 481,700* families, 62% of which have TV sets (as of January 1, 1955).

39 Iowa-Illinois counties with an annual Effective Buying Income of $2,455,303,000.*

39 Iowa-Illinois counties that spend $1,800,717,000* a year in retail outlets.

WOC-TV *Sells* . . . because it offers the advertiser:

Maximum power—100,000 watts video—transmitted over a 602-foot-high antenna system on Channel 6.

Basic NBC programming plus market-WISE local programming.

A responsive audience that sent this station 157,422 pieces of program mail in 1954—82 per cent of which was in response to local, studio-produced programs.

WOC-TV *Sells* . . .

because its 6 years of telecasting experience make it *the channel that is watched* throughout the Quint-Cities area. To find out more about what WOC-TV offers the advertiser, write us direct or contact your nearest F & P office.

* 1955 Sales Management "Survey of Buying Power"

CENTRAL BROADCASTING CO., Davenport, Iowa

Col. B. J. Palmer, president • Ernest C. Sanders, resident manager

BETTENDORF AND DAVENPORT
IN IOWA
ROCK ISLAND, MOLINE
AND EAST MOLINE
IN ILLINOIS

The
QUINT CITIES

CHANNEL 6
WOC-TV

portrait of a market

. . . where these factors combine for your sales' success



. . . a proven high-income industrial area . . .



. . . a proven year-round vacationland . . .



. . . where, with outstanding local and network productions, one station brings dreams to life for 446,200 television families.

Serving Albany, Troy, Schenectady, N. Y. and 30 counties of New York and New England

WRGB

A General Electric Television Station ★ Represented Nationally by NBC SPOT SALES

Mr. Bushnell in which events leading up to denial of the telecast were recited, along with an explanation of NCAA policies.

In his reply Mr. Gross termed the "suppression of tv coverage both very substantial and unreasonable," referring to the Sherman Act. As to NCAA's claim that three college games were being played at the time of the proposed telecast within 90 miles of Lansing, he said the three stadiums involved seated a total of only 19,000 and he believed one, perhaps all, of the colleges would have consented to the telecast. He added the station "has no substantial audience in these towns."

Mr. Gross added, "Television is a great national industry impelled by a dominant public interest. College football has become big business . . . as such it cannot be pampered as a sacred cow because colleges are somewhere in the background. When this combination abandons the field of education and sets out to regulate the football business and to basically restrain another and vital industry, it can hardly claim immunity from the laws that bind all alike."

RESOLUTION FAVORING REGIONAL MEETS PASSED BY NARTB CONFERENCE IN DALLAS

Action proves to be 'a fact,' with combined registration of 250 at three-day session of association members from states of Kansas, Oklahoma and Texas.

RESOLUTION favoring the regional conference type of meeting over the district meetings of the past was adopted unanimously by members of Districts 12 (Kansas and Oklahoma) and 13 (Texas) at the business session of the NARTB Region 6 meeting, held Tuesday-Thursday in the Baker Hotel in Dallas, with Alex Keese, general manager, WFAA Dallas, Radio Board member from District 13, as host director.

Proving that their resolution was a fact and not mere politeness, the Districts 12 and 13 broadcasters amassed a registration of 250 at the three-day session, well ahead of the combined registration of their individual meetings last year. This was also true of the complete circuit of this fall's eight regional meetings which had a combined net registration (omitting the NARTB staff and the associate members who made most if not all the meetings) of 1,268, a gain of 272 or 27.3% over the 996 who attended the 17 district meetings last year.

Mr. Keese presided at the Tuesday (Radio Day) and Wednesday (Association Day) sessions, with W. D. (Dub) Rogers Jr., president, KDUB-TV Lubbock, Tex., member at large of the NARTB Television Board, as chairman for Thursday (Television Day).

Another resolution adopted by the Region 6 meeting put Districts 12 and 13 on record as opposing a change in the association's name

WHO PUT THE MUD ON RADIO'S SHOES?

FACE up to the realities and responsibilities of these times, John M. Outler, general manager of WSB-AM-TV Atlanta, told NARTB radio delegates last week in Dallas (story, page 46). Here's a condensed version of his address:

NO RADIO station in these United States is an entity unto itself. What we do in Georgia affects you here in the Southwest. The egocentric antics of a crackpot disc jockey in New Jersey have a chain reaction that reaches Split Lip, Nev. The small matter of a rate cut in Muleshoe, Tex., has a widening impact, and perhaps provides a great network with the idea and incentive to do the same thing—even though the networks call it a rate adjustment.



MR. OUTLER

Then another network feels compelled to meet the competition, and then another, and another. And those stations who had succumbed to the delicious anesthesia of network programming and network revenue get stripped and undressed just as definitely as the sparrow who accidentally flew into the badminton game. Some of the jackals will chortle with glee over the carnage, get a new supply of phonograph records—play "Rock and Roll" from sunrise to sunset, make a few fast dollars on a fire sale philosophy and then wonder what the hell happened to radio.

Too many of us have forgotten the ominous threat of the FCC "Blue Book." Some of us never heard of it. Back in the lush days of the late forties government regulation of radio programs and commercial aspects was almost a shibboleth in government circles, and a representative group of tough-minded broadcasters labored tirelessly in revising an instrument of self-regulation as a reasonable palliative. But those station people who held that a business conscience was a personal matter made a shambles out of it at the Atlantic City Convention. It was two years later before a watered-down code was adopted. Right now there are those in our present station population who haven't cracked its sacred covers in the last five years.

Since the advent of television competition, there has been a change in the scenery, a shift in the wind, a new set of coordinates, a different climate. Some of us have come face to face with the abhorrent thought that we have got to share the air waves with television, that old sources of revenue have dried up, that playing footsy with a network doesn't get you anything but exercise, and that hit-or-miss programming is just as fatal as hit-or-miss management. Some of us are reluctant to admit the hard facts of change—and resentful when we do.

Radio broadcasting has many staunch and understanding friends in the halls of Congress. But these same friends are properly concerned with the welfare of the whole, and if governmental regulation of rates and program content and other elements ever come about, it will be because of our failure to live up to the obligations inherent in our franchise.

Now, all of this may sound like a barefooted aristocrat pleading for a return of the good old days, but it is not. It is a plea for radio, for good radio, for a stabilization of rates, practices, policies and principles. These are elements of good, sound business which will keep radio from being sold on the auction block to the lowest bidder and which will enable us to hold our heads high in the media field. It is a plea for programs and program practices which will justify the patient faith that radio audiences have evidenced in us through the years. It is a plea for strict adherence to the Principles of Good Practices set up for you by your trade association, subscribed *to* by *you* as members—a voluntary instrument without any police authority save your conscience.

It is *always* to be remembered that while radio is not classified as a public utility, our residence is on the same boulevard. And it is within this century that the railroads and the security boys blandly assumed that they could not be regulated or restricted by any batch of Washington lawmakers.

All of us are handicapped and penalized and in for it when some rugged individualist —with two left feet and no inhibitions— shows up in possession of a radio license, a pile of phonograph records, a news machine, larceny in his heart and a desire to get into the upper income brackets in a hurry.

From all sides we hear the clarion cry, "Radio is coming back—now is the day of radio's renaissance." I can't see where there is any renaissance in audience. It's been there all the time. If tune-in has dropped off, the reason must be other than the physical aspect of potential audience.

The cold, hard fact is that we in radio are faced with a new way of life—a new responsibility to ourselves. Those of us who through the years were wont to turn over our program responsibility to a network are finding difficulty getting the old muscles limbered up again. Atrophy has set in from nonusage. Those of us who once enjoyed the fiscal advantage of a network affiliation are somewhat frustrated and sometimes frantic over the diminution of network revenue. Those of us who once had a fair acceptance of our wares by the boys on Madison Ave. are now rather irked and peeved at this new crop of timebuyers who use a slide rule and a rating service to determine our worth —and who take full and unfair advantage of our stupidity and avidity in ever allowing radio to be bought or sold on a "cost per thousand" basis.

We are the ones who have made this bed we are lying in. Those of us who are privileged to heave a nostalgic sigh and yearn for the return of the good old days had best settle for the coordinates of today and either fish or cut bait. And those of us who have found passing prosperity in devious or obscure practices had best take inventory against the days ahead.

The Boston Sunday Post PROCLAIMS WMUR-TV



Boston's 3rd Station

OCTOBER 30 1955

Good local reception of exclusive and "live" programs from Manchester, N. H., promised Dec. 1

By WILLIAM HOWARD

WITHIN THE PAST two months local viewers have discovered that with the installation of an outside antenna or a slight adjustment on their present aerial, Boston actually has a third television station. The call letters are WMUR-TV in Manchester, N. H., operating on Channel 9.

This over-the-border station, currently carrying exclusive and "live" American Broadcasting Company (ABC) network programs, might well even penetrate apartment house receivers that are equipped with only "rabbit ears" for an antenna when the station is authorized to assume full power about the first of December.

The scheduled boost in power should increase the coverage of Channel 9 throughout New England, and should be noticeably felt in the heavily populated Boston and Worcester areas in Massachusetts and neighboring cities in New Hampshire, Maine and Vermont.

Currently, in many sections of Boston, viewers are regularly dialing Channel 9 with existing antennae, and reports, particularly from the south shore, have convinced executive Vice President and General Manager Norman A. Gittleson, that with the power increase WMUR-TV will figure prominently in the Boston viewing pattern.

Actually Channel 9 is serving a large territory with more than 14 hours a week of "live" local telecasting from its own Manchester studios and is bringing into this territory exclusive ABC network shows and other ABC shows relayed the night of their origin.

It is well known that the ABC network is making a firm bid to challenge the supremacy of both the NBC and CBS chains on certain nights of the week. Thus far ABC and WMUR-TV have been doing a good job and can point with pride to their Wednesday night Pabst Blue Ribbon fights, and their Sunday afternoon New York Giants professional football schedule, as examples of how they cater to the sport-minded viewers.

The first assault made by this Channel 9-ABC combine was on the Sunday night Toast of the Town and Variety Hour shows, by scheduling the "Famous Film Festival," from 7:30 to 9 p. m., presenting a series of top British feature films never shown on TV. The first few have been good entertainment and have managed to hold the interest of many viewers through the popular 8 p. m. period.

OTHER exclusive ABC network shows distributed by Channel 9 in this territory every week are the Dotty Mack Show on Monday at 9 p. m., Warner Bros. Presents "live," Tuesday, at 7:30 p. m. (seen 26 days later on Channel 7 Sundays at 3 p. m.); The MGM Parade with George Murphy as emcee, featuring scenes from motion pictures and intimate interviews with filmland folk every Wednesday at 8:30 p. m., immediately following the hour-long "live" telecast of "Disneyland" seen three days later on Channel 7, Saturday at 6 p. m.

Also on a live basis and this week originating from New York city instead of Chicago, Channel 9 presents "Super Circus" at 5 p. m., Sunday, starring Mary Hartline, Claude Kirschner, the clowns and circus acts. Another of the most talked-about weekly presentations is the hour-long Saturday night Lawrence Welk Show at 9 p. m., featuring the "Champagne Music" of this accordian-playing band leader, Alice Lon, his "Champagne Lady," and Larry Hooper, a singer. This latter feature is getting justified raves and increasingly good ratings against rather stiff Saturday night opposition.

In addition to this lineup Channel 9 also relays such additional exclusive or "live" telecasts as "Ted Mack's Amateur Hour," at 9:30 p. m.; "Life Begins at 80," at 10 p. m., on Sunday; "Voice of Firestone," at 8:30 p. m., and "Medical Horizons," at 9:30 p. m., on Monday; "Dupont Cavalcade Theatre," at 9:30 p. m., Tuesday, "Masquerade Party," 9 p. m., and "Break the Bank" at 9:30 p. m., Wednesday; "Stop the Music," at 8:30 p. m., and "Star Tonight" at 9 p. m., on Thursday; "Cross Roads," at 8:30 p. m., and "The Vise," at 9:30 p. m., and "Ozark Jubilee," at 7:30 p. m., on Saturday.

Coupled with this formidable array of "live" and exclusive network offerings WMUR-TV has done a remarkable job of promoting and developing local programming. The station has a competent news staff headed by Tom Power that, with the exclusive nightly newscasts of John Daly from the network, keeps viewers abreast of both local and national developments. Among Channel 9's local favorites are the ex-Bostonians, "Hum and Strum," Max Zides and Tom Currier, Buzz Whittica, Gerry Kearney, Donn Tibbetts, Penny Benoit and Fran Evans.

Channel 9 is a "live" television station in every sense of the word and with the forthcoming jump in power will provide another bright picture for thousands of additional viewers, whose entertainment has been confined to a couple of channels.

Maximum Power in Dec. with a Grade "A" Signal in the Nation's 5th Largest TV Market

REPRESENTED NATIONALLY BY
WEED TELEVISION CORP.

ABC Affiliate

NORMAN A. GITTLESON
EXECUTIVE VICE PRESIDENT
AND GENERAL MANAGER

GORDON E. MOORE
SALES MANAGER



WMUR-TV Channel 9
MANCHESTER, N. H.

CAPITAL TYPES #15



THE TYCOON

Self-made man; pugnacious about saying "I ain't" and "he don't." Can give you his opinion of anything in two words. Great authority in the kitchen; carefully guards secret of why his hollandaise never curdles. Saves string. Favorite song: "Rockin' the Cha-Cha." Yodeled his way to first prize in local Amateur Night in 1932.

And Washington advertisers are yodeling gleefully about the results they're getting with WTOP Radio. Small wonder. WTOP gives them (1) the largest average share of audience (2) the most quarter-hour wins (3) Washington's most popular personalities and (4) ten times the power of any other radio station in the Washington area.

WTOP RADIO
Represented by CBS Radio Spot Sales

from National Assn. of Radio & Television Broadcasters to its former title of National Assn. of Broadcasters, a move urged in resolutions adopted by several other regional conferences. Region 6 also endorsed NARTB's activities in promoting and expanding the use of remote control operation of transmitters of all stations, regardless of power and directional limitations. Meeting urged all broadcasters to support the Crusade for Freedom, financial organization for Radio Free Europe; requested Congress to enact legislation requiring all times in the country to be kept "in the same relation which they have to our standard time zones," and adopted the usual resolutions thanking the speakers, NARTB staff and the hotel for their part in the success of the meeting. Best wishes for the continued good health of NARTB President Hall Fellows were extended by the meeting.

Five advertising agency executives discussed "What Radio-Tv Timebuyers Want to Know About Stations" in a Wednesday morning panel session moderated by James M. Gaines, vice president and general manager, WOAI San Antonio. Each agency man took a different phase of the overall topic.

Howard B. Fisher, manager, radio-television department, Rogers & Smith, Dallas, discussing ratings, said that the ratings services try to be as accurate as possible within the limitations of their methods and the facts they possess. The trouble comes from the salesman who neglects to mention that the "latest" survey which he is quoting is so old as to have no present significance, that the No. 1 show in the market which his station has is actually a network program for which he can claim no credit and that the "top rating during the morning" has little meaning unless analyzed by individual time periods. Equally guilty, Mr. Fisher said, are timebuyers who buy whatever is offered if they have the money to spend, who are so wishy-washy that the salesman has to tell them what to buy, or who exclusively buy ratings with no consideration of other factors.

Speaking on merchandising, H. Maier, marketing director, Cook Adv. Agency, Dallas, said that newspapers, spot radio's greatest competitor, provide regular market surveys of purchase and other useful data, have influence with dealers and distributors and offer other merchandising services which stations will have to match to get business. He emphasized the need for telling an advertiser when a merchandising job has been done, citing a recent campaign in which 30% of the stations did provide merchandising help but forgot to report it to the agency, who could not therefore give them credit for doing any.

Morris Hite, president and general manager, Tracey-Locke Co., Dallas, talking about coverage, said for tv he liked engineering maps if they show dead spots within the overall contour and that mail maps are useful for both radio and tv.

But, he said, coverage of people is what counts, not of areas, and to find out who listens or watches is such a confusing problem that his agency frequently makes its own surveys. He cited an offer made on all tv stations in New Orleans and Dallas both day and night, to test the relative cost-per-thousand of the two times, knowledge he called essential to a regional agency which is having more and more difficulty in clearing tv time in the evening. Mr. Hite offered to match dollars with any station for such surveys, particularly when the question is which medium will deliver more sales per dollar.

With rates as his subject, Morelle K. Ratcliffe, owner, Ratcliffe Adv. Agency, Dallas, made a plea to stations to combine programs and announcements in calculating frequency and volume discounts. He urged against local and national rates on the basis that advertising time, like other commodities, should be priced the same for all buyers. And he asked that salesmen be informed as to whether talent and production costs as well as time charges are commissionable, so the agency can figure its charges to its clients accordingly. Mr. Ratcliffe also suggested that stations adopt standard discount schedules.

Ted Nelson, account executive, Jack T. Holmes & Assoc., Fort Worth, said that he saw little difference between promotion, his



AMONG THE DELEGATES to the Region 6 meeting (l to r): front row, W. D. (Dub) Rogers, KDUB-TV Lubbock, Tex.; Alex Keese, WFAA Dallas, Tex.; P. A. Sugg, WKY-TV Oklahoma City; W. E. Walbridge, KTRK Houston, Tex.; Fred L. Vance, KWTV (TV) Oklahoma City; James Gaines, WOAI-AM-TV San Antonio, Tex.; back row, Howard O. Peterson, KTVH-TV Hutchinson, Kan.; Ben Ludy, WIBW-AM-TV Topeka, Kan.; Clyde W. Rembert, KRLD Dallas, and Ralph W. Nimmons, WFAA-TV.

TEXACO STRUCK OIL IN INDIANAPOLIS

on WXLW

the "SELL STATION"



EXAMPLE...

WXLW changed its broadcast frequency on March 12, 1955, to 950 on the dial. To help Indianapolis area motorists convert their automobile radios to the new frequency, WXLW and 63 Texaco service stations in metropolitan Indianapolis promoted free push-button conversions. Eight one-minute spots a day announcing the WXLW-Texaco radio frequency conversion began March 5, 1955, and ran through April 22, 1955.

The 63 Texaco service stations averaged 50 to 60 radio conversions for each of the first ten days of the promotion! The IMPACT on Texaco's sales figures during that period? Here's what the "SELL STATION" did for Texaco!

"Our March, 1955, gallonage increased 10.07 per cent over March, 1954, at those stations participating in the program. During the same period, according to state tax figures, gasoline consumption was up only 5.95 per cent.

"During April, 1955, those stations participating in this joint program enjoyed an increase of 22.43 per cent over the same month in 1954; whereas, according to state tax figures, overall consumption was up only 6.92 per cent."

So says Mr. H. L. Knearl, Assistant Division Sales Promotion Manager of the Texas Company, Indianapolis, in his letter to WXLW of July 15, 1955.

THE TEXAS COMPANY

July 15, 1955

Dear Bob:

We are very pleased with the results of our recent joint promotion with WXLW, and we feel sure the following information will be of interest to you.

As you know, a schedule of eight announcements per day began on your station March 5, offering the services of the more than sixty Texaco dealers in Indianapolis to convert your customers' automobile radio push buttons from previous frequency to 950 kc. The total number of sets changed was never tabulated, however, our stations estimate they averaged 50 to 60 sets a day for the first ten days ... and that's a lot of cars. The actual count ... was made during the period March 5 through April 22. Also, here are comparative sales figures that may be of interest:

During April, 1955, those stations participating in this joint program enjoyed an increase of 22.43 per cent over the same month in 1954; whereas, according to state tax figures, overall consumption was up only 6.92 per cent.

During April, 1955, gallonage increased 10.07 per cent over March, 1954, at those stations participating in the program ... the same period, according to state tax figures, gasoline consumption was up only 5.95 per cent.

This promotion is considered very successful by all concerned and the only additional local advertising we have done, since it was first announced, was a few announcements on our Texaco Star broadcasts featuring the conversion and of course there will be no expenses of participating in the promotion in addition to your charge in frequency and increase in power.

Yours very truly,

THE TEXAS COMPANY

H. L. Knearl
Assistant Division Manager
(Sales Promotion)



CAN WXLW SELL?

ASK TEXACO!

Represented nationally by the John E. Pearson Company



Sponsor is mad . . .

Copy delivery bad

•

BUT - not with

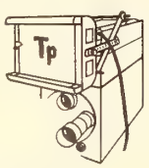
TELEPROMPTER* SERVICE

That's why —

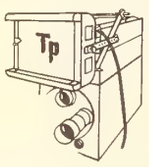
ADVERTISERS PREFER

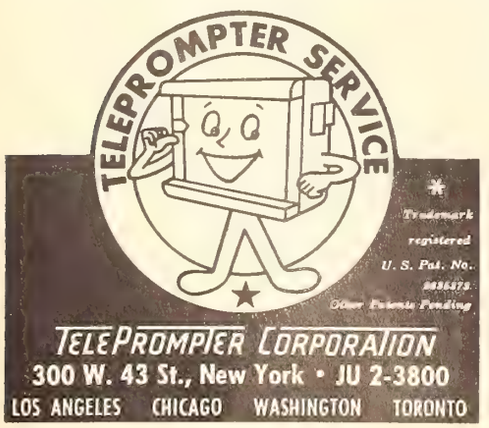
TelePrompTer stations like

KABC-TV
Channel 7
Los Angeles



KPRC-TV
Channel 2
Houston





assigned topic, and merchandising, each being an extra service rendered by a station to help its advertisers achieve their sales goals. He said he'd like stations to consider themselves as partners with the agency in obtaining more sales per dollar for its clients and asked that stations let the agency know what they can and will do specifically so that the agency can make is plans accordingly.

Herb Plambeck, radio farm director, WHO Des Moines, said some farm program sponsors have been with the same station for a quarter century. "One of your own Texas firms, the Texaco people, have been on the same farm station, KFBB Great Falls, Mont., for 25 years," he said. "The Keystone Wire & Fence people have been with WLW Cincinnati for 25 years. At WHO I had the honor of being the first man to be sponsored by the Pioneer Hybrid Corn Co. nearly 20 years ago. Today Pioneer spends $35,000 a year with us, and is also sponsoring broadcasts on many other farm stations. The DeKalb Agricultural Assn. has also continuously sponsored one of our farm programs for 18 years and we have close to a dozen other sponsors who have been with us 10 years or longer."

In his 20 years at WHO, he has seen the farm department grow from one man and one program a day to a five-man staff doing 30 farm radio and five half-hour tv farm programs a week, Mr. Plambeck said, all paid for with the revenue from the 30 radio programs, which are all sponsored.

Improving programming is the best type of audience promotion, it was agreed by the three broadcasters who comprised a panel on audience promotion which opened the Tuesday (Radio Day) afternoon session. Charles W. Balthrope, KITE San Antonio, urged stations to improve the sound of their output because "if you sound better you'll get more listeners and if you get more listeners you'll get more results and if you get more results you'll get more renewals and that's what we're all after."

The first step in good audience promotion is knowing who your listeners are, said David H. Morris, KNUZ Houston. A survey of the city's industrial workers by the station showed 100,000 are traveling to work at a very early morning hour, he said.

Most stations are overlooking a sizable segment of potential listeners in their promotion —the motoring public with its weekday commuters to and from their work and its weekday shoppers to and from market as well as the weekend drivers, said Robert E. Schmidt, KAYS Hays, Kans.

"Two points represent the real challenge of the television code to each individual station," Ralph W. Nimmons, WFAA-TV Dallas, said at the Thursday (Tv-Day) morning session on the code. "One: Are we keeping faith with the other subscribers to the code?," he asked. "That is, are we setting and maintaining standards that will protect the reputation of the industry as a whole? Second: Are we carrying out any necessary policing without becoming censors—mere rule-makers who arbitrarily decide what is right and what is wrong. Certainly we must be strict enough to protect the public —but we must not be so unreasonable that we break the economic backbone of our industry.

"Expose the public to a certain brand of toothpaste, or canned beans, or gasoline, and sales go up. And right here is the fact on which our obligation to the public hinges. Expose your audience to excessive violence, corruption, or immorality and this same powerful and unexplained influence will lead viewers into those paths, too. That's why we have accepted the responsibility of expensive and arduous control over all program content, whether live or film."



AND MORE DELEGATES (l to r): Joseph Baudino, Westinghouse Broadcasting Co., Washington; Dick Smith and Don Davis KMBC-AM-TV, KARM Kansas City, Mo.; Vann Kennedy, KSIX Corpus Christi, Tex.; James M. Moroney Jr., WFAA-AM-TV Dallas, Tex.; W. E. Hussman, KCMC-TV Texarkana, Ark.; Walter M. Windsor, KCMC-TV Texarkana; Marshall H. Pengra, KLTV (TV) Tyler, Tex.; John Devine, KVOO-TV Tulsa, Okla., and Ray Herndon Jr., KMID-TV Midland, Tex.

"Give the people news, as only television can, and give it while it is still news," John Fields, news director, WKY-TV Oklahoma City, told the Thursday morning session. Relating how his station's news staff has grown from four men doing ten tv newscasts a week in 1951 to 11 men and one woman, doing 28 newscasts a week today, he said that WKY-TV's newscasts are now among the top-rated shows in their market and, although the total cost of the news operation is some $85,000 a year, it's a profitable investment as all of the newscasts are sponsored.

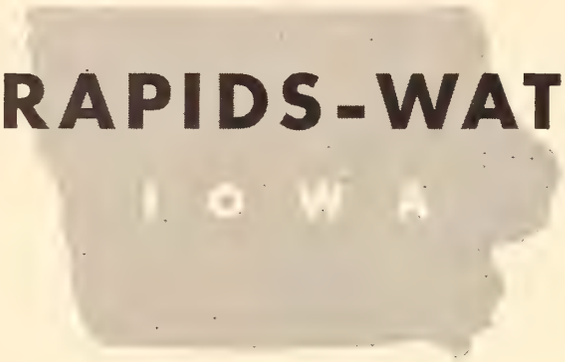
Mr. Rogers, chairman of the tv sessions, opened the morning meeting with a warning that coexistence of free and toll tv is not possible and that every broadcaster must be ready to fight any attempt to encroach on the frequencies allocated to free broadcasting, similar to his talk at the Des Moines regional meeting [B•T, Nov. 14]. Oliver Treyz, president, TvB, reviewed for the meeting some of the presentations TvB is now making to advertisers and industries not now using television to convince them that good business judgment requires them to include this medium in their future advertising campaigns. He reported that Clorox,

KCRG-TV

CHANNEL 9

ABC-TV

CEDAR RAPIDS-WATERLOO



Announces the appointment of

HOAG-BLAIR COMPANY

as national representatives

Use Iowa's Greatest TV Coverage to reach the MONEYED-MILLION in the East-Central Iowa Market

Year in and year out, Iowa is a market far above average. And studying it closely, you find the finest part of the entire market, is east-central Iowa.

Here, Cedar Rapids-Waterloo is the heart of the section where Iowa's tremendous industrial strides have been made. Here too is Iowa's dairy-land, where "tall-corn" wealth is amplified by milk-and-cream-checks to produce extra-high income per farm.

In the center of this productive region rises the 1085-foot tower of KCRG-TV. Telecasting with 316,000 watts on Channel 9, KCRG-TV serves a market measured at more than a million in population, and ranking high in personal purchasing-power.

KCRG-TV is affiliated with the Cedar Rapids Gazette, one of the midwest's great newspapers, founded in 1883. So the station's operating policies are firmly based on a seventy-year tradition of public service.

For current data that bring KCRG-TV and the Cedar Rapids-Waterloo market into sharper focus, see your Hoag-Blair man. You'll find him ready with facts on which to base sound plans for getting increased sales in Iowa.

KCRG-TV 9 CEDAR RAPIDS-WATERLOO

Affiliated with The Cedar Rapids Gazette, *Eastern Iowa's Largest Newspaper*

which he described as the largest advertiser not now using any tv, following a TvB pitch, is now preparing copy for tv spots and when it finds the approach it likes will undoubtedly begin buying time.

Proposal to form a tv producers code [B•T, Nov. 7] is "disturbing," President Harold E. Fellows told the Texas group. He said the plan was based on "over-commercialism in television," adding that it did not say whether too much, too little or method of presentation is the basis of the idea. (The code was offered at a joint meeting of National Society of Television and National Audience Board, of which Peter Goelet is president.)

Mr. Fellows reminded that final responsibility for the nature and content of tv programming rests with the individual station and explained, "The existing code, to which the majority of tv stations have subscribed, should be a major consideration in the formulation of supplementary standards."

"In many parts of the nation," Mr. Fellows said, "people who should be able to get tv signals with as much freedom of choice as their fellow-men located in the more densely populated sections of the country are having to pay for such service . . . as a result of a system of allocations which is said by many to be inadequate. I would defy any thinking American observer to debate the statement that the broadcasting industry has made one of the most remarkable contributions to American culture, in a short time, known in the history of mankind. . . . I cannot believe that any broadcaster (particularly those among us who have grown with this industry through the years and been exposed to the tradition of free broadcasting) would find it possible to support a charge to the American listener and viewer."

The Kansas Assn. of Radio Broadcasters has virtually 100% membership, the two stations that held out last year having come in for the year ahead and if no one drops out all 42 Kansas radio stations will be members, Robert Wells, president and general manager, KIUL Garden City, reported in the Wednesday afternoon session on state associations.

Oklahoma Assn. of Broadcasters, with 43 out of 48 stations as members, can't match the Kansas group's record but its annual dues are the highest quarter-hour rate against the flat $10 fee for Kansas, Frank S. Lane, general manager, KRMG Tulsa, said. The Oklahoma association has failed in two attempts to get the state legislature to adopt a libel relief law for stations, he admitted, but said they'll try again next session. Mr. Lane also reported that a committee is preparing a kit for use by member stations in promoting radio broadcasting in general and individual stations in particular.

The promotion of listening campaign promulgated by the Texas Assn. of Broadcasters and other TAB achievements were reported on by Louis R. Cook, general manager, KNOW Austin (see story on TAB meeting, page 53).

Hovel to Head Wis. Assn.

BEN HOVEL, WKOW-AM-TV Madison, was elected president of Wisconsin Broadcasters Assn. at its Nov. 11 meeting in Milwaukee. Other officers elected were Robert Bodden, WSWW Platteville, vice president; Don Wirth, WNAM Neenah, secretary, and Mig Figi, WAUX Waukesha, treasurer. Edwin Conrad is executive secretary of the association. Directors named were Mrs. Jeanne Donald, WTCH Shawano, and the new officers.

SDX MAY SURVEY ELECTION INFLUENCE

Sigma Delta Chi convention decides to explore further the desirability of huge research project determining press influence on national voting.

WHETHER a survey of the influence of the press upon national elections—which would constitute the biggest research project in news ever undertaken—and whether radio, television and newsmagazines should be included, will be determined early next year.

The 46th annual convention of Sigma Delta Chi, national professional journalistic fraternity meeting in Chicago Nov. 12, decided to continue its committee on Ethics and News Objectivity to explore further the desirability of making the survey, which would assess the degree of objectivity on the part of the American press during political campaigns.

Action came after consideration of a controversial report presented by the committee's chairman, Norman E. Isaacs, managing editor of the *Louisville Times* (WHAS-AM-TV). Mr. Isaacs reported that a high level group of newspaper researchers had concluded the project was feasible as to newspaper analysis, and that he felt the minimum $650,000 budget would be forthcoming. It is understood the Ford Fund for the Republic has tentatively agreed to underwrite the project.

Considerable controversy developed, not only as to the desirability of having such a survey but also because it would be restricted to the newspaper press. Several delegates contended a newspaper survey would be meaningless because of the obvious influence of television, radio and newsmagazines in political coverage.

In authorizing the committee to proceed as the situation seemed to require, and with the understanding that SDX would get another look before giving its endorsement, the convention adopted compromise language providing that both the SDX committee and the Council on Communications Research be urged to give "every consideration" toward extension of this project to the related fields of radio, television and newsmagazines.

New officers elected for 1955-56 by the convention were:

President, Mason Rossiter Smith, editor and publisher, *Tribune-Press,* Gouverneur, N. Y.; vice president, professional, Sol Taishoff, editor and publisher, BROADCASTING • TELECASTING, Washington; vice president, undergraduate, Dale R. Spencer, professor of journalism, U. of Missouri, Columbia; vice president, expansion, Robert Cavagnaro, general executive, Associated Press, San Francisco; secretary, James A. Byron, news director, WBAP-AM-TV Fort Worth; treasurer, Buren McCormack, executive editor, *Wall Street Journal,* New York.

Executive councilors: Alden C. Waite, publisher, *Illinois State Journal and Register,* Springfield, and president Southern California Associated Newspapers, Los Angeles (KCOP-TV), retiring as Sigma Delta Chi president, was named chairman; Edward Lindsay, editor, Lindsay-Schaub Newspapers, Decatur, Ill; James Pope, executive editor, *Courier Journal,* Louisville (WHAS-AM-TV); E. W. "Ted" Scripps, editorial staff, *San Francisco News* (Scripps-Howard stations); Robert M. White II, editor, *Mexico* (Mo.) *Ledger;* Oscar Abel, South Dakota State College.

Elected honorary president was Dr. Alberto Gainza Paz, *La Prensa,* Buenos Aires.

Named Fellows—the fraternity's distinguished services award—were Walter R. Humphrey, past national president, editor of the *Fort Worth Press;* Paul Bellamy, editor emeritus, *Cleveland Plain-Dealer,* and Harold Cross, legal counsel, American Society of Newspaper Editors.

The 1956 fraternity theme adopted was "A free press—A free world."

The vote on the theme came after Joel L. Priest Jr., chairman of the Utah Professional Chapter, said the committee had anticipated some question from broadcast delegates. He pointed out that the word "press" is generic and connotes all media. He cited the First Amendment as proof of this.

Winner of the Wells Memorial Key, awarded to the individual who had contributed most to the fraternity during the preceding year, was Alvin E. Austin, head, Department of Journalism, U. of North Dakota, who retired as vice president in charge of undergraduate chapter affairs.

Radio Is On Upsurge, Broker Blackburn Declares

RADIO "is on the upsurge," judging by a study of business conditions and "an intimate knowledge of the going prices of radio and tv facilities in today's market," according to James W. Blackburn, partner in Blackburn-Hamilton Co., broadcast-newspaper brokers. He spoke Tuesday at a Baltimore meeting of the Maryland-D. C. Radio & Tv Broadcasters Assn.

Mr. Blackburn predicted that "1956 should be radio and television's greatest year, with the volume of local and regional business more than offsetting any declines in network revenue."

"After a period of self-examination in which am took inventory of its assets, selling methods and programming were geared to current conditions. The medium has realized it must now depend upon close-in rather than far-flung coverage to be successful. It has realized that its economy is a strong selling point. As a result, the local and much of the regional advertising dollar being spent in the broadcast media is going to radio for the simple reason that it is the lowest cost-per-thousand medium."

As to tv, Mr. Blackburn said national budgets continue to swell its revenues. "It's not likely that this trend is going to change in the case of television," he said, "but there is evidence that radio having found the level of its greatest production in programming for the local and regional advertiser, now is beginning to get back on the national advertiser's lists."

Strouse Heads Md.-D.C. Group

BEN STROUSE, WWDC Washington, was elected president of Maryland-D. C. Radio & Tv Broadcasters Assn. at the fall meeting held Tuesday in Baltimore. Other officers elected were William Paulsgrove, WJEJ Hagerstown, vice president, and Robert Cochrane, WMAR-TV Baltimore, secretary-treasurer. Robert C. Embry, WITH Baltimore, becomes chairman of the legislative committee and Irv Lichtenstein, WWDC Washington, is publicity director.

Elected to the board were Morris Blum, WANN Annapolis; Joseph Brechner, WGAY Silver Spring; Shelton Earp, WBMD Baltimore; John Elmer, WCBM Baltimore; Michael Hurst, WDYK Cumberland; Carleton Smith, WRC-AM-FM-TV Washington, and Charles Truitt, WBOC Salisbury.

TEX. ASSN. PLANS WINTER PROMOTION

Program was outlined last week during Texas Assn. of Broadcasters meeting in Dallas. Media men also endorse daylight saving time, hear seven suggestions for station-agency dealings, and discuss scarcity of top personnel.

A PLAN for the statewide promotion of radio audiences, with the goal of having all radio stations in the state participating, was presented Monday to Texas broadcasters attending the one-day meeting of the Texas Assn. of Broadcasters at the Baker Hotel in Dallas. Plan involves the use of newspaper space, outdoor posters, counter cards, direct mail stuffers and gummed labels as well as on-the-air promotion of the idea, "Listen While You Work, . . . Drive, . . . Read, . . . Sew," etc.

The joint audience promotion plan, presented by Alex Keese, WFAA Dallas, and Bill Sansing, manager of the Dallas office of McCann-Erickson, WFAA's agency, is an outgrowth of an audience promotion plan for the station only, which both station and agency soon realized depended on multiple impact for its effectiveness. They urged all radio stations in a community to get together in using newspaper space and billboards, the most costly media, while bumper strips, envelope stuffers and, of course, recorded jingles, could be utilized by stations individually, including their own call letters in the advertising.

Because TAB underwrote the cost of developing the campaign, the promotion material is available to TAB stations at unusually low prices—$6.50 for a 24 sheet three-color poster with the "Listen While You Drive" theme, 25 cents apiece for "Listen While You Work" counter cards, 10 cents each for "Listen While You Go—To Radio" bumper strips, a penny apiece for two-color statement stuffers, gummed back labels at 1½ cents each and $10.25 for the radio spot recordings.

Early Planning Suggested

Stations were urged to get their plans under way fast, as it takes three weeks for material to be delivered and TAB has set Jan. 1, 1956, as kick-off day for the statewide audience promotion drive.

Successful conclusion of a campaign to reduce insurance rates for broadcast towers launched by TAB more than a year ago was reported by Louis Cook, KNOW Austin, retiring TAB president, who chaired the day's meeting. Mr. Cook read a letter from the state insurance commission reporting that instead of the flat rate formerly prescribed by the state, insurance rates for radio and tv towers and other equipment are now left open for individual negotiation between each broadcaster and his insurance agent.

A heated discussion of whether or not Texas should have daylight saving time, and more specifically whether the state's broadcasters should launch a campaign to get enabling legislation through the next session of the state legislature in 1957, concluded with adoption by a ten-to-one vote of a motion endorsing daylight saving time and authorizing appointment of a committee to study ways and means of attacking the problem and enlisting aid from other interested organizations.

TAB members also were urged to screen all



Basic CBS affiliate with ABC, NBC Network Coverage

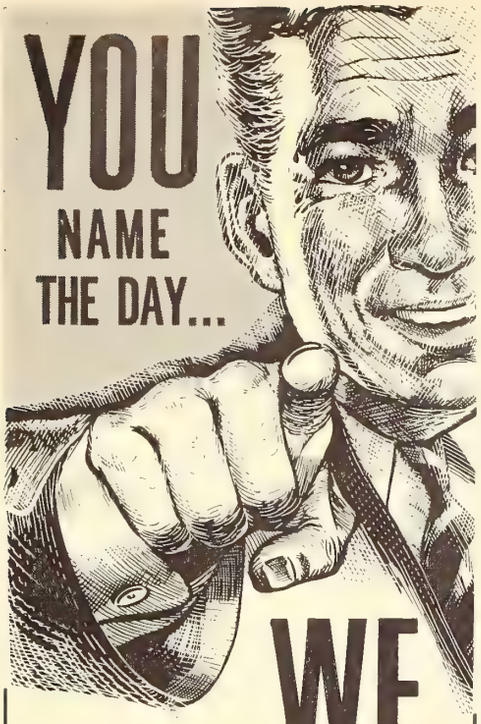
You need only buy WFBG-TV to cover all of central and Western Pennsylvania. With maximum power of 316,000 watts, WFBG-TV blankets the rich, heavily-populated areas between Pittsburgh and Harrisburg. In addition to the 537,452 tv sets in its coverage area, you get a bonus of 131,556 television homes in Metropolitan Pittsburgh.*

WFBG-TV
Altoona, Pa.

BASIC CBS *NETWORK*
also ABC, NBC affiliate

Represented exclusively by H-R Television, Inc.

*Videodex January 15, 1955 Gives WFBG-TV 11.6% in Pittsburgh, or more than 130,000 homes.



WE
HAVE THE AUDIENCE!*

HERE'S WKBN-TV'S
SHARE OF AUDIENCE!*

Time Period	WKBN TV	Stations B	C	D	E	F
Mon.-Fri. 7 a.m.-Noon	**44**	31	14	3	3	5
Noon-6 p.m.	**44**	29	11	3	8	6
6 p.m.-Midnight	**45**	33	7	3	9	3
Saturday Noon-6 p.m.	**50**	31	6	3	3	7
6 p.m.-Midnight	**47**	35	6	2	4	6
Sunday Noon-6 p.m.	**52**	17	12	6	8	6
6 p.m.-Midnight	**49**	34	6	2	5	3

Station B is Youngstown. Stations C, D & E are Cleveland. Station F is Pittsburgh.

CLEVELAND OR PITTSBURGH STATIONS DO NOT COVER THE YOUNGSTOWN MARKET! WKBN-TV SHARES OF AUDIENCE FAR SURPASS LOCAL AND OUTSIDE OPPOSITION. WHAT'S MORE, CHANNEL 27 HAS THE 16 TOP RATED PROGRAMS* IN YOUNGSTOWN AND 366 OF 442 QUARTER HOUR FIRSTS.*

*Source: Telepulse, September 18-24, 1955.

WKBN
YOUNGSTOWN, OHIO
TV 170,000 WATTS CHANNEL 27 CBS • ABC
CHANNEL 27

phonograph records and to delete all objectionable material, in compliance with a resolution of the board.

The meeting, with a registration of 175, also authorized a committee to study the feasibility of having call letters instead of license numbers assigned to automobiles owned by stations and their staffs, such as is already done in Colorado. Both committees are to report to the association at its spring meeting, to be held Feb. 20, 1956, at Casada de Palmas Hotel, McAllen, Tex.

Tom O'Neil, president of General Teleradio and MBS, told the luncheon session that General Teleradio intends to follow the same general theory in syndicating films for television that Mutual has followed in providing radio programming for its affiliates—the theory that the goal is strong stations, not stations utterly dependent on the network for both programs and revenue. (See text, page 30.)

Seven suggestions for stations in their dealings with advertising agencies offered by Lawrence E. DuPont, director, radio-television, Tracy-Locke Co., Dallas were:

1. Consider carefully the rating of times you offer as makegoods. Make sure that the makegood times compare favorably with that originally purchased by the advertiser.

2. If you offer bargain rates, be honest about it. If you can't do that, at least be discrete.

3. Have your bookkeeper check your billing before it goes out to make sure that it's right.

4. Don't make your merchandising efforts ridiculous by aiming them at the wrong people.

5. Generally we are concerned primarly with cost-per-thousand and buy on that basis. Cost-per-thousand is tied up directly with the ratings of the various shows. Therefore, don't be disappointed if we cancel schedules when our adjacency changes bring us next to programs with a low rating.

6. Take the trouble to notify a client that his adjacency has changed.

7. If you belong to NARTB, abide by its code.

In a talk, "Working Together," stressing the advantages of cooperative effort by stations at the local, state and national level, John Meagher, NARTB vice president, reported that 10 years ago there were 13 state associations of broadcasters, five years ago there were 31 and today every state in the land except Delaware has its own state association, plus Puerto Rico and Hawaii.

Difficulty in finding good personnel—announcers, salesmen, copywriters, engineers, and particularly announcer-engineers—was the most eagerly discussed topic at an open forum for radio broadcasters, with President-elect Richman Lewin KTRE Lufkin, as chairman. Possible solutions, such as offering scholarships, setting up a clearing house for the state, hiring youngsters right out of high school and sending them to technical schools to learn enough to get an engineer's license, were among the suggested solutions. There was general agreement, however, only that something has to be done to develop station personnel in place of the prevalent practice of robbing each other of good help.

Concurrently, a similar session for tv broadcasters was held, with Ralph Nimmons, WFAA-TV, as chairman. The discussion sessions concluded with one for daytime stations, Joe Leonard Jr., KGAF, as chairman.

Mr. Lewin was elected TAB president; Barney Ogle, KRGV Weslaco, was elected vice president and Dave Morris, KNUZ Houston, was elected secretary-treasurer. New directors are: Albert Johnson, KENS San Antonio; M. E. Danbom, KTBB Tyler, and Joe Leonard Jr., KGAF Gainesville. Continuing as directors are Bob Bradberry, KPET Lamesa and Jack Hawkins, KIUN Pecos. Past-President Cook becomes an ex-officio board member.

TIMEBUYING ILLS DISCUSSED FOR RTES

Tv consultant Nelson recommends methods representatives should follow in making radio and tv easier to buy in speaking for agencies. Representative Young points out the salesman's responsibilities to the agency and criticizes habits of some timebuyers.

MUCH can be done by the station and its representative to make radio and tv easier to buy, Linnea Nelson, television consultant, Kudner Agency, New York, asserted last week.

Miss Nelson and Adam Young, president of Adam J. Young Jr. Inc. and Adam Young Television Corp., station representatives, discussed problems in agency timebuyer-station representative relationships at a Radio & Television Executives Society timebuying and selling seminar in New York last Tuesday.

Specifically, Miss Nelson called for wider acceptance among station representatives of standard contract forms; less legal-type paper work ("let's cut out the unessentials"); more care in the submission of station data, availabilities, program ratings, rates, etc.; elimination of alleged practices of representatives who, when they have lost out on orders, go to the client; boning up by a salesman on what accounts come up every year so that he can lay his groundwork with the agency; realization that agency department expansion means that associate media timebuyers or assistants are delegated responsibility; more respect to confidences given by agency buyers on campaigns prior to actual buying ("don't contact other people in the agency"), and need for awareness that buyers do not have full control ("because the money being spent belongs to the client and not the agency.")

Mr. Young pointed out that it is the salesman's responsibility to get "the right material to the right people" within the agency, not only to the timebuyer but "to all the people who play a part in the decision."

Buyers, he said, must be aware that the "climate, buying habits and the stations themselves change, particularly in radio." For example, he said, high-powered stations are not the only outlets which should be considered in timebuying campaigns. Mr. Young said there also are increasing problems of time clearance on stations because of increased business flow and that often, the representative must not only sell the idea of buying time to the agency but also sell the station on the idea of clearing the time for the sale.

In outlining what he called "points of friction" between buyer and seller, Mr. Young reviewed the need for the buyer, who at times "doesn't know all the factors," to try to find out more information, for often the client has not taken the buyer into his confidence. He criticized some habits of buying certain stations without "thought or consideration" of other stations in the same market, taking into consideration changes of policy, ownership, managership or programming of those other outlets. Mr. Young suggested buyers look to trends, not just ratings to "the last decimal point."

He noted that some buyers will refuse to buy



You Might Win 3 Wimbledon Titles—*

BUT . . . YOU NEED WKZO RADIO TO "NET" BIG RESULTS IN KALAMAZOO-BATTLE CREEK AND GREATER WESTERN MICHIGAN

6-COUNTY PULSE REPORT
KALAMAZOO-BATTLE CREEK AREA—MARCH, 1955
SHARE OF AUDIENCE
MONDAY—FRIDAY

STATIONS	6 a.m. 12 noon	12 noon 6 p.m.	6 p.m. midnight
WKZO	41%	37%	35%
B	18	17	16
C	10	12	11
D	10	9	7
E	8	7	8
OTHERS	14	18	24
Sets-In-Use	20.1%	20.2%	17.5%

NOTE: Battle Creek's home county (Calhoun) was included in this Pulse sampling, and provided 30% of all interviews. The other five counties: Allegan, Barry, Kalamazoo, St. Joseph and Van Buren.

If you want to star in Western Michigan, use the 5000-watt voice of WKZO—CBS radio for Kalamazoo-Battle Creek and greater Western Michigan.

Pulse figures, left, tell the story. WKZO is the big favorite 18 hours a day—*actually gets more than TWICE AS MANY LISTENERS as the next station 75% of the time!*

Your Avery-Knodel man has all the impressive facts.

AM—TV—FM

The Fetzer Stations

WKZO-TV — GRAND RAPIDS-KALAMAZOO
WKZO RADIO — KALAMAZOO-BATTLE CREEK
WJEF RADIO — GRAND RAPIDS
WJEF-FM — GRAND RAPIDS-KALAMAZOO
KOLN-TV — LINCOLN, NEBRASKA
Associated with
WMBD RADIO — PEORIA, ILLINOIS

WKZO

CBS Radio for Kalamazoo-Battle Creek and Greater Western Michigan

Avery-Knodel, Inc. Exclusive National Representatives

** In 1920, Suzanne Lenglen of France won the Wimbledon Women's Singles and shared the title in the Women's Doubles and Mixed Doubles.*

There's ONLY ONE in Washington's MIDDLE MARKET



Better look this over carefully. A single station major market with the population and income to whet any selling appetite. Mountains and miles hide it from "outside" influence. It's yours exclusively on KIMA-TV, Yakima with its satellite KEPR-TV, Pasco. You get coverage tailored to this big, booming area and the state's third most powerful signal all in ONE in Washington State's big "MIDDLE MARKET."

KIMA-TV

YAKIMA with its Satellite

KEPR-TV PASCO

NATIONAL REPRESENTATIVES WEED TELEVISION

PACIFIC NORTHWEST MOORE AND LUND

time, even when availabilities on a station other than the one considered are recognized to be better in a given market. Emphasizing that it is the function of the representative to make a "proper presentation of what he has to sell" rather than just act as a clearing agent for availabilities, Mr. Young said it was discouraging to the salesman when the buyer will not see him, particularly if he is new to the job.

Mr. Young also said it would be helpful to the salesman if he can be told why or when a buyer will be unobtainable, particularly at the time the representative has been asked to go through much trouble to seek out data on stations the buyer had wanted quickly.

RTNDA STRESSES POWER OF NEWS

'Great audience - getter and builds character for station,' says WOW's Frank Fogarty at annual convention of Radio-Tv News Directors Assn. in Denver. Other panelists agree.

"NEWS is a great audience-getter and builds character for the station; so management should budget for it accordingly."

So spoke Frank Fogarty, manager of station WOW and WOW-TV Omaha, to the annual convention of the Radio-Tv News Directors Association Thursday at Denver.

Fogarty's views were generally endorsed by Hugh Terry, general manager of KLZ and KLZ-TV, Denver, who appeared on the same panel during the radio workshop, presided over by Harold Baker, news director of WSM Nashville, Tenn., and also a vice president of RTNDA.

Fogarty said a good news operation builds a reputation that makes the listener feel confident he'll never miss anything if he's tuned in. He spoke out in favor of an adequate, operating news department as against the so-called "rip and read" system of stations that have no news department.

Mr. Terry concurred by saying "we can't have amateurs messing up the news." He said his station tries to pay as much as it can to get the best people, adding that news personnel must have ethics and responsibility to do an honest and professional job. Terry stressed that news directors must remember that their department is a part of the overall station operation and must try to stay within their budgets. But he added that management owes full support to the news department in helping it to do the best possible job. Terry said management must not have a policy of telling the news department that it "must run" or "must kill" any items, a point endorsed also by Mr. Fogarty. Terry also said that if a station runs editorials, they should be the opinion of the management or licensee, not the opinion of any individual, and he stressed that editorials must be set apart from regular news reporting.

In concluding, Fogarty and Terry both said their stations were losing money on their tv news operations, but Fogarty noted: "We have no regrets. News brings audience and prestige." To which Terry added: "If we expect to stay in tv, then we need to have news."

In another panel on "News as a Selling Vehicle," the speakers were Charles Harding, of the Buchanan-Thomas Advertising Co., in Omaha, C. J. Potts, Calkins and Holden, Inc., and Dean Dennis, of Kansas City.

Harding said pure economics would indicate that saturation spots would be the best buy in radio, but he said his agency still prefers new for many accounts because news well don creates "believability" which can benefit th commercial.

Mr. Dennis said that stations and news pe sonnel should regard newscasts as a prin medium for selling products instead of som thing for selling time on the station, as is ofte the case.

At a later session of the convention, Jac Shelly, of Des Moines, a past president RTNDA, delivered a talk in which he urge association members to "zealously guard profe sional competence and integrity in the radio-t news field."

The opening session of the convention vote unanimously to establish the Paul White Mem rial Award, to be given annually to the ind vidual who makes an outstanding contributio to radio and tv news. Mr. White, a pioneer i the field of radio news coverage while directo of news for CBS, died early this year.

Indiana Assn. Mulls Sports Controversy

SPORTS coverage was the subject of a contr versy discussed by panelists taking part in th fall meeting of Indiana Broadcasters Assn. In at Indianapolis Nov. 14. Eighty-five broa casters registered at the Indianapolis Athleti Club for the one-day session under Edwar G. Thoms, WKJG Fort Wayne, IBA presiden

Various area groups within IBA have agree they will not carry athletic events (football an basketball) of Indiana high schools where fee are demanded for rights. Panels on basketbal baseball and football canvassed the sports right controversy.

A committee was set up to nominate ne officers at IBA's March meeting. Members ir clude Daniel C. Park, WIRE Indianapolis; Wi liam Fowler, WBAT Marion, and Lester Sper cer, WKBV Richmond.

RETMA Out to Broaden Scope of Radio-Tv Week

POSSIBILITY of additional sponsors fo National Radio & Television Week in 195 was discussed during a series of meetings o the Radio-Electronics-Television Mfrs. Assn. i Chicago last week.

Plans for broadening the scope of th industry activity, in view of acclaimed succes this year at down to the grass roots leve were explored at a meeting of RETMA' public relations and advertising committe Thursday at the Palmer House. The nationa event probably will be held next Septembe with enlarged participation beyond the appli ance-tv dealers and set manufacturing groups

At the same time it was reported that Juliu Haber, RCA, has been named to replac Ellis Redden, Magnavox Co., as chairman o the committee under RETMA's set divisior

The set division executive committee ha pledged itself to renew efforts, before th 1956 congress, for reduction of excise taxe on receivers and all other electronic product including color sets, across the board, fron 10 to 5% and to remove the 10% tax on colo receivers.

Score of section and committee meeting were held Wednesday and Thursday, with RETMA's board of directors meeting Frida on the uhf-vhf frequency study, plans t argue the Federal Trade Commission's trad practice rules for the set industry, and th excise tax situation. H. Leslie Hoffman RETMA's president, presided at the luncheo Friday.

This is the RADIO schedule that TV Built

(The wonderful story of ABC Radio's **NEW SOUNDS FOR YOU** written especially for grown-up advertisers)



"EVENTS OF THE DAY"

7:30 Today's Sensational Story
7:35 Inside Washington
7:40 Transatlantic Exclusive
7:45 Personality of the Day
7:50 The News and You
7:55 News

"THE WORLD AND YOU"

8:00 Arrivals and Departures
8:05 Let's Visit
8:10 Yesterday at Midnight
8:15 America at Work and Play
8:20 Elm Street to the Great White Way
8:25 News

"YOUR BETTER TOMORROW"*

8:30 Part 1—words to live by
8:35 Part 2—advice on your marriage and family
8:40 Part 3—improving your personality
8:45 Part 4—your success
8:50 Part 5—advice on your home
8:55 News

"SOUND MIRROR"

9:00 Sounds of Yesterday
9:05 Sounds of Today
9:15 Sounds of No Importance
9:20 Soundings
9:25 News

"OFFBEAT"

9:30 Offbeat Humor
9:35 Futurescope
9:45 Soloscope
9:55 News

***MONDAYS**

8:30—The Voice of Firestone.

TUESDAYS

8:30—Bishop Sheen's "Life Is Worth Living."

Once upon a time almost every living room had a radio. And almost every night the family gathered 'round to listen. Today, almost every living room has a TV set. Radio has moved to other quarters. The kitchen, bedroom, den, workshop, car. Even an occasional bathroom. Who listens? The family does. Not as a group, but *individually*. Not indiscriminately, but *selectively*. NEW SOUNDS FOR YOU—ABC Radio's new concept of nighttime programing—was built for this new kind of listening. It's personal. It's bite-size. *Regularly scheduled* 5- and 10-minute segments. Each attracts its regular listeners. Each can be sponsored night-to-night or as a "strip." Only $800 buys a 5-minute segment *full network*. Your ABC salesman will be tickled to tell the full story.



. . . the new sound of ABC Radio

PR MEETING ASSAILS RADIO-TV PRACTICES

Public Relations Society of America hears lawyer, railroader, doctor and educator say that media are creating false impressions.

RADIO AND TELEVISION, accustomed to helping solve public relations problems, found themselves the subject of public relations problems last week in talks given before the eighth national conference of the Public Relations Society of America in Los Angeles.

E. Smythe Gambrell, president of the American Bar Assn., recounting the public relations pitfalls of the legal profession, said that "dramatizations on television and in the movies in which more often than not the lawyer is depicted in a villain's role, has made even more difficult the earnest efforts of the bar associations to demonstrate that self-discipline within the legal profession is a serious matter indeed." He said ABA is trying to "point out to leaders of the entertainment industry that these all too frequent portrayals, particularly of judges as unconscionable crooks and schemers not only constitute a serious libel upon an honorable group of men and women, but that over a period of time can undermine respect for law and authority, and in fact may already have done so.

"A strong case can be made, I think, for the contention that much of the violent juvenile crime we are experiencing these days—and the evidences of widespread defiance of police and judicial authority—may be traceable to this type of entertainment fare.

"I am not saying there is anything malicious or deliberate in these portrayals, but I do believe they reflect a dangerously careless disregard of the consequences. In our efforts to cope with this problem we have no thought of censorship; we believe in true freedom of the press and other media of information and entertainment. Rather, we are offering to cooperate with the media, by providing accurate information about the legal profession and the courts, and by offering consultative guidance to writers and producers, in the hope of eliminating inaccuracies and needless misrepresentation."

Mr. Gambrell reminded the group that on its own initiative, ABA has created "a national bar-media conference committee to establish a closer liaison between the bench and bar and the media, an agency through which mutual problems in such fields as fair trial and free press may be discussed frankly and unemotionally."

Thomas J. Deegan Jr., vice president-staff, New York Central Railroad, reviewing the public relations battle when Robert R. Young and Allen P. Kirby took on the "old" management in a proxy fight, included radio and tv in citing instances of "corporate pressures" in various mass communication media. He recalled "the telephone call to the control room of an important tv production carried on a network which at the moment had the camera and sound track on Robert Young. The call was from one of the directors of the network, who said to the producer over the phone within my personal earshot, "get the camera off Young this instant."

Mr. Deegan also listed "the abuse of television and radio news broadcasting by their sponsors who were adverse to our side, by summarizing the news regarding the proxy contest slanting it to fit the party line of the old management. Incidentally, we challenged all of these on the record, but never were given an opportunity for equal time." He did not make specific identification.

Dr. E. Vincent Askey, speaker of the House of Delegates, American Medical Assn., Los Angeles, told PRSA that television and radio programs, along with magazine articles, have over "romanticized" the miracles of medicine. He said a public relations problem has occurred since the public now "believes implicitly that medicine is an exact science and that if only a doctor takes an interest in a case and does what is right that inevitably a cure can be assured." He said the many variables in human reaction plus other changing factors, also must be acknowledged.

S. I. Hayakawa, semanticist, San Francisco State College, said writers, program directors, advertising men, and public relations men today "must think of the people to whom we communicate our ideas as being at least as intelligent as we are." He said the general public may have smaller vocabularies or be less well informed on certain subjects. "But basically their evaluations are little different from yours or mine."

At the low extreme of the writer scale, Mr Hayakawa listed "the fellow who is responsible for the semantic atrocities in behalf of soap, cigarettes, used car lots and finance companies such as assail us hundreds of times a day over radio and television."

The radio-tv workshop included Roy Neal, director of news and special events, NBC Hollywood; William Kostka, president of William Kostka & Assoc., Denver; Jack Siegal, president Spotlight News, Hollywood tv newsreel service and George H. Hall, public relations coordinator, North American Aviation Inc., Los Angeles. On Wednesday afternoon, Frank Crane, president, Southern California Broadcasters Assn., demonstrated the association's new "ultraphonics" presentation of radio strength in Southern California.

STATION SALES

KIDDER, PEABODY & CO.—

- Maintains close contact with all phases of the Television and Radio industry.
- Has an established relationship with most of the important sources of investment capital in the country.

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New Tv Film Industry Group Formed at New York Meeting

THE FORMATION of a new tv film industry group was announced Tuesday after more than 60 executives representing a major group of tv film distributors met in New York's Roosevelt Hotel.

The new organization tentatively will be known as the Assn. of Television Film Distributors (ATFD) with membership open to any firm engaged in the business of tv film distribution. A deadline of Dec. 31 for membership applications and fees was set to permit a year-end meeting for the election of permanent officers and the blueprinting of future action. ATFD plans an operating budget of more than $100,000 to carry out its announced purpose "to resolve the mutual problems confronting all tv film distributors."

Organization proposals submitted by the steering committee, were approved unanimously. The committee, under the chairmanship of Dwight Martin, General Teleradio, includes Herman Rush, Official Films; Dave Savage, Guild Films; Frank Reels, Ziv Television Programs Inc.; Saul Kunkis, Studio Films, and Ralph Cohn, Screen Gems.

Discussed also was the appointment of a board of directors, a permanent managing director and additional key personnel.

There's a BIG DIFFERENCE

between

NEWSCASTING

and

NEWS COVERAGE



★

Represented
Nationally
by

**THE
HENRY I. CHRISTAL
COMPANY**

★

You can hear newscasts on any radio station. A newscast can be any announcer's voice reading the latest summary torn from a news machine.

It's news coverage which distinguishes a *superior* radio station from just another station!

At WSYR a staff of five *newsmen* produces a complete, distinctive news service. They gather and write the home town and area news. They edit the reports of the national news wires with an experienced eye for news that's important to the 1.5 million population of WSYR's service area. The result: *complete* news digests, reported ten times daily by *men who know news.*

Central New Yorkers have come to rely on WSYR for all the news, all the time. This kind of news coverage — like WSYR's distinctly superior geographical coverage — is one of the important reasons for WSYR's head-and-shoulders leadership in the $2 billion Central New York market.

NBC

WSYR

5 KW • SYRACUSE • 570 KC

NINE TV FILM PROPERTIES ACQUIRED BY ABC-TV FOR ITS 1956-57 SEASON

Network apparently will rely even more on celluloid programs in future. Series shows of various lengths to be filmed both in Hollywood and in different foreign countries.

ABC-TV, already closely associated with Hollywood's film colony, apparently will rely even more on celluloid programs in the future. In an early dip into next year's network tv competitive swim, ABC President Robert E. Kintner announced Friday the acquisition of nine tv film properties to be utilized in the 1956-57 season.

The properties will be produced in Hollywood and abroad. The series will be of varying lengths, and the programs which comprise them will range from half-hour to 90-minute shows. Although costs were not disclosed, it was understood that if all the series run for their full scheduled terms and are sponsored throughout, ABC-TV's income from them could exceed the network's total gross billings for 1954. ABC-TV's 1954 total gross was approximately $34.5 million. The 90-minute filmed series will be a drama anthology entitled *Command Performance*. To be produced by Meridian Productions Inc., the series will draw from the best of motion pictures, Broadway and literature for its story material.

Three half-hour film series will be produced by Louis F. Edelman, producer of two ABC-TV programs: *Life & Legend of Wyatt Earp* and the *Danny Thomas Show*. Two of the Edelman series are tentatively titled *Jim Bowie* and *Sam Houston*, and the third is titled *It's a Great Country*. The *Bowie* series will be based on the life and adventures of the Kentucky frontiersman of the early 1800's, and the *Houston* episodes will deal with the historic figure who figured in the establishment of the Lone Star Republic of Texas. *Great Country* also is an anthology dramatizing true to life stories of the U. S.

Another half-hour melodrama series, *Fast Freight*, will be produced for ABC-TV by Desilu Productions Inc. This series will base its material on the adventures of a trailer truck's co-owners.

A semi-documentary half-hour series, *RFD, USA*, will be produced by Jerry Devine, an independent producer whose radio shows included *FBI in Peace and War*. These films will depict the life and customs in little-known communities in the U. S.

Another half-hour series, a western that is as yet untitled, will be produced by Jack Chertok, one of the producers of *Cavalcade of America* and producer of *The Lone Ranger*. The new Chertok films will deal with the adventures of an itinerant judge from the East who is charged with upholding order in the lawless West.

An hour-long anthology based on dramatic stories centering in Paris, Rome, London and other foreign cities will be produced abroad for ABC-TV by Sheldon Reynolds, producer of *Foreign Intrigue*. Mr. Reynolds will act as master of ceremonies of the series.

The ninth series, *Wire Service*, will be produced by Four-Star Productions, producers of *Four Star Playhouse* and *Cavalcade of America*. The series, first announced nearly a month ago [B•T, Oct. 31], will be filmed at RKO-Pathe, Culver City, Calif., as well as in Paris and London.

Mr. Kintner said that Robert M. Weitman, ABC-TV's vice president in charge of programming and talent, and Robert F. Lewine, the network's director of programming, will serve as liaison with the producers.

Mr. Kintner and John Gibbs of Meridian negotiated details for *Command Performance*, the contract of which calls for the production of 26 to 52 programs, each 90-minute dramas and for a "continuing producing relationship projected over a long-term period."

Meridian, producer of *The Schlitz Playhouse of Stars*, will start production of the first film in the series on the Goldwyn lot sometime next month. Delivery of the initial episode is expected at the end of February.

ABC-TV said it expects to sell *Command Performance* to three or four advertisers who will be guaranteed a minimum of 26 to 29 shows, with 13 or more available for summer repeats. The network said it plans to schedule this drama series on a 52-week basis.

ABC-TV hinted that Meridian may film a series of two-hour dramas but noted that the two-hour productions would not be scheduled until the initial 90-minute film has been seen by network and Meridian executives.

The network said that Meridian was selected to produce the series after ABC executives explored the gamut of live and filmed anthology series for tv. What worked in Meridian's favor, according to ABC, was the fact that Meridian has produced more than 200 stories of the anthology type on film with the use of top stars. John Gibbs Agency controls the list of authors from which the adaptations and originals for the series will be drawn. Gibbs' writers, operating on special assignment, already are preparing scripts. Directors will be drawn from Meridian's tv directors, who have included Robert Stevenson, Robert Florey and Roy Kellino.

In his talk to the Assn. of National Advertisers convention a few weeks ago, Mr. Kintner predicted that ABC might schedule the regular dramatic spectacular on a weekly basis.

Associated Artists Sales Up, More Dept. Personnel Planned

CLOSE behind an announcement that the third-quarter business of Associated Artists Productions Inc., New York, exceeded that of the previous quarter by more than 300%, Eliot Hyman, president, disclosed plans for expansion.

Mr. Hyman said the company plans to hire additional sales personnel for the New York home office as well as regional branches in Los Angeles, Dallas, Atlanta and Chicago. He observed that this step "sets at rest rumors that the distribution side of AAP was for sale."

In addition, Mr. Hyman said, AAP has plans for the production of films for both television and theatrical exhibition. He added that he will announce details of these plans before the end of the year.

Bardahl Buys 'File' in 30

BARDAHL Mfg. Corp. (auto lubricants and oil additive), Seattle, has purchased Guild Films' *Confidential File* for tv showing in 30 major markets on an alternate week sponsorship basis. The firm also will use a spot schedule in secondary markets. Time and program costs for the campaign will total $500,000. Agency is Miller, Mackay, Hoeck & Hartung, Seattle.



91% of our home county . . . 70% of our primary area! (308,430 sets total)

WMBR-TV

Jacksonville

Basic CBS

CBS Television Spot Sales

Follow-Through Service Announced by Bonded Tv

THREE MONTHS research has culminated in a new after-production film service for agencies and producers being offered by Bonded Tv Film Service, New York. Under the plan, the agency receives a one-price, single-packaged source for handling of all after-production details involving filmed commercials with the producer still maintaining complete control of the quality.

"With thousands of spots being produced annually and going out to hundreds of tv stations daily, this chore has developed into an important aspect of agency operations," the company stated. Don McClure, Bonded general sales manager, and Chester Ross, president, conducted the preliminary study behind the plan.

Response to the new service has been overwhelmingly favorable, Mr. McClure stated. One definite agency commitment is expected shortly and at least five others have expressed willingness. Also, 18 producers are participants.

Complete services which the plan will cover include follow-through of lab order, quality check of release prints, separation and mounting, packing, labeling, shipping, necessary materials and print record control. The plan will be coordinated so that agencies and producers will be able to get a full report on the status of an order at any time.

Telefilm Library Formed By Barry & Enright, Kapit

FORMATION of International Telefilm Library, New York, as a stock film library service was announced last week by Barry & Enright Productions, New York. The new company is a combination of B&E and Elbert S. Kapit, who has been in the stock film field for many years.

Mr. Kapit's library is said to consist of five million feet of film dating back to about 1900 with an index file of 500,000 references. A three-fold program is planned for the new company: Sale of stock shots to existing shows; suggestion of features, utilizing film in the library, to current tv programs, and creation of shows that would utilize the library's stock footage.

Pheelan Adds New Service For Independent Producers

RAYMOND A. PHEELAN, managing director of Pheelan Productions, tv feature and commercial film subcontractor, has launched a third post-production service for independent producers in New York.

The Pheelan system, which allows tv and film producers to utilize the company's equipment while contributing their talent, already operates two subsidiaries: Screen Tests to Order and Stock Shots to Order. The third service will provide independent producers with "one of the few" CinemaScope cameras and equipment on the east coast, Mr. Pheelan announced.

Lewis & Martin Films Inc. Reports 60% Sales Increase

LEWIS & MARTIN Films Inc., Chicago, has reported a 60% increase in dollar volume from production of tv films the past 12 months and an upswing in the use by advertisers of animation for commercials.

A report on the company's financial status was given to shareholders at a meeting the past fortnight, according to Herschell Lewis, gen-

Ven Marshall is Flint's top news voice on Flint's top-rated morning newscasts over WFDF. His assured, authoritative delivery is backed by WFDF's full-time local news bureau. That means when Ven takes the air he has something to talk about, because Flint's only radio news staff breaks stories hours (even days) ahead of any other news source. Ven's listeners know it's good reporting, and they come back for more, morning after morning. His sponsors know it sells. It can work for you. Phone Katz now.

Flint listens when Ven Marshall reports the local news on

wfdf

flint, michigan

REPRESENTED NATIONALLY BY THE Katz Agency



NBC Affiliate

Associated with: WFBM & WFBM TV Indianapolis—WOOD & WOOD TV Grand Rapids—WTCN & WTCN TV Minneapolis-St. Paul.

SPECIAL TV CHRISTMAS FILM PACKAGE

for unlimited showing during Christmas week



NIGHT BEFORE CHRISTMAS
(11 Minutes)

CHRISTMAS RHAPSODY
(11 Minutes)

CHRISTMAS THROUGH THE AGES
(13 Minutes)

SANTA AND THE FAIRY SNOW QUEEN
(26 Minutes)

Unlimited telecasts during Christmas week of all four of these fine Encyclopaedia Britannica Films can be yours for just 50% of your one time national Class A one hour rate.*

This Encyclopaedia Britannica Film special TV Christmas package is offered on an exclusive market basis subject to prior sale. Because of the strictly seasonal nature, no audition prints will be available and no orders may be accepted after December 7. The universally well known and respected names of Encyclopaedia Britannica Films and Associated Program Service assure your complete satisfaction. There are no finer films of this type available anywhere.

To avoid disappointment, phone, wire or return the coupon below by air mail special.

* Minimum charge: $175.00.

CHRISTMAS PACKAGE RESERVATION
TO: ASSOCIATED PROGRAM SERVICE
221 FOURTH AVE., NEW YORK, N. Y.

We want the Encyclopaedia Britannica package for our station. Please rush contract for our approval. I understand this offer is subject to prior sale.

Name .....
Title .....
Station .....
Address .....
City .....

eral manager of the Chicago film operation. "Three years ago animation accounted for about 10% of our television volume," Martin Schmidhofer, president of L&M, stated. "Today the figure is closer to 40%." Lewis & Martin produces the bulk of its animation in color for dual television and theatre-trailer use, he pointed out.

Shareholders also were told by Lou Kravitz, L & M sales manager, that tv has not killed off trailers as a profitable means of advertising but rather has helped the advertiser obtain more from his commercial films.

Screen Gems Hires Five Men As Associates to Producers

UNDER a new personnel policy "designed to develop producers and other key executives for its rapidly expanding production program," Screen Gems has engaged five men to serve as associates to present producers.

They are Randy Myers, director-producer KJEO (TV) Fresno, Calif.; Robert Wechsler, associate director-producer at NBC, New York; Robert Marx, from CBS Television, Hollywood; Leonard Shafitz, assistant producer at Allied Artists, and Robert Loeb, announcer-producer at KISW (TV) Seattle, Wash. They will aid Irving Starr and Joe Hoffman on *Ford Theatre*, David Stephenson and William Sackheim on *Celebrity Playhouse*, and Lou Breslow on the *Damon Runyon Theatre*.

TCF Tv to Erect Sound Stage

AS PART of its continuing expansion program, TCF Television Productions will erect a new scoring and re-recording stage in Hollywood to cost approximately $575,000, it was announced by Irving Asher, general manager of 20th Century-Fox television activities. The two-story 60-by-130-foot stage will be erected at the corner of North St. Andrews Pl. and De Longpre Ave. Construction will start before Dec. 1.

FILM PEOPLE

Kadoza Worthy, head of accounting, Sterling Television Co., N. Y., appointed comptroller.

Tom Rook, creative director on production staff of Filmack Studios, Chicago, appointed tv sales representative of firm.

Charles D. McNamee, former account executive with studio films, has been appointed southern sales representative for National Telefilm Assoc. serving Alabama, Florida, Georgia, Louisiana, South Carolina, Tennessee, Arkansas, Mississippi and North Carolina from Memphis headquarters.

Jack Robinson, *Dragnet* writer, and **Seleeg Lester,** Peabody tv drama award winner, to Warner Bros. tv production unit, Burbank, Calif., for ABC-TV *Warner Bros. Presents* shows.

George Lynn, N. Y. Port Authority promotion department, to account executive with Cellomatic Corp., developer of live animation technique for tv and sales presentations.

William Burnham, sales vice president, Transfilm Inc., N. Y. promotion firm, elected selectman in Weston, Conn. Mr. Burnham and two other selectmen discharge duties ordinarily carried out by a mayor.

Bruce J. Thomas, WHIO-TV Dayton, Ohio, to Walter Harrison Smith Productions, N. Y., as associate producer.

Jansky & Bailey, General Communication Trade Stock

AFFILIATION of Jansky & Bailey Inc. with General Communication Co., Boston, through a tax-free interchange of stock of the two corporate entites, was announced last Thursday.

In a letter to broadcast and television clients, C. M. Jansky Jr., chairman of the board, and Stuart L. Bailey, president, said the arrangement involves no change in the corporate structure of Jansky & Bailey Inc. and no change in the management of the company or the professional policies it has established during the past quarter century. Each company thus will maintain its independent status, with no interchange in personnel, since the operations complement each other.

General Communication Co. manufactures and sells electronic equipment, including electromagnetic switches, coaxial switches, electronic test units, pulse modulators, power supplies, signal generators and related products. A substantial percentage of its products, Messrs. Jansky and Bailey advised their clients, are sold to the government and the balance to industrial organizations.

J&B, the letter pointed out, has rendered to clients service in three general categories: (1) radio consulting services to television and radio broadcast stations, (2) systems engineering, operations research and radio allocation engineering for a wide variety of nonbroadcast clients, and (3) applied research and development work on electronic and radio devices and systems. The affiliation with GCC, they said, "will serve to increase the ability of both organizations to function in their respective fields."

Telecommunications Division Added by Gruen & Associates

ADDITION of a telecommunications division to its existing services as planners, architects and engineers has been announced by Victor Gruen & Associates.

The new division will be under the direction of Dr. Walter J. Duschinsky, who planned and designed the basic communications concepts of the United Nations headquarters building in New York and several tv stations throughout the nation. Assistance will be offered in creating new television and radio stations as well as in setting up telecommunications aspects of such projects as shopping centers and department stores.

The Gruen firm has headquarters in Los Angeles and offices in San Francisco, Detroit, Minneapolis, and New York.

Morgan Joins Gelb

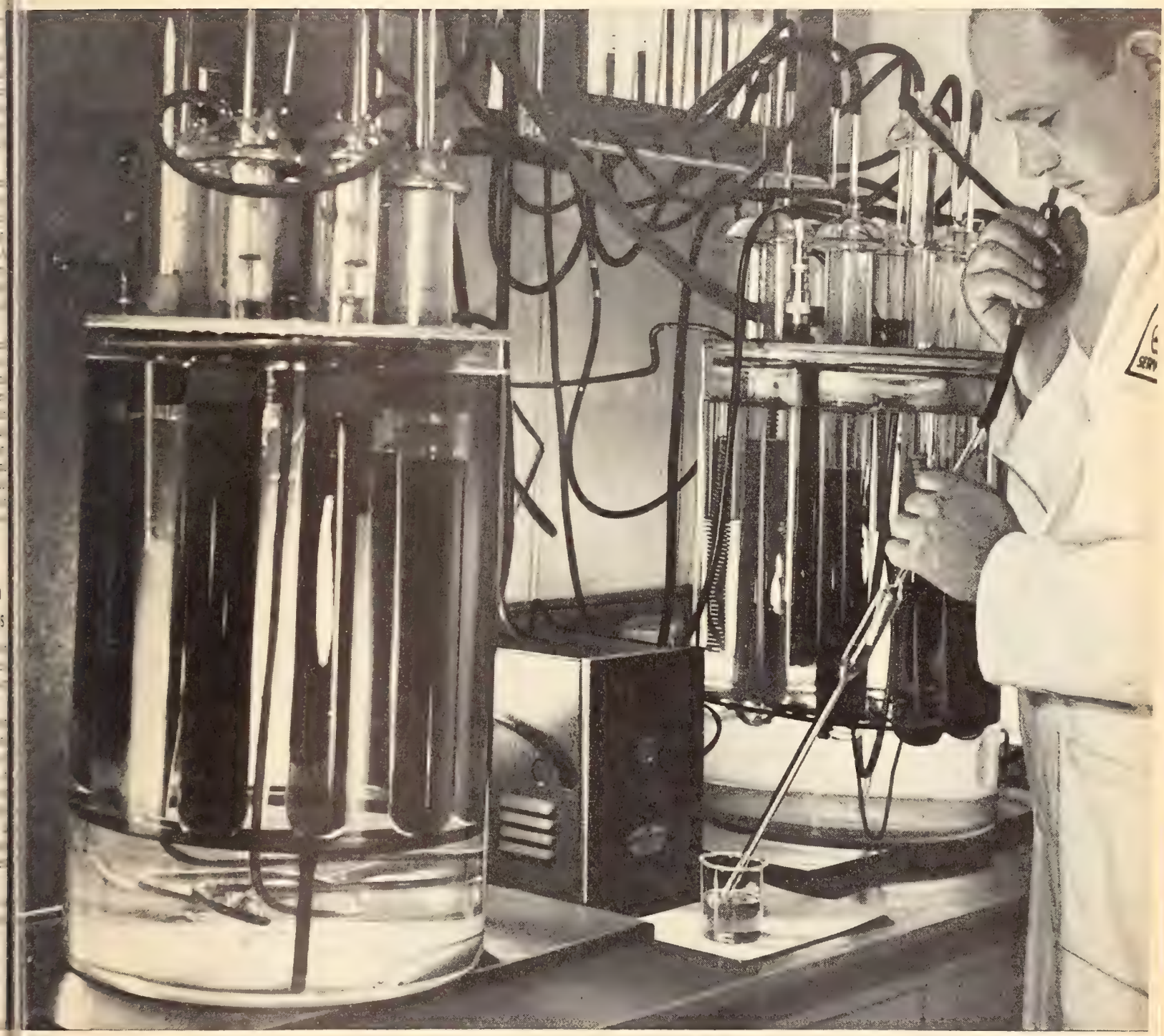
GENE MORGAN, formerly with KGIL San Fernando, Calif., has joined the Walter Gelb advertising and public relations firm as a partner, and the name of the organization has been changed to Gelb & Morgan, Advertising and Public Relations. The firm is located at 5902 Van Nuys Blvd., Van Nuys, Calif.

Mr. Morgan, in radio and television work 10 years, headed the sales department at KGIL for the past three years.

PROFESSIONAL SERVICE PEOPLE

Dana Kavanagh Bailey, National Bureau of Standards, to Page Communications Engineers Inc., Washington, D. C., as scientific director.

GOING PLACES *into a drop of oil with Cities Service...*



Cities Service researchers enter the minute world of the molecule and come out with new and better products . . . for example, 5-D Premium gasolene and 5-D Koolmotor oil. The superior performance of these new products has boosted sales of Cities Service gasolenes at double the rate of industry demand.

CITIES SERVICE

A Growth Company

Number 15 of a series

FCC, NETWORKS DISCUSS PROBE PLANS

Four-man Commission committee and investigation staff chief Barrow conferred with representatives of four networks last Monday.

THE SCOPE, depth and tenor of the FCC's inquiry into network-affiliate relations will be determined shortly by its Network Investigating Committee following informal discussions with top echelon network representatives last week.

While no formal expressions were made following the meetings, it is understood that the four-man FCC committee will give to its special staff, headed by Dean Roscoe L. Barrow, a directive to cover the scope of the inquiry, authorized by Congress at the last session through a special $80,000 appropriation. The FCC's study, designed to update the 1941 monopoly regulations which applied only to radio, constitutes one facet of the overall Senate Interstate Commerce Committee inquiry into the whole subject of communications regulation.

At the three-hour Monday afternoon session, presided over by Chairman George C. McConnaughey, were fellow commissioners Rosel H. Hyde, Robert T. Bartley and John C. Doerfer, and Dean Barrow. Brig. Gen. David Sarnoff, RCA-NBC chairman, and Sylvester L. (Pat) Weaver, president of NBC; CBS Inc. President Frank Stanton and Vice President Richard S. Salant; ABC's President Robert E. Kintner, and MBS' Executive Vice President John Poor participated for the networks. It is understood Mr. Kintner previously had been advised that only one executive from each network could attend.

The precise focus and direction of the inquiry were not determined at the virtually unprecedented meeting, so far as could be ascertained. Chairman McConnaughey indicated that there was no intention of disrupting normal network operations in the quest for data. But network representatives asserted that network profits, compensation to affiliates, talent and other contracts would enter into areas involving disclosure of confidential information and likewise would place a burden upon their staffs.

There was a disposition to question the need for much of the material requested and the point was repeatedly raised as to what such data would prove.

While the inquiry is designated to cover network operations in both radio and tv, emphasis was placed upon the visual medium. One representative questioned the presence of Mutual at the conference, notably since it is not in the television network field but is identified with tv syndication and does have tv stations affiliated with other networks.

Midland Asks FCC Approval To $700,000 KFEQ-AM-TV Buy

APPLICATION for FCC approval of the more than $700,000 purchase of KFEQ-AM-TV St. Joseph, Mo. [B•T, Aug. 15], was filed last week. Price was $550,000 plus assumption of over $150,000 in liabilities.

Asking for the assignment of license from Barton Pitts to Midland Broadcasting Co. were Midland principals Kenyon Brown, broadcaster, Harry Lillis (Bing) Crosby, entertainer, and George L. Coleman, automobile dealer. Messrs. Kenyon, Crosby and Coleman, equal partners in the applicant, also are associated in ownership of KGLC Miami, Okla.

KFEQ, founded in 1923, operates on 680

Buttered Side

THE distorted picture of newspaper profits which occurs when income from radio-tv stations under common ownership are lumped in financial reports with newspaper earnings has moved at least one publisher-station owner to take corrective action.

Here's one of the reasons given by the Register & Tribune Co. (Cowles interests), Des Moines, in an application to the FCC requesting authorization to distribute all capital stock among shareholders in the publishing firm:

"To improve employe-customer relations by removing the apparent overstatement of newspaper profits heretofore encountered by the inclusion of dividends from radio and television operations."

The Register & Tribune Co. publishes the *Des Moines Register* and *Tribune*, *Minneapolis Star* and *Tribune* and *Look* magazine. Cowles includes among its interests KRNT-AM-FM-TV Des Moines; WCCO - AM - TV Minneapolis; KTVH (TV) Hutchinson, Kan.; KVTV (TV) Sioux City, Iowa, and WNAX Yankton, S.D.



1st Station in Saginaw!

. . . and the 1st in RATINGS as well!

SAGINAW'S NBC AFFILIATE

represented by HEADLEY REED

SAVE up to 15%

By buying any 2 or more of these powerful stations.

Buy all 4 . . . Save 15%
Buy any 3 . . . Save 10%
Buy any 2 . . . Save 5%

WKMH . . . Dearborn—Detroit
WKMF . . . . Flint, Michigan
WKHM . . . Jackson, Michigan
WSAM . . Saginaw, Michigan

That's Why Everyone Tunes To

WSAM

SAGINAW, MICH.

Fred A. Knorr, Pres.
Vincent Picard, Sales Manager

KNORR Broadcasting Corporation

kc, 5 kw and is affiliated with MBS. KFEQ-TV, on ch. 2 with 52 kw visual, 26 kw aural, has been on the air since 1953 and is affiliated with CBS-TV. Both stations are represented by Headley-Reed.

Officers of Midland are Mr. Brown, president; Mr. Crosby, vice president; Mr. Coleman, vice president, and Paul A. O'Bryan, secretary-treasurer. Mr. O'Bryan is senior partner in Dow, Lohnes & Albertson, Washington law firm.

Mr. Brown is 33 1/3% stockholder of KWFT-AM-TV Wichita Falls, Tex., and 49% stockholder of KBYE Oklahoma City. He also is president of Vitapix Corp.

Negotiations are in progress for the sale of ch. 6 KWFT-TV to Syd Grayson, Nat Levine (KSYD Wichita Falls) and associates for $825,000 [CLOSED CIRCUIT, Nov. 7].

The KFEQ sale was negotiated through Kidder-Peabody & Co., station brokers.

FCC MAY END RULE ON 'RECORDED' TAG

Commission calls for rule-making on NARTB, ABC recommendations that programs need not be identified as recorded under certain conditions.

THE FCC has opened the way for a drastic revision of its regulation requiring that recorded programs be announced as such.

It asked for comments by Dec. 15 on two proposals pending before it to change the rules to relax the mechanical recording announcement rule.

An NARTB rule-making petition, filed last January, recommended that announcements identifying a program as recorded be limited to those programs where the element of time is significant.

ABC requested last June that the provisions permitting the waiver of such announcements for delayed broadcasting during daylight saving time be extended where delayed broadcasts are used because of time differentials.

The NARTB proposal called attention to the strides made in recording fidelity and to the "more sophisticated" audiences today. It said that no deception would be practiced on the public by the omission of the present requirements, and that "rule-of-reason" be applied.

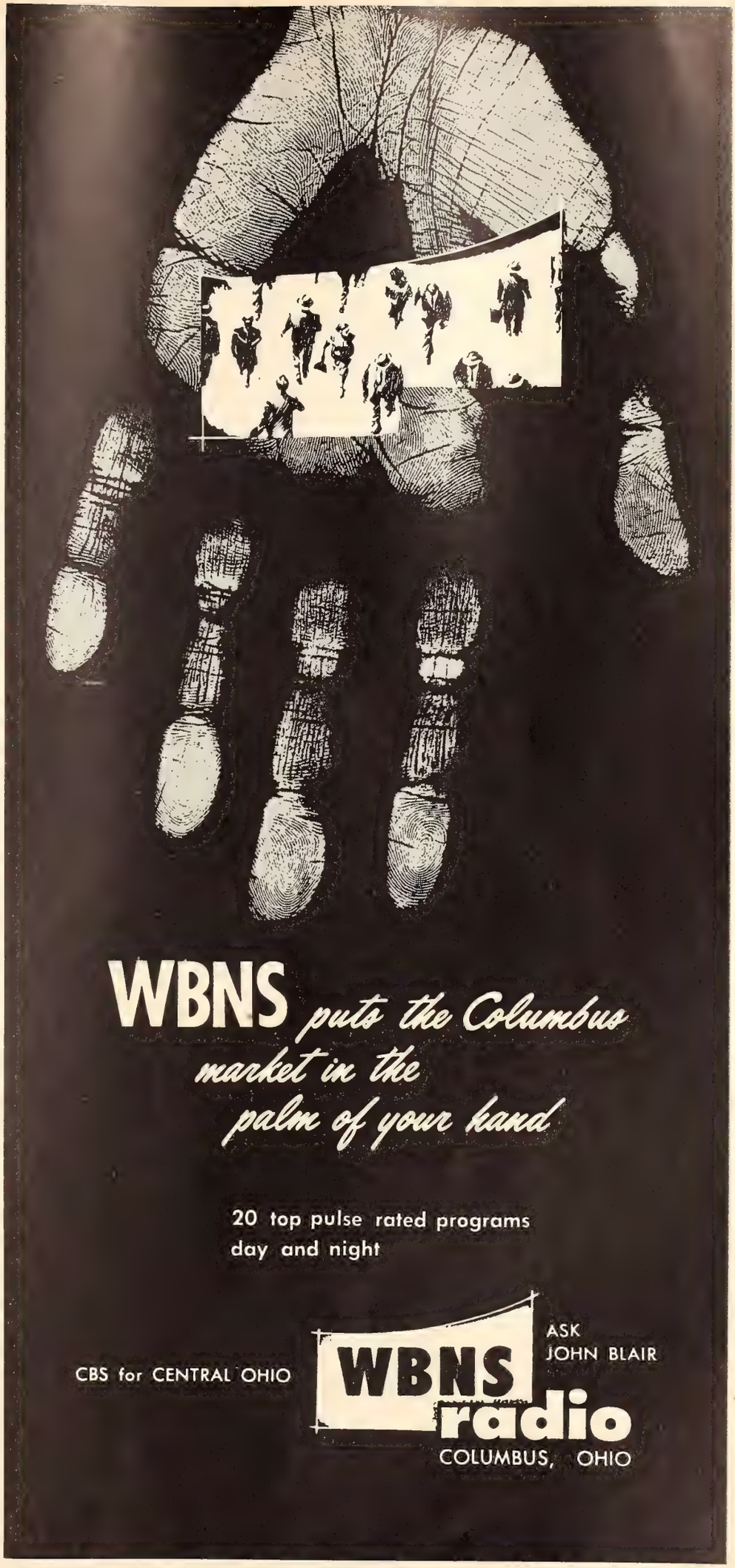
The public is more concerned with quality and content than with the method by which the programs reach it, NARTB said.

ABC called attention to the fact that the present waiver of the recorded announcement provision for daylight saving months has been in existence eight years. The public has benefited from the elimination of needless repetition of the announcements that a particular program is transcribed and presented one hour later, ABC said.

The present regulation requires that radio stations announce that a program is transcribed at the beginning, at each 30-minute interval and at the conclusion of a program. Where a program is less than 30 minutes, but longer than five minutes, the "this has been a recorded announcement" identification must be broadcast at the beginning and end of the program. Where the program is five minutes or less, the recorded announcement must be given at the beginning. Programs of one minute or less are exempt from this requirement.

Also exempted are mechanically recorded

(Government continues on page 83)





THE ANCIENT GREEKS CALLED IT "AMIANTHUS"...

...WE KNOW IT AS ASBESTOS, the naturally fibrous mineral which has the appearance of silk and cotton, yet will not burn.

One of the earliest references to asbestos was in the description of the golden lamp by the Greek sculptor Callimachus which burned before the statue of Minerva in Athens. The lamp, made about 430 B.C., had a wick "of Carpasian flax, which alone of all other things is inconsummable by fire."

Research indicates that "Carpasian flax" was asbestos fibre. Asbestos, in those ancient days, was very rare and the Roman historian, Pliny, refers to it as "equal in value to the finest pearls."

Today asbestos, while no longer so rare, has become one of man's most useful minerals, serving him a thousand different ways.

In the past 100 years a vast industry has grown up in the mining of asbestos fibre and its fabrication into an enormous variety of essential products. These include industrial insulations; brake linings and friction materials; roofing materials, floor tile and other building materials; textiles; packings and gaskets; water and sewer pipe and electrical conduit . . . to name some major uses.

Johns-Manville, with nearly a century of experience in the manufacture of asbestos products, is also the world's largest producer of asbestos fibre. Our mines in Canada serve manufacturers in the United States and the world over.

If you would like information, pictures, or research aid on asbestos, or any phase of asbestos exploration, mining or manufacturing, phone Johns-Manville's Public Relations Department, at LExington 2-7600.

Johns-Manville, 22 East 40th Street, New York City

THE 10 TOP FILMS IN 10 MAJOR MARKETS

AS RATED BY ARB IN OCTOBER

FROM the monthly audience surveys of American Research Bureau, B•T each month lists the 10 top rated syndicated film programs in 10 major markets, selected to represent all parts of the country with various degrees of competition. Despite all precautions, occasional errors will occur in these tables, due to use of the same program name for both a syndicated and a network series and the practice of some stations of substituting local titles (such as [advertiser] Theatre) for real program names.

NEW YORK — SEVEN-STATION MARKET

1.	Guy Lombardo (MCA-TV)	Thurs.	7:00	WRCA-TV	12.3
2.	Science Fiction Theatre (Ziv)	Fri.	7:00	WRCA-TV	11.6
3.	Sherlock Holmes (UM & M)	Mon.	7:00	WRCA-TV	10.9
4.	Superman (Flamingo)	Mon.	6:00	WRCA-TV	10.1
	Gene Autry (CBS Film)	Sat.	7:00	WCBS-TV	10.1
6.	D. Fairbanks Presents (ABC Film)	Wed.	10:30	WRCA-TV	9.1
7.	Texas Rangers (Screen Gems)	Sat.	11:30	WCBS-TV	8.6
8.	City Detective (MCA-TV)	Sun.	9:30	WPIX	8.3
9.	Looney Tunes (Guild)	M.-F.	6:30	WABD	7.7
0.	Dangerous Assignment (NBC Film)	Fri.	10:30	WABC-TV	7.4

LOS ANGELES — SEVEN-STATION MARKET

1.	Badge 714 (NBC Film)	Sat.	7:30	KTTV	21.2
2.	Amos 'n' Andy (CBS Film)	Sun.	5:30	KNXT	17.9
3.	Confidential File (Guild)	Sun.	9:30	KTTV	17.6
4.	Waterfront (MCA-TV)	Tues.	7:30	KTTV	17.5
5.	Life with Father (Guild)	Fri.	7:00	KNXT	16.4
	Superman (Flamingo)	Sat.	7:00	KTTV	16.4
7.	My Little Margie (Official)	Mon.	7:30	KTTV	16.3
8.	Annie Oakley (CBS Film)	Thurs.	7:00	KTTV	15.9
9.	Amos 'n' Andy (CBS Film)	Tues.	7:00	KNXT	14.3
10.	Science Fiction Theatre (Ziv)	Tues.	8:00	KTTV	13.7

MINNEAPOLIS-ST. PAUL — FOUR-STATION MARKET

1.	Mr. District Attorney (Ziv)	Thurs.	9:30	KSTP-TV	29.7
2.	I Led Three Lives (Ziv)	Tues.	8:30	KSTP-TV	25.1
3.	Badge 714 (NBC Film)	Mon.	9:30	KSTP-TV	21.2
4.	Bandstand Review (Paramount)	Sat.	9:00	KSTP-TV	21.0
5.	Life of Riley (NBC Film)	Sun.	9:00	KSTP-TV	19.1
6.	Lone Wolf (MCA-TV)	Sun.	8:30	WCCO-TV	18.4
7.	Science Fiction Theatre (Ziv)	Fri.	9:00	WCCO-TV	18.2
8.	City Detective (MCA-TV)	Wed.	8:30	KSTP-TV	17.1
9.	Studio 57 (MCA-TV)	Wed.	9:30	KSTP-TV	16.8
	Follow That Man (MCA-TV)	Fri.	9:30	KSTP-TV	16.8

SEATTLE-TACOMA — FOUR-STATION MARKET

1.	Life of Riley (NBC Film)	Thurs.	7:30	KING-TV	35.5
2.	Badge 714 (NBC Film)	Fri.	9:30	KING-TV	27.2
3.	Waterfront (MCA-TV)	Fri.	8:30	KOMO-TV	25.3
4.	Wild Bill Hickok (Flamingo)	Thurs.	6:00	KING-TV	24.0
5.	Liberace (Guild)	Mon.	7:30	KING-TV	23.7
6.	Superman (Flamingo)	Tues.	6:00	KING-TV	23.6
7.	Cisco Kid (Ziv)	Sun.	6:00	KOMO-TV	22.9
	Eddie Cantor (Ziv)	Wed.	8:30	KING-TV	22.9
9.	Mr. District Attorney (Ziv)	Fri.	9:00	KING-TV	22.1
10.	Annie Oakley (CBS Film)	Fri.	6:00	KING-TV	21.7

CHICAGO — FOUR-STATION MARKET

1.	Mayor of the Town (MCA-TV)	Sat.	10:00	WNBQ	21.9
2.	Science Fiction Theatre (Ziv)	Sat.	10:30	WNBQ	17.1
3.	Racket Squad (ABC Film)	Tues.	8:30	WGN-TV	12.6
4.	Annie Oakley (CBS Film)	Sun.	2:00	WBKB	12.3
5.	Amos 'n' Andy (CBS Film)	Fri.	9:30	WBKB	12.1
6.	Badge 714 (NBC Film)	Tues.	8:00	WGN-TV	12.0
7.	Liberace (Guild)	Wed.	9:30	WGN-TV	11.9
8.	Death Valley Days (McC.-Erick'n.)	Mon.	10:00	WBKB	11.1
9.	Superman (Flamingo)	Sat.	5:00	WBKB	10.9
0.	Highway Patrol (Ziv)	Thurs.	9:00	WBKB	10.0

WASHINGTON — FOUR-STATION MARKET

1.	Waterfront (MCA-TV)	Tues.	9:30	WTOP-TV	20.2
2.	Boston Blackie (Ziv)	Tues.	10:00	WTOP-TV	17.5
3.	Mr. & Mrs. North (Loveton)	Wed.	10:00	WTOP-TV	17.4
4.	Superman (Flamingo)	Tues.	6:00	WRC-TV	16.6
5.	I Led Three Lives (Ziv)	Mon.	9:30	WRC-TV	15.2
6.	Amos 'n' Andy (CBS Film)	Tues.	6:30	WTOP-TV	13.7
7.	Buffalo Bill Jr. (CBS Film)	Sat.	10:30	WRC-TV	13.6
8.	Confidential File (Guild)	Thurs.	9:00	WMAL-TV	12.7
9.	Annie Oakley (CBS Film)	Fri.	6:00	WTOP-TV	12.6
10.	Wild Bill Hickok (Flamingo)	Thurs.	6:00	WRC-TV	12.3

ATLANTA — THREE-STATION MARKET

1.	Science Fiction Theatre (Ziv)	Tues.	9:30	WAGA-TV	27.7
2.	Racket Squad (ABC Film)	Sun.	10:00	WSB-TV	24.2
3.	Secret File, USA (Official)	Sat.	10:00	WSB-TV	22.3
4.	Amos 'n' Andy (CBS Film)	Sun.	6:00	WAGA-TV	21.7
5.	Mr. District Attorney (Ziv)	Fri.	10:00	WAGA-TV	21.5
6.	Wild Bill Hickok (Flamingo)	Thurs.	6:00	WLWA	20.9
7.	Kit Carson (MCA-TV)	Tues.	6:00	WLWA	20.7
8.	Ellery Queen (TPA)	Wed.	10:00	WAGA-TV	20.5
9.	City Detective (MCA-TV)	Sat.	10:30	WSB-TV	19.1
0.	Studio 57 (MCA-TV)	Tues.	10:30	WSB-TV	18.7

CLEVELAND — THREE-STATION MARKET

1.	Badge 714 (NBC Film)	Fri.	10:00	WXEL	33.6
2.	Passport to Danger (ABC Film)	Tues.	9:30	WXEL	23.4
3.	Follow That Man (MCA-TV)	Fri.	9:30	WEWS	21.3
4.	Annie Oakley (CBS Film)	Sat.	6:30	WXEL	19.6
5.	Captured (NBC Film)	M.-F.-S.	10:30	WXEL	18.2
6.	Waterfront (MCA-TV)	Wed.	6:00	WNBK	15.4
7.	Liberace (Guild)	Wed.	8:00	WEWS	15.1
8.	Cisco Kid (Ziv)	Thurs.	7:00	WXEL	15.0
9.	Amos 'n' Andy (CBS Film)	Fri.	6:00	WNBK	14.4
10.	Hopalong Cassidy (NBC Film)	Sat.	6:00	WXEL	14.0

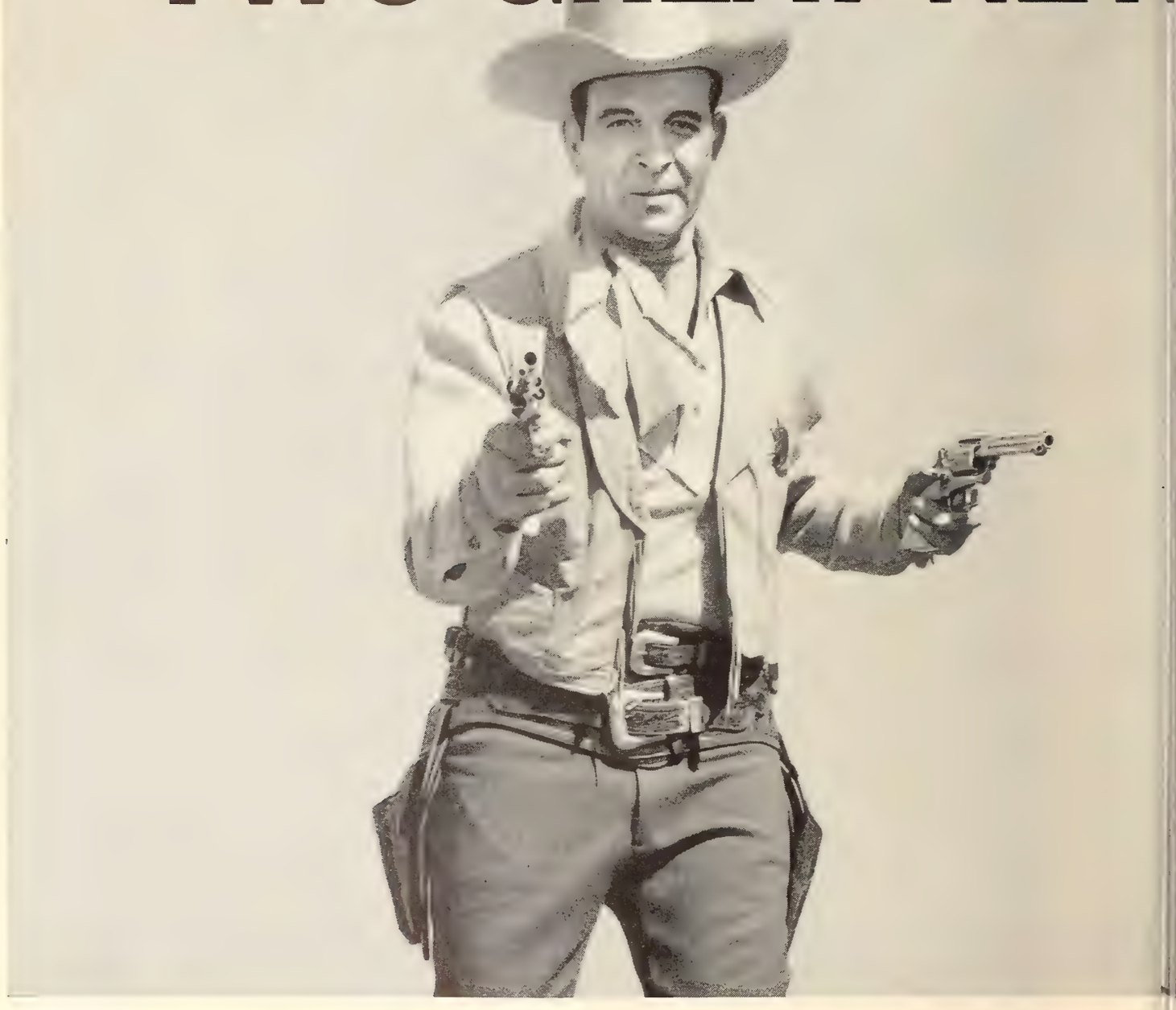
BOSTON — TWO-STATION MARKET

1.	Man Behind the Badge (MCA-TV)	Sun.	10:30	WNAC-TV	25.2
2.	Boston Blackie (Ziv)	Fri.	10:30	WNAC-TV	24.9
3.	Mr. District Attorney (Ziv)	Tues.	10:30	WNAC-TV	23.9
4.	I Led 3 Lives (Ziv)	Mon.	7:00	WNAC-TV	20.8
5.	Superman (Flamingo)	Fri.	6:30	WNAC-TV	19.3
6.	Studio 57 (MCA-TV)	Tues.	10:30	WBZ-TV	16.9
7	Wild Bill Hickok (Flamingo)	Tues.	6:30	WNAC-TV	16.8
8.	Lone Wolf (MCA-TV)	Sat.	10:30	WNAC-TV	16.5
9.	Buffalo Bill Jr. (CBS Film)	Sat.	11:30	WNAC-TV	15.6
0.	Badge 714 (NBC Film)	Wed.	6:30	WNAC-TV	15.4

DAYTON — TWO-STATION MARKET

1.	Man Behind the Badge (MCA-TV)	Fri.	9:30	WHIO-TV	32.5
2.	Waterfront (MCA-TV)	Sat.	9:30	WHIO-TV	22.7
3.	Science Fiction Theatre (Ziv)	Sat.	10:00	WLWD	22.1
4.	Mr. District Attorney (Ziv)	Mon.	9:30	WLWD	21.1
5.	Badge 714 (NBC Film)	Sat.	10:30	WHIO-TV	20.4
6.	Kit Carson (MCA-TV)	Sun.	5:00	WLWD	20.2
7.	I Led 3 Lives (Ziv)	Tues.	8:00	WHIO-TV	19.0
8.	Racket Squad (ABC Film)	Tues.	10:15	WHIO-TV	18.6
9.	Soldiers of Fortune (MCA-TV)	Sun.	6:00	WLWD	14.3
	Follow That Man (MCA-TV)	Sun.	10:15	WHIO-TV	14.3

TWO GREAT NEW



STEVE DONOVAN, WESTERN MARSHAL *starring Douglas Kennedy*

A rugged new Western star in 39 half-hour films of thundering action for youngsters and adults.

Star personalities head up these two new audience-pulling programs for your exclusive local sponsorship in your markets. Early ratings prove both shows have what it takes to bring in large audiences even against tough network competition.

And you get unprecedented merchandising rights at no additional cost. Use the name and character of Steve Donovan, Western Marshal, and The Great Gildersleeve to sell for you.

TV SALESMEN...



two personalities... the same big payoff!

THE GREAT GILDERSLEEVE ***starring Willard Waterman***—A favorite comedy star and program for the whole family. After 13 years as a top radio success, now even better in 39 half-hour TV films.

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FILM: IT'S ON

B•T'S CONTINUING SURVEY OF U.S. TELEVISION OUTLETS SHOV

IN THE six-month interval between spring and fall 1955 the time devoted each week by the average U. S. television station to film programs has risen from 32 hours and 38 minutes to 42 hours and 40 minutes, or from 36.8% of the station's air time to 45.0%.

Those figures are derived from the replies of 117 tv stations to a questionnaire sent to all operating video stations in the country asking for a breakdown of their time on the air for the week of Oct. 9-15, 1955, and from a similar breakdown for the tv networks. The station time analysis showed that the average tv station devotes 32 hours and 8 minutes a week to non-network film or 34.0% of its total air time. The average station also devotes 46 hours and 45 minutes a week or 49.2% of its time to network programs. Since the networks report that 22.3% of their total programming is film, this adds 10 hours and 32 minutes, on the average, to the station's total weekly hours of film programming, or 42 hours and 40 minutes.

While film programs on tv have been increasing, both in actual hours per week and in percentage of the total tv air time, the average station also has increased its time on the air, the B•T survey shows. In March the average tv station broadcast 88 hours and 42 minutes of programs a week. By October the total had risen to 94 hours and 48 minutes a week, an increase of 6 hours and 6 minutes, or 6.9% over the March total.

Like film programming, network programming also has increased during the interval between spring and fall, accounting for 46 hours and 41 minutes of the average tv station's weekly broadcast hours, or 49.2%, up from 42 hours and 26 minutes, or 47.9%, as of last March. Local live programming has suffered a loss, however, dropping from an average of 19 hours and 14 minutes a week in March to 15 hours and 59 minutes a week in October, or from 21.7% to 16.8% of the average tv station's total air time.

'ON-AIR' HOURS INCREASE

All three types of tv stations—interconnected network affiliate, non-interconnected network affiliate and non-network stations—showed an increase in total hours on the air from March to October. The interconnected network affiliate, which as a class now accounts for the great majority of all tv stations, this fall is operating an average of 98 hours and 9 minutes a week, compared to 94 hours and 12 minutes last spring. The non-interconnected network affiliate's weekly hours on the air have risen from 59 hours and 52 minutes in March to 64 hours and 41 minutes in October. And the independent non-network station's average weekly air time now totals 71 hours and 40 minutes as against 41 hours and 43 minutes last March.

All three classes of tv stations have similarly increased the number of air hours and the percentage of all their time devoted to non-network film program fare. The non-network station naturally averages a greater amount of time—51 hours and 35 minutes—and a larger percentage of its total time—72%—to film than do the stations with network programs available. The non-interconnected affiliate ranks second in use of filmed programming, averaging 41 hours and 31 minutes a week, or 64.2% of the total air time, to this kind of tv programs. Interconnected network affiliates devote the least part of their time to non-network films—30 hours and 24 minutes a week, or 31.0% of their total time—but even that is an increase of more than three hours a week over the 27 hour and 11 minute average for this class of station last March.

Films made specially for showing on tv have increased their share of the average station's time from 12 hours and 12 minutes

THE TV BROADCAST WEEK

FILM—NETWORK—LOCAL

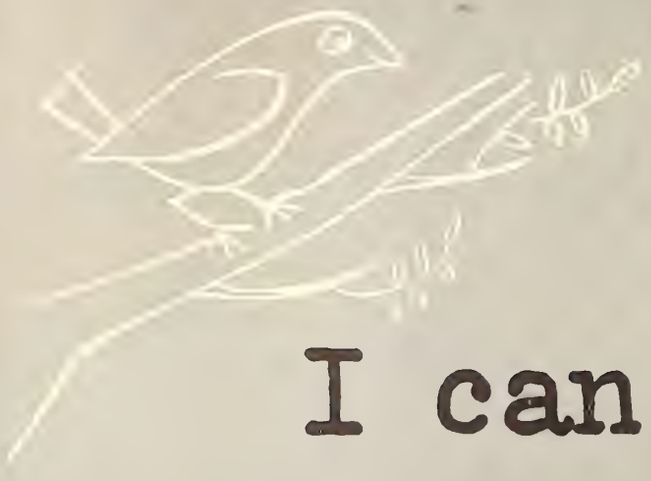
NON-NETWORK FILM PROGRAMS	Total Non-Network Film
	Specially Made for Tv
	Made for Theatrical Showing
NETWORK ORIGINATED PROGRAMS	Total Network Programs
	Off Coaxial Cable or Microwave
	Kine
LOCAL LIVE PROGRAMS	
TOTAL PROGRAMS	Average Total Hours and Minutes on Air Per Week

* Figures for all stations not available for previous years.

THE GAIN IN TV

WHAT FILM PROGRAMS MAKE UP ALMOST HALF OF BROADCAST TIME

Survey Dates	Interconnected Network Affiliates Average		Non-Interconnected Network Affiliates Average		Non-Network Stations Average		All Stations Average	
	No. Hours Per Week	% of Total Hours On Air	No. Hours Per Week	% of Total Hours On Air	No. Hours Per Week	% of Total Hours On Air	No. Hours Per Week	% of Total Hours On Air
10/55	30:24	31.0%	41:31	64.2%	51:35	72.0%	32:08	34.0%
3/55	27:11	28.9%	31:50	53.2%	21:27	51.4%	27:02	30.4%
12/53	23:38	29.7%	22:34	48.3%	18:51	52.6%	*	*
6/53	25:37	27.3%	29:01	54.2%	31:00	60.8%	*	*
10/55	15:18	15.6%	27:31	42.0%	23:05	32.2%	16:24	17.4%
3/55	12:26	13.2%	13:33	22.6%	8:51	21.2%	12:12	13.8%
12/53	9:48	12.3%	8:33	18.3%	7:36	21.2%	*	*
6/53	9:27	10.2%	11:41	21.5%	8:43	17.7%	*	*
10/55	15:06	15.4%	14:20	22.2%	28:30	39.8%	15:44	16.6%
3/55	14:45	15.7%	18:17	30.6%	12:36	30.2%	14:50	16.6%
12/53	13:50	17.4%	14:01	30.0%	11:15	31.4%	*	*
6/53	16:10	17.1%	17:20	32.7%	22:17	43.1%	*	*
10/55	51:49	52.8%	10:06	15.6%			46:41	49.2%
3/55	47:45	50.7%	10:48	18.0%			42:26	47.9%
12/53	39:31	49.6%	11:12	24.0%			*	*
6/53	48:11	51.6%	12:37	23.4%			*	*
10/55	45:26	46.3%					40:24	42.6%
3/55	41:20	43.9%					36:16	41.0%
12/53	31:57	40.1%					*	*
6/53	37:42	40.4%					*	*
10/55	6:23	6.5%	10:06	15.6%			6:17	6.6%
3/55	6:25	6.8%	10:48	18.0%			6:10	6.9%
12/53	7:34	9.5%	11:12	24.0%			*	*
6/53	10:29	11.2%	12:37	23.4%			*	*
10/55	15:56	16.2%	13:04	20.2%	20:05	28.0%	15:59	16.8%
3/55	19:16	20.4%	17:14	28.8%	20:16	48.6%	19:14	21.7%
12/53	16:31	20.7%	12:55	27.7%	17:01	47.4%	*	*
6/53	19:46	21.1%	11:53	22.4%	19:57	39.2%	*	*
10/55	98:09		64:41		71:40		94:48	100.0%
3/55	94:12		59:52		41:43		88:42	100.0%
12/53	79:49		46:41		35:52		*	*
6/53	93:34		53:31		50:57		*	*



I can get a bird

It's quite simple, if you know the trick. All you need is some of my secret potion which is a five-letter word spelled C-H-A-R-M. This powerful stuff does things in an amusing and pleasant way, and the beauty of it is it works so smo-o-o-oth. Yes, it'll get a bird out of a tree, but more important, it will get a customer to listen to your sales talk. That's the stuff that made "Private Secretary" such a smash TV show.



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down out of a tree!

The warm, easy humor of the show consistently charms the viewers, and puts them in such a warm, receptive mood that they even love to hear the commercials.

Call the TPA man and get the complete information on "Private Secretary" now being offered first-time-off-network under the title of "SUSIE."



SUSIE*

*known on its CBS network run as "Private Secretary", starring Ann Sothern. A Chertok TV production

in March, or 13.8% of the time, to 16 hours and 24 minutes, or 17.4% of the time, in October. Meanwhile, films made originally for showing in theatres have kept at an even level percentagewise—16.6% in both March and October—although increasing their average station time a week from 14 hours and 50 minutes in March to 15 hours and 44 minutes in October.

In October, for the first time since B•T began its continuing survey of tv station time distribution in June 1953, the average station devoted more time to film programs made specially for television than to those made originally for use in motion picture houses. Of the three types of tv station, only the non-network stations continue to devote more time to theatrical films than to films made for tv.

The interconnected network affiliates devoted more time and a greater percentage of their total time to network programs in October than in March; the non-interconnected affiliates gave less time and a smaller percentage to network shows than formerly. And all types of stations gave less time and a smaller part of their time to local live programming than before.

DuMont's withdrawal from the tv network field, whatever its long-range effects, had not by October had any adverse influence on the amount of time given by the average station to network programs, 46 hours and 41 minutes a week, 4 hours and 14 minutes more, on the average, than in March.

FILM ON THE NETWORKS

	Survey Dates	FILM No. Hours Per Week	FILM % of Total Hours On Air	LIVE No. Hours Per Week	LIVE % of Total Hours On Air	TOTAL No. Hours Per Week
ABC-TV	10/55	14:30	41.4%	20:30	58.6%	35:00
	3/55	9:30	40.4%	14:00	59.6%	23:30
	12/53	14:45	38.6%	23:30	61.4%	38:15
	6/53	13:45	47.8%	15:00	52.2%	28:45
CBS-TV	10/55	17:15	21.0%	66:45	79.0%	84.00
	3/55	11:30	13.7%	72:30	86.3%	84:00
	12/53	5:50	8.2%	65:55	91.8%	71.45
	6/53	8:00	13.3%	52:00	86.7%	60:00
DuMONT	10/55	Not operating as a network.				
	3/55	0:30	2.5%	19:45	97.5%	20:15
	12/53	0	0	27:30	100.0%	27:30
	6/53	0	0	27:30	100.0%	27:30
NBC-TV	10/55	13:30	16.2%	70:00	83.8%	83:30
	3/55	8:00	8.5%	86:45	91.5%	94:45
	12/53	14:03	20.8%	53:23	79.2%	67:26
	6/53	12:20	18.1%	55:40	81.9%	68:00
ALL TV NETWORKS	10/55	45:15	22.3%	157:15	77.7%	202:30
	3/55	29:30	13.3%	193:00	86.7%	222:30
	12/53	34:38	17.0%	170:18	83.0%	204:56
	6/53	34:05	18.5%	158:10	81.5%	184:15



The Bolex Titler gives you speed, ease, and astonishing flexibility at low cost. You can make titles involving multiple planes. The unit is self-lighting; motion is provided with drum or roller action.

The basic unit is an accurate horizontal or vertical optical bench, seating most 16 mm cameras including the Bolex (shown), Bell and Howell, or Kodak Cine Special. For others, inquire. Special effects kit includes turntable, drum, positioning sheets for animation, and material allowing for hundreds of variations.

Contact your Bolex dealer, or for further information, write the address below, Department BT-9. Bolex Titler is $299.50 complete with special effects kit.

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BT-11

film maker



ALVIN UNGER

TO ALVIN UNGER selling seems to come almost as naturally as breathing and to be as much a part of him as film is of television.

"We look on our programs as selling vehicles as well as entertainment," says Mr. Unger. "Our business is to sell."

"Our business" is that of the Ziv organizations (Frederic W. Ziv Co., Ziv Television Programs, World Broadcasting System) of which Mr. Unger has been a veteran for 17 years. Early last month, he was placed in charge of Ziv's radio-tv activities in Chicago with supervision of national, regional and local television program activity, radio shows and WBS properties. Previously, he had been vice president of radio sales for Frederic W. Ziv Co. for eight years.

Mr. Unger has his work clearly blueprinted for him as "sales film maker" in the new Chicago office set up to service Ziv programs and properties purchased out of the Midwest.

A native Cincinnatian (Sept. 29, 1911) Alvin Earl Unger started his career, as he describes it, for Curtis Pub. Co. ("peddling the *Saturday Evening Post* door-to-door") After taking sales and merchandising courses, he became a shipping clerk and sold ladies ready-to-wear, among other jobs.

Mr. Unger joined Frederic W. Ziv Co. in October 1938 as radio salesman (among properties: *Zingo, Secret Diary, Freshest Thing in Town*). He became sales manager of Ziv's Cincinnati office in 1941 (then went into military service in 1943, returning in December 1945). He was appointed vice president of radio sales in 1947. Mr. Unger moved from Cincinnati to Ziv's New York office in 1948 and returned in 1951.

THEY WILL WATCH FILM

GIVEN THE CHANCE, THAT IS. TAKE KTTV (TV), FOR EXAMPLE

INDEPENDENT tv stations programming syndicated film shows can win audiences despite network competition, according to Sales Vice President John R. Vrba, of KTTV (TV) Los Angeles. The key is to have enough stations to give the viewer a choice, he said in an address to the Ohio Assn. of Radio-Tv Broadcasters last month. Following is a condensation of his remarks.

I UNDERSTAND that I have been selected to discuss how an independent television station can compete against the networks because I come from KTTV in Los Angeles —a town where independent television flourishes and where the rating books seem to be printed upside down.

Now it is true that the viewing patterns which are pretty uniform throughout the country seem completely different in Los Angeles. But today I want to emphasize that Los Angeles' viewing preferences are *just the same* as viewing preferences throughout the country. The viewing preferences are the same but the choice of programs is different. If the audiences in other markets had the same choice of programs as they had in Los Angeles, the rating books would be upside down everywhere else as well.

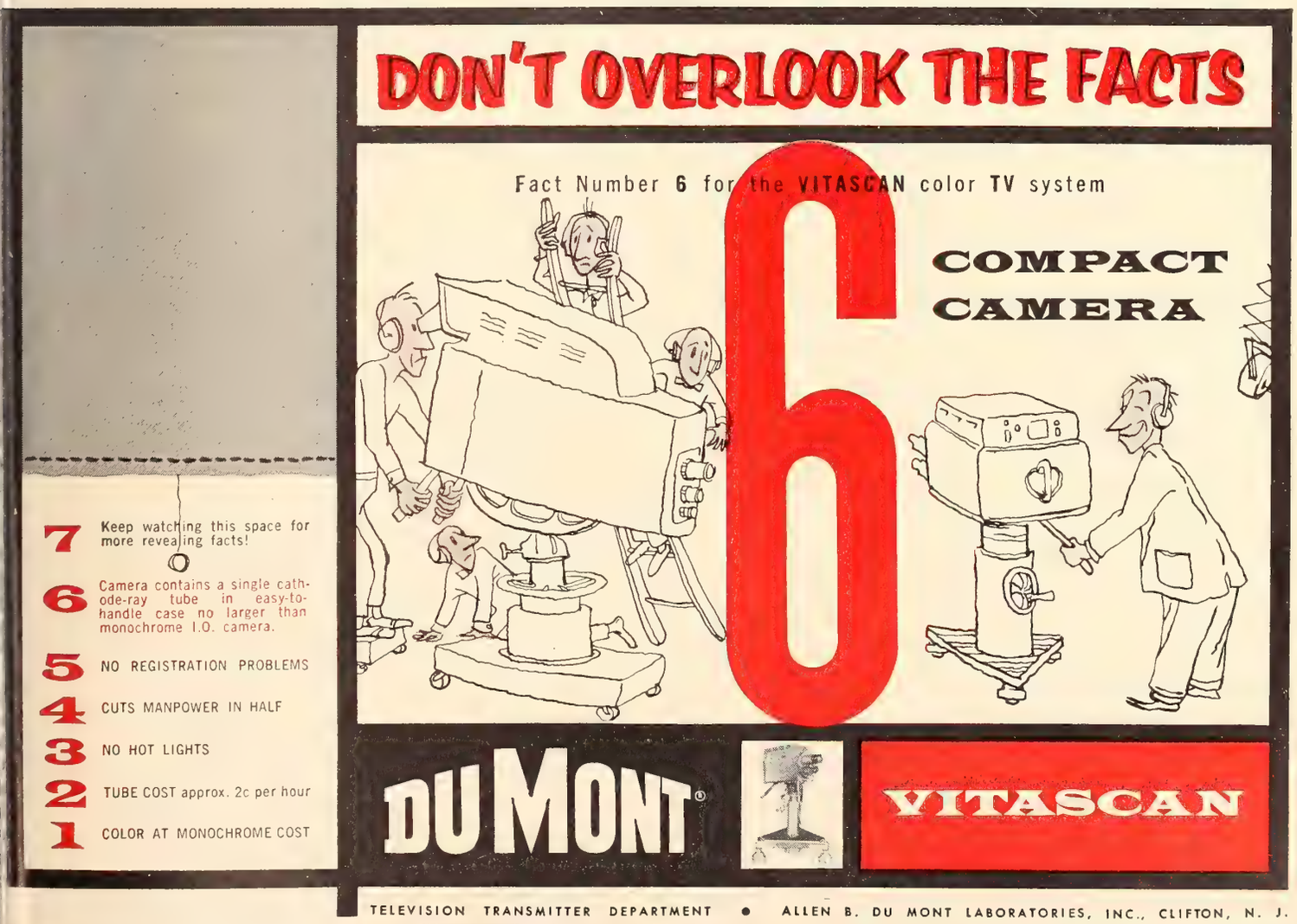
It is our earnest contention that television programs in Los Angeles find their own level on their merits because they have an equal chance to win acceptance from the public. Television in Los Angeles is based upon free competition—the same kind of free competition which is basic to every form of American enterprise except television broadcasting. If your business is motion pictures, or making shoes, or publishing a newspaper, or selling groceries or automobiles, the public's decision as to whether or not they like your product will be based on the quality of that product and the skill with which you merchandise it. But in television, the public may never even have an opportunity to decide whether it likes your program or not, unless you can get a good network time period in which to display that program.

In Los Angeles prime time on three stations is controlled by networks, and only network programs can be sure of access to public viewing in those prime time periods. But Los Angeles has four independent stations which are free to place in prime time periods the programs they think Southern Californians will like. The result reflects a fundamental principle of American enterprise: Any program has equal opportunity to reach the public. The public is then free to decide which programs they like best.

As a result of this simple competitive condition, the popular choices in Los Angeles are tremendously different from popular choices in a controlled market where the public can choose between only two or three network programs.

I have here the current American Research Bureau Rating Book for Los Angeles. Each fall it is customary for the television broadcasting industry to present new programs. This book contains the first inning score on the new season in Los Angeles. It lists seven new programs which have just made their debut for fall: *MGM Parade, It's Always Jan, Gunsmoke, Wyatt Earp, Warner Brothers Presents, The Perry Como Show,* and *Dr. Hudson's Secret Journal.*

Six of these seven are network programs



whose broadcast hour was determined on a network basis. One of them is a program which did not get a network release and is therefore in syndication on a spot basis. In most cities in the United States, if it is on the air at all, it will probably occupy a fringe time period when a great proportion of the viewing public will not be there to see it. But in Los Angeles it is placed in a prime time period on an independent station at 9 o'clock Sunday.

In this green book that rates the new fall programs in Los Angeles, the top rated program, and by a considerable margin, is this syndicated show—*Dr. Hudson's Secret Journal.*

Wyatt Earp	8:30	Tuesday	16.5
Gunsmoke	10:00	Saturday	12.4
The Perry Como Show	8:00	Saturday	14.7
It's Always Jan	9:30	Saturday	6.5
MGM Parade	9:00	Wednesday	11.9
Warner Bros. Presents	7:30	Tuesday	11.6
Dr. Hudson	9:00	Sunday	21

The lesson here is simple. Not all the creative talent is located in one company, or two, or three, or ten or twenty. Great shows, great talent, can come from a thousand different sources, individuals, independent companies, stations, movie studios large and small, and countless other sources. If every program has free access to the public, the public will soon decide on the merits of the programs it likes best. That is the only thing that is happening in Los Angeles which makes it different in its present day viewing habits. The public of Los Angeles is like the public of any community. But the public of Los Angeles has more programs to choose from in prime time, and therefore the box score is drastically different. You can't get a base on balls in Los Angeles television.

Of course there are many examples in other markets, where locally developed or syndicated programs outclass programming placed at the national level. In Houston, on Friday nights, local wrestling more than triples the rating of Eastern boxing, and outpoints top network mystery and personality interview programs. In Portland, Ore., *Waterfront* on a "u" station, outrates its *network* dramatic show opposite. In Wichita, Kan., *Badge 714* on a "u" gets a far higher rating than the two network shows opposite. There are many other examples throughout the country, but they all bear out the simple premise—let the show go on, and let the public decide.

Here's a case in point: Take 9 o'clock Monday. *I Love Lucy* and *Medic* have been fighting it out in that time spot, and even in Los Angeles, most of us have been afraid to enter that particular competition. We had been convinced that those two—the champion and the runner-up, were too tough. But we overlooked one point. If you only have two people in the ring, one is going to be champion and one is going to be runnerup—whether it be a fight of champions or stumblebums. Here was one time period when there was no real third choice, because no serious competition was being offered.

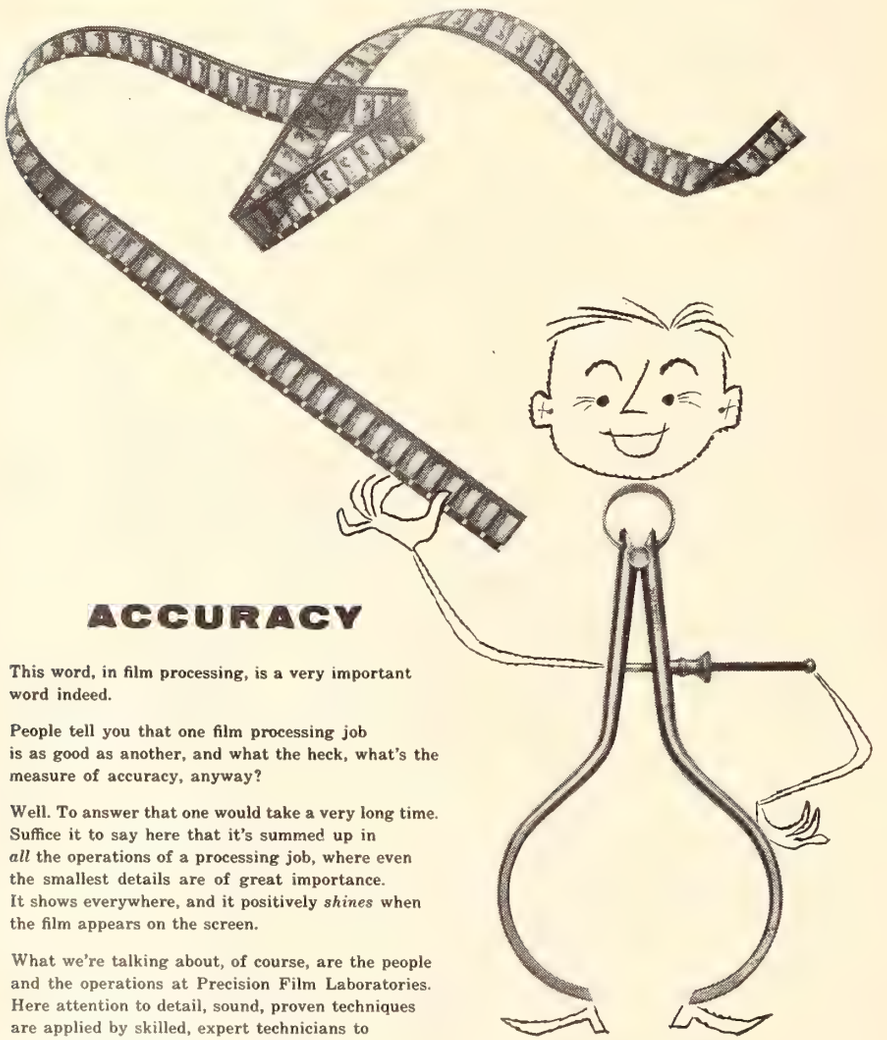
We decided to test that rugged half hour, and we presented to the Los Angeles viewers an opportunity to vote for a third candidate, the new syndicated film, *Highway Patrol,* starring Broderick Crawford. Naturally I am pleased to tell you that there is now a new runnerup Mondays at 9 in Los Angeles. Here's the run-down on the ratings:

I Love Lucy	23.9
Highway Patrol	17.4
Medic	11.9

Despite the strength of *Lucy* and the quality of *Medic,* 17.4% of the total television audience was ready and willing to see something else. Almost 400,000 homes in Greater Los Angeles—nearly a million people—voted for the third candidate on the first ballot. The question none of us can ignore is this: what happens to the equivalent of that million people in a two-station town when the choice is between *Lucy* and *Medic?* Or even worse, say the choice is between shows with much less intrinsic value. The answer is that the people either play bridge, read a book or condescend to watch a program by default—a program which is not their first choice.

Los Angeles' tastes are not different—but the public is being given an opportunity to indicate its taste. If the public had equal opportunity in any other community, the results would be substantially the same. On television we have a list of popular programs which are paper champions but never had a contest. In Los Angeles every half hour is a contest, and the best man wins.

To the station therefore, on the basis of the Los Angeles story, we would suggest that you put the prime programs in the prime time, no matter what their source. Make that the *only* test. The business we are in is programming. Nothing more, nor nothing less, and you'd better have the best programs regardless of where they come from, or your competitors will get there first.



ACCURACY

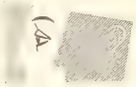
This word, in film processing, is a very important word indeed.

People tell you that one film processing job is as good as another, and what the heck, what's the measure of accuracy, anyway?

Well. To answer that one would take a very long time. Suffice it to say here that it's summed up in *all* the operations of a processing job, where even the smallest details are of great importance. It shows everywhere, and it positively *shines* when the film appears on the screen.

What we're talking about, of course, are the people and the operations at Precision Film Laboratories. Here attention to detail, sound, proven techniques are applied by skilled, expert technicians to assure you the *accurate, exact* processing your films deserve to justify your best production efforts.

Accuracy is a must for TV—for industrials—for education—for *all* movies.

you'll see  and hear

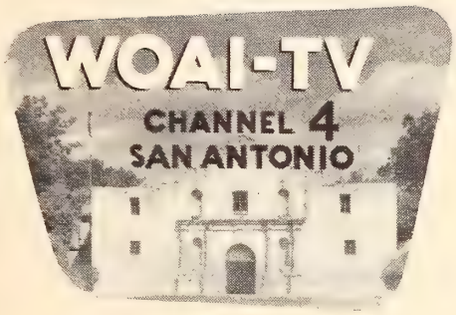
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LOCAL COLOR

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FIRST with Network Radio — 1928
FIRST with 50,000 watts, clear channel — 1930
(the only station so operating in San Antonio today)
FIRST with Television — 1949
FIRST with Network Color Television — 1954
NOW, FIRST with Local Color Television.

Add these "firsts" to consistent advertiser and audience preference, then it's easy to understand why WOAI Radio and WOAI-TV are always

FIRST IN SAN ANTONIO.

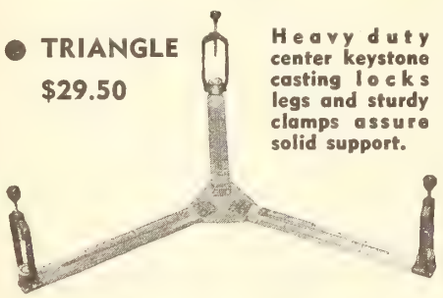
NBC Affiliate
represented by Edward Petry & Co., Inc.



CAMART
TV TRIPOD SUPPORTS

● TRIANGLE
$29.50

Heavy duty center keystone casting locks legs and sturdy clamps assure solid support.



● CAR-TOP CLAMPS

Insure a steady tripod support for your newsreel camera when atop a station wagon or car platform. Heavy bronze construction. Weatherproof.

Set of three:
$28.00



THE CAMERA • MART INC.
1845 Broadway, near 60th Street
New York 23, N. Y. • Circle 6-0930
Cable Address - CAMERAMART

AFRICA IN MEXICO

THE BROTHERS NASSOUR FIND MEXICO'S JUNGLES GOOD ENOUGH FOR FILMING 'SHEENA' TV SERIES

YOU DON'T go to Africa to make a television adventure series about Africa.

There are lush green jungles, complete with winding river, a little south of the California border in Mexico. Actually, they are more like the American concept of a jungle than most of Africa itself—and a lot closer to Hollywood.

Yet it costs about 40% more to film an adventure series in Mexico than in the "jungles" of the canyons just north of Hollywood or the man-made version on a sound stage. Is it worth the difference?

Very definitely, say the Nassour Brothers, veteran motion picture producers, who ventured into television packaging this season with *Sheena, Queen of the Jungle* for ABC Film Syndication Inc. Hitting the air only last month, after the regular fall schedule was underway, *Sheenah* already is sponsored locally in most major markets and in January is expected to spread into other areas. Just last week the package was signed for network showing in Canada and talks were underway for commercial release in England.

"It's an investment on our part, going to Mexico," according to Producer Edward Nassour. "We realize that if we expect to stay on the air we have to give our audience something different than just an ordinary show. We are staking our reputation and everything else in the television field, so we are making an investment in better production in this series and we feel it will pay off in the long run."

Aside from authentic jungle settings, the Nassour Brothers feel there is another quality to the series that may be of even more importance to sponsors. "As far as we know," Executive Producer William Nassour notes, "this is the first series that makes an appeal to the girls. There are just as many girls as there are boys. Before, adventure shows have been appeals to the boys. The girls have been left on the outside. But here is a series for both the boys and the girls—double value for sponsors."

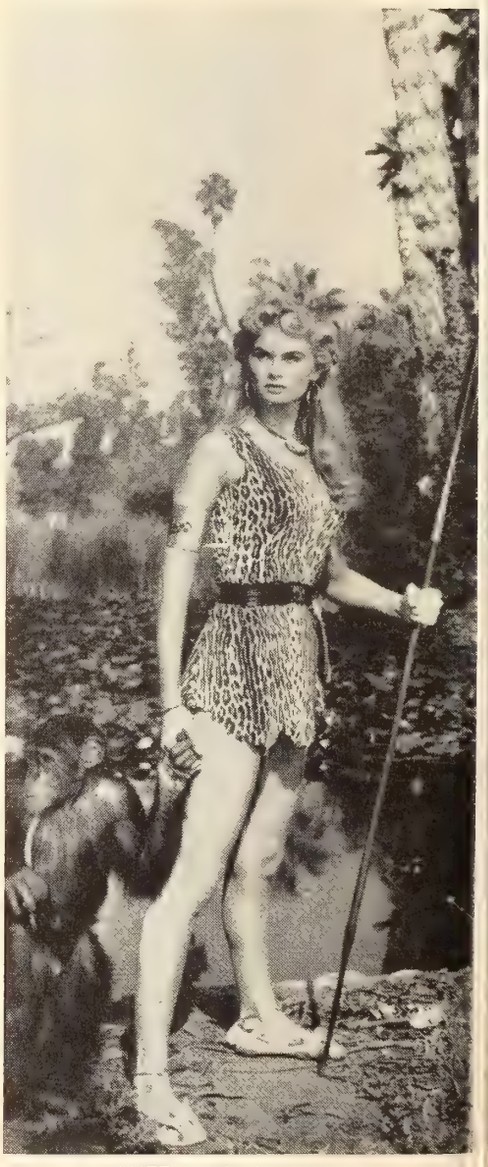
Do boys like a show with a girl hero? According to reaction tests, William Nassour says, "the boys are just as interested in the series because it has all the elements that you would want."

You don't jump into the jungle and begin filming overnight. There is more than distance and capital investment involved. The other important factor is time.

For the Nassours, the *Sheena* tv show began three years ago when they negotiated with Fiction House, New York comic book publisher, for film rights to the female Tarzan idea. They worked out what amounts to a mutual promotion tie-in pact. As a comic book, *Sheena* circulates about a half-million copies a month. If the tv series boosts this to a higher circulation, the Nassours receive 5% royalty on the extra copies. In turn, Fiction House gets about $500 royalty on each tv show, which is credited against a substantial cash payment made initially by the Nassours for the rights.

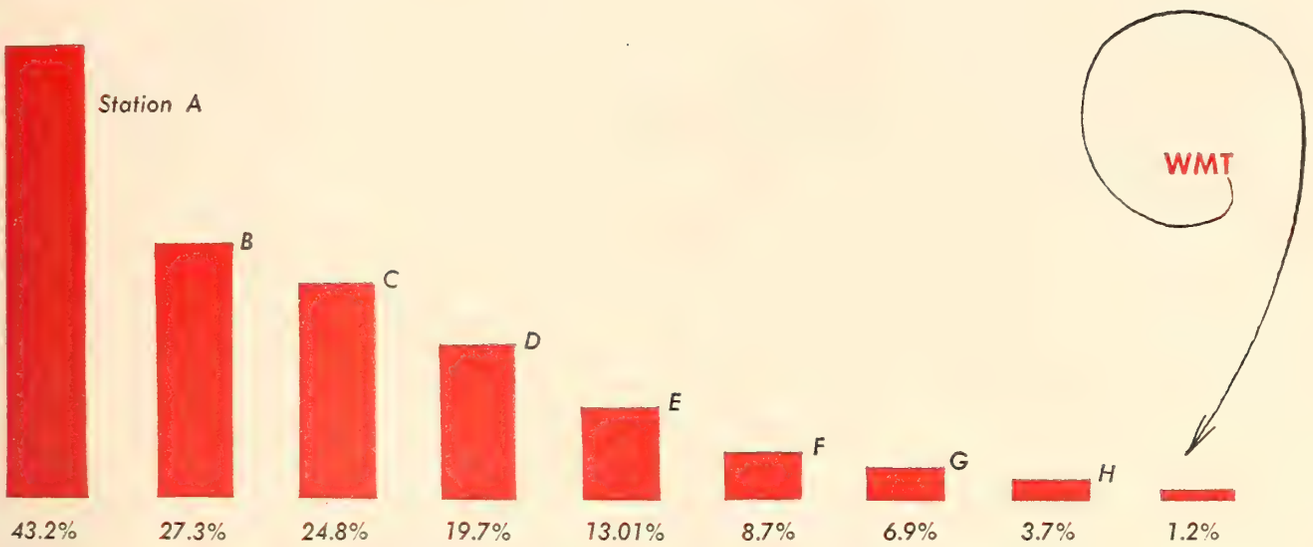
The Nassours next interviewed 300 girls to secure the female lead. After screen tests on 200 of the candidates (quite an initial investment in itself), the selection boiled down to two—Irish McCalla and Anita Eckberg. Irish won out. Now 26, standing 6 ft. 1 in. and swinging her 40-24-36 through the trees with considerable ease, Irish seemed more adapted.

Scripts and a pilot film came next. The



SHEENA AND FRIEND

Irish McCalla and Neil the chimp settle for wilds of Mexico—rather than Africa—for jungle scenes such as this in the filmed tv adventure series.



Data above is taken from the Hector Blassingame survey—22nd annual edition of this famed study.

Hector was out to determine which Iowa station had the greatest number of box elders in the foyer, a study that would seem inconsequential on the surface, but one that's actually loaded with insignificance. Thing is, Hector is kind of a bug on box elders.

Please note low count for WMT. Our foyer is practically all jack* pine.

*Jack has long been one of our prime interests. We make it ourselves by making it for others. Ask the Katz man. There's one in every foyer.

pilot was made about a year and a half ago in Baldwin Park, a popular semi-tropical setting outside of Hollywood. Here the diverse talents of Executive Producer Don W. Sharpe were employed. Long in radio, Mr. Sharpe pioneered in tv film packaging and originated or shared in the credits for the initial production of such series as *Four Star Playhouse, I Love Lucy, My Favorite Husband, Terry and the Pirates, Dangerous Assignment, Halls of Ivy* and *Douglas Fairbanks Presents,* among others.

The Nassours worked out tv syndication plans with ABC, keeping feature movie rights for themselves. The network is financing about two-thirds of the series and both share the income. The initial series is 26 shows, with option for more which may be officially signed soon.

A few of the initial programs in the series were filmed earlier this year in Bronson Canyon near Hollywood, but the suitable background is limited there so the bulk of the footage is coming from Mexico. Some actual African scenes are incorporated, such as wild animal sequences not possible even in a Mexican jungle.

The Mexican filming also involves considerable "process shots" and "swing throughs" which later can be inter-cut into sound stage close ups filmed at Hollywood studios.

A swing through is just that. Sheena swinging from tree to tree or running through the underbrush. What's an adventure show without a chase?

Process shots are general background scenes which may be rear-screen projected on a sound stage to lend an "outdoor feeling" to close up action.

Months of research and planning go into an adventure show before actual filming takes place. After casting all the actors and extras for a specific show, there are about 10 days of rehearsal and other preparation. Actual filming of the half-hour show takes about four days.

The Nassours are disciples of movie technique (repetitive short takes, few lines of action at a time) rather than television technique (continuous filming) because they feel it gives them greater latitude of expression. Movie technique naturally takes longer, is more expensive and involves more people.

Aside from Sheena, the series uses six or seven supporting actors and from 50 to 100 extras. A star in his own right is Neil, a trained chimpanzee which almost talks.

A 35-man technical crew, a full movie production team, is needed to film each half-hour show. This includes producers and director, a chief cameraman and his two operators, sound men, prop men, costumers and make-up men, as well as a half-dozen electricians to operate a self-contained power generating plant and the complicated lighting system. Considerable fill-in lighting is required for outdoor scenes, even in the high light intensity of Mexico.

Production problems compound themselves when you go to another country to make a film. Producers must make advance trips to the foreign location to arrange for work permits and housing for actors and technical crew. Transportation must be arranged for actors and crew as well as for essential props and some equipment. Major technical equipment must be rented and transported locally, along with costumes. Everyone must be vaccinated to comply with health regulations. Extras must be hired locally.

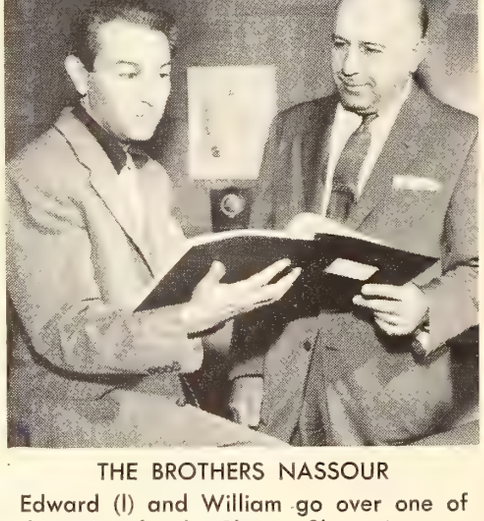
Perhaps the most unique problem, according to William Nassour, was flying the chimpanzee to Mexico. He passed his medical examination fine, but the airline refused him a seat. He wasn't a human.

"Put him in a box," airline officials demanded.

"But he's never been in a box," his trainer implored. "You'll hurt his pride."

The chimp went into a box. But not for long. A short way south of Los Angeles, the pilot felt sorry and let him out. The tv star spent the rest of the trip in the co-pilot's seat, acting very much like he knew how to fly.

Although the Nassours use movie technique in shooting the tv series, there still are wide ranges in the cost of a 90-minute feature movie and a half-hour tv show. Production "scope" is the difference, the brothers explain.



THE BROTHERS NASSOUR

Edward (l) and William go over one of the scripts for the *Sheena* film series.

"As an example," William Nassour says, "in our current feature production 'Beast of Hollow Mountain' we have a couple thousand head of cattle in a stampede. You can't put that in television because the stampede will cost more than two tv shows alone."

Sheena costs about $30,000-plus to produce each episode. A good black-and-white feature movie will hit $1 million, they note.

A half-hour tv show represents about 3,000 ft. of film. Using movie technique, it takes about three times that footage to get the finished product. The Nassours shoot even more, 12,000 to 15,000 ft., to provide the best selection of scenes for the film editors. Raw film stock is cheap, they explain. It's processing and editing which boost costs.

Edward Nassour favors a single camera in filming. "You can move it," he says, "and get as good results as with multiple cameras. However, when you have an action shot like a fight or cattle stampede, things you can't repeat without taking a lot of time, then we use multiple cameras."

People are the major expense item in making a tv film.

In feature pictures, Edward Nassour points out, the star is a big single item of expense in comparison to technical help. But in tv, where there are so many shows in the series, "an actor doesn't get the kind of money he gets out of a feature. Like Guy Madison. He gets $125,000 for a feature picture. For a tv series he might get about $3,000 or $4,000 a picture.

William Nassour notes a top director in motion pictures may cost the producer anywhere from $5,000 to $200,000 a picture, while in tv filming he gets guild scale ($650 a week) plus. "Most of the good directors you pay over guild. You are buying ability, what he can put on the screen," William Nassour says.

The Nassours didn't even go to Africa to make one of their most successful features, an Abbott & Costello picture called "Africa Screams." It was made from start to finish, including jungles, river, lions and alligators, on the Nassours' original Hollywood sound stage which the brothers subsequently sold to the *Los Angeles Times'* KTTV (TV) for $2.25 million. Nassour Studios now are at 8460 West Third St.

William Nassour, aside from his studio interests, is chairman of the board and a director of the Hollywood State Bank. Edward Nassour has been making movies for 20 years and built the studios sold to KTTV.

Aside from the Nassours and Mr. Sharpe, others identified with production of *Sheena* include Arthur Pierson, director; Joel Murcott, story editor; Henry Sharp, cinematographer; Theobold Holsopple, production designer; John E. Pommer, production supervisor. Sheena's "leading man," known as Bob the white hunter, is Christian Drake. All are experienced in both movies and tv films.

How is a film package promoted and publicized?

ABC Film Syndication is supporting the series with extensive merchandising and promotion packets available to local sponsors. These include inexpensive self-liquidating premiums or give-aways such as a Sheena doll (movable head, eyes and arms, blond hair that can be wave-set, detachable knife and holster), T-shirts hand-screened in three colors with Sheena and friends, and Sheena's jungle horn, a plastic item which looks like ivory.

There is a "Sheena Jungle Safari Contest" for local use, with ABC supplying full promotion materials and assistance. ABC also supplies audience promotion, publicity releases, advertising mats, on-air radio or tv spots and tv trailers, Sheena letters to retail dealers, dealer give-aways and mailers, plus a complete line of product shelf-strips, streamers, posters, package and envelop stickers and stuffers, box end labels and bottle neck labels. Sheena is available for personal appearances at press parties, store promotions, or other events and she also films commercials for specific products.

Additional data: Sheena in real life is married to insurance man Patrick McIntyre. They live in Studio City, Calif., and have two sons, Kim, 2½, and Sean, 1.

Swing through the trees, anyone?



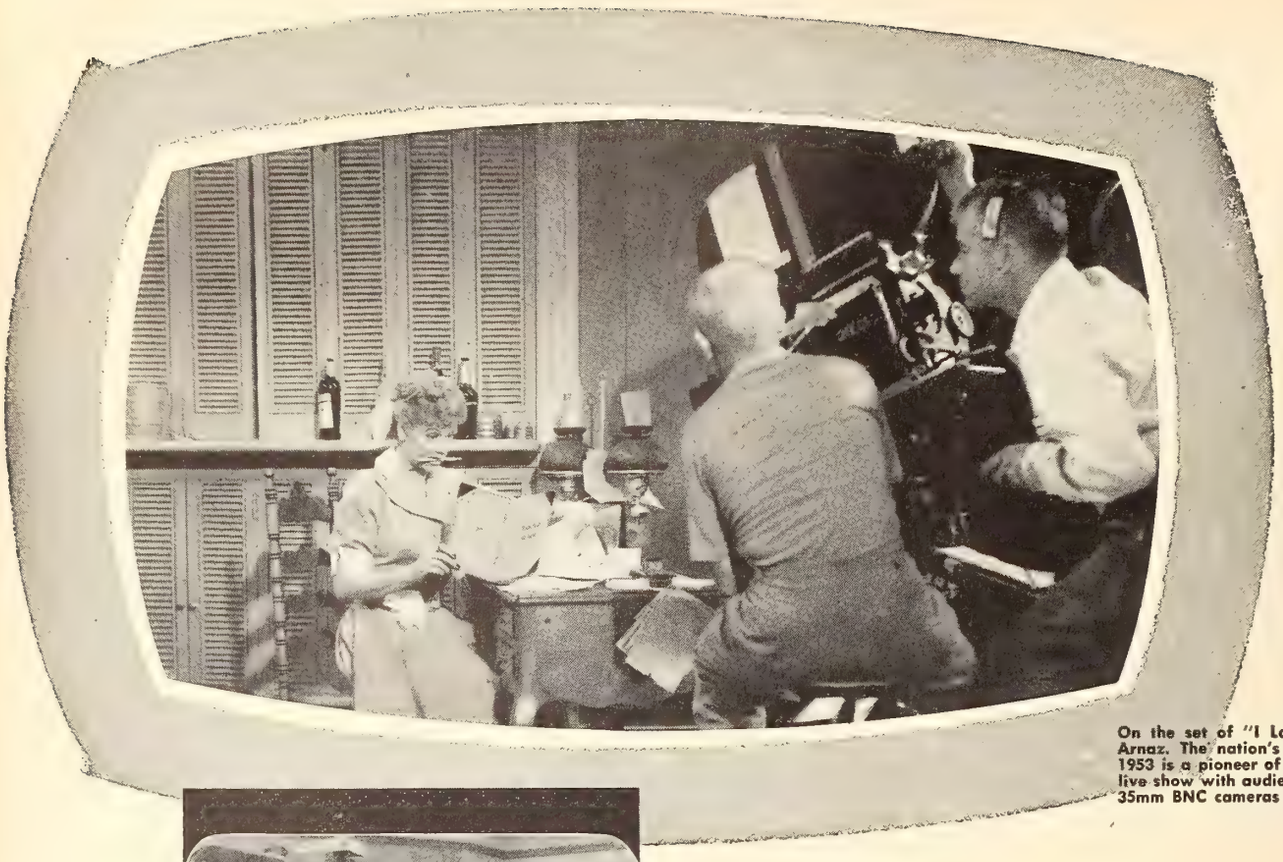
The budget is set • the client has okayed the general plan • now the pressure is on to draw up space schedules; compare stations • the hour is late, but the agency men work on • work with Standard Rate • and if you have a Service-Ad near your listing...

you are there

For the full story on the values 1,161 media get from their Service-Ads, see Standard Rate's own Service-Ad in the front of any edition of SRDS; or call a Standard Rate Service-Salesman.

N. Y. C.—Murray Hill 9-6620 • CHI.—Hollycourt 5-2400 • L. A.—Dunkirk 2-8576

Note: Six years of continuous research among buyers and users of space and time has revealed that one of the most welcome uses of Service-Ads comes at those times account executives or media men are working nights or weekends, planning new campaigns or adjusting current ones.



On the set of "I Love Lucy," starring Lucille Ball Arnaz. The nation's Number 1 TV show for 1951, 1953 is a pioneer of the technique of filming its prog live show with audience. Desilu Productions uses thre 35mm BNC cameras in filming "I Love Lucy."



Joan Davis on the set of "I Married Joan," produced by P. J. Wolfson and appearing on NBC. Three Mitchell 35mm BNC cameras are used on this top TV show, which is in its 2nd year. Jim Backus plays the male lead.



Dennis Day, star of "The Dennis Day Show," a top-rated NBC program. Originally "live," this series is in its second year, and is now produced on film by Denmac Productions, using a Mitchell 35mm BNC camera.

TO FILM A SUCCESSFUL SHOW...

It takes more than just a good script to insure the success of a top-rated network program. The on-stage performances of the stars and supporting cast must be outstanding, carefully timed, superbly directed. And the camera must perform flawlessly in its vital role of recreating the superior quality of the show for millions of TV viewers.

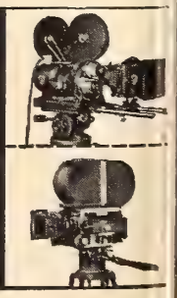
Mitchell cameras—internationally famous—provide the matchless photographic performances so necessary to the successful making of the finest theater quality films. That is why, wherever top quality filming is the foremost consideration, Mitchell Cameras are to be found... bringing *success* into focus.

MITCHELL *The only truly Professional Motion Picture Co*

Mitchell Camera CORPORATION

666 West Harvard Street • Glendale 4, Calif. • Cable Address: MITCAMCO

85% of the professional motion pictures shown throughout the world are filmed with a Mitchell



(Government continues from page 65)

background music, sound effects, station identification, program identification or sponsorship identification. Where a program uses continuous uninterrupted speech, play, religious service, symphony concert or operatic production longer than 30 minutes, the proviso that the recorded announcement be made every 30 minutes is also waived.

In television, the regulation requires that an announcement be given at the beginning or the end of a recorded program or part thereof.

Will FCC Extend Comments Deadline?

MAJOR question rumbling through ranks of Washington lawyers and engineers last week—following issuance of FCC's proposed rule-making on tv allocations [B•T, Nov. 14]—was whether the Commission would extend the Dec. 15 deadline for comments.

Thirty-day deadline is too short for so momentous a subject, these practitioners declare.

Best information from a B•T check of some FCC commissioners is that there would be no strenuous objections to a 30-day extension.

Meanwhile a new move on the part of some uhf stations whose deintermixture petitions were denied in the Commissions broom-sweeping decisions of two weeks ago came to light. Petitions to intervene in the vhf cases, now pending final decisions, were filed by six uhf stations. They were:

WFIE (TV) Evansville, Ind., and WEHT (TV) Henderson, Ky., in the Evansville ch. 7 case.

KVDO-TV Corpus Christi, Tex., in the Corpus Christi ch. 6 case.

WNAO-TV Raleigh, N. C., in the Raleigh ch. 5 case.

KTVI (TV) St. Louis, Mo., in the Springfield ch. 2 case.

WEEK-TV Peoria, Ill., in the Peoria ch. 8 case.

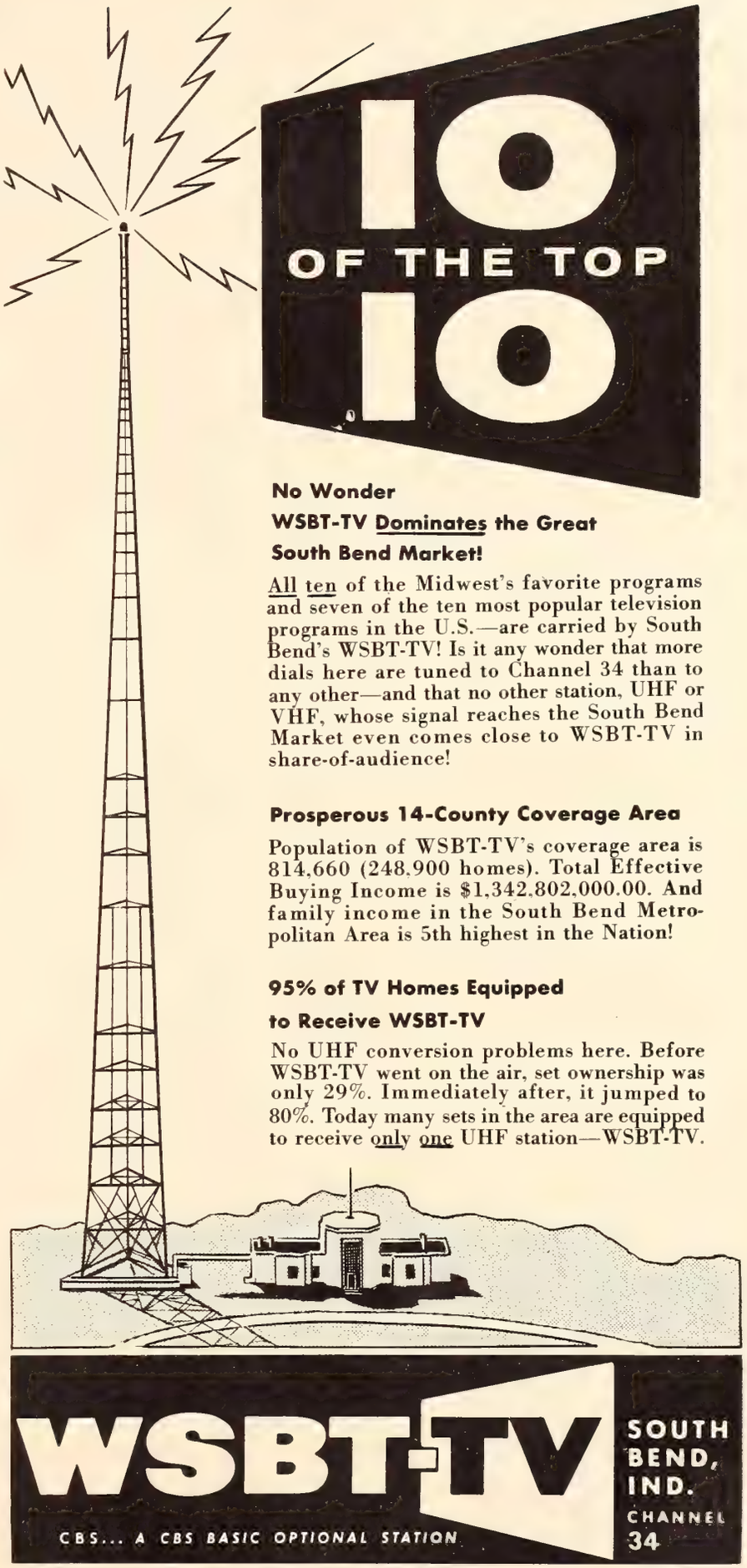
Lamb Reply 'Outside Record,' Broadcast Bureau Charges

FCC's Broadcast Bureau charged last week that counsel for Edward Lamb, broadcaster-publisher under attack for alleged Communist ties, had gone outside the record in its reply comments to the Broadcast Bureau's proposed findings.

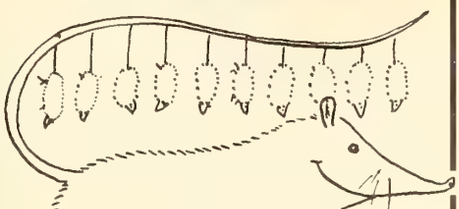
In a short, seven-page brief, the Broadcast Bureau held that the Lamb objections to the Broadcast Bureau's proposed findings "are primarily argumentative and only incidentally a presentation of proposed affirmative findings."

Mr. Lamb, owner of multiple radio stations, was charged with having failed to acknowledge alleged radical ties in previous applications with the FCC. At issue is the license renewal of WICU (TV) Erie, Pa. The controversy resulted in an eight-month-long hearing. Proposed findings, normally submitted by parties in an FCC hearing, were submitted by both the Broadcast Bureau and Mr. Lamb in August. Last month, Mr. Lamb's attorneys filed their objections to the Broadcast Bureau's recommended findings in a 115-page document [B•T, Oct. 24]. Last week's Broadcast Bureau statement was in response to that attack.

Next move is up to FCC Hearing Examiner Herbert Sharfman, who will issue an initial decision in the case as a recommendation to the full Commission. This may be forthcoming within a month.



WERH



One will get you 10

WHY OVERSPEND FOR MID-SOUTH COVERAGE WHEN WERH REACHES MORE RADIO HOMES THAN ANY 10 STATIONS IN THE SAME AREA COMBINED.

WERH is the most powerful selling influence in Northwest Alabama and Northeast Mississippi . . . a rich 33 county market where WERH's 5,000 Big Watts at 970 kc dominate nearly 200,000 radio homes. Annual Retail Sales average $497,000,000 . . . Drugs $12,-800,000 . . . Food $122,000,000 . . . Automotive Stores $88,818,000 . . . 1954 Consumer Spendable Income $917,000,000.

General Summary CONLAN RADIO REPORT, March, 1955 of Listening Habits in Hamilton, Alabama Area including Winfield, Sulligent, Red Bay and Guin (Ala.) and Fulton, Amory, Mississippi. Area Radio Homes—49,160.

SUNDAY THRU SATURDAY		
Hours	6 A.M. to 12 Noon	12 Noon to 6 P.M.
Radios in Use	22.3	23.0
Distribution of Listening Homes Among Stations		
WERH	76.6	78.3
Station "A"	6.3	7.3
Station "B"	5.6	4.3
Station "C"	3.4	2.7
Other	8.1	7.4

5000 WATTS
970 KC
HAMILTON, ALA.
HUGH J. FITE, President

WERH

National Representatives

HIL F. BEST CO.

FCC Withholds Action On WTOD-WTRT (FM) Sale

ACTION will be held in abeyance on the $122,-500 sale of WTOD-WTRT (FM) Toledo, Ohio, and application for ch. 11 there, by Edward Lamb to Booth Radio & Television Stations Inc. [B•T, Aug. 22], the FCC reports. The Commission advised Mr. Lamb that no action will be taken on the sale pending the outcome of the renewal hearing involving his WICU (TV) Erie, Pa.

The Toledo stations, thus fall in the same category as WHOO-AM-FM Orlando, Fla., which was sold for $295,000 by Mr. Lamb to Mowry Lowe, former manager of WEAN Providence, R. I. [B•T, Sept. 6, 1954]. That sale, too, was held up pending outcome of the WICU hearing.

The WICU renewal now is under consideration by Hearing Examiner Herbert Sharfman, who conducted the eight-month hearing into a Broadcast Bureau charge that Mr. Lamb falsely told the FCC that he never had communist ties. Mr. Lamb repeatedly has denied the Broadcast Bureau allegations, charging that the proceedings were a "political frameup."

WSPA-TV Transmitter Site Argued Before Commission

FIGHT to prevent ch. 7 WSPA-TV Spartanburg, S. C., from moving its transmitter from Hogback Mt. to Paris Mt. entered a new arena last week when protestants WGVL (TV) Greenville and WAIM-TV Anderson, both S. C., argued before the FCC *en banc* against an examiner's initial decision favoring the move [B•T, Sept. 26].

The protestants—both uhf stations—claimed the examiner was in error in finding that they had not proved their case against the WSPA-TV move. They maintained that the change revised the allocations table without benefit of rule-making in furnishing greater signal strength toward Greenville and Anderson, and that WSPA-TV had misrepresented its intent when it originally asked for and received permission to begin operation from Paris Mt. on an interim basis. They also charged that the examiner had failed to give them a fair and full hearing. Involved in the controversy is the CBS affiliation for that area.

In opposition, WSPA-TV and the Broadcast Bureau upheld the examiner's findings.

The case, which will enter its third year in another two months, had its genesis early in 1954 when WSPA-TV received permission to switch its ch. 7 transmitter and antenna site from Hogback Mt. to Paris Mt. on an interim basis. Both uhf stations objected but were denied by the FCC. The uhf stations asked and received a stay order from the appellate court. WSPA-TV thereupon relinquished its temporary grant and filed for a formal modification of its CP to locate at Paris Mt. This was granted, again over the objections of the two uhf stations. After their protests were turned down, they went to court and received a stay order and, finally, a reversal of the FCC's denial of the protest. The court said the Commission must give the protestants a hearing. This was done before FCC Chief Hearing Examiner James D. Cunningham and his initial decision was rendered last September. The oral argument last week was on this document. WSPA-TV received its initial grant two years ago.

Arguing for WGVL was Ben C. Fisher; for WAIM-TV, Benedict P. Cottone; for WSPA-TV, William J. Dempsey, and for the Broadcast Bureau, Earl C. Walck.

Demos' Roll Call Shortcut To Streamline Convention Tv

THE DEMOCRATIC National Committee, meeting in Chicago last week, approved a rule designed to streamline television presentation of the Democratic presidential nominating convention next year.

The new rule, recommended last June by an 82-man Special Advisory Committee on Rules & Procedures [B•T, June 20], provides that when a member of a delegation demands a poll, the chairman may send a representative to the floor to conduct the poll while the roll call continues. Heretofore, tv audiences have been subjected to polling of individual members of each state delegation.

Sarnoff Named to U.S. Post, To Receive Forrestal Award

BRIG. GEN. David Sarnoff, RCA board chairman, was named Thursday by President Eisenhower to be a member of the National Security Training Commission and to be its chairman. He replaces the late Julius Ochs Adler, who was *New York Times* general manager.

General Sarnoff last week also was named to receive the James Forrestal Memorial Award in an announcement by Award Committee Chairman C. C. Felton, vice president of Revere Copper & Brass Inc.

Established in 1954 by the National Security Industrial Assn. in honor of its founder, the award is presented annually to "a distinguished American whose leadership has promoted significant understanding and cooperation between industry and government in the interest of national security." The award first was presented to President Dwight D. Eisenhower, with Frank Folsom, president of RCA and member of the NSIA board of trustees, making the presentation. General Sarnoff will receive the honor at a special NSIA dinner to be held Jan. 26 at the Sheraton-Park Hotel, Washington.

Commission Reaffirms Shreveport Ch. 12 Grant

THE FCC last week reaffirmed its May 19 decision which granted the application of Shreveport Tv Co. (KSLA[TV]) for ch. 12 at Shreveport, La. In a memorandum opinion and order the Commission denied a petition filed by Southland Tv Co. for rehearing and reconsideration of the grant. Southland and Radio Station KRMD were the losing applicants in the ch. 12 proceeding [B•T, May 23].

In its petition, Southland disputed FCC findings which favored Shreveport Tv Co. for the grant. Southland claimed it should have been preferred.

Tall Tower Rule Postponed

THE FCC last week extended to Jan. 9 the effective date of the rules amendment permitting vhf stations in Zone I to use antenna heights of 1,250 ft. with maximum power. This is the fourth time this amendment has been postponed. Zone I vhf stations are now limited to 1,000 ft. antenna heights with full power.

USIA Recordings for India

RECORDED messages, featuring statements by President Eisenhower, Nehru and Gandhi, will be distributed by the U. S. Information Agency in India. Pressed by the Great Northern Manufacturing Co., Minneapolis, later releases will be sent to Africa.



"Our house blew away like a cardboard box"

"The noise was terrific. Our house was blown away like a cardboard box. The furniture went sailing through the air with it. But we were still lucky. I had the right kind of insurance, and for this I can thank my agent. He had told me that windstorms, like fire, can strike anywhere, and that I owed it to my family to be properly protected against disasters like these.

"But what really impressed me was how quickly my loss was paid. My agent explained this. Capital Stock fire insurance companies have a Catastrophe Plan. When any catastrophe occurs, specially trained insurance men—hundreds if necessary—are rushed into the disaster area so losses can be paid with as little delay as possible."

★

This is only one of many public services which Capital Stock fire insurance companies provide. These companies are represented by 200,000 agents—men who are in business for themselves.

Your agent works for your protection every minute, day or night. He's your neighbor, and can advise you soundly on all kinds of property insurance. He's as close to you as your phone so check with him regularly.

Look for the symbol printed below. Only an independent Capital Stock company agent or broker may display it.

CAPITAL STOCK
Standard protection
COMPANY INSURANCE

NATIONAL BOARD OF FIRE UNDERWRITERS

A Service Organization Maintained by 224 Capital Stock Fire Insurance Companies

85 John Street, New York 38, New York
222 West Adams Street, Chicago 6, Illinois
465 California Street, San Francisco 4, Calif.

DOERFER DISCUSSES UHF-VHF PROBLEM

FCC official shows concern at NARTB's Dallas meet over suggestions that Commission provide minimum of three comparable channels in top 100 markets as primary solution.

CONCERN with suggestions that the FCC provide a minimum of three comparable channels in the top 100 markets as a primary solution to the uhf-vhf problem was expressed last week by FCC Comr. John C. Doerfer.

At the Dallas regional meeting of NARTB, (see story page 46), Mr. Doerfer discussed what he termed the conflict between the Communications Act's requirement that there be an "equitable" distribution of frequencies among the states and the "inexorable" law of economics.

"In the face of present day economics," Mr. Doerfer said, "it might be wholly unrealistic to attempt to provide for the development of 'at least one service to all areas' or 'multiple services' in more than the first 100 markets. But it would be a serious indictment of both the industry and the Commission to abandon 10% of our population, or 16 million people, to a second class citizenship so far as television facilities are concerned, or to fix an indelible pattern limiting multiple service to those markets containing no less than two or three hundred thousand persons without a clear showing that future economics and cost of saleable television operation won't permit it."

In Mr. Doerfer's view, programming may be the answer to the problems of tv economics. Network affiliation may not be the solution, although it is now considered a necessity for successful tv operation, the Wisconsin FCC member said.

Not only is population increasing, which would change the status of communities in the future, but "film and magnetic tape may substantially alter the cost of programming," he said. "Mobile units may become more important than studios," he added.

"The strong preference for local news, sports and other local pictorials blended in with high grade entertainment on film may relegate the necessity for network programs for successful operation to secondary importance," Mr. Doerfer declared.

The FCC cannot regulate the "business" practice of network affiliations, Mr. Doerfer commented. That is a matter for Congress, he said. But, he warned, "I doubt very much that with such extensive regulation, broadcasting can long remain in the field of free competition. To regulate network programming is tantamount to regulation of independent station programming—from there to terms and from terms to rate cards."

In discussing suggestions that the Sixth Report and Order be scrapped, Mr. Doerfer entered a caveat. "Perhaps," he said, "the Sixth Report and Order has outlived its usefulness. Perhaps it should be relegated to the limbo of other noble experiments. But those who advocate its repeal have the heavy burden of proving that the objectives can either be reached by a new approach or that they cannot be realized under any plan attempting to make use of vhf and uhf channels."

The Sixth Report did serve to expedite the processing of tv applications, Mr. Doerfer declared. It has been instrumental in bringing tv to "85% and 90%" of the people, he said.

He continued:

"A mere rearrangement of the Table of Assignments or its complete abandonment or a compromise of the principles of free competition merely to relieve some hardship cases would not solve the momentous problem now facing the Commission. Indeed such a course might well frustrate an efficient allocation of the spectrum, an equitable distribution of frequencies and place one of our cherished freedoms beyond recall."

"RAISE THE SONG OF HARVEST HOME. . ."

with this magnificent Thanksgiving music, selected from the SESAC Repertory . . . the Repertory that brings you "the best music in America"—

Father, We Praise Thee
I Thank My God
I Thank Thee, Lord
I Will Extol Thee, O Lord
John and Priscilla Alden
Praise the Lord, Ye Heavens Adore Him
Prayer of Thanksgiving
Rejoice Today With One Accord
Song of Praise, A
Thank You, Lord
Thanksgiving Hymn
and many more . . .

SESAC INC.

475 Fifth Avenue New York 17, New York

WBAC Economic Protest Denied in Initial Ruling

ECONOMIC INJURY as grounds for protest against a grant of a second broadcast station to a community suffered another setback last week. FCC Hearing Examiner H. Gifford Irion, in a Nov. 15 initial decision, denied the protest of Robert W. Rounsaville (WBAC Cleveland, Tenn.) to the grant of a construction permit there to Southeastern Enterprises (WCLE).

Only a fortnight ago, an "economic" protest by WHLN Harlan, Ky., to the grant of another station to Harlan was proposed to be denied [B•T, Nov. 14].

Last April Southeastern was granted a construction permit to operate on 1570 kc, 1 kw day. WBAC (1340 kc, 250 w unlimited) protested the grant, claiming a new station would degrade service to the community and might cause both stations to "go under." The Commission ordered a hearing to determine whether the market could support two stations.

"Admittedly one station or the other might fail at some time in the future but this is an observation which could be made about any entrepreneur in broadcasting; it is certainly not proof of probability that either will do so," Mr. Irion declared.

"Further," Mr. Irion pointed out, "it is elementary that the Communications Act does not attempt to guarantee survival of any station nor does it postulate that adverse competition and economic loss are to be grounds for denying a license."

In the Harlan initial decision, Hearing Examiner Basil P. Cooper found that not enough proof was shown that there would be insufficient advertising revenues to support two stations. Jack T. and R. B. Helms are 50% owners of WCLE, object of the Cleveland protest, and 50% owners of WHLN, protestants in the Harlan case.

Three other economic impact cases are pending before the FCC. These involve Laurel, Miss.; Tipton, Ga., and Statesville, N. C.

GOP Says Labor Spent $2 Million in '54 Campaign

THE Senate Republican Policy Committee in a lengthy report, says organized labor spent $1,978,564 during the 1954 political campaign, mostly for Democratic candidates. The report, taken from financial reports required to be submitted to the House Clerk by federal law, did not break down the figures to show what amount was spent on radio and tv. GOP officials and candidates have made frequent complaints that labor unions, through their political subsidiaries, have spent the bulk of their political funds on Democratic candidates.

BAUDINO ADVOCATES LONGER LICENSES, AFFILIATION CONTRACTS FOR STATIONS

Westinghouse vice president in address at Dallas cites radio-tv outlets' position under three-year licensing as well as conditions under network contracts.

A 10-YEAR license term for radio and television stations, five-year affiliations with networks, and voluntary limitations on the amount of non-option time a network may use were proposed last Thursday by Joseph E. Baudino, Washington vice president of Westinghouse Broadcasting Co. He spoke at the Dallas NARTB meeting (story page 46).

These three changes and a Communications Act amendment to free stations from political liability were specifically advocated by Mr. Baudino in a speech stressing that the rapid growth of radio and television make it desirable to consider revisions and improvements in a great many current rules and regulations.



MR. BAUDINO

Regarding license periods, he noted that under the present three-year term "it is hard to attract investment capital to an enterprise which, in addition to its more than normal hazards, has a possible sentence of death hanging over its head through most of its existence." He conceded that "there is no point in asking for permanent licensing" and that "we are always going to have to make reports on our operations and live with the understanding that the Commission [FCC] can revoke or refuse to renew a license.

He proposed that the problem be solved by extending the license term to 10 years; that 10% of the stations be required to file complete operations reports with the Commission each year, the 10% to be chosen by random sampling from among those which did and those which did not report the preceding year; that upon receipt of complaints which investigation indicates are justified, FCC be allowed to call for a full report on operations from the station involved, and that if FCC finds a station is operating in violation of regulations "it can require that station to submit reports each year and be considered on probation with its license subject to suspension or cancellation."

Mr. Baudino said this proposal "has not been reviewed by our lawyers" but that the advantages appeared "obvious" in that "it would relieve [licensees] of a major hazard in our business that is not in accord with the economic situation of today" and "at the same time the industry would be supervised in a more effective, more efficient way than at present." The plan, he said, would reduce the FCC staff's workload "to reasonable proportions" and permit "more complete analysis of each report."

His proposal on affiliation contracts not only would extend affiliation terms from two years to five but would permit the signing of such contracts a year instead of six months ahead of the starting date.

"You are all certainly aware of the effect, in today's market, of an affiliation contract termination on a television station," he told the Dallas meeting. "In most cases it means severe hardship and in some cases it means ruin. . . . In other words, we are operating under the double jeopardy of loss of license and loss of network affiliation. In addition there is new joker in the deck in that many network contracts now contain a 90-day or 60-day cancellation clause.

"The effect of such an extension of network contracts would be to strengthen and stabilize the network affiliate, particularly in tv. We want that. The Commission wants it. I believe the networks want stability and strength in their affiliates too."

Regarding network use of station time over and above option hours, Mr. Baudino said:

"The fabulous success of television as reflected in the demand for time by sponsors has created the situation where the networks have sold all of their option time and clients still remain seeking segments beyond those hours.

"It is completely understandable that the sponsoring networks want to accommodate this business but this has an accompanying effect upon the time available for local programming and sale. This effect is extremely serious and difficult for the individual station to live with because as more and more network time becomes sold in excess of option hours, there is

Shopper Stopper MINI-STUDIO Brings Station $7000 Net the First Year!



Service Mark Pending, U. S. Pat. Off.

PRICE COMPLETE (except microphone) **$450** F.O.B. Sioux Falls, S. Dak.

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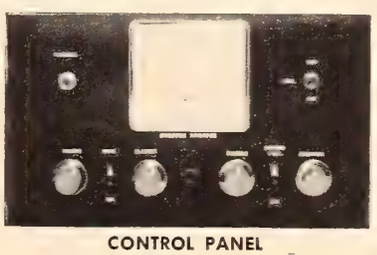
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NEW PROFITS AND GREATER PROMOTION

Morton Henkin, President of KSOO, Sioux Falls, says: "MINI-STUDIO has already brought us $7,000 net in new business from out-of-town remotes this year. Also, we feel it is bringing us a valuable new kind of promotion."

MINI-STUDIO IS A PORTABLE RADIO STUDIO

A handsomely designed "showpiece" cabinet housing an amazingly efficient miniature console. You get big-studio quality with the "45" playback piped into the rugged, high fidelity MINI-STUDIO mixer. Among the features—full size VU meter, mike switch, monitor speaker, voice and music mixer controls. **No other remote** equipment is necessary with MINI-STUDIO.



CONTROL PANEL

UNLIMITED APPLICATIONS

DJ and live talent shows from remote points such as supermarkets, theaters, nightclubs, restaurants. Originate regular neighboring town broadcasts. Terrific air and live audience appeal!

MERCHANDISING FEATURES

You can easily sell programs around MINI-STUDIO, offering your clients extra emphasis with promotion in the illuminated display compartment.

RUGGED AND SIMPLE TO OPERATE

Even a layman can operate it without station supervision. Rugged birch plywood cabinet (in your choice of colors or natural) with 1¼"-thick call letters. Sturdy electronic section. Designed to withstand frequent moving.

SURPRISINGLY LOW COST

Combining high quality materials with simplicity and utility, MINI-STUDIO is priced lower than many remote amplifiers. **In addition,** you get a **tested** program idea plus a unitized radio studio you can take anywhere.

PAYS FOR ITSELF

By adding a small service charge on your time sales, you can amortize your investment in a short time.



Bill Wright **Cliff Holman**
Howdy-Doody **Mickey Mouse**
Stars of
FUN-O-RAMA
3:30 to 6 p.m., Monday-Friday

Stars Sell on Alabama's greatest TV station

WABT
Birmingham

Every afternoon Two and a half full hours, jam-packed with fabulous entertainment—that's FUN-O-RAMA! (What a place for announcements!) Bill gets going with Channel 13 Theatre (Loony Tunes, Little Rascals, an exciting serial). Tip-Top Clubhouse where Cliff works his magic and puppets. Howdy-Doody is in color. Mickey Mouse Club winds up the show. FUN-O-RAMA —the mostest of the biggest and the bestest!

You can SELL
Your Products
to Alabama folks

If you TELL
them on programs
they enjoy seeing

Represented by
BLAIR-TV

a corresponding decrease in not only the productivity of that particular station but also in the ability to fulfill the responsibility to serve its community.

"The industry at large must recognize this problem so as to avoid any future need for regulation that would fix a limit on the amount of time which a network could use over and above that optioned under the affiliation agreement.

"Certain programs would be exempt and would not be counted in the limitation on the amount of network programming which a station can carry. Among these would be major sporting events, special events of national importance, elections, and political comment."

In the sequence of his proposed changes, the first listed was one "to free the station from liability for political matter which it must carry and cannot censor and to simplify the regulations governing political broadcasts."

Other areas which he said need examination with a view toward improvement were filing of financial reports and contracts; operating and program logs; station identifications; mechanical record and reproductions; sponsored programs and announcements; program definitions; rebroadcasts; lotteries, and multiple ownership.

WHPB Belton, S. C., Starts; Childress General Manager

WHPB Belton, S. C., owned by Community Broadcasting Co., has gone on the air as a 500 w daytime, independent operation, on 1390 kc.

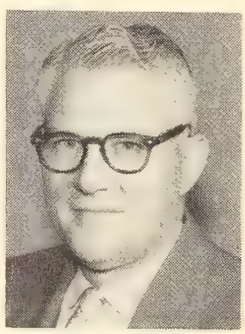

MR. CHILDRESS

General manager of the new station is Jimmy Childress, onetime owner of WIFM Elkin, N. C., and formerly vice president and general manager of WHCC Waynesville, N. C. Other staff members include Jim Brownell, commercial manager; Charles Smith, program director, and Mrs. Grace Brissey, receptionist.

Community Broadcasting Co. principals are Cleatus Brazzell and Otto McDonald, who also own WELP Easley, S. C.

WABC-TV Promotes Rice

GEORGE RICE, film director of WABC-TV New York, has been appointed program director, reporting to Robert L. Stone, general manager of the ABC o&o outlet. Mr. Rice, who succeeds Adrian Rodner Jr., will retain his duties as film buyer for the station.


MR. RICE

Before he joined WABC-TV in August 1954, Mr. Rice was film director of WBKB (TV), the network's Chicago station.

Succeeding Mr. Rice as film director is Tak Kako, WABC-TV film editor. Mr. Kako joined WABC-TV (then WJZ-TV) in 1950.

McKinnon Named Manager Of WSGN Birmingham, Ala.

BEN K. McKINNON, vice president-general manager of WGVL-TV Greenville, S. C., has been named general manager of WSGN Birmingham, Ala., and will assume his new duties Dec. 1, it was announced by James W. Coan, president of Winston-Salem Bcstg. Co., which is new operator of the radio station.


MR. McKINNON

Mr. McKinnon has been associated with WGVL-TV since April, 1953, and before that was sales manager for WBT Charlotte, N. C. He is a graduate of the U. of North Carolina.

The Winston-Salem Bcstg. Co. on Nov. 9 was granted an assignment of license by the FCC to operate WSGN for a total lease price of $250,000 with an option at the end of five years to purchase the station for $123,500. The company also operates WTOB-TV Winston-Salem, N. C., and WOTV (TV) Richmond, Va.

H. Leslie Atlass Suffers Arterial Attack in Chicago

H. LESLIE ATLASS, vice president in charge of CBS Central Div. and general manager of WBBM-AM-TV Chicago, was reported resting easily last week after being stricken Wednesday evening.

Mr. Atlass was revived by an inhalator squad in his Ambassador East hotel room. H. Leslie Atlass Jr., son of the CBS executive and program director of WIND Chicago, quoted a physician's diagnosis as a "spasmodic arterial condition." Mr. Atlass has suffered four major heart attacks in the past nine years.

WMAQ, WNBQ (TV) Chicago Name Whalley to New Post

APPOINTMENT of John F. Whalley to the newly-created post of director of business affairs and financial planning for WMAQ and WNBQ (TV) Chicago was announced last Tuesday by Henry T. Sjogren, assistant general manager.

A 25-year veteran of NBC in Chicago, Mr. Whalley has been serving as director of operations for the two stations. He joined WMAQ as office manager in 1930 and later became business manager for WMAQ and controller for both WMAQ and WNBQ. Before 1930 he was associated with General Electric Co.

Killgore Buys WKXV Knoxville

SALE of 1 kw daytimer WKXV Knoxville, Tenn., by Roy S. and Tom Carr to H. Scott Killgore for $100,000 was announced last week. Mr. Killgore owns WARE Ware, Mass., and WKXL Concord, N. H. He is a consulting radio engineer. Negotiations for the sale of the Knoxville daytimer were handled by Paul H. Chapman, Atlanta.

Charles Burge Appointed Sales Manager of KMOX

APPOINTMENT of Charles Burge as sales manager of KMOX St. Louis, Mo., has been announced by Robert Hyland, the station's general manager.



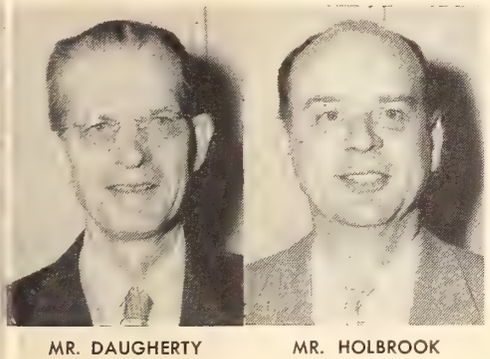
MR. BURGE

Mr. Burge entered radio in 1940 with KFVS Cape Girardeau, Mo. He since has served as assistant sales manager for KXOX St. Louis and KWK St. Louis. He is a member of the St. Louis Assn. of Mfrs. Representatives and is active in Variety Club work.

WSB Stations Promote Daugherty, Holbrook

C. F. DAUGHERTY, for 24 years chief engineer of WSB-AM-FM-TV Atlanta, Ga., has been named manager of the facilities division, a newly-created position to handle the physical assets of the station, according to John M. Outler, general manager, who made the announcement yesterday (Sunday). Robert A. Holbrook moves up from assistant to chief engineer, replacing Mr. Daugherty.

WSB is building a new $1.5 million plant



MR. DAUGHERTY MR. HOLBROOK

which will be ready for occupancy about Jan. 1.

Mr. Daugherty joined WSB in 1922, six months after the station went on the air. Since then he has built or supervised construction of six ever-larger transmitters, including the facilities in the new building. Mr. Holbrook joined WSB in 1932, after a short stint with RCA in Atlanta.

Broadcasters Win, Lose In Municipal Elections

TWO broadcasting executives were affected directly by Nov. 8 elections.

Democratic Mayor Earl J. Glade of Salt Lake City, a board member and minority stockholder of KSL-AM-FM-TV there, lost the mayoralty election in that city to his GOP opponent, Adiel F. Stewart. In Phoenix, Jack Williams, program director and part owner of KOY there, was elected mayor in a non-partisan election.

Other public figures in Phoenix radio and tv are former Gov. Howard Pyle, now an administrative aide to President Dwight Eisenhower and on leave as vice president-program director of KTAR Phoenix and the Arizona Broadcasting System, and Gov. Ernest W. McFarland, president of KTVK (TV) Phoenix. Democratic Gov. McFarland, who as a former U. S. senator was author of the McFarland Amendment to the Communication Act, unseated Mr. Pyle in the 1954 elections.

North Dakota Broadcasting Makes Personnel Changes

SEVERAL personnel appointments have been announced for the North Dakota Broadcasting Co. by Judy Lawton, operations manager. North Dakota operates KXJB-TV Valley City-Fargo, KSJB Jamestown, KCJB-AM-TV Minot and KBMB-TV Bismarck.

Appointments were Cis Hadley, KCJB-TV program director; Barbara Curran, promotion manager; Hal Kennedy, news and special events director; Ro Grignon, production manager; Jean Jones, continuity director, all KXJB; Dennis Falk, producer-director, and Pete Evenson, program coordinator, both KBMB-TV.

STATION PEOPLE

Ewart M. Blain, sales staff, KYW Philadelphia, named acting sales manager, succeeding **Robert H. Teter** who moved up to general manager Oct. 1. Mr. Blain was formerly sales director of WEEU-TV Reading, Pa. **W. L. Nuss,** KYW engineering department, named chief engineer. **Sheila Porterfield,** WIP Philadelphia, to KYW as promotion assistant.



MR. BLAIN

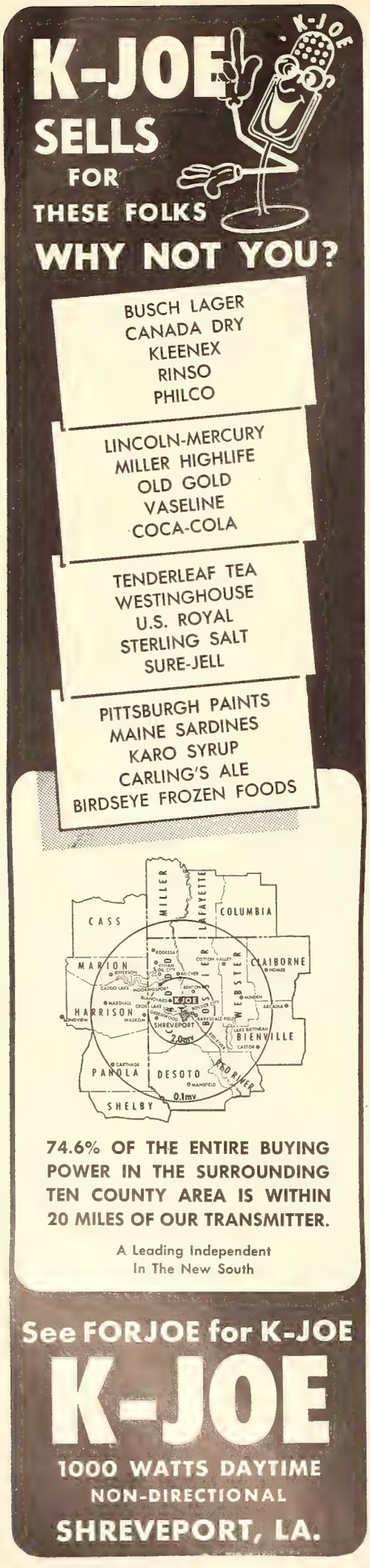
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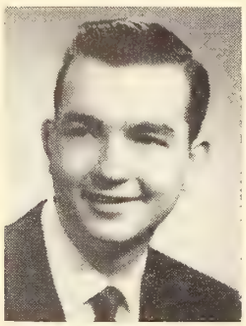
national advertising representatives . . . with 11 offices from coast to coast



Roy D. Shotts, national sales manager, KTRM Beaumont, Tex., appointed station manager.

Steve Zinn, WTVT (TV) Tampa, Fla., returns to WITV (TV) Fort Lauderdale, Fla., as station manager. He was formerly operations manager of WITV.

H. A. Bridge Jr. named director of operations, KMHT Marshall, Tex. A 25% stockholder in station, Mr. Bridge formerly served in U. S. Navy producing radio-tv programs.


MR. BRIDGE

Ramon J. Stoupal, Conn Agency, Cleveland, Ohio, to WSRS Cleveland as promotion director.

Lou Corbin, director of special events, WFBR Baltimore, appointed news director.

William Hedgpeth, program department director of administration, WTOP-AM-FM-TV Washington, appointed film director, WTOP-TV. **Joseph P. Dowling,** Headley-Reed Tv, N. Y. station representative, to WTOP-TV as director of sales promotion.

John E. Surrick, assistant to president, WAKR-AM-FM-TV Akron, Ohio, to WPEN Philadelphia as local sales manager. He formerly served as vice president-general manager, WFBR Baltimore, Md., and was first president of Maryland-D. C. Radio & Tv Broadcasters Assn.


MR. SURRICK

Robert S. Hallock, KPTV (TV) Portland, Ore. to KLEW-TV Lewiston, Idaho, as production manager. **Robert O. Edward,** program director, KLER Lewiston, and **Gene Wilson,** KLER chief engineer-announcer, both to KLEW-TV as announcers-engineers. **Mrs. Hilda Meek,** formerly of Spokane, Wash., to KLEW-TV as secretary-receptionist.

Rod O'Connor, Hollywood actor-announcer, to KUTV (TV) Salt Lake City for two daily shows.

Lee Bery, newscaster, WOW Omaha, to KOA Denver as night news editor.

Carl Getschell, account executive, WOR New York, to sales staff, WOR-TV New York.

Harry W. Marble, CBS newsman, to WGAN-AM-TV Portland, Me., news staff.

Allen Davis, announcer, WNIX Springfield, Vt., to program director. **Fred C. Stearns Jr.** manager, WTSV Claremont, N. H., to WNIX as sales manager.

Forrest N. Morgan Jr., news-continuity director WKBR Manchester, N. H., to WCCM Lawrence, Mass., as program manager.

Charles R. Maillet appointed production manager, WRNL Richmond, Va. He formerly served in managerial capacity at WFLO Farmville, Va., and WWOD Lynchburg, Va.

Jim Lucas, account executive, WSRS Cleveland, Ohio, to KCSB San Bernardino, Calif.

Lloyd B. Gibson, former sales manager, WBBF Rochester, N. Y., to WHAM Rochester sales staff.

Arthur T. Jones, news editor and account executive, WFOX Milwaukee, to WISN Milwaukee as account executive. **Ray Probert** appointed stage manager, WISN-TV.

Charles M. Conner, account executive, WOOD-AM-TV Grand Rapids, Mich., to WTCN-TV Minneapolis-St. Paul. Both are Consolidated Television stations.

Bill Cannady, Cleveland, Ohio, newscaster, to KNCM Moberly, Mo., to direct expansion of station news coverage, special events and publicity.

David A. Lindsey, national advertising manager, *Omaha World Herald,* appointed promotion manager of WOW Omaha.


MR. LINDSEY

Robert J. Dean, KMJ-TV Fresno, Calif., to WFIE-TV Evansville, Ind., as general sales manager.

Richard Fraley, local sales representative, KFH Wichita, Kan., appointed sales manager, KTSW Emporia, Kan.

Clark Kelsey Jr., recently discharged from U. S. Air Force, to sales promotion-research staff of WBBM Chicago. **Chuck Acree,** entertainer, signed by WBBM for new series of programs, *Something to Think About.* **Kenneth Dobbs,** assistant director, NBC-TV New York, to WBBM production department.

Frank Delfino, WICC Bridgeport, Conn., announcer, to WRCA New York as staff announcer.

Beth Norman, former program director and broadcaster, KYA San Francisco, began new weekly program on KABC Los Angeles, Nov. 6.

John Corcoran, WPEN Philadelphia news commentator, resigned to devote full time to his restaurant business. **Joe Brooks,** publicist, to staff of WPEN *950 Club.*

Gene Holl, WCOL Columbus, Ohio, to WTVN that city as staff announcer.

Mrs. Jack Gordon debuted on WOOD-TV Grand Rapids, Mich., Nov. 7, as "Miss Jean" on *Romper Room* show.

Harry Endo, former announcer for KTLA (TV) Los Angeles and KRCA (TV) that city, to KGMB-TV Honolulu as producer-announcer.

Ellen Kehoe, radio sales dept., WTOP Washington, D. C., promoted to WTOP-AM-FM-TV music librarian.

Mrs. Norma Galloway, secretary, Huntington (W. Va.) Memorial Field House, to WHTN-TV Huntington sales and merchandising department.

John Gary, baritone, to WDSU-AM-FM-TV New Orleans.

Wendell D. Palmer, continuity manager, WTMJ-AM-TV Milwaukee, appointed assistant to Bruce Wallace, public service and promotion manager. **William F. McCormack** promoted to continuity manager and **Richard C. Thomas** assigned to sales contact work.

CBS RADIO NAMES FEIN, BECKER V. P.s

Radio network names executives to promotion-advertising-information and business affairs posts. Sales personnel named to new jobs.

ELECTION of Irving A. Fein and I. S. (Zac) Becker to newly created CBS Radio vice presidencies was announced Tuesday by Arthur Hull Hayes, CBS president, who said the appointments point up expanding operations of the past few months.

Mr. Fein, formerly director of public relations in Hollywood for the network, will take charge of sales promotion, advertising and press information, effective next Monday. Mr. Becker, who for a few months in 1952 was vice president in charge of business affairs for CBS Radio, returns to that post, effective immediately. He will continue to oversee Air Features Inc., a CBS property that packages radio shows, of which he was president before his return to the business affairs position.

In other changes, it is being announced today (Monday) that Bok Reitzel, manager of the Detroit office of CBS Radio Network Sales, is taking a year's sabbatical and will be replaced by Bill Firman, now in the Chicago office of network sales; and that the post of Pacific Coast network sales manager, vacant since Mr. Reitzel's move to Detroit about a year ago, is being reactivated "in recognition of the increasing importance of the West Coast in the network sales picture" and will be held by



MR. BECKER



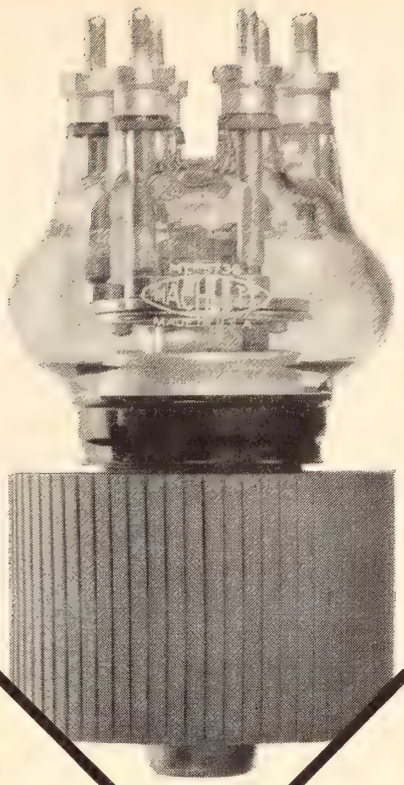
MR. FEIN

Jack Donahue. Mr. Donahue has been with CBS since 1941, since February as an account executive in the Chicago office and before that as manager of the San Francisco office of CBS Radio Spot Sales. His headquarters will be in Los Angeles.

Mr. Fein was director of advertising and publicity for Amusement Enterprises Inc. when that organization was purchased by CBS in 1948, and came over to the network at that time. In 1951 he became director of publicity and exploitation for CBS Radio in Hollywood. This was followed in 1953 by his appointment as director of public relations there.

Mr. Becker was vice president in charge of business affairs at CBS Radio from Aug. 7 to Dec. 1, 1952, and held the same post with CBS-TV a year prior. He first became associated with CBS in 1934 as business manager and assistant director of Columbia Artists Inc., then a CBS division. He was moved into assistant director of operations at CBS in 1942 and in another round of promotions became director of operations in 1948.

Henry Howard, who had been director of business affairs for CBS Radio, last week was named to a new post with CBS-TV (see story page 92).



MACHLETT Now Makes Available a new 5736 electron tube for . . .

Final Stage 5 kW FM Transmitters

Driver Stages 5 kW and 50 kW AM Transmitters

Driver and Final Stages H.F. Communications Transmitters

The Machlett 5736 sets a new standard of reliability for this broadcast tube—the ML-5736 incorporates these design improvements:

- **Precise and stable alignment of electrodes:** for uniform operation, and to prevent cathode-grid shorts
- **Brazed radiator construction:** to eliminate hot-spotting and its effects
- **The Machlett quick "seal-in" process:** (The final "seal-in" of the tube is made in seconds by R-F heat, rather than in minutes by conventional flame heat.) to assure contaminent-free, stress-free tube: and to assure non-poisoned cathode

MAKE YOUR NEXT REPLACEMENT — The ML-5736

(Replaces directly any make 5736) . . .

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Available nationally from the Graybar Electric Company

MACHLETT

MACHLETT LABORATORIES, INC., SPRINGDALE, CONN.

INGENUITY MARKS GETTYSBURG TELECAST

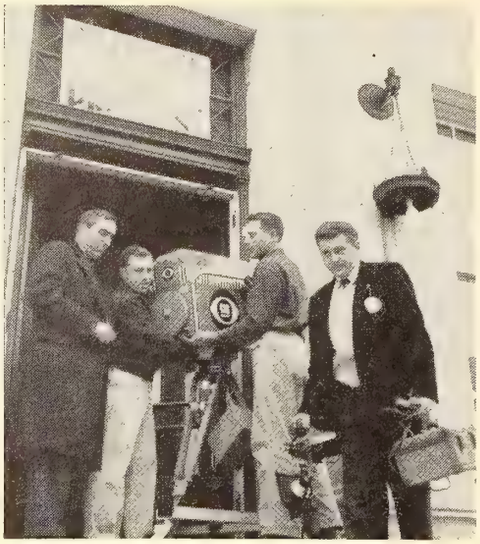
CBS-TV crew uses unconventional methods to bring exclusive showing of Eisenhower's new office. Town becomes communications center.

AN ELABORATE new communications center set up at Gettysburg, Pa., for radio, tv and press correspondents had a workout last Tuesday when CBS-TV presented an exclusive telecast of President Eisenhower's new office.

A CBS-TV crew headed by Ted Ayers, CBS Washington executive producer, utilized a rented Ford as a remote unit to patch up a circuit for the network feeds. The feature was carried live four times, starting with the Charles Collingwood *Morning Show* and winding up on the two Douglas Edwards news telecasts in the evening.

The CBS-TV technicians, including technical director Sandy Bell, New York, and Lou Scanna and Carl Prince, strung a one-inch coaxial cable from the President's office in the post office building across a main thoroughfare to the rented car. Power was obtained from a dentist's air-conditioning unit. The coaxial cable was strung back across the street and over several roofs to the American Legion building where AT&T has a tv and audio control center.

For the evening telecasts, the crew masked street lights and traffic signals, and lighted the building from lamp sockets in a nearby home. Lew Shollenberger, CBS Washington associate director of public affairs, and Wells Church, CBS Washington correspondent, handled the commentary. They described the President's office and reception room from memory, listening in three blocks away on the camera cues fed by Mr. Ayers.



GIMMICKS galore were used by this quartet to set up a telecast from President Eisenhower's Gettysburg office. L to r: Ted Ayers, CBS Washington executive producer, who directed pickup; Lou Scanna, crewman; Carl Prince, cameraman; Sandy Bell, technical director.

The pickup gave a view of the President's desk and office furnishings. On a sofa were unhung paintings of Washington and Lincoln plus a group photo including Secretaries Dulles Humphrey and Wilson.

A radio-tv-press room has been set up in a basketball court behind the Hotel Gettysburg Around 100 correspondents and technicians are stationed in the little town, which is having the most excitement since the famed Civil War battle.

The radio-tv-press room has Western Union equipment capable of handling 50,000 words an hour plus wire photo and dark room facilities.

Two news conferences are held daily by James C. Hagerty, White House radio-press secretary. The office of the Gettysburg College president was selected last week by Robert Montgomery, NBC-TV producer and President Eisenhower's radio-tv adviser, as a studio site for Presidential telecasts and film programs.

Eight Hours of 'Monitor' To Be Dropped After Jan. 1

AN EIGHT-HOUR segment—midnight Saturday to 8 a.m. Sunday—of NBC Radio's week end service, *Monitor,* will be dropped after Jan 1, it was disclosed last week.

NBC spokesmen said the discontinuance was decided because not enough of the radio network's affiliated stations were picking up the segment for broadcast.

Monitor now runs continuously each week end from 8 a.m. Saturday to midnight Sunday.

Robert E. Sherwood Dies

FUNERAL services for Robert E. Sherwood 59, Pulitzer prize-winning playwright and author, were conducted in New York last Wednesday following his death Monday as result of a heart attack. Mr. Sherwood was signed by NBC in January 1953 to write nine original one-hour television plays over a five year period. Two were presented, "The Backbone of America" on Dec. 29, 1953, and "Diary" on Sept. 20, 1954. In February of this year NBC released him from the contract in response to his desire to devote himself almost exclusively to writing for the legitimate theatre and motion pictures.

CBS News Plans Shift

THREE CBS foreign correspondents will be shifted next March, John F. Day, director of CBS News, said last week. Bill Downs returns to Washington after having served in Rome for more than two years; Winston Burdett, currently assigned to London, will return to Rome where he had been CBS' correspondent, 1948 1951, and Alexander Kendrick, now on rovin assignment in Africa, returns to his former post in London.

WORA-TV Joins CBS-TV

AFFILIATION of WORA-TV Mayaguez P. R., with CBS-TV as a non-interconnected outlet was announced last week by Herbert V Akerberg, CBS-TV vice president in charge of station relations. WORA-TV (ch. 5) is owned and operated by Radio Americas Corp., of which Alfred R. de Arellano Jr. is president.

Army-Navy Game on MBS

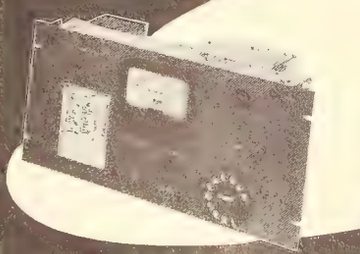
FOR THE 14th consecutive year, MBS will cap its football coverage season with the play by-play of the 56th annual meeting of the Army vs. Navy from Philadelphia's Municipal Stadium Nov. 26. Sponsor is the Allstate Insurance Co., Chicago, through the Christianse Co., Chicago.

MOST ADVANCED REMOTE CONTROL EVER DESIGNED

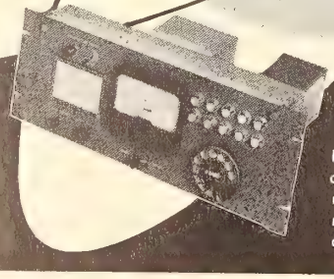
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Interested in cutting operational costs? Rust's two new remote control systems can save your radio station thousands of dollars each year! New custom-engineered designs, for both directional and non directional transmitters, offer dependability and performance never before achieved. Why not investigate the possibilities for your station?

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MANCHESTER, N.H.



24 FUNCTION SYSTEM
Recommended for use in directional and multi-transmitter installations where up to 24 control and metering functions are required.



10 FUNCTION SYSTEM
Recommended for use in non-directional installations where no more than 10 control and metering functions are required.

CBS Radio Affiliates Schedule Board Meet

A SPECIAL all-day meeting of the board of directors of the CBS Radio Affiliates Assn. with key executives of the network will be held Dec. 8 in New York, Kenyon Brown of KWFT Wichita Falls, Tex., chairman of the affiliates board, and CBS Radio President Arthur Hull Hayes are announcing jointly today (Monday).

The meeting reportedly will be devoted to a general discussion of subjects of common interest to the network and its affiliates. In requesting the meeting, the affiliates group was said to feel such a session at this time would be especially productive because, unlike a number of earlier meetings, there are now no specific negotiations in progress—"no issues at stake"—to limit the joint quest for ways of improving network service and network-affiliate relationships. It also was pointed out that the meeting is timely in that it will be the first since the 1955-56 affiliates board was elected in Detroit in September [B•T, Sept. 19].

In addition to the day-long session, a dinner party will be held the evening of Dec. 8.

The 1955-56 affiliates board consists of Mr. Brown, who represents District 8 and who succeeded John Patt of WJR Detroit as chairman; E. Maxim Ryder, WBRY Waterbury, Conn. (District 1), who is secretary-treasurer of the board and who replaced Arnold Schoen, WPRO Providence; George D. Coleman, WGBI Scranton, Pa. (District 2); Donald W. Thornburgh, WCAU Philadelphia (District 3), who replaced J. T. Lucy, WRVA Richmond; John M. Rivers, WCSC Charleston, S. C. (District 4); F. C. Howell, WLAC Nashville (District 5); Charles T. Caley, WMBD Peoria, Ill. (District 6); Hugh A. Terry, KLZ Denver (District 7); Saul Haas, KIRO Seattle (District 9); Worth Kramer, WJR, who succeeded Mr. Patt as director-at-large; Frank P. Fogarty, WOW Omaha, who succeeded Victor A. Sholis, WHAS Louisville, as director-at-large, and George B. Storer, Storer Broadcasting Co., who continues as director-at-large.

CBS Radio representatives at the meeting will be President Hayes; Administrative Vice Presidents James M. Seward and J. Kelly Smith; Station Relations Vice President William A. Schudt Jr., and Station Relations Manager Ole Morby. CBS Inc. will be represented by Richard Salant, vice president.

'Queen for a Day' to Tv

ACQUISITION by NBC-TV of the exclusive TV rights to *Queen for a Day* was announced last week by Thomas A. McAvity, vice president in charge of NBC-TV. The program is slated to be carried during the day at a time not yet determined. Mutual carries the *Queen for a Day* radio show (Mon.-Fri., 11:30 a.m.-noon EST), which the network last week renewed for the 11th year. Robert Monroe, MBS vice president in charge of programs, said the program would continue to be scheduled on Mutual's morning program block.

NETWORK PEOPLE

Herman Lewis, former editor, Burbank (Calif.) *Independent,* to NBC press and publicity department, Hollywood.

Robert A. O'Connor, formerly with MBS engineering staff, to radio frequency division of CBS-TV engineering department.

Jan Morris, publicist, ABC-TV Hollywood, appointed trade news editor for ABC-TV Western Div.



Advertisement

From where I sit *by* Joe Marsh

Last Word in Farm Machinery

Curly Lawson was first in this area to use one of those roadside vending machines. He's sold milk and eggs in one about a year now, and recommends them highly—but with reservations.

"Mine's the latest model," says Curly. "Built-in refrigeration unit—heater—an automatic sign turner-on for night. Takes any combination of coins—even gives change!"

"However," he warned, "those machines aren't cheap to buy . . . or operate. They run about $3500. If you're not on the main highway like I am—where lots of city people pass—you'd better stick to the old methods."

From where I sit, you have to admire Curly for his pioneering spirit. Of course, there's also plenty to be said for those who tend to stick to the old proven methods. People's ideas differ on the subject—on any *subject. Like you may always drink buttermilk with* your *meals . . . while a glass of beer's the "automatic" choice with* me.

Joe Marsh

Copyright, 1955, United States Brewers Foundation

AFTRA ANNOUNCES NEW WELFARE PLAN

DETAILS of what were called "the first national welfare and pension plans for the entertainment industry" were announced last Thursday in New York by trustees of the American Federation of Television & Radio Artists pension and welfare funds. The plans cover live television performers from coast-to-coast, including those earning as little as $1,000 a year and those earning more than $100,000.

The program will be entirely financed by ABC, NBC, CBS, television producers and stations and other companies who employ performers in accordance with contracts signed in November 1954 between the industry and AFTRA. The employer contributions are equal to 5% of the gross pay of the performers. Contributions to the reserves of the funds, made since Nov. 15, 1954, amount to more than $1.6 million as of Nov. 1, 1955, according to an AFTRA spokesman.

Under the welfare plan, each performer who earns at least $1,000 a year will remain insured for the subsequent year, even if he has had no work in that latter year. Each performer will have life insurance of $3,000; accident, death and dismemberment insurance of $3,000; Blue Cross hospitalization for the member and his family; full maternity benefits, and major medical expense insurance up to $5,000 for the performer and the same amount for each of his eligible dependents.

The AFTRA pension plan will make annuity payments available as early as age 55, and contains optional benefits to continue lifetime pension coverage to widows, widowers, or children of retired performers. It also provides death benefits if the artist dies before retirement or during the early years of his retirement.

Payment of welfare benefits will commence Jan. 1, 1956, and pension benefit payments on Jan. 1, 1958. Under both plans, eligibility will be based on employment in the live television industry, rather than with a particular producer or company.

The funds are governed by a board of trustees, consisting of an equal number of industry and union representatives. The principal union trustees are Frank Nelson, national president of AFTRA, and Clayton (Bud) Collyer, first vice president. The appointment of an additional trustee to take the place of the late George Heller, former national executive secretary of AFTRA, is pending. The union alternate trustees are Alex McKee, acting national executive secretary; Raymond A. Jones, Chicago executive secretary, and Claude L. McCue, Los Angeles executive secretary. The principal industry trustees are Edward G. Wilson, vice president and general counsel of J. Walter Thompson Co.; I. S. Becker, president of Air Features Inc. and vice president of CBS Radio; and Emanuel Sacks, vice president of RCA-NBC. The alternate industry trustees are David Miller, vice president and general counsel of Young & Rubicam; Mrs. Geraldine Zorbaugh, general counsel, ABC, and Gordon Gray, general manager, General Teleradio Inc.

AFTRA Vetoes Agents' Fee

THE American Federation of Television & Radio Artists in Hollywood has voted to prevent talent agents from collecting fees on live tv or radio assignments negogiated at the minimum pay scale. The chapter turned down a proposal to have the national AFTRA board reconsider a rule prohibiting collecting of fees at minimum scale. It also voted $5 fines for members not reporting transcription or recording dates.

SCATTER PROPAGATION MAY BE MEANS OF LONG-DISTANCE TV

Fledgling art could open door to intercontinental television in near future, according to forecasts at Washington seminar on vhf-uhf distance coverage.

A NEW door is opening for long distance tv.

The day may not be far off when intercontinental tv is an actuality.

The means? Forward scatter propagation.

Latest advances in the fledgling art of forward scatter communications were revealed last week in Washington at the first seminar on this method of reliable vhf-uhf distance coverage. The seminar was held under the auspices of the Institute of Radio Engineers and the George Washington U., Washington. It attracted more than 500 scientists and engineers from all over the U. S.

The seminar heard two dozen papers on various aspects of scatter propagation. It also heard:

• Dr. Allen B. DuMont forecast that trans-oceanic tv is at hand—via a chain of scatter relay stations marching up the eastern coast of North America and over the Great Circle route to Greenland, Iceland, and Great Britain. Each station would cover 200-300 miles, Dr. DuMont explained, using uhf frequencies and signal ricochets from the troposphere.

• FCC Comr. Edward M. Webster acknowledge that the growth of scatter systems would undoubtedly have an impact on spectrum allocation. He warned scatter advocates not to plunge into the commercial use of these new modes of transmission until something more is known of what frequencies are best and answers are at hand on what to do with radio services they may displace.

Called 'Freak' Reception

Until recently, the phenomena of receiving vhf and uhf signals at great distances were considered propagation aberrations. It was believed that the vhf and uhf frequencies permitted line of sight transmissions only. Depending on the location of the antenna and the power generated, these run from 40 to 60 miles. Indications of a vhf or a uhf signal beyond the horizon were characterized as "freak" propagation. It was agreed that during certain portions of the day or of the seasons there was more "freak" reception than at other times. This is particularly true during the seven-year sunspot cycle, which is at one of its peaks now.

Only lately, however, has it been determined that these conditions are reliable enough to the extent that they can be utilized for long distance communications.

Leaders in this experimentation were National Bureau of Standards, Lincoln Lab. of the Massachusetts Institute of Technology, Bell Labs., Collins Radio Co., RCA, and the military services.

The scatter signals are of minute strength They require high powered transmitters and large, extremely high gain, directionalized antennas. These signals are refracted earthward from both the ionosphere and the troposphere Both of these atmospheric layers act somewhat like a mirror to radio signals but it long was believed that the vhf and uhf radiations were not reflected in usable strength by these ionized blankets. The reflective capabilities of the ionosphere long have been used for short wave overseas communications. It is also the means by which clear channel standard broadcast stations accomplish major land coverage.

Findings of Experiments

In the experiments on scatter propagation it had been found that vhf frequencies (25-60 mc) using the ionosphere can be transmitted from 1,000 to 1,500 miles or farther regularly and reliably. Uhf frequencies (300-5,000 mc and the higher vhf wavelengths (above 100 mc can be used in conjunction with the troposphere to encompass distances up to 300 miles.

At the present time there is some question whether the ionospheric-vhf technique is capable of handling wide band intelligence (such as television signals).

Bell Labs' propagation expert Kenneth Bullington told B•T that he did not see "any possibility in the next decade or more for a single hop trans-oceanic television relay."

Tremendous powers would be required, he pointed out, and the problems of fading distortions, ghosting and other faults would indicate that the question of reliability may be insurmountable.

In his talk before the Sigma Delta Chi convention in Chicago two weeks ago, William R. McAndrew, NBC director of news, discussed the possibility of "brute force" scatter transmissions for trans-oceanic tv. He disclosed that at the present level of development, such a feat would cost $10 million [B•T, Nov. 14].

"Obviously," Mr. McAndrew said, "that is an impossible price. But it will not be long before the figure will be practical."

The probability of using a chain of relay stations, utilizing uhf frequencies and tropospheric propagation, is closer to realization, the experts stated.

Mr. Bullington referred to a video picture which had been sent over a 188-mile path between Holmdel, N. J., and Round Hill, South Dartmouth, Mass., on 5,000 mc and using 300 w transmitter and 28-ft. parabolas at the transmitting and receiving end. This was done by Bell Labs. and MIT, he explained, and proved that wideband signals could be transmitted over a tropospheric scatter medium.

There are still problems, it is said. These include such things as determining whether there is excessive ghosting, whether the signal levels vary with distance and climate, overcoming receiver noise, and the question of economics.

Basic to the extension of scatter use is the question of economics. Whether it is economically practicable to use the scatter technique with its requirements of high power and large

Tv Before the Storm

DR. ALLEN B. DUMONT is a yachting enthusiast. His boats have been virtual floating tv laboratories. Last week, in addressing participants in the scatter seminar in Washington, he reported that tv can be an effective storm warning device.

"I have found," he said, "that abnormal tropospheric transmissions are a most effective storm warning. Invariably, when exceptionally strong [tv] signals are received from stations more than 75 miles distant, a storm or general fog condition can be expected within eight hours."

Yachtsman, man your tv receiver!

igh-gain, highly directionalized transmitting nd receiving antennas for intercity tv relaying s against the shorter, line of sight microwave elays (30-60 miles apart) already in existence, s an unknown factor at this time.

Washington consulting engineer John Creutz, ssociated with E. C. Page Communications n forward scatter development, is dubious. t would cost a telecaster about $20,000 to ut in his own microwave link over a 200-mile istance, he pointed out to B•T last week. o do the same thing with forward scatter, ncluding the transmitter, antennas, and the omplex receiving equipment, would cost close o $500,000. "It's like using an elephant to ick up a toothpick," he said.

Scatter systems have been operating in the ar north connecting military bases in Canada nd Greenland, it is understood. Such systems re also planned for ship-to-shore circuits in onjunction with the Texas tower radar platorms being built off-shore U. S. These are all arrow band communications circuits (telegraph and voice), it is understood.

The major commercial scatter circuit scheded to begin operation in about a year is that eing constructed by AT&T to establish multihannel voice communications over the Florida traits, between Miami and Havana. This is distance of 300 miles. AT&T received uthority to construct this facility under experiental authority from the FCC. In its applicaon, the Bell company stated that it hoped to st out the relaying of tv programs also.

Military Use

In the military usage, it was pointed out, e extra expenses of scatter systems are offset the necessity to traverse major uninhabited, ountainous land terrains and large water eas. Fewer intermediate links—with reduced uipment and personnel requirements—are so helpful in justifying the cost, it was stated.

In his discussion last week, Dr. DuMont eclared: "I think we are on fairly secure ound when we assume that uhf signals corporating sufficient information for telesion pictures will be able to be transmitted tisfactorily for distances of 300 miles."

He continued:

". . . the really important potential for the e of scatter transmission [for tv] must be in eas where it is impractical or impossible to stall microwave or cable. No great vision imagination is required to come very ickly to the conclusion that this new method long-range transmission makes transeanic television possible. . . 'Forward scatter' y definitely gives the industry the tool by ich it can be accomplished."

Referring to the proposals for linking the orth American continent to Europe, Dr. uMont declared that Congress ought to study feasibility of immediately establishing such trans-Atlantic hookup. He alluded to the itel Inc. proposals (William S. Halstead and sociates) which envisage a chain of relay tions from the U. S. into the Canadian east ast and thence eastward over Greenland, land, Faeroe Island and Great Britain. In 53, Sen. Burke B. Hickenlooper (R-Iowa), airman of a Senate Foreign Relations subnmittee, heard Mr. Halstead and others dis- s their NARCOM (North Atlantic Relay mmunications System) proposal. This was the agenda of the short-lived Commission on

The SARKES TARZIAN FILM SYSTEM



In an effort to achieve the finest in TV film quality at a reasonable price, Sarkes Tarzian engineers designed this complete film reproduction system.

The Tarzian designed, 16 mm. film projector incorporates many features usually found only in the most expensive machines. The vertical, panel-type construction of this well-styled system permits exceptional accessibility for maintenance. And, the special design permits long light application time which produces the ultimate in fine quality film reproduction when used with the Vidicon film camera.

The Vidicon film camera, when operated with the special multiplexer provided with the package, has more than 600 lines horizontal resolution, with no shading problems and no secondary reflections.

To complete the complement of this outstanding package, there is the remarkable automatic slide projector which holds 100 slides, anyone of which can be selected in any sequence. You can buy the complete package, consisting of two 16 mm. film projectors . . . 1 automatic slide projector . . . Vidicon film camera chain . . . multiplexer . . . and all pedestals for approximately the price of the old Iconoscope film camera alone, $12,400.

Write for detailed information

Sarkes Tarzian, Inc.
BROADCAST EQUIPMENT DIVISION
Bloomington, Indiana

International Telecommunications, established by a 1953 Senate resolution (S. J. Res. 96). This commission never received an appropriation.

Comr. Webster, who was the keynote speaker at the two-day seminar, called attention to the fact that there were no non-government frequencies available for fixed services in the 30-60 mc band, and only a few bands available in the area above 100 mc. These bands are pretty well occupied, he pointed out. Fm broadcasting occupies the 88-108 mc region, and tv parts of the vhf and uhf portion of the spectrum.

Tv's ch. 2 (54-60 mc) thus lies, it is believed in some quarters, under the gun of demands for this band if needed for long distance continental U. S. scatter communications systems. Trans-oceanic scatter communications using the 54-60 mc band would not conflict with tv's use of ch. 2 in the U. S., it was suggested.

The use of scatter propagation for international communications, Comr. Webster said, called for international agreements to permit these methods to be used without interference.

Last month, the FCC announced that it had no present intention of establishing frequencies for forward propagation by ionospheric scatter. At that time, FCC engineers pointed out that interference to tv's ch. 2 from scatter propagation should not be noticeable. The interference, they said, should be no more than already received by the 54-60 mc band from various types of skywave interference and in addition the scatter signals should be extremely weak.

Among other speakers at the scatter seminar who touched on television were Kenneth A. Norton, Central Radio Propagation Lab., National Bureau of Standards, and William E. Gordon, Cornell U., Ithaca, N. Y.

Seidel Sees Electronics Jump

PREDICTION was made last week by Robert A. Seidel, executive vice president, consumer products, RCA, that the dollar volume of America's electronics industry will jump about 30% during the next two years to about $14 billion from the present $11 billion. Mr. Seidel told a luncheon meeting of civic and business leaders preceding the formal opening of a new distribution center of the RCA Distributing Corp. in Buffalo that 10 years ago the electronics industry had annual sales of about $1.5 billion and in 1950 the figure had passed the $6 billion mark.

SATELLITES AS TV RELAY POINTS PONDERED

Man-made vehicles circling earth could serve to beam television programs across the ocean, General Electric engineer tells American Rocket Society meeting.

POSSIBILITY of utilizing man-made satellites as relay points for beaming television programs across the ocean was advanced by a General Electric Co. research engineer at the 25th annual meeting of the American Rocket Society in Chicago last week.

Satellites circling the earth could serve as reflectors for television waves, according to R. P. Haviland, who discussed applications of satellite vehicles in weather forecasting and charting.

(A similar prediction was made to Sigma Delta Chi in Chicago last fortnight by NBC's William McAndrew [B•T, Nov. 14].)

Mr. Haviland declared that the satellite "must compete on an economic basis with services now in existence."

"There are a few exceptions, of course, such as the transoceanic relaying of television signals, where present techniques are not adequate, but even these are marginal in cost," he asserted. Mr. Haviland suggested that in a later stage the satellite could be used with television and facsimile techniques to make "low detail large area investigations" for mapping and cartography.

Use of 10 Satellites

Some scientists have suggested intercontinental tv could be made a reality by using 10 satellites on different orbits and at various heights, Mr. Haviland said.

As to weather charting and forecasting, Mr. Haviland said a review of resolution and coverage curves indicates that "television relaying is very useful, although the greater resolution provided by facsimile would be helpful for some measurements, such as cloud height." Resolution of tv is about 400 lines and of facsimile about 1,000 lines per inch, he added.

In another paper, Andrew G. Haley, director and general counsel of the society and member of the Washington law firm of Haley, Doty & Wollenberg, also discussed the "unmanned earth satellite." He explored Dr. John R. Pierce's theory that the earth satellite program will aid transoceanic communications on earth with two systems:

(1) consisting of enough satellites in relatively near orbits so that one of them is always in sight at transmitting and receiving locations, and (2) a single satellite 22,000 miles above earth and visible to all inhabited earth areas.

"A 5 mc television channel to be carried by the single satellite system would require a 1,000-ft. sphere repeater, and 10,000 kw power on earth. The same channel carried by a system of low level satellites would require only 100 kw power," Mr. Haley noted.

He declared:

"We must look forward . . . in the very near future to the advent of the manned, earth returnable satellite. We must also prepare to meet the well-founded contingency that states will not divert the use of the spectrum space allocated on a governmental basis to the control of communication with either unmanned or manned earth satellites.

Mr. Haley urged a study of communications requirements on manned and unmanned satellites by the International Radio Consultative Committee (CCIR), which should be advised he said, of available frequency band for remote control of and communication with satellites. He said UNESCO should send representatives to CCIR sessions—and International Telecommunications Union to UNESCO—to discuss radio allocations in connection with satellites. ITU should initiate proceedings for allocation of frequencies in connection with control-communication aspects of satellites, he added.

Final Units Being Installed For Dallas Candelabra System

DELIVERY by RCA of a 50 kw vhf transmitter to WFAA-TV Dallas has been announced by A. R. Hopkins, manager of RCA's broadcast equipment marketing department. Mr. Hopkins explained that the transmitter is virtually the final link in the installation of the candelabra transmitting antenna, which will permit WFAA-TV and KRLD-TV Dallas to share a common antenna site and tower.

A radical design, the candelabra-type construction provides separate antennas—a different type for each of the stations—mounted 75 feet apart on a triangular platform atop a 1,438-ft tower [B•T, July 25]. The system, RCA said, already has been erected and electrically connected. The stations expect to begin operations at the site next month.

Mitchell Thinks Estimates On Electronics May Go Up

CURRENT volume estimates of the fast-expanding electronics industry may have to be revised upward because of the rapid growth of commercial and industrial electronics, Don G. Mitchell, chairman and president of Sylvania Electric Products Inc., said Wednesday.

Mr. Mitchell's caution on predictions was made during an address at the annual convention of the National Electrical Mfrs. Assn. in Atlantic City, N. J. He said that "current predictions"—which later probably would need revision—are for an annual volume of about $9½ billion that will increase to $15 billion by 1960 and $20 billion by 1965. Mr. Mitchell stressed the anticipated need for stepped-up mechanization to meet both the electronics and electrical expansion.



IN CINCINNATI
There is ONLY ONE station
Which gives you BOTH!

In Home:
Second in the "In Home" Audience

Out-of-Home:
First in the "Out of Home" Audience

Ask Us for Facts and Figures

'Locked Tv Test'

IN MINNEAPOLIS a television receiver nobody watches has been on for 201 operating days and nights—over 3,576 hours or the equivalent of more than three years of average use—as part of a "locked tv test" for Westinghouse Electric Corp.

The demonstration is a promotion for the company's Reliatron tubes at Lew Bonn Co., electronic parts distributor. Three sets originally were turned on starting April 25. One burned out in Minneapolis after 3,500 hours and another in St. Paul after 3,000 hours. In both cases only the picture tubes failed.

:olor Tv to Hit Stride n 1958, Abrams Predicts

OLOR TV will hit its stride in 1958 when mass market for color receivers with annual les of three million units will have been hieved, Benjamin Abrams, president of Emern Radio & Phonograph Corp., predicted ednesday. Mr. Abrams said that he would pect the retail price level of sets that year be approximately $300.

Mr. Abrams also expected some 500,000 color ts to be sold next year and sales to jump to 5 million units in 1957.

Mass consumer interest in color tv, accordg to Mr. Abrams, who spoke in New York fore what was described as "a group of elecnic executives the membership of which nnot be divulged," will not materialize until ie barrier of high prices is hurdled." Needed, said, are more and better color programs stimulate greater public interest and demand sets.

Mr. Abrams said that he expects a substanl rise in color receiver sales next year pegged inly to prospective increases in daily color ogramming. By 1960, he said, color reiver sales will pass black-and-white sales and oth will sell side-by-side for many years to me."

eneral Electric Expands

ENERAL ELECTRIC Co.'s radio and teleion department, Syracuse, N. Y., has leased 5,000 sq. ft. single-story building in the vicin of Electronics Park to house the departnt's product service section as well as the reicement parts commercial service and entory. The building, currently under conuction, will be ready for occupancy March 1956.

E Shipping to Five

ENERAL ELECTRIC Co. last week reported pment of a 35 kw amplifier to KREM-TV kane, Wash. (ch. 2); a three-bay antenna KBST-TV Big Spring, Tex. (ch. 4), and a e-bay antenna to KPRC-TV Houston (ch. 2), s orders for Dec. 15 delivery of a studio nera chain to WTHS-TV Miami (ch. 2, ucational station) and a three-bay antenna KPTV (TV) Portland, Ore. (ch. 27).

5,000 WATTS Day and Night

WESTERN MICHIGAN'S

WKNK

MUSKEGON, MICHIGAN

LOW RATES

ASK HIL F. BEST

DEBENTURE SALE STARTED BY RCA

Common stockholders of corporation offered right to subscribe for $100 million. Buying to be ended on Dec. 5.

RCA is offering its common stockholders the right to subscribe for $100 million of 3½% convertible subordinated debentures due Dec. 1, 1980, at the rate of $100 principal amount of debentures for each 14 shares of common held of record last Thursday, Brig. Gen. David Sarnoff, RCA board chairman, announced Friday. First public disclosure of the offering had been made by General Sarnoff last month [AT DEADLINE, Oct. 3].

General Sarnoff said the debentures are priced at 102½% with the right to subscribe expiring Dec. 5 at 3:30 p.m. EST. They are convertible into common stock at $50 per share at any time on, or before, maturity. Underwriter is a nationwide group of investment banking firms headed jointly by Lehman Bros. and Lazard Freres & Co.

Net proceeds of the debentures' sale initially will be added to RCA's working capital. RCA in the past five years spent $161 million for additions and improvements to its properties, General Sarnoff said, and as of Sept. 30, about $28 million had been authorized for future additions and improvements.

Sales volume expanded from approximately $586 million in 1950 to approximately $941 million in 1954 and during the first nine months of this year, sales totaled about $740 million, the highest for any comparable period in RCA's history, according to General Sarnoff, who noted that the continued expansion will increase materially the needs for working capital.

The debentures have the benefit of a sinking fund under which $4.5 million principal amount of the debentures will be retired Dec. 1 in each of the years 1965-1979, inclusive. RCA also has the option to provide for retirement through the sinking fund of up to $4.5 million principal amount of debentures 1960-1979, inclusive.

Debentures comprise the only long term debt of RCA except for $150 million of promissory notes which are due 1970-1977, held by insurance companies. Outstanding also are 900,824 shares of $3.50 first preferred stock without par value and 13,923,327 shares of common stock without par value.

Engstrom Appointment Tops RCA Executive Assignments

DR. ELMER W. ENGSTROM has been appointed senior executive vice president of Radio Corporation of America, and in this capacity will be in charge of RCA Laboratories, Defense Electronic Products, and Commercial Electronic Products. He also will oversee Engineering Services, Manufacturing Services, and Product Planning staff activities.

Other new RCA executive assignments on the staff of chairman of the board and president:

Ewen C. Anderson, named executive vice president, Public Relations, responsible for the Commercial Dept., Press Relations, and Institutional Advertising, Washington office, and Community Relations activities.

Charles M. Odorizzi, appointed executive vice president, Sales and Services, responsible for the RCA International Division, RCA Communications Inc., RCA Service Inc., RCA Victor Distributing Corp., and RCA Institutes Inc.

Robert A. Seidel, continuing as executive vice president, Consumer Products, placed in charge of RCA Victor Television Division, RCA Victor Radio and "Victrola" Division, and RCA Victor Record Division.

W. Walter Watts, named executive vice president, Electronic Components, in charge of the Radiomarine Corp. of America and the Tube Division.

Added to the staff of the chairman of the board and the president but continuing in their present assignments are Ernest B. Gorin, vice president and treasurer; Edward M. Tuft, vice president, Personnel, and Robert L. Werner, vice president and general attorney.

$2.7 Million Addition To RCA Cambridge Plant

RCA is building a $2.7 million addition to its Cambridge, Ohio, plant "to meet the demands for increased production of tape recorders and high fidelity instruments," James M. Toney, vice president and general manager, RCA Victor Radio and "Victrola" Div., said last week.

The new building, which will be completed sometime next year, will add more than 210,000 sq. ft. of floor space to the existing 135,000 sq. ft. that is used now for making fabricated parts for record players, radios and tv receivers and for the assembly of record changers and phonographs. Mr. Toney said the expansion would lead also to increased employment at the Cambridge plant which now has some 1,400 workers.



"BIG TIME DAYTIME" programming with any commercial handling you want . . . live cameras always available.
"BIG TIME DAYTIME" precedes the sensational new ABC-TV evening schedules. Contact Free & Peters or:

Don Davis, *First Vice President*
John Schilling, *Vice Pres. & Gen. Mgr.*
George Higgins, *Vice Pres. & Sales Mgr.*
Mori Greiner, *Director of Television*

RCA Vidicon Tubes Reduced

REDUCTIONS in the prices of RCA-6198 and RCA-6326 vidicon camera tubes have been announced by Lee F. Holleran, general marketing manager, RCA Tube Division. The 6326 type is employed in black-and-white and in color tv broadcast film cameras, while type 6198 is used extensively for industrial tv applications.

Suggested resale prices were reduced from $315 to $230 on type 6198 and from $565 to $515 on type 6326. Mr. Holleran said the new prices were made possible by "substantial savings in manufacturing costs."

MANUFACTURING SHORTS

AT&T last week announced it will offer for sale unsubscribed portion of its recent $637,165,800 convertible issue, starting tomorrow (Tues.) or shortly after. Spokesman said amount not subscribed is $3,518,000, or about one-half of one percent of original amount offered.

Motorola Inc. announces preparation of new high fidelity record to demonstrate its new line of phonographs. Record is produced by Columbia Transcriptions. Dealers and distributors are urged to enclose record with each machine.

Zenith Radio Corp. announces two new four-speed phonograph models in low-priced field as part of line for coming season. Speeds are conventional 33 1/3, 45, 78 and new rate of 16 2/3 rpm for Zenith "talking book" records. Models are designed as portables for AC operation.

Electro-Voice Inc., Buchanan, Mich., has published new 32-page catalog No. 120 of professional broadcast microphones. Company invites requests for illustrated booklet, addressed to Electro-Voice Inc., Buchanan, Mich.

Entron Inc. (electronics mfr.), Bladensburg, Md., appoints Electroline TV Equipment Co., Montreal, distributor for eastern Canada.

Perkin-Elmer Corp., Norwalk, Conn., announces motor-driven zoom lens with 30-150mm focal length range, applicable to 16mm tv use. Auto-Zoom Model 16TV lens, designed for use with vidicon tube, can focus from six feet to infinity. It can be controlled any distance from camera and features remote controls for any number of cameras, permitting use in locations normally inaccessible to operator. Company has also devloped motorless model of Auto-Zoom for use with lightweight, hand-held tv cameras.

David Bogen Co., N. Y., offers new line of custom hi-fi tuners and amplifiers for home music systems. New models include separate components and combinations of am-fm tuner, preamplifier and power amplifier on single chasis, available with optional enclosures.

Ultra Modulation Co., Red Bank, N. J., has introduced audio control system which permits use of high audio power levels. New system accomplishes complete control of negative half cycle of modulation envelope, company says, by electronic switching which reproduces on negative half cycle exact wave form achieved during 100% modulation.

Insuline Corp. of America (electronic parts, equipment), Manchester, N. H., has become subsidiary of Van Norman Co. (machine tools), Springfield, Mass. In his announcement, Samuel J. Spector, Insuline president, said no change in officers or personnel will be made.

'Commercial Killer'

FOR SEVERAL WEEKS now, all day long, six days a week at its display salon at 333 N. Michigan Ave., Zenith Radio Corp. has been beaming, via loudspeaker, the virtues of its new flashmatic "commercial-killing" device to passersby. The announcer invites them to come inside, in pitchman style, and see the wonders of the product after delivering this pitch: "Are you tired of hearing 15- and 20-minute commercials on television?" The flash guns are made readily available to all interested parties on request, and they can sit and play with them for hours.

MANUFACTURING PEOPLE



MR. SAICHEK

Robert S. Saichek, previously advertising and sales promotion manager at Ampro Corp. and advertising and public relations director of Eicor Corp., appointed sales promotion manager of Motorola Inc., Chicago.

Richard M. Osgood, chief, electronics system div., Air Materiel Command, U. S. Air Force, appointed manager of equipment fabrication of new Waltham (Mass.) Labs. of Sylvania Electric Products Inc.

R. J. Sargent, manager of major appliances, Westinghouse Electric Corp. appointed general manager of newly-created major appliance division. He will headquarter in Mansfield, Pa., and report to J. H. Ashbaugh, vice president of Westinghouse appliance divisions.

Karl H. Carstens, retail advertising manager, Magnavox Co., Fort Wayne, Ind., appointed advertising manager, succeeding **E. L. Redden,** resigned. **Charles W. Weingarner,** Feldkamp-Malloy Inc., Chicago art agency, to Magnavox as advertising production manager. **Thomas C. Wyatt,** assistant advertising manager, Magnavox, has resigned.

Robert G. Beebe, distributor service manager, Ward Products Corp. (electronics), Cleveland, Ohio, to Thompson Products Inc. that city to promote Superotor, antenna rotator.

Dr. Heinz K. Henisch, transistor authority of U. of Reading, Great Britain, on one-year leave of absence to accept appointment as visiting scientist at Sylvania Electric Products Inc. Physics Lab, Bayside, N. Y.

Seymour D. Gurian, former assistant N. Y. sales manager and senior engineer, Radio Receptor Co., Brooklyn, N. Y., appointed sales manager of company's engineering products division.

B. M. Barrett, general consumer products manager, RCA Victor Co. Ltd., Montreal, and **J. A. O'Hara,** southern region RCA Victor field representative, appointed to new posts in RCA's International Div. Mr. Barrett was named director of international marketing department, and Mr. O'Hara was appointed sales manager, military exchange services.

WMT, WCCO-TV WIN TOP NEWS AWARDS

Thirteen radio and tv stations singled out for news operations and reporting in 1955 competition conducted by Northwestern U. for news directors association.

WMT Cedar Rapids, Iowa, and WCCO-TV Minneapolis were judged the "outstanding" radio and tv news operations, respectively, o 1955 in the annual awards competition con ducted by Northwestern U. for the Radio Television News Directors Assn.

The awards, which singled out 13 radio an tv outlets as winners, were announced Satur day (Nov. 19) by Prof. Baskett Mosse, chair man of the radio-tv department of NU's Medil School of Journalism, at the RTNDA conven tion in Denver. News directors of WMT an WCCO-TV are Richard Cheverton and R. G Johnson, respectively.

WMAQ Chicago and its news chief, Willian Ray, were cited for the year's "outstandin news story broadcast"—coverage of the man hunt for Richard Carpenter, accused polic slayer. The "outstanding tv news story" awar went to KTIV (TV) Sioux City, Iowa, an News Director Ken Wayman for court report ing on tv.

Among stations receiving "distinguishe achievement awards" for news operation were (for radio) WLS Chicago (news directo William J. Small); WHO Des Moines, Iow (news director, Jack Shelley); WKBN Youngs town, Ohio (news director, Gene Starn), an 2GB Sidney, Australia (news director, Hug Elliot). For tv were: WBAP-TV Fort Worth Tex. (news director, James A. Byron), an KLZ-TV Denver, Colo. (news director, Sheldo Peterson).

In radio news reporting a similar awar was presented to WSJS Winston-Salem, N. C and F. O. Carter, its news director. WJAR TV Providence, R. I., and WFIL-TV Phila delphia won for "distinguished achievemer awards" in television news reporting, citin Warren Walden and Charles Harrison, respec tively, as news chiefs.

Serving as contest judges for the annu competition were Francis McCall, executiv producer for news, NBC, New York; Howar Kany, CBS Newsfilm, New York, and Charle Day, news director, WGAR Cleveland.

Academy Seeks Cooperation In Choosing 'Emmy' Winners

PLANS were set in motion at a luncheon mee ing in New York last week to insure mo effective cooperation between the East an West Coasts in the organizational structure the Academy of Television Arts & Science and in the selection of its "Emmy" Awards.

Don De Fore, Academy president, calle upon east coast executives to work mo closely with their counterparts in Hollywoo

Ed Sullivan, CBS-TV personality, who h been a past critic of the Academy and of i system of selecting "Emmy" winners, claime at the meeting that the Academy award pr gram in the past had been "unfair," becau of faulty classification of tv programs an lack of criteria for setting up eligibility voters. Mr. Sullivan noted that *Disneylan* was given an award last year as "the be variety show."

At Mr. De Fore's suggestion, a tempora

ommittee of east coast tv personnel was ormed to recommend improvements in the ructure of the Academy and its method of lecting winners.

Mr. De Fore also announced that President isenhower has been selected to receive a ecial Emmy award for "his distinguished use d encouragement of the television medium." he award will be made to the President some- me during his convalescence at his farm in ettysburg, Pa.

The Academy's annual awards dinner will be lecast by NBC-TV for the second time next arch 17 under the sponsorship of the Olds- obile Div., General Motors Corp. The event ill be carried as a Saturday night color spec- cular, with originations in both New York d Hollywood.

onelrad Award Scheduled

ERTIFICATES of commendation from the nited States Government will be presented rly in December to approximately 1,300 radio ations throughout the nation participating in onelrad, the emergency broadcasting system case of enemy attack.

Formal presentation will be made to Wash- gton, D. C., radio station executives, and the ederal Civil Defense Administration, which is ranging the event, said that it will publicly ark other presentations that of necessity will made by mail.

AWARD SHORTS

CBS New York received special citation by reater New York Fund for volunteer work on und's behalf.

AVZ New Haven, Conn., cited on honor roll United Fund of New Haven as "Pacesetter," r its contribution to annual campaign.

ATR Waterbury, Conn., received meritorious rvice award of Disabled American Veterans ct. 25 for service to listeners during Aug. 19 od. Waterbury Civitan Club also cited WATR r service "beyond the call of duty."

KNY-AM-TV Kingston, N. Y., received let- r from Mayor Fred H. Stang commending sta- n's flood coverage. Station staff also was mmended by Chamber of Commerce, tele- one company and civil defense director.

harles Shaw, news director, WCAU-AM-FM- V Philadelphia, presented annual Better Un- rstanding Award of English-Speaking Union r "sincere and continuing effort to achieve tter understanding between the English-speak- g peoples." This is second consecutive year has been cited by Union.



"First she buys a radio—then what happens? KRIZ Phoenix sells her a vacuum sweeper!"

Frank E. Schooley, director of broadcasting, U. of Illinois, Urbana, presented citation by National Assn. of Educational Broadcasters in recognition of 20 years service to organization.

French Broadcasting System and **British Broadcasting Corp.** were honored during National Assn. of Educational Broadcasters' 31st annual convention with special recognition citations for contributions to educational broadcasting and other factors. FBS was cited for "program contributions to educational stations in America." Citation to BBC was "for its many noteworthy contributions to American education broadcasting."

Bob McDermott, farm director at WSBT-TV South Bend, Ind., presented certificate of award and recognition from Cass County (Michigan) 4-H Club for helping promote 4-H and other farm organization projects.

Jim (Ed) Erwin, WCUE Akron, Ohio, sports director, proclaimed honorary Kentucky colonel. He formerly broadcast sports in Owensboro, Ky.

"Outstanding" reporting of Trieste situation over period of years brought WOV New York, Italian-language station, silver medal award from Mayor of Trieste, Dr. Gianni Bartoli. He presented medal on visit to U. S.

William B. Caskey, vice president and general manager, WPEN Philadelphia, given Award of Appreciation by Junior Baseball Federation at banquet in his honor. Recognition was for services as chairman of 1955 Phillies-Washington Senators benefit game.

George Putnam, KTTV (TV) Los Angeles newscaster, selected "most outstanding local television newscaster" by Bell-Maywood Business & Professional Women's Club.

WRBL-TV Columbus, Ga., Chattahoochee *RFD* show cited by Georgia Farm Bureau Federation for service to agriculture.

WHLI Hempstead, N. Y., cited by American Cancer Society for "notable assistance in the 1955 crusade. . . ."

Ralph Edwards and *This Is Your Life,* NBC-TV, which he emcees, cited by National Assn. for Mental Health for show about man who recuperated from mental illness.

Cleo Craig, president, American Telephone & Telegraph Co., received Gold Medal Award of Achievement Nov. 14 from U. of Pennsylvania Wharton School alumni society. Presentation was broadcast by ABC Radio.

WMAQ Chicago and newscaster Len O'Connor presented citation by Back of the Yards Council for "distinguished service" in connection with juvenile delinquency series, *They Talked to a Stranger.*

Donald W. Thornburgh, president-general manager, WCAU-AM-FM-TV Philadelphia, presented citation by U. S. Treasury Department for stations U. S. Savings Bonds promotion.

Lawrence Christopher, B•T associate editor in Hollywood, awarded first place in non-fiction magazine writing division of national competition conducted by Sigma Delta Chi, professional journalism fraternity, at its convention in Chicago. Recognition was given Mr. Christopher for his B•T feature story "Radio in 1955: Grass Roots Giant" [B•T, April 18] analyzing the trend toward acquisition of small, community radio stations.

WHAM-TV Rochester, N. Y. commended by National Board of Fire Underwriters in citation for fire prevention promotion.

BIG VOICE IN SPORTSLAND

WJPG

People in Northeastern Wisconsin like Action

Buying Action! Sports Action!

Green Bay's 5,000 watts daytime (500 night) station, WJPG, translates this "sports-happy" audience into volume sales. You've always got a loyal, responsive audience on WJPG . . . the area's top Sports Station!



5,000 Watts Daytime — 500 Watts Night

MBS • GREENBAY, WIS.

Represented by Burn-Smith Company

When the surveys indicate that

WHBF am. fm. tv.

is the

"Quad-Cities' Favorite"

. . . we believe that this distinction has been earned and achieved through the 25 years of continuous, reliable WHBF service in the broadcasting of news, education and entertainment to an appreciative Quad-City community . . . now ¼ million people.

Les Johnson, V.P. and Gen. Mgr.



Quad-Cities' favorite

WHBF AM FM TV

TELCO BUILDING, ROCK ISLAND, ILLINOIS

Represented by Avery-Knodel, Inc.

SAVE
in albuquerque
denver
salt lake city
with SKYLINE
GROUP
DISCOUNTS



MAGNIFY YOUR SALES
IN THIS STABLE $140,000,000.00
MARKET



167 Mountainous Miles from Spokane

$53,752,000 IS A LOT OF HAMMERING!



THE MARKET
Pennsylvania Anthracite Region
Retail Sales—$885,484,000
Building Supplies—$53,752,000
THE BUILDERS—
WHWL and WISL
Complete Coverage of 9 Counties
Cost—60 Cents per 1000 Families
NAIL DOWN THIS RICH MARKET!
1954 Consumer Markets—SRDS
See FORJOE & CO.
WISL 1 KW—Shamokin, Pa.
WHWL 1 KW—Nanticoke, Pa.

Color Tests Now Underway At BBC's London Station

COLOR television tests now are underway at the British Broadcasting Corp.'s London station at Alexandra Palace, with equipment being used generating a modified type of the color signal set up by the National Television Systems Committee in the United States.

Purpose of the tests is to explore the degree of compatibility of the system by making observations on some thousands of black-and-white receivers and to see whether the system is capable of producing a consistently good quality color picture.

Increase in Radio Set Buying By Canadians Told at Meet

SALES of home radio sets in Canada this year are up 15.6% and automobile set sales have risen 74.5%. These increases were told to Canadian advertisers and agency executives by A. A. McDermott, general manager of Radio and Television Sales Inc., at the French market conference of the Toronto Advertising and Sales Club.

French-Canadians have the highest ratio of radio receivers in Canada, Mr. McDermott reported, with 98% of all homes in Quebec province having at least one radio whereas the national Canadian average is 96%.

Mr. McDermott also pointed out that French-Canadians have the highest daytime sets-in-use figure anywhere in the world and that nighttime radio shows attract owners of at least half the sets in use.

Earlier at the conference, economist Valmore Gratton expressed the belief that advertising to French-Canadian families should differ from that directed to English-speaking Canadians. For example, he said, French-Canadian women are more style conscious and consequently will buy more frequently clothes and house furnishings.

Colombia Plans Radio Network

COLOMBIAN government has ordered equipment from the West German firm of Telefunken for a radio network to be made up of seven broadcasting stations, with the key station located in the capital city of Bogota, according to a news bulletin of the Bonn Government.

Initial order, the bulletin reported, calls for enough equipment to operate two medium-wave band stations and two short-wave outlets, with three additional stations planned to service Colombia's high altitude listening areas.

RCA Expands in Latin America

RCA International Div. has created two new sales posts in Latin America to improve its distribution facilities in Central and South America as well as the Caribbean area.

Named to head the new South American sales department in Bogota, Colombia, was Carl E. Treutle, former general sales manager of Almasen Americano, Venezuelan RCA distributors. Appointed as regional sales manager for the Caribbean area as well as Central America, with headquarters in the Miami sales office, was Frank A. McCall, former RCA international manager of record sales and marketing.

INTERNATIONAL SHORTS

CKCO-TV Kitchener, Ont., Canada, boosted power Nov. 11 from 29 to 54 kw, using new 651-ft. tower. Mayors of ten communities in extended coverage area appeared on special show celebrating event.

CKNW New Westminister, B. C., Canada, has new 30-ft. mobile broadcasting studio. Trailer studio is used for promotion at store and service station openings, housing developments and public service events.

Uruguay has bought complete television station from International General Electric Co. for educational use. Servicio Oficial de Difusion Radio Electrica, country's communications authority, will locate new outlet at Montevideo. GE is building equipment at Syracuse, N. Y., for installation early next year.

CJMS Montreal has appointed Horace N. Stovin & Co., Toronto, exclusive representative.

Canadian Broadcasting Corp. has outlined in small booklet its needs for original plays and other program material for both radio and television. Booklet, entitled *Writing for CBC Radio & Television,* outlines all type of program material needed and rates of pay for scripts of all types. CBC this year requires over 500 half-hour and hour-long scripts and has enlarged its script editing staff to promptly handle program material. Inquiries should be addressed to Canadian Broadcasting Corp., Box 500, Terminal A, Toronto, Canada.

Canadian Government, through the Department of National Defense, has started half-hour tv show, *Dateline,* alternate weeks on all Canadian tv stations, both French and English. Show deals with Canadian history and is produced by Canadian Broadcasting Corp. Commercials are for Canadian Army Recruiting. Walsh Adv. Co. Ltd., Montreal, placed account.

General Mills Ltd. (baking products), Toronto, Canada, has started weekly *Celebrity Playhouse* on 16 Canadian tv stations. Agency is E. W. Reynolds Ltd., Toronto.

INTERNATIONAL PEOPLE

Lionel Marin named general manager of CJMS Montreal and **Paul Leduc** program director.

Pat Freeman, formerly sales director of Canadian Assn. of Radio & Television Broadcasters, to executive secretary, Canadian Assn. of Advertising Agencies, Toronto.

William Falkner, newscaster, CKFH Toronto, to program director of CJET Smith Falls, Ont.

Anne Sass-Wilson, formerly of CJON St. John's, and CJOY Guelph, to promotion and publicity director of S. W. Caldwell Ltd., Toronto, program and equipment distributor.

Joe Carr, veteran singer of CFRB Toronto, died at his Toronto home Nov. 9 of throat cancer.

HOWARD E. STARK
BROKERS and FINANCIAL CONSULTANTS
RADIO and TELEVISION STATIONS
50 EAST 58th STREET EL 5-0405
NEW YORK 22, N. Y.
All Inquiries Confidential

Will this blot spread... or shrink?



NOTHING STRIKES so brutally at human lives as a slum.

Yet of America's many millions of homes, the blot that is a slum covers more than 1 out of every 10 . . . and nearly one-half of all our homes are urgently in need of repair and basic improvements.

Will the blot go on spreading? Or will a concerted, nationwide attack on the causes of slums shrink it, year by year, until it is wiped out? Today, this is a challenge to every American . . . a challenge that *must* be met.

Your community . . . your problem!

A slum reaches across blocks, across miles, to sit on your doorstep and demand a price.

You pay it in the threat of crime and juvenile delinquency to your family. You pay the price in higher personal property taxes to fight the disease and crime and poverty that are slum-bred. You pay personally when the value of your home sinks as community deterioration takes another step closer.

Your *firm* pays when the community where you do business goes downhill. Slums automatically mean lower purchasing power and less effective labor.

Good citizenship is good business

It's good citizenship and good business both for your firm to join efforts to check housing decay . . . to stop slums before they start. In fact, it's the *responsibility* of every business, as it is of every other good citizen, to support community improvement efforts.

Some slums are beyond repair. They should be torn down and a fresh start made. Others can be remodeled, made to conform to better living standards. So it is up to you to get behind every sound program which seeks to provide adequate housing for all our people.

Adding your support to the efforts of the millions already attacking the problem, your firm can help stop slums cold and put America's housing standards at a new height.

How to get into action

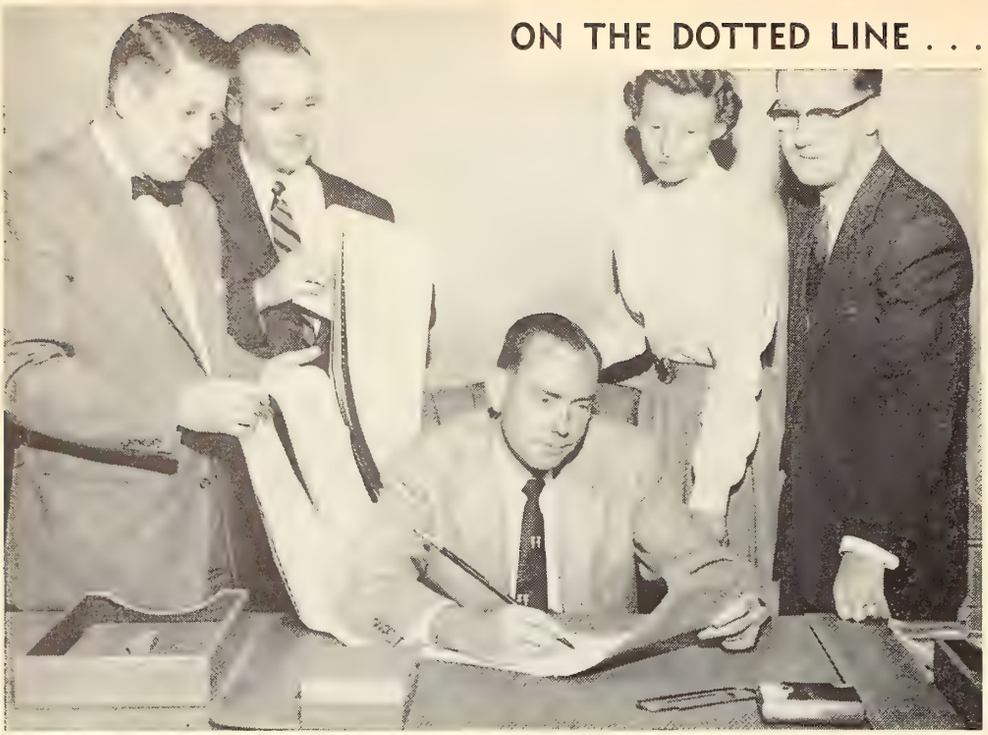
A group of Americans from every walk of life has formed a new, non-profit organization to help combat home and community deterioration — The American Council To Improve Our Neighborhoods . . . A.C.T.I.O.N.

Send for a free copy of "ACTION." It explains what A.C.T.I.O.N. is and proposes to do. It also lists booklets, research reports, check-lists, and other material which can help you protect the housing health of your community. Address P. O. Box 500, Radio City Station, New York 20, N. Y.

ACTION

American Council To Improve Our Neighborhoods

ON THE DOTTED LINE . . .



BIGGEST newscast contract in the history of KBIG Hollywood, Calif., takes the biggest available pen and paper clip as E. C. Kennard, zone manager, Buick Motor Div. of General Motors Corp. for Southern California, signs for 25 newscasts per week on behalf of the Los Angeles Buick Dealers Assn. Assisting in the oversized task are (l to r) Art Trask, vice president of Dan B. Miner advertising agency; Phil Dexheimer, KBIG account executive; Kay Ostrander, Miner timebuyer, and Cecil Alloo, Buick assistant zone mgr.



SEALTEST PRODUCTS, through Ridgway Adv., takes eastern Missouri sponsorship of *Watch the Birdie*, animated children's quiz show produced by Richard H. Ullman Inc. C. R. Sides, Ridgway account executive on Sealtest, signs the contract as Ullman's Frank Spiegelman indicates.



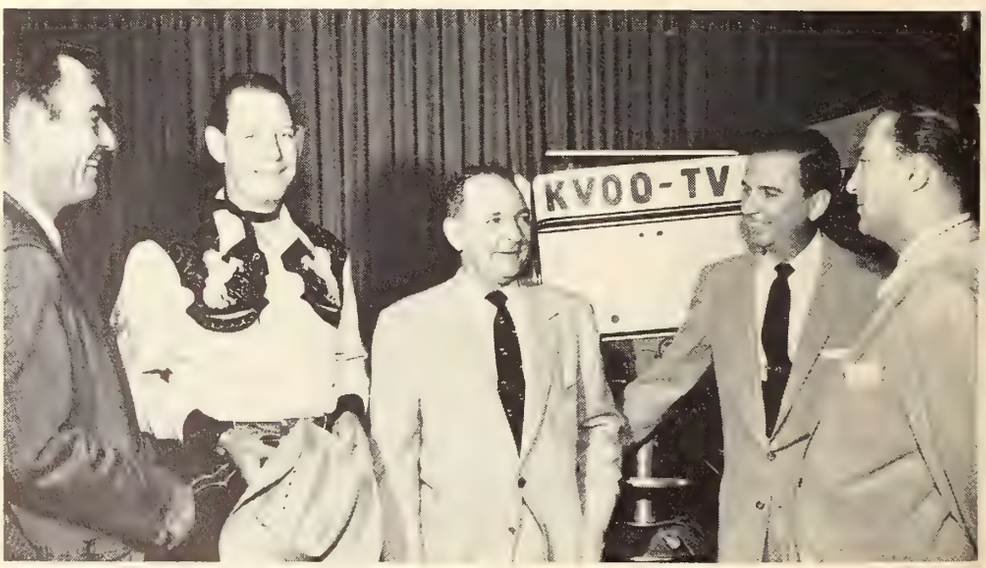
J. E. TILFORD, president of Louisville & Nashville Railroad Co., signs for *The L&N Star Reporter*, a four-times-daily, six days a week news program over WLAC Nashville Tenn. Watching are (l to r): F. C. Sowell, WLAC vice president-general manager; Howard J. Perry, president of Mullican agency, Louisville, and E. G. Blackman, WLAC sales manager.

PURCHASE of Official Film's *My Little Margie* by KOMO-TV Seattle completes the sale of the series in major Pacific Coast markets, according to Official. Discussing promotional plans for the series, which will be presented on KOMO-TV Mon.-Fri., 6-6:30 p.m., are Dave Crockett (l), program manager of the station, and Barney Mackall, northwestern representative of Official Films. ➤





WPTZ (TV) Philadelphia Commercial Manager Alexander W. Dannenbaum Jr. claims that the hobby of foreign cars provides a new locale for contract negotiations. Mr. Dannenbaum (l), in his MG, and Jaguar-driver Edmund H. Rogers, senior partner of Gray & Rogers, Philadelphia agency, representing Fidelity Philadelphia Trust Co., complete arrangements for *Football Preview*. The 15-minute show will be on WPTZ prior to each NCAA telecast during the football season.



GOING OVER plans for a new half-hour series on KVOO-TV Tulsa, Okla., to feature Leon McAuliffe and his western swing band, popular southwestern aggregation, are (l to r) James S. Dugan, KVOO-TV account executive; Mr. McAuliffe; Ellis Moses, owner of Ellis Home Appliances, sponsor of the show; Bill Sadler, KVOO-TV program director, and Pete DeFelice, DeFelice Adv., agency for Ellis. Mr. McAuliffe is a KVOO Radio veteran and is making his debut on KVOO-TV.

INDUSTRY IS ASKED TO BRING OUT VOTERS

Advertising Council calls for repeat of successful 1952 drive that helped bring 72.4% of eligible voters to polls.

RADIO-TV stations and networks again will be asked to take part in a "Register & Vote" public service campaign next year in an effort to bring out a record vote in the national elections, The Advertising Council said last week.

The Council said that as in 1952 it will back the drive spearheaded by the American Heritage Foundation. The campaign three years ago was believed to have had considerable success particularly in view of a 72.4% turnout at the polls of those eligible to vote in the national elections. This figure was 19% higher than the 1940 figure and 28.4% above the 1950 elections turnout.

All mass media will be contacted, the Council said, noting that a minimum of $10 million worth of time and space had been contributed by advertisers and media in the 1952 public service project.

Leo Burnett Co., Chicago, which served in 1952 as the volunteer agency, again will donate advertising free. Leslie R. Shope, manager of advertising and press relations, Equitable Life Assurance Society, has been named volunteer coordinator. The foundation, according to the Council, will cover out-of-pocket expenses for advertising materials which will go to the cooperating mass media.

The non-partisan campaign also will make use of civic, business and patriotic organizations to promote drives on the local, regional and national levels. The three phases of the campaign: encourage citizens to register for voting both in primaries and the general elections; urge them to "listen, look, read, talk, argue and think" about candidates and issues, and muster every eligible voter to the polls next Nov. 6. Advertising materials, the Council said, will be supplied cooperating media about a month in advance of respective primaries in the individual states, starting early next year.



MITCH MILLER (r), Columbia Records director, and John Scott, WEEI Boston disc jockey, get together for a "chin session" before an hour-long special program conducted by Mr. Miller, over nine Greater Boston stations on behalf of the United Community Services campaign. Disc jockeys from the nine stations brought their favorite recordings, all issued at least six years ago, to be played on the show. Others appearing on the program were Bob Clayton, WHDH; Alan Layr, WORL; Norm Prescott, WBZ; Joe Smith, WVDA; Stan Richords, WCOP; Jay McMaster, WMEX; Fred Lang, WNAC, and a representative from WBMS.

DeMille Supervising Tv Cancer Films

CECIL B. DeMILLE, Paramount studios producer, is supervising a series of nine promotional trailers to be shown on tv as well as in theatres for the Los Angeles County Chapter, American Cancer Society. Starring Robert Cummings, Ida Lupino and Mr. DeMille, films are designed to dispel "hopelessness" of cancer as a killer. Personalities involved with the trailers also will tape 20-second and one-minute radio spots for national distribution.

Bible Reading Gets Media Promotion

THE American Bible Society's 1955 Worldwide Bible Reading, held annually between Thanksgiving and Christmas to encourage spiritual unity, will be promoted via 32 one-minute filmed readings of Bible passages for U. S. tv stations, and by 20-second and one-minute radio spots.

WOKY Gives New Car

WOKY Milwaukee kicked off this year's Community Chest campaign in that city by giving a 1955 Plymouth to the Community Welfare Council.

Robin Hood Joins United Fund

MEMBERS of the Boys' Clubs of America, dressed in homemade Robin Hood costumes modeled after those worn by the cast of CBS-TV's *Adventures of Robin Hood*, have been appealing for United Fund and Community Chest funds throughout 25 major U. S. cities. In addition to spurring contributions for the drive with the Robin Hood theme, "Help the Unfortunate," the 25 clubs participating will submit contest entries under the heading "If I Were Robin Hood, I Would Do These Things for My Community." Winners will receive three-speed English "Robin Hood" bicycles and the grand winner will get an all-expense paid trip to Great Britain and Sherwood Forest.

KNCM Locates Missing Boy

ON OCT. 29 the Moberly, Mo., police requested the help of KNCM Moberly newsmen in broadcasting the description of a missing 7-year-old boy. Ten minutes after the broadcast the youngster was found safe and sound by a KNCM listener.

WMTA Brings in $1,700

WMTA Central City, Ky., staged a successful fund drive last month for the city's project to buy and clear land for a 1,000 acre lake which the state will build. The station's "Lakeathon" netted more than $1,700.

Narcotics Film Leads to Three Arrests

SPURRED into action by viewing a documentary show on narcotics on Guild Films' *Confidential File*, a 17-year-old girl drug addict tipped off New York police to two apartments which were used to lure teen-agers into the drug habit. Result of the tip, police reported, was quick raids on both establishments and the arrest of three men on narcotics charges.

WPIX (TV) Praised for Flood Work

TRIBUTE has been paid to WPIX (TV) New York for its efforts in raising more than $115,000 for the town of Winsted, Conn., one

INDUSTRIAL HEART
OF THE TRI-STATE AREA
TV's New Queen


316,000 watts of V. H. F. power
WHTN-TV BASIC ABC
Greater Huntington Theatre Corp.
Huntington, W. Va. Huntington 3-0185

National Advertisers
When Shopping for BIG RETURNS in the Maritimes, your best "MARKET BASKET" is CHNS . . . Ask
JOS. WEED & CO.
579 Fifth Ave., New York
They also know about our new
5000-WATT TRANSMITTER
HALIFAX NOVA SCOTIA
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BMI
"Meet the Artist"
BMI's series of program continuities, entitled "Meet the Artist," emphasizes the human side of our great music performers.
"Meet the Artist" comes to you as a 15-minute—three-per-week series of scripts highlighting behind the scenes glimpses into the music business . . . the stories of America's favorite musical personalities and their song hits. The material is factual, up-to-the-minute and presented in an easy, informal style. Disc jockeys will enjoy using it—listeners will appreciate hearing it.
"Meet the Artist" fills a special need in areas where such data is not easily available . . . highly commercial.
BROADCAST MUSIC, INC.
589 FIFTH AVE., NEW YORK 17, N.Y.
NEW YORK • CHICAGO • HOLLYWOOD • TORONTO • MONTREAL



PAUL W. MORENCY (r), president of WTIC Hartford, Conn., presents $321,197.21 check to Charles J. Cole, Hartford Red Cross official, the amount collected by the station in its "Flood Bank" campaign on behalf of flood sufferers in the Northeast. During a 72-hour campaign, $233,350 was raised; the remainder was received later.

of the localities ravaged in recent floods. Connecticut State Sen. Theodore S. Ryan, chairman of the Winsted Disaster Fund, called the efforts of WPIX (TV) "an amazing demonstration of the power for public service in the hands of a tv station." Fred M. Thrower, vice president and general manager of WPIX (TV), who initiated the move to "adopt" Winsted, said the response of the station viewers to the appeal had been "heart-warming." Sen. Ryan and Major J. Francis Hicks of Winsted added that the thousands of letters from WPIX (TV) viewers gave the entire town "a great morale lift."

Red Cross Lauds WICC

POINTING UP the vitality of radio, the Bridgeport (Conn.) Chapter of the Red Cross paid tribute to WICC Bridgeport for the part the station played in raising funds, food and clothing for victims of the recent flood disaster in New England. In a letter to Philip Merryman, general manager of the station, the Red Cross stated that "From all observation, radio is far from dead." It pointed out that over the past several weeks, Bridgeport residents visiting the chapter with donations often said they heard Red Cross appeals over WICC.

WATR Praised for Flood Work

NEARLY 500 persons turned out for a city-wide testimonial dinner in Waterbury, Conn., Oct. 1 to salute the staff of WATR for service rendered to the town when the tragic Aug. 19 floods devastated the area, knocking the city's other two stations off the air for two days.

ALBANY DECLARES 'WPTR DAY'

IN RECOGNITION of WPTR Albany, N. Y.'s new affiliation with ABC Radio, the city's mayor designated Nov. 15 "WPTR Day." The special occasion got under way with a 7:40 a.m. "Gentelmen's Foxhunt Breakfast" at the Hotel Sheraton Ten Eyck, featuring an interview of Gov. Averell Harriman by ABC newsman Martin Agronsky. WPTR was formerly affiliated with MBS, while ABC Radio's affiliate in the Albany area was WROW.

KMO TRIES MERCHANT TALENT

TACOMA, Wash., merchants and salesmen took over KMO Tacoma microphones Nov. 3 and gave their all, even to delivering a competitors' commercials with enthusiasm. KMO turned over a whole day's operation to the tradesmen to promote the Downtown Tacoma Sale, three-day promotion by 65 firms. The station says that guest broadcasters enjoyed their jobs, but chances are jeweler H. A. Mierow had mixed emotions about his. His newscast included a competitior's commercial and news story about another jewelry store.

BIG BASKETBALL SCHEDULE

WATV (TV) Newark, N. J., announced last week that it will telecast 80 college basketball games from 17 colleges throughout the New York metropolitan area beginning Dec. 1. Participating schools include Fordham U., Adelphi college, Columbia U., Queens college, City College of N. Y., Manhattan college, Seton Hall, Hofstra college, and a host of smaller institutions. Sponsorships of the telecasts will be shared by Pabst Blue Ribbon beer, Hoffman quality beverages, Paper-Mate pens, and Dolly Madison ice cream.

Boom in Butte

INCREASED TIME SALES, set sales and new viewership were reaped by the Tv Week promotion staged by KXLF-TV Butte, Mont., this fall. With an expenditure of about $250 the station dined local dealers, whipped up enthusiasm for Tv Week, got them to display banners plugging KXLF-TV shows, all backed up by an extra budget of show plugs on both KXLF radio and tv. Dealers had to get in extra stocks for resulting set sales and they came back after Tv Week to buy spot campaigns selling sets and shows as well, according to the station.



BARRY KAYE (l), WJAS Pittsburgh disc jockey, is greeted by Harold Sampson of Sampson-Miller Co., home builders, on Mr. Kaye's return to the ground after broadcasting a portion of his Sunday afternoon show from a helicopter over Garden City, a new addition near Pittsburgh built by Sampson-Miller. The airborne broadcast was in honor of the annual Parade of Homes. The builders sponsor the Sunday show and Mr. Kaye's *The Star and the Story* on weekdays on WJAS.

FREEDOM FESTIVAL ON WRCA

WRCA-AM-TV New York will air a special seven-day "Freedom Festival," starting Thanksgiving Day, Nov. 24, which will feature special documentaries covering U. S. history and traditions, a Spanish language telecast by Jinx Falkenburg McCrary addressed to New York's Puerto Rico population, tv talks with celebrities, musical programs and station sign-on and sign-off messages stressing our national heritage, written especially for the Thanksgiving occasion by poet Archibald MacLeish.

SANTA HEARD IN ALL TONGUES

POLYGLOT Santa listened to Christmas pleas by children of many lands in Washington, D. C., Nov. 12, as WGMS Washington and the Voice of America broadcast the babel. He got his international welcome at the Hecht Co. department store which invited kids to see its miniature Disneyland at the same time.

JUST CALL ME 'KIM'

PROMOTION campaign of KIMN Denver to establish itself as a new entity following switch from KFEL, using the theme of "Just call me Kim," has proven so successful one listener wrote the Intermountain Network outlet that she named her baby "Kim." Mrs. Robert C. Berg of Aurora, Col., wrote KIMN she made the decision while listening to her auto radio a week before the baby came. Station is distributing "Just call me Kim" buttons and organizing KIMN Contest Club for listeners to spark identification.

KIWANIS HONORS INDUSTRY

KIWANIS INTERNATIONAL, which earlier observed a Radio-Tv Appreciation Week, now is recommending the idea to local Kiwanis clubs in a kit, "Radio-Tv Appreciation Meeting." The kit contains a letter from J. A. Raney, Kiwanis International president, commending the industry for its contribution to freedom of speech and service to Kiwanis, and suggesting the salute to local stations.

ALLEN KANDER

Negotiator

FOR THE PURCHASE AND SALE OF RADIO AND TELEVISION STATIONS

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Lincoln Building • New York 17, N. Y., MU. 7-4242
111 West Monroe • Chicago 90, Illinois RA 6-3688

WCOW SATIRE ON RADIO

WCOW St. Paul-Minneapolis is spoofing radio generally and local stations specifically with straight-faced delivery of take-off slogans. One local station promotes "music, news and sports." WCOW sells "music, news and spots." Monitor may be "going places and doing things," but at WCOW it's "Janitor, going nowhere and doing nothing but sweeping the Twin Cities with good music for you. (Bong.) The weather in Rangoon . . . is still there." WCOW's satire reaped a column of favorable comment in the local daily press.

THANK-YOU'S FOR WICC

COMMEMORATIVE selection of thank-you letters from the people of Fairfield County, Conn., to WICC Bridgeport for its October flood coverage has been issued by the station. The folder holds photographic reproductions of letters from citizens large and small, from area police departments, business firms, schools and officials. WICC stayed on the air 72 hours the weekend of Oct. 14 during the emergency.

WEWS (TV) USES PONY EXPRESS

MOUNTED COWGIRLS came off the ranch and onto the streets of Cleveland, Ohio, in a WEWS (TV) promotion for its new western film series, *Stories of the Century*, sponsored by Krantz Brewing Co. through Marcus Adv. The ladies "hitched up" at newspaper offices to deliver press releases and baskets of tidbits to editors.

OFFERS NEW YEAR'S SPECIAL

WCBS-TV New York plans to repeat for the second year its *New Year's in New York* on Dec. 31, according to general manager Sam Cook Digges. Starting at 11:15 p.m. (EST) Saturday, and running through 1 a.m. Sunday, the program will headline various talent and pickups from Times Square. Mr. Digges noted the telecast will be offered for sale at $30,000 (including station time, productions, rehearsals and remote pickups), but excluding commercial handling. It also is available for segmented co-sponsorship at $17,500 for the 45-minute period perceding midnight, and at $12,500 between that time and 1 a.m.



KRCA (TV) Los Angeles contracts for *Juke Box Jury*, starring Peter Potter. Ch. 4 KRCA will present the program beginning Friday, Nov. 11 (10-11 p.m.). L to r: Thomas C. McCray, general manager of KRCA; Dean Craig, KRCA program director, and Mr. Potter. The program had originated on KNXT (TV) Los Angeles from August 1952 until Nov. 5.

Station Authorizations, Applications

(As Compiled by B • T)

November 10 through November 16

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

Cp—construction permit. DA—directional antenna. ERP—effective radiated power. vhf—very high frequency, uhf— ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw kilowatts. w—watts, mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization. STA—special temporary authorization.

FCC Commercial Station Authorizations
As of October 31, 1955 *

	Am	Fm	Tv
Licensed (all on air)	2,768	519	145
Cps on air	20	20	†328
Cps not on air	110	14	110
Total on air	2,788	539	473
Total authorized	2,898	553	583
Applications in hearing	147	1	171
New station requests	235	9	35
New station bids in hearing	98	0	112
Facilities change requests	142	5	49
Total applications pending	843	142	293
Licenses deleted in Oct.	0	4	0
Cps deleted in Oct.	1	1	0

* Does not include noncommercial educational fm and tv stations.

† Authorized to operate commercially, but station may not yet be on air.

Am and Fm Summary Through Nov. 16

	On Air	Licensed	Cps	Appls. Pending	In Hearing
Am	2,788	2,784	196	280	160
Fm	539	256	46	19	3

Tv Summary Through Nov. 16

Television Station Grants and Applications Since April 14, 1952

Grants since July 11, 1952:

	Vhf	Uhf	Total
Commercial	294	314	608[1]
Noncom. Educational	17	17	34[2]

Total Operating Stations in U. S.:

	Vhf	Uhf	Total
Commercial on air	332	102	434
Noncom. Educ. on air	13	4	17

Applications filed since April 14, 1952:

	New	Amend.	Vhf	Uhf	Total
Commercial	963	337	760	539	1,300[3]
Noncom. Educ.	59		32	27	59[4]
Total	1,023	337	792	567	1,360[5]

[1] 154 Cps (30 vhf, 124 uhf) have been deleted.
[2] One educational uhf has been deleted.
[3] One applicant did not specify channel.
[4] Includes 34 already granted.
[5] Includes 643 already granted.

FCC ANNOUNCEMENTS

New Tv Stations . . .

APPLICATION

Ensign, Kan.—Southwest Kansas Television Co., vhf ch. 6 (82-88 mc); ERP 26.9 kw vis., 16.1 kw aur.; ant. height above average terrain 717 ft., above ground 683 ft. Estimated construction cost $193,031.62, first year operating cost $81,900, revenue $119,535. Post office address Cimarron, Kan. Studio and trans. location near Ensign. Geographic coordinates 37° 38′ 26″ N. Lat., 100° 20′ 33″ W. Long. Trans. and ant. RCA. Legal counsel Loucks, Zias, Young & Jansky, Washington. Consulting engineer Commercial Radio Equipment Co., Washington. Stock is owned by approx. 300 stockholders. Principals include Pres. **Leigh Warner** (.20%), insurance and farming, Vice Pres. **Wendell Elliott** (.22%), general manager **KGNO Dodge City, Kan.**, Sec.-Treas. **F. C. Walker** (.20%), insurance and farming and **Jess C. Denious Jr.** (.22%) KGNO owner. Station may be satellite of **KTVH (TV) Hutchinson, Kan.** Filed Nov. 15.

Existing Tv Stations . . .

ACTIONS BY FCC

WINT (TV) Fort Wayne, Ind.—Granted ERP of 347 kw vis., 182 kw aur. Ant. height above average terrain 860 ft. Granted Nov. 15.

WDSU-TV New Orleans, La.—Granted ERP of 100 kw vis., 50 kw aur. Ant. height above averag terrain 930 ft. Granted Nov. 10.

WIL-TV St. Louis, Mo.—Station on ch. 42 deleted by FCC for lack of prosecution by letter of Nov. 10. Announced Nov. 14.

WMUR-TV Manchester, N. H.—Granted ERP of 282 kw vis., 155 kw aur. Ant. height above



average terrain 1,030 ft. Granted Nov. 15.

KGGM-TV Albuquerque, N. M.—Granted ERP of 7.59 kw vis., 3.8 kw aur. Ant. height above average terrain 4,180 ft. Granted Nov. 10.

KFJI-TV Klamath Falls, Ore.—Granted ERP of 12.9 kw vis., 6.46 kw aur. Ant. height above average terrain 1,050 ft. Granted Nov. 10.

KOSA (TV) Odessa, Tex.—Granted mod. of cp to change trans. location to point about 11 miles west of city, increase vis. ERP from 20.4 kw to 102 kw, increase ant. from 390 to 740 ft. and make equipment changes. Granted No. 16.

WDSM-TV Superior, Wis.—Application for mod. of license to change studio location from Superior, Wis., to Duluth, Minn., dismissed at request of attorney. Dismissed Nov. 14.

APPLICATION

WAIQ (TV) Andalusia, Ala.—Seeks mod. of cp (which authorized new tv station) to install new ant. system and make other equipment changes. Filed Nov. 14.

PETITION

WSEE (TV) Erie, Pa.—Petitions FCC to (a) amend rules for allocation of ch. 6 to Erie (b) amend Sec. 3.606 (b), 3.607 (a), 3.610, and 3.612 so as to permit operation of station on ch. 6 at Erie and (c) issue to petitioner of order to show why its cp and STA for WSEE (TV) should not be mod. to specify operation on ch. 6. Announced Nov. 10.

CALL LETTERS ASSIGNED

KSHO-TV Las Vegas, Nev.—Moritz Zenoff, ch. 13.

KINY-TV Juneau, Alaska—Alaska Bcstg. System Inc., ch. 8.

New Am Stations . . .

ACTIONS BY FCC

Merced, Calif.—Joseph E. Gamble granted 1580 kc, 500 w D. Post office address KXOB, Hotel Stockton, Stockton, Calif. Estimated construction cost $31,000, first year operating cost $66,000, revenue $78,000. Mr. Gamble is 100% owner **KXOB Stockton** and 51% owner **KCMJ Palm Springs, Calif.** Granted Nov. 16.

Anna, Ill.—Anna-Jonesboro Bcstg. Co. application for cp to operate on 900 kc, 500 w D dismissed at request of applicant. Action Nov. 10.

Eminence, Ky.—J. W. Dunavent granted 1600 kc, 500 w D. Post office address Eminence, Ky. Estimated construction cost $22,833, first year operating cost $18,000, revenue $21,000. Mr. Dunavent is Western Auto Assoc. dealer. Granted Nov. 16.

Morris, Minn.—Western Minnesota Bcstg. Co. application for cp to operate on 1570 kc 1 kw D returned. Exhibits dated after verification. Action Nov. 10.

Greenville, Miss. — Delta-Democrat Pub. Co. granted 900 kc, 1 kw D. Post office address P. O. Box 665, Greenville. Estimated construction cost $16,800, first year operating cost $50,000, revenue $60,000. Principals include Pres. **William Hodding Carter Jr.** (34.05%), journalist; Vice Pres. **Betty W. Carter,** and Sec.-Treas. **John T. Gibson** (24.95%), general manager of Delta-Democrat Pub. Co., a newspaper publisher. Granted Nov. 16.

Chateaugay, N. Y.—Clinton County Bcstg. Corp. d/b as Franklin County Bcstg. Co. granted 1050 kc, 1 kw D. Post office address 301-03 Cornelia St., Plattsburgh, N. Y. Estimated construction cost $23,894, first year operating cost $40,000, revenue $45,000. Clinton County Bcstg. Corp. is licensee **WIRY Plattsburgh** and has filed for standard station at Lake Placid, N. Y. Some Clinton principals hold minority interests in **WIRI (TV) Lake Placid (Plattsburgh).** Granted Nov. 16.

Batesburg, S. C.—James Olin Tice Jr. granted 1410 kc, 1 kw D. Post office address 30 E. 81st St., New York, N. Y. Estimated construction cost $13,538.98, first year operating cost $34,000, revenue $42,000. Mr. Tice, CBS announcer, is president-director, ⅓ owner **WMYB Myrtle Beach, S. C.,** and president-part owner **WJOT Lake City, S. C.** Granted Nov. 16.

York, S. C.—York-Clover Bcstg. Co. granted 1580 kc, 250 w D. Post office address Box 202, Lincolnton, N. C. Estimated construction cost $12,300, first year operating cost $25,000, revenue $30,000. Principals in equal partnership are **G. B. Sigmon,** owner of dairy and poultry farm, and his son **C. C. Sigmon,** employe at textile mill. Granted Nov. 16.

Waco, Tex.—R. E. Lee Glasgow application for cp to operate on 940 kc, 500 w D dismissed at request of applicant. Filed Nov. 15.

Warrenton, Va.—Old Dominion Bcstg. Co. granted 1420 ks, 5 kw D. Post office address Mr. & Mrs. Oliver M. Presbrey, Warrenton. Estimated construction cost $33,100, first year operating cost $38,500, revenue $48,500. Principals are **Martha Rountree Presbrey** (50%), 100% owner Rountree-Presbrey (radio-tv) Prod. and 50% of *Flag* magazine, and **Oliver M. Presbrey** (50%), pres.-treas. Rountree-Presbrey Prod. and 50% owner *Flag.* Granted Nov. 16.

Casper, Wyo.—John L. Breece granted 1400 kc, 250 w unl. Post office address P. O. Box 436, Lander, Wyo. Estimated construction cost $12,000, first year operating cost $38,000, revenue $50,000. Mr. Breece is manager-engineer **KOVE Lander.** Granted Nov. 16.

APPLICATIONS

Riverside, Calif.—Ray Lapica, 1570 kc, 1 kw D. Post office address 207 S. Hamel Dr., Beverly Hills, Calif. Estimated construction cost $31,207.27, first year operating cost $45,000, revenue $60,000. Mr. Lapica is sales, news and research director of **KBLA Burbank, Calif.** Filed Nov. 15.

Homestead, Fla.—J. M. Pace, 1430 kc, 1 kw D. Post office address 6246 S. W. 99th Terrace, South Miami, Fla. Estimated construction cost $23,000, first year operating cost $48,000, revenue $60,000. Mr. Pace is realtor. Filed Nov. 10.

Ward Ridge, Fla.—Vacationland Bcstg. Co., 1400 kc, 250 w unl. Post office address P. O. Box 687, Fort Walton Beach, Fla. Estimated construction cost $10,000, first year operating cost $26,000, revenue $30,000. Applicant is licensee of **WFTW Fort Walton Beach.** Filed No. 10.

Salem, Ill.—Salem Bcstg. Co., 1350 kc, 500 w D. Post office address P. O. Box 148, Fairfield, Ill. Estimated construction cost $23,020, first year operating cost $40,000, revenue $52,000. Principals are owners of **WFIW Fairfield, Ill.** Filed Nov. 10.

Manchester, Ky.—The Wilderness Road Bcstg. Co., 1580 kc, 250 w D. Post office address P. O. Box 333, Columbia, Ky. Estimated construction cost $4,025, first year operating cost $42,000, revenue $55,000. Sole owner **Clifford Spurlock** is minority stockholder of **WTCO Campbellville, Ky.,** and 49% owner **WFLW Monticello, Ky.** Filed Nov. 10.

Newark, N. Y.—T. K. Cassel, 1420 kc, 500 w D. Post office address Box 89, Elmira, N. Y. Estimated construction cost $8,200, first year operating cost $48,000, revenue $65,000. Mr. Cassel is 25.85% owner **WCHA-AM-FM-TV Chambersburg, Pa., owner WATS Sayre, Pa.,** 50% owner **WTVE (TV) Elmira, N. Y.,** 16⅔% owner **WOND Pleasantville, N. J.,** 14.28% owner **WDBF Delray Beach, Fla.,** and owner of pending applications for new am to operate in Ithaca, N. Y. Filed Nov. 15.

Abilene, Tex.—Marathon Bcstg. Co., 1280 kc, 1 kw D. Post office address 3008 26th St., Lubbock, Tex. Estimated construction cost $33,256, first year operating cost $39,000, revenue $50,000. Principals in applicant own **KOTS Deming, N. M.** and **KOBE Las Cruces, N. M.** Filed Nov. 15.

Plainview, Tex.—Plainview Radio, 1050 kc, 1 kw D. Post office address Box 322, Plainview. Estimated construction cost $19,815, first year operating cost $36,000, revenue $48,000. Principal equal partners **Earl S. Walden,** applicant for 50% ownership of **KERB Kermit, Tex., Homer T. Goodwin,** pastor, and **Leroy R. Durham,** farmer. Filed Nov. 10.

APPLICATION RESUBMITTED

Morris, Minn.—Western Minnesota Bcstg Co. resubmits application for cp to operate on 157 kc, 1 kw D. Resubmitted Nov. 15.

APPLICATIONS AMENDED

Terre Haute, Ind.—Citizen's Bcstg. Co. amends application for new am to operate on 1350 kc 500 w D to make changes in ant. system (reduce height). Amended Nov. 10.

Abilene, Tex.—Bill Mathis amends application for cp to operate on 1280 kc, 1 kw D to specify 500 w and change trans. location to 3.4 mile south of Abilene. Amended Nov. 14.

Kamuki, Honolulu, T. H.—Christian Bcstg. Assn. amends application for cp to operate on 800 kc, 1 kw unl. to specify 870 kc. Amended Nov. 14.

Existing Am Stations . . .

KWFC Hot Springs, Ark.—Granted mod. of cp to change ant.-trans. location. Granted Nov. 1

WDYL Statesboro, Ga.—Granted mod. of cp for change in ant. system and to make equipment changes. Granted Nov. 15.

KGKO Dallas, Tex.—Granted increase in power from 1 kw to 5 kw, operating on 1480 kc with 500 w N unl., DA-2, unl.; engineering conditions. Granted Nov. 16.

APPLICATIONS

WVOK Birmingham, Ala.—Seeks cp to increase height of southwest tower of DA array to accommodate fm and tv ant. Filed Nov. 15.

KMYC Marysville, Calif.—Seeks mod. of cp to increase D power from 1 kw to 5 kw and make changes in DA-2. Filed Nov. 15.

KSTN Stockton, Calif.—Seeks cp to increase power from 1 kw to 5 kw and make changes in ant. system (DA-2). Filed Nov. 15.

WKNB New Britain, Conn.—Seeks mod. license to change hours of operation from D to limited time so as to sign-off at LS, Louisville, Ky. Filed Nov. 10.

WEBK Tampa, Fla.—Seeks mod. of cp to change from 1590 kc to 1300 kc. Filed Nov. 10.

WATM Atmore, Ga.—Seeks cp to change from 1580 kc to 1590 kc, increase power from 250 w to 1 kw and make equipment changes. Filed Nov. 14.

WBHB Fitzgerald, Ga.—Seeks cp to change hours of operation from unl. to D, change from 1240 kc to 1380 kc and power from 250 w to 1 kw D. Filed Nov. 10.

WKLX Paris, Ky.—Seeks mod. of cp (which authorized new am station) to specify studio location and operate trans. by remote control from studio location and make changes in ground system. Filed Nov. 15.

WKMI Kalamazoo, Mich.—Seeks cp to change from DA-2 to DA-N and operate trans. by remote control from 414 S. Burdick St., Kalamazoo while using non-DA. Filed Nov. 14.

WSKN Saugerties, N. Y.—Seeks mod. of cp to change trans. location. Filed Nov. 10.

WMFD Wilmington, N. C.—Seeks cp to decrease height of center tower of DA. Filed Nov. 10.

WKLV Blackstone, Va.—Seeks cp to change from 1490 kc to 1440 kc, increase power from 250 w to 5 kw and change hours from specified hours to D. Filed Nov. 15.

APPLICATIONS AMENDED

KWRO Coquille, Ore.—Amends application for cp to change from 1450 kc to 630 kc, increase power from 250 w to 1 kw, change hours of operation from unl. to D, change ant.-trans. location to Hwy. 101, 1 mile northwest of Coquille, operate trans. by remote control from studio and make ant. system changes to specify trans. location to Oregon Coast Hwy., Coquille. Amended Nov. 14.

CALL LETTERS ASSIGNED

KBVM Lancaster, Calif.—Brocaw Bcstg. Co. 1380 kc, 1 kw D.

KRFC Rocky Ford, Colo.—Arkansas Valley Bcstg. Co., 1320 kc, 1 kw D.

WRMF Indialantic-Melbourne, Fla.—Melbourne On The Air Inc., 1050 kc, 500 w D.

WCHK Canton, Ga.—Christian & McClure, 12

(Continues on page 112)

Eastern Station

Music — News — Sports

$75,000.00

This fulltime independent is located in one of the east's premium and most attractive secondary markets. Operating profitably this station is showing steady increases in both gross and net. Down payment required $35,000.00. Some working capital included.

Negotiations • Financing • Appraisals

BLACKBURN - HAMILTON COMPANY

RADIO-TV-NEWSPAPER BROKERS

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James W. Blackburn Clifford B. Marshall	Ray V. Hamilton	William T. Stubblefield
Washington Bldg. Sterling 3-4341-2	Tribune Tower Delaware 7-2755-6	111 Sutter St. Exbrook 2-5671-2

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ANSKY & BAILEY INC.
tive Offices
De Sales St., N. W. ME. 8-5411
s and Laboratories
1339 Wisconsin Ave., N. W.
ington, D. C. ADams 4-2414
*Member AFCCE **

JAMES C. McNARY
Consulting Engineer
National Press Bldg., Wash. 4, D. C.
Telephone District 7-1205
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—Established 1926—
PAUL GODLEY CO.
Upper Montclair, N. J. MO. 3-3000
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GEORGE C. DAVIS
501-514 Munsey Bldg. STerling 3-0111
Washington 4, D. C.
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Situations Wanted 20¢ per word—*$2.00 minimum* • Help Wanted 25¢ per word—*$2.00 minimum.*

All other classifications 30¢ per word—*$4.00 minimum* • Display ads $15.00 per inch

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APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING • TELECASTING expressly repudiates any liability or responsibility for their custody or return.

RADIO

Help Wanted

Managerial

Southwestern location for a working sales manager in good, non-competitive, small market. High degree of freedom, guaranteed list of accounts, excellent 15% commission arrangement. Send photo, resume Box 435E, B•T.

Manager-sales manager—midwestern net affiliate, small-medium market looking for good manager who can sell. Substantial income to right man. Send photo, complete resume, background and references. Confidential. Box 452E, B•T.

Wanted: An aggressive sales manager for 5 kilowatt progressive independent in the southeast. The man we seek is a hard working, "idea man." He will supervise a small sales staff, and will devote a great amount of his time to selling. The amount of compensation is open, because we are looking for a "Sales Manager", not a public relations man. Excellent working conditions. Box 460E, B•T.

Immediate opening in fast growing Virginia town for manager-salesman with car. Market ripe for progressive man with initiative. Personal interview necessary. Reply Box 480E, B•T.

Salesmen

Successful, thoroughly experienced salesman, Michigan daytime independent. $400.00 guarantee. No competitive tv, great opportunity, resume, photo and references. Box 464E, B•T.

ENGINEERS

A top Washington engineering firm is looking for qualified engineers to join their staff. These positions have no limitations, financially or otherwise . . . your advancement depends upon your ability. We are interested in men that have experience in allocation engineering (both AM and TV), and particularly directional antenna design and adjustment, plus experience with television equipment. These openings are due to the expansion of our organization. All replies will be kept in strict confidence.

Box 536E, B•T

RADIO

Help Wanted—(Cont'd)

Salesman wanted who loves to hunt and fish. Friendly fast growing progressive college town. Forget the rat-race of the big city, no pressure. Territory wide open, all accounts are yours, no house accounts, no restrictions. Single station market, no tv, only competition is sleepy newspaper. No sour accounts, respected in community. Last salesman bought local retail business. Same management after three profitable years. Michigan 1000 watt independent. 15% plus car allowance. Give details first letter. Box 508E, B•T.

Attention: Radio opening for salesman in southeastern market. 1000 watt NBC affiliate with emphasis on personality programming. Income commensurate with capability, willingness and results. Box 530E, B•T.

Opening experienced radio salesman. Guarantee against commission. Write C. J. Dickson, KWFC, Hot Springs, Arkansas.

Experienced salesman wanted to sell and service station's top local active and potential list of accounts. Weekly guarantee, 15% commission above guarantee. This is a $13,000.00 and up position. Michigan's second and most prosperous market. Ability more important than long experience. Opening due to promotion. Send full resume in first letter to Manager, WTAC, Flint, The Big Station, Inc., 740 South Saginaw Street, Flint, Michigan.

Attention Jack Ally. Please call Charlotte, N. C. ED 3-7173 collect between 9:00 and 5:00 weekdays.

Announcers

Can you sell a radio commercial—any commercial? Are you smart enough to pick your own music, do a telephone show, make and keep an audience? Do you want to work? We want a good community man who wants to make Oelwein, Iowa, a permanent home. Send tape, photo, past earnings and references to Box 502E, B•T.

Actor—radio-tv, stage acting experience. Network radio serial soap opera (Les Tremayne type voice) for DJ-news. Ohio. Box 513E. B•T.

Personal—Ken Roberts of Atlanta. Larry Tune of Louisville, Kentucky. Get in touch with Box 514E, B•T.

Experienced announcer with first phone license. Immediate opening. 5000 watts, Great Lakes. Pleasant staff and working conditions. Time and a half after 40 hours. Start at $1.76 per hour. Must have car. Send photo, tape, resume to Box 522E, B•T.

$90—$100 weekly for experienced combination announcer-engineer at WFPR, Hammond, Louisiana. Must be sober, reliable, hard worker. Contact Ralph Hooks, KDLA, DeRidder, Louisiana. Phone 7600.

Announcer-engineer with 1st class ticket. $90 per week. Send tape and resume. KGHF, Pueblo, Colorado.

Need one announcer, experienced; one announcer-salesman and one combo man for daytime independent in south Georgia. Send resume, photo and tape to WAAG, Adel, Georgia.

Announcer. Experienced in news, DJ, with ability to deliver selling commercials. Radio and tv. Send photo, tape and complete background resume to A. R. Cooper, WAKR, Akron, Ohio.

Announcer, experienced. Permanent position with progressive independent. Paid holidays and vacation. WCOJ, Coatesville, Pa.

Wanted: Program director. Somewhere there is an announcer with good voice and delivery, who really knows his radio. This man may desire more responsibility or opportunity. Daytime direction to take charge inside operation. Need immediately. Good salary and conditions. This may be your chance to show what you can do. Dave Welborne, WDVM, Pocomoke City, Maryland. 937.

Combo announcer-engineer with emphasis on announcing. Immediate opening. Forward tape and full particulars to V. G. Balkcum, WGBR, Goldsboro, N. C.

Network affiliate needs experienced announcer, strong on sports play-by-play and discs. WSOY, Decatur, Illinois.

RADIO

Help Wanted—(Cont'd)

Florida east coast fulltimer needs good announc with 1st class license capable of transmitt maintenance. $80 week. A beautiful permane Florida hometown. WSTU, Box 518, Stua Florida.

Board operating adlib morning man. Extensi knowledge programming, news, music libra May lead to program director. Good pay in fi midwest town of 40,000. Airmail full details, pho and salary requirements; hold tapes. Also ne gal Friday. F. A. Smith, 5316 N. Spaulding Av nue, Chicago 25, Ill.

Two combination announcers. Young, sing One with writing, one sales or production engineering for Orient. Excellent low cost livir Contract for $300 per month to start, plus ma benefits. Send tapes, resumes, photos to Pa Baron, Palmer De Meyer, Inc., 50 East 42 Street, New York.

Technical

Immediate opening for chief engineer, first pho ticket in small Virginia town. Reply to Box 481 B•T.

Want older, competent chief engineer-announc who wants permanent job in north Texas tov of 12,500. Want man who likes people and radi If you're tired of big city pressure, send ta and background. KVWC, Vernon, Texas.

Chief engineer-announcer. Outstanding calib Emphasis engineering. Send tape, full detai salary desired John Powell, Manager, KWB Hutchinson, Kansas.

Engineer: All new station and equipment. Da time operation, top working conditions in sm town. Good salary. Dave Welborne, WDV Pocomoke City, Maryland. 937.

WOWO — Immediate staff opening — qualific transmitter operator—contact Harold Broka WOWO, Fort Wayne, Indiana.

Engineer-announcer. Immediately. WVOS, Libe ty, N. Y.

Immediate opening Michigan 1000 watt fulltin directional needs engineer, first class, good pa Excellent insurance, pension and fringe benefi call or write Kenneth Kunze, Chief Enginee WTTH, Port Huron.

Programming-Production, Others

Wanted: Girl familiar with traffic and accountin Unusual opportunity for advancement. Box 469 B•T.

Experienced promotion-publicity man for maj midwest radio-tv outlet, serving over two millio Must be ready to take over alert, aggressive d partment with initiative and confidence. Bo 487E, B•T.

News reporter, writer, broadcaster for progre sive midwest radio station. Working conditio and starting salary excellent. Send all replies Box 492E, B•T

Independent station in midwest community 100,000 wants copywriter and traffic gal or gu Must be experienced. Salary open, fine oppo tunity for right person. Send full details to Bo 527E, B•T.

Experienced PD whose record proves he ca make a good independent 5000 watt station metropolitan market a better station. Box 538 B•T.

Southern California station in ideal climate nee experienced copywriter for one man departmen Send background, samples and expected salar KXO, El Centro.

Situations Wanted

Managerial

General manager—ten years "am" experience a phases in large, medium, small market. Tc salesman, experienced personal manager—exce lent business details. Presently sales manage medium western market. Desire permane medium market. Married, children—will operat top station in your market for a long time wit proven programming and hard selling. Pleas do not answer unless you want heavy gene manager. Box 488E, B•T.

Manager. 18 years experience. Reliable. Tak charge or assist. References. Box 495E, B•T.

Manager, top references, experience include sales, programming, sports, announcing. Sma and medium markets. Presently assistant wit metropolitan indie. Box 535E, B•T.

General Manager, well known throughout indus try, seeks to relocate with progressive am-t organization. Have one of the finest record (sales, management, programming) in the busi ness. Best of references. All replies kept strictl confidential. Box 539E, B•T.

RADIO

Situations Wanted—(Cont'd)

Salesmen

nnouncer-salesman, married, veteran, degree, t phone, radio-tv experience. Box 498E, B•T.

rning excess of $12,000 this year—seeking to C morning show and sell. Twelve years exrience—excellent record—northeast—southwest ly. Box 499E, B•T.

les engineer. Seven years radio-tv broadcast chnician. RCA graduate. 1st phone. No sales perience. Box 516E, B•T.

Announcers

ttention California—Experienced announcer-gineer. Presently employed 1 kw net. Family an. Box 321E, B•T.

p DJ-announcer. Just left 5000 watt southwest-n indie. Desire permanent relocation. Box 4E, B•T.

nnouncer, versatile, DJ, news, three years col-ge, $100 a week. Box 365E, B•T.

ave five years experience, two years morning an, strong on news, run a pleasant disc show. ould like to locate within one hundred miles Philadelphia. Box 459E, B•T.

nnouncer—4 years experience—college training reliable. Excellent diversified background—esently employed. Desire position with more allenge and opportunity. Box 486E, B•T.

p play-by-play announcer, public relations man d sportscaster now available, will do staff. 6 ars experience, vet, 24, college grad, prefers w England. Box 501E, B•T.

vo man morning disc show. Versatile, experi-ced, highly commercial, hungry! Box 504E, T.

xperience and know-how. Top morning man. p or western. Selling job on air guaranteed. rst ticket. Excellent references. Box 506E, T.

RADIO

Situations Wanted—(Cont'd)

Announcer-newscaster seeks permanent position with program-conscious am, central US or southwest. 12 years experience, 33, family, car. Box 507E, B•T.

Versatile announcer. 17 months experience, desires position with independent station. Box 517E, B•T.

Versatile announcer—strong on commercials—appearance—personality—college degree—musician—idea DJ. Veteran—will locate. Box 518E, B•T.

Newscaster available for east coast area. Some announcing. Agency references. Box 524E, B•T.

$65 a week—experienced announcer, for small station. Resonant voice. News-sports-DJ. Board. Photo, tape. Box 526E, B•T.

Experienced play-by-play man all sports. Have first phone, combo experience several years. Interested security, opportunity. Available immediately. Box 528E, B•T.

Humorous DJ, presently employed, also play-by-play sports, staff announcer and program director available. Married, tape and references on request. Box 529E, B•T.

Staff announcer, married veteran. Knowledge all phases. Recent broadcasting school graduate. Will travel. Box 531E, B•T.

Trained experienced announcer desires permanent settlement Vermont, New Hampshire after Jan. 1. Box 532E, B•T.

Announcer, thoroughly trained, recent graduate, network potential, single, veteran, desires position in New England. Can start within week's notice. My job will always come first before anything else. Box 533E, B•T.

Announcer, 11 years, special events, sports, deejay, staff. Presently with metropolitan independent. Box 534E, B•T.

Low pressure, personable, thirty. Experience: Broadcasting school, AFRS, WDEV, Vermont. Prefer morning stint. Reentering broadcasting. Salesman past eight years. Tape, photo available. James Mastroni, 5 Normandy Road, Fairfield, Connecticut.

RADIO

Situations Wanted—(Cont'd)

Seeking late or all night DJ? Good sell and news delivery. Experienced, vet, college, announcer training, plenty ideas. Norman Sime. Readstown, Wisconsin. Telephone 16J.

Rock'em negro deejay, light experience, emphasis news, commercial, deejay show. Boardman. Deejay, Box 221, Sparkhill, N. Y.

Top play-by-play basketball announcer. Available immediately. Five years experience also doing staff, baseball and football. Write, wire Mike Wynn, 201 West 77th Street, New York City.

Technical

First phone. Experienced, congenial, desires to relocate in North Carolina or South Carolina. Please write Box 505E, B•T.

Technician, 1st phone, 12 years experience am-tv desires position with progressive station. Box 525E, B•T.

Engineer-announcer, 1st class phone, news, DJ, congenial, dependable, sober, married. Some experience. Locate anywhere, good opportunity, future and advancement. Jack Rosenwald, 591 Williams Avenue, Brooklyn, N. Y. Dickens 5-4572.

Production-Programming, Others

Program director—assistant sales manager, good commercial voice, ad-lib, phone interviews and sales. Competent, intelligent assistant to manager. Desire responsibility and $75.00 per week to start. 4 years college. 7 years radio experience—age 40 years. Available one week. Box 405E, B•T.

Need program manager? Radio, tv employed, 8 years. Highest references. Box 439E, B•T.

Available immediately. Program-director announcer. 3 years experience. Relocate northeast permanently. Minimum $75.00. Radio or tv. Box 482E B•T.

Experienced newsman . . . reporting, writing, editing, announcing. Can do DJ, staff. Mature voice. Family man. Presently in radio. Seek advancement within 200 miles N.Y.C. Tape and photo on request. Box 489E, B•T.

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- Film editing equipment
- An outstanding staff of professional instructors who are presently working at network affiliates—NBC, CBS, ABC.
- Practical training. Professional trainees learn by doing — actually participating in closed-circuit productions.

Your collect wire or call is always welcome. Call Northwest *first*. Our Employment Counselor . . . John Birrel . . . assures you of immediate, personal attention.

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RADIO

Situations Wanted—(Cont'd)

Experienced radio-television production director, currently producing large volume for public service organization, seeks greater challenge. M.A. Degree. Solid knowledge of production, programming, and promotion. Salary open. Box 500E, B•T.

Program director-announcer seeks permanent location in northeast. Independent and affiliate experience—sports, news, music, play-by-play. Box 520E, B•T.

TELEVISION
Help Wanted

Salesmen

Tv salesmen, 2 to 3 years experience, pay big for man who delivers; uhf, 95% CBS, northeast, reply Box 483E, B•T.

WGLV needs an experienced time salesman. Salary plus commission with advancement possibilities. Apply by letter only stating qualifications, experience and salary expected. Enclose small photo. C. R. Thon, WGLV, Easton, Pennsylvania.

Company operating three vhf stations in southeast interested in sales personnel. Excellent salary and commission basis. Send full details to WJTV, Box 8187, Jackson, Mississippi.

Announcers

Attention: Radio and television announcer in southwest area. Have excellent opening for television announcer. Please write or call Sherwood 4-1414, KCBD-TV, Lubbock, Texas.

Wanted immediately for 100,000 watt NBC affiliate, announcer with some directing experience. Pay commensurate with ability. Send picture and complete background to Program Director, WUSN-TV, P. O. Box 879, Charleston, S. C.

Technical

Southeastern vhf tv station has opening for first class engineer with tv experience. Send complete qualifications, references, photograph and salary requirements. Box 467E, B•T.

TELEVISION

Help Wanted—(Cont'd)

Technical

Studio engineer, for all-around video work. Send complete experience, recent snapshot, salary expected, references. KTVR, 550 Lincoln Street, Denver, Colorado.

Experienced engineers needed to work with RCA 50 kilowatt transmitter and with RCA studio equipment. Contact Chief Engineer, WXEX-TV, 124 West Tabb Street, Petersburg, Virginia.

Programming-Production, Others

Advertising and promotion director, vhf, midwest NBC, good market. Need man experienced in advertising market data, sales promotion and publicity on both local and national level. We need promotion and advertising material that sells. Send samples of work, complete resume. Must have photo. Good salary to right man. Box 473E, B•T.

Program director—West Coast vhf station wants man who: 1. Has ability to manage capable and experienced crew. 2. Has ideas for local programming. 3. Can keep production at top level. 4. Rolls up his sleeves and spends more time on the floor than in his office. 5. Can win and keep respect of his employees and co-workers. 6. Cooperate fully with sales and engineering. 7. Has broad and successful experience as program director. 8. Can keep station No. 1 position in competitive market. 9. Is thoroughly familiar with all phases of film and news departments. 10. Can meet and work well with public and other station contacts. 11. Can make public service programs an important factor in area. Send complete background information, references, last three years earnings, recent photograph and what have you at once. This is an excellent opportunity for a man who has not stopped growing. Replies held strictly confidential. Box 494E, B•T.

Situations Wanted

Managerial

Nation's best general manager—radio or television. Experienced in national and local sales, engineering, personnel, production and programming. Well-know throughout the industry. Available at once. Box 985C, B•T.

TELEVISION

Situations Wanted—(Cont'd)

Announcers

Announcer-producer, family man. 11 years ra and tv. Now with midwest largest tv dc regular 5 a week on-camera. Desire chan $175 week plus talent and travel. Box 521E, B

Experienced announcer employed by establis station wishes permanent relocation in northe $100 minimum. Box 523E, B•T.

Technical

First phone, RCA graduate, first telegrap persistant. Electronics ten years. Permaner available metropolitan New York. Box 509E, B

Programming-Production, Others

10 years experience includes selling, creati writing, producing, directing, film, announc and executive. Would like to "stick with" expe ence. Surely, some station, network, agen packager, or sponsor has need. Box 390E, B•T.

Tv director-announcer. Vet. 6 years radio experience. Family. Box 444E, B•T.

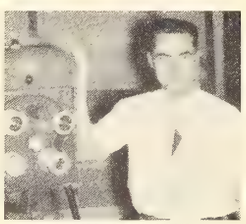
Varied experience, tv cameraman, floor produc film director. Wishing to relocaate eastern Uni States. Permanent man wants permanent p tion. Availability within two weeks. Referenc Box 484E, B•T.

Outstanding, pioneer television program m ager desires relocation due to climate aller Not interested in small or borderline operatio Dossier upon presentation of offer. Box 48 B•T.

Director, cameraman, married, three years ex rience (studio and remote), college gradu reliable. Seeking permanent position. Top erences. Box 490E, B•T.

Can direct over-all programming-production new or established television operation. 8 ye experience production field. Will train pers nel if necessary. Extremely loyal to good s tion. Box 493E, B•T.


LARRY MENKE
Camera, Film


JOHN ANQUETIL
Camera, floor


MARY ANN SEIDL
Art, continuity


EDWARD BRYANT
Film, accountant


ROLAND ANDERSON
Camera, floor


SHARON DREWELOW
Film, traffic

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TELEVISION

Situations Wanted—(Cont'd)

fic-operations manager N.Y.C. network flag-station. Double in brass operating staff. years television-radio. Family man seeks lar job eastern, central station. Box 503E,

eraman. Married, 2 years experience. All io operations. Seeking production opportu- References. Box 510E, B•T.

er. Radio, newspaper, tv experience. Hard spots to dramatic and comedy situations, Midas touch on attracting clients, seeking der fields. Box 512E, B•T.

arch-promotion man. Over 2 years local o-tv experience plus some agency back-nd. Compile data, prepare reports, recom-dations, sales presentations. College grad, eteran, married, references. Prefer N.Y.C. Preven, 47-12 11th Street, Long Island City,

FOR SALE

Stations

itable local small market station in southeast sale by absentee owner who can not give onal attention. Surface of market hardly tched. Present cash realization from station ld enable return of more than 25% on in-ment. $75,000. Qualified buyers only. Box B•T.

t Coast 250w local. Needs salesman as owner. l location. $15,000 down. Box 511E, B•T.

sale. Three midwest stations, all single sta-markets, all making money. $50,000 each for $75,000 for third. All replies answered. 515E, B•T.

interest, with or without co-management ement, up and coming Georgia station. $13,-all cash. Paul H. Chapman, 84 Peachtree, nta.

r market suburb station. Average per fam-ncome in area exceeds $5,000. Can be pur-ed on favorable tax basis. Cash require-, $20,000. Paul H. Chapman, 82 Peachtree, nta.

heastern metropolitan market, NBC, gross-ver $100,000, priced at $125,000. Terms. Paul hapman, 84 Peachtree, Atlanta.

o stations for sale, 100 watts day to 50kw full, esota, Iowa, Washington, Virginia, Illinois, onsin and California, also uhf, vhf, write letail, Hugh R. Norman, Box 534, Davenport,

many profitable southeast radio and tv. Snowden, Box 129, Augusta, Ga.

Equipment

transmitter for sale—RCA 3kw. Used three s, good condition, less tubes. A little work you will have a high quality rig at low Submit bid to Box 447E, B•T.

A TP-16 film projector, $2500.00 1 RCA TK onoscope film camera less power supplies, 00. 6 TA hi-intensity fluorescent studio s, $50.00 each. WHIO, Dayton, Ohio.

sale: One Fairchild 524 turntable with RCA ersal pickup. Case somewhat battered, anically excellent. Price $375.00. Also one tape recorder and charger, perfect condition $225.00. Inquire Radio Station WHRV, Box Ann Arbor, Michigan.

RCA 73-B professional recorder 33 and 78 standard groove, complete with M1-11850C fidelity recording head with heater, all in lent condition, Spencer microscope and natic recording equalizer, priced very rea-ly, WJTN, Jamestown, New York.

on self-supporting # D-30 radio tower—s—400 feet high—all steel fabricated with ard assembly fittings and equipment. Con-Radio Station WTTH, Port Huron, Michi-

Leasing Corporation—a national leasing e—whereby you choose the equipment you —new or used—BLC purchases it from your ier, at the established price and place it in studio, transmitter and office on flexible terms written to meet your specific re-ments. Rentals paid under lease drawn as mended by BLC are tax deductible expense For full information for your attorney, ounsel and yourself, write, wire or phone O'Fallon & Sons, KFEL-TV Building—550 ln Street, Keystone 4-8281, Denver, Colo-

ew automatic dehydrator, model 1900. Ex-t condition. $200 F.O.B. Parry, 342 Palm, dia, California.

WANTED TO BUY

Stations

We are principals and want to deal with principals only for a station with annual net income in excess of $25,000 after taxes. All replies confidential. Box 770C, B•T.

Experienced operator wants station in major market. Profitable operation unimportant; price must be right. Give complete details. Box 385E, B•T.

Stations wanted. Oklahoma, Texas, Colorado, Missouri, Arkansas, Kansas. Your station handled by a broker licensed in your state and holding a first-class ticket. Licensed for 15 years in commercial radio. Offices Texas and Oklahoma. Ralph Erwin. Broker. Box 811, Tulsa.

Equipment

Teleprompter, stab amps, microphone boom, power supplies, and other available studio equipment. Box 491E, B•T.

Wanted: Complete twp camera remote gear, with or without remote trucks. Any make in good working order. Phone or contact Pete Omnigian, Chief Engineer, KBET-TV, Sacramento, California.

Wanted: RCA TK20D camera control unit or complete camera chain. KBTV, Denver, 1089, Bannock.

STL audio transmitter and receiver, 900 megacycles, GE or REL. Phil Hedrick, WSJS, Winston-Salem, N. C.

One, three, or ten kw fm transmitter, monitor, coax, and antenna. Claude B. Smith, Evansville Public Schools, Evansville, Indiana.

INSTRUCTION

FCC license training—correspondence or residence. Resident classes held in Hollywood and Washington. Beginners get FCC 1st class license in 3 months. For details write Grantham School,

Dept. 1-N, 821 19th Street, N.W., Washington, D.C.
FCC first phone license. Start immediately. Guarantee coaching. Northwest Radio & Television School, Dept. B, 1221 N.W., 21st Street, Portland 9, Oregon.

MISCELLANEOUS

Daily "glibs" for announcers. Quotes, jokes, timely topics. Mailed weekly advance, exclusive one station in city. $20 month TF. Don Clark, 4315 Woodside Haven, Columbia 5, South Carolina.

RADIO

Help Wanted

Salesmen

WANTED
Executive Salesmen Over 35
With Intangible and Advertising
Experience—Valuable Franchise—No Investment—All Sections of Country Open—Commissions Paid Immediately on Sale & Renewals. Write Randall, Suite 100, 1621 Conn. Ave., Washington 9, D. C.

Announcers

Morning Man Wanted

With personality to put on distinctive morning show. Preference given to applicant now successfully doing similar program. Must have bright friendly style and be able to sell top rated program for past fifteen years. Detailed previous experience salaries earned and expected and attach snapshot. Rush audition tape, including commercials confidential. WAKR, Akron, Ohio.

RADIO

Help Wanted—(Cont'd)

PROFIT EARS

By the Millions In Cleveland For TOP DJ

Must be experienced, reliable, with ability to prove value of $50,000. Are you a winner with records at the "mike"? A showman a self-styled progressive ready for spotlight as star attraction. Send photo, air check, tape, complete background, to

WSRS
Cleveland 18, Ohio
Only top rated men need apply

Experienced Announcers Needed
For
Birmingham, Ala. & Norfolk, Va.
Only experienced men of proven ability considered. Excellent earning potential. Good salary plus talent. Good disc jockeys with news and staff experience desired. Send resume, photo and tape to John E. Miller, Program Director, WTOB, Winston-Salem, N. C.

Situations Wanted

Salesmen

SALES
TV or RADIO

I sell. I'm a gal who sells on air *and* off air. For eight year I have been active in a major eastern market, and I mean active. An hour a day as star talent on a network TV station. Switched to time sales on a top notch independent radio station, where I bill close to $5,000 a month. I now want a warmer climate for myself and my nine-year-old daughter. I must earn $150 a week and would like to double in air work and sales, but predominantly sales. My present employers know of this ad and I have their blessing.
Box 457E, B•T

TELEVISION

Situations Wanted

Technical

TV ENGINEER

7 years experience, 2 as UHF chief. Well versed in all phases of construction and maintenance. Desire responsible position in good market.
Box 519E, B•T

(Continues from page 106)

kc, 1 kw D.

WPGA West Point, Ga.—Confederate Radio Co., 910 kc, 500 w D.

KYME Boise, Idaho—Radio Boise Inc., 740 kc, 500 w D.

KVHC O'Neill, Neb.—Holt County Bcstg. Corp., 1400 kc, 250 w unl.

WJWG Conway, N. H.—WJWG Inc., 1050 kc, 1 kw D.

WEHH Elmira Heights-Horseheads, N. Y.—Elmira Heights-Horseheads Bcstg. Co., 1590 kc, 500 w D.

KEOR Enterprise, Ore.—Eastern Oregon Radio Co., 1340 kc, 250 w limited hours.

WGRF Aguadilla, P. R.—Jaicoa Bcstg. Corp., 1340 kc, 250 w unl.

New Fm Stations . . .

ACTIONS BY FCC

Sacramento, Calif.—Capitol Radio Enterprises granted 94.5 mc, 36 kw unl. Post office address Hotel Senator, Sacramento. Estimated construction cost $8,250, first year operating cost $11,040, revenue $15,000. Principals in applicant own **KGMS Sacramento.** Granted Nov. 16.

Newtown, Conn.—William G. H. Finch granted 94.5 mc, 20 kw unl. Post office address P. O. Box 44, Newtown. Estimated construction cost $12,200, first year operating cost $12,000, revenue $12,000. Mr. Finch is former majority owner **WGFH (FM) New York, N. Y.** Granted Nov. 16.

APPLICATIONS

Appleton, Wis.—Lawrence College of Wisconsin, 91.1 mc, 10.57 kw. Post office address Harlan S. Kirk, Business Manager, Lawrence College. Estimated construction cost $5,900, first year operating cost $2,500. Applicant is seeking noncommercial educational outlet. Filed Nov. 14.

Austin, Tex.—J. E. Moore Jr., 98.3 mc, 322 w unl. Post office address Box 538, Austin. Estimated construction cost $10,500, first year operating cost $12,000, revenue $15,000. Mr. Moore is wholesale radio supplier and tv manufacturer. Filed Nov. 14.

Existing Fm Stations . . .

ACTION BY FCC

WBNY-FM Buffalo, N. Y.—Granted mod. of cp to change ERP to 94 kw, ant. height 590 ft. Granted Nov. 15.

CALL LETTERS ASSIGNED

KAMS (FM) Mammoth Spring, Ark.—Radio Station KALM, 103.9 mc, 348 w unl.

Ownership Changes . . .

ACTION BY FCC

KFOX-AM-FM Long Beach, Calif.—Granted transfer of control to **W. T. McDonald** for $75,000. Mr. McDonald is buying 45% and will now own 90% of outstanding stock. Granted Nov. 16.

KTVR (TV) Denver, Colo.—Granted transfer of negative control of licensee corporation from Gotham Bcstg. to wholly-owned subsidiary **Radio Hawaii Inc.** Radio Hawaii owns **WTAC Flint, Mich.** Granted Nov. 16.

KQTV (TV) Fort Dodge, Iowa—Granted relinquishment of positive control of permittee corporation by **Mr. and Mrs. Edward Breen** through purchase of additional stock in station by other original stockholders. No individual will have control. Granted Nov. 16.

KBTN Neosho, Mo.—Granted assignment of license to Neosho Bcstg. Co. for $25,000. Principals with equal interest are Pres. **Floyd W. Jones,** 33% owner Ozark Airlines, approx. 15% owner Tucson Rapid Transit Co., part owner **KICK Springfield, Mo.,** and **KLRS Mountain Grove, Mo.,** Vice Pres. **Lester Strauss,** distributor paper and janitor supplies, part owner KICK and KLRS, Sec. **Roger H. Taylor,** CPA, retail store stockholder, and partner KICK and KLRS, and Treas., **Lloyd C. McKinney,** owner **KRMO Monett, Mo.,** and **KMDO Fort Scott, Kan.** Granted Nov. 16.

WNRC-AM-FM New Rochelle, N. Y.—Granted transfer of control to **Frances Daniels** for $2,000. Transfer is from husband to wife; Mrs. Daniels already holds 47% interest in station. Granted Nov. 14.

APPLICATIONS

WERH Hamilton, Ala.—Seeks involuntary assignment of license to **Hugh J. Fite** for $29,000. Mr. Fite is purchasing interests of **Ernest B. Fite,** deceased, and **Rankin Fite,** with whom he was partner. Filed Nov. 15.

KVRC Arkadelphia, Ark.—Seeks transfer of control to **William F. Deaton** and **John M. Riggle** for $34,949.20. Messrs. Deaton and Riggle are affiliated with station as executives. Filed Nov. 15.

KSPA Santa Paula, Calif.—Seeks assignment of license to **Juan G. Salas** for $25,000. Mr. Salas owns grocery in Santa Paula. Filed Nov. 10.

WBOP Pensacola, Fla.—Seeks assignment of cp to equal partners **Edwin V. Spencer, Rudolph K. Schurr, Medford W. Stacy** and **Vern L. Bessler** for $2,958.41. Messrs. Bessler and Schurr are minority stockholders of **WMMB Melbourne, Fla.** Others are engaged in non-broadcasting activities. Filed Nov. 10.

WPEO Peoria, Ill.—Seeks transfer of control to **John R. Livingston.** Mr. Livingston, presently 40% station owner, is buying additional 40% from **Errett G. Zendt** for $14,200. Filed Nov. 10.

KRNT Des Moines, KVTV (TV) Sioux City, both **Iowa,** and **WNAX Yankton, S. D.**—Seek transfer of control to **Gardner Cowles, Gardner Cowles Foundation, John Cowles,** et al. Corporate change only; no change in control. Filed Nov. 10.

WJEF Grand Rapids, Mich.—Seeks assignment from Fetzer Bcstg. Co. to wholly-owned subsidiary, **Amalgamated Properties Inc.** Corporate change only; no change in control. Filed Nov. 10.

KAAA Red Wing, Minn.—Seeks assignment of license to Hiawatha Valley Bcstg. Co. for $60,000. Equal principals are brothers **Victor J.** and **Nicholas Tedesco,** minority stockholders of **WCOW St. Paul, Minn.,** co-partners in applicant for new am at Rochester, Minn., and owners of **WKLJ Sparta, Wis.** Filed Nov. 15.

WHSY Hattiesburg, Miss.—Seeks transfer of 24½% of station stock to **Robert N. Robinson,** WHSY manager, for $12,000. Filed Nov. 15.

WNEW New York, N. Y.—Seeks transfer control to WNEW Bcstg. Co. Inc. for $4,076,887. Principals include **J. D. Wrather** (37.5%), who h interests in **KFMB-AM-TV San Diego,** a grant f uhf in Boston, and pending application f Corpus Christi, Tex., tv, **John L. Loeb** (37.5% investment banker, and Pres. **Richard D. Buckl** (25%) (also one of the sellers). Filed Nov. 10.

WROV-AM-FM Roanoke, Va.—Seeks assignme of license to **WROV Broadcasters Inc.** Corpora change only; no change in control. Filed Nov. 1

Hearing Cases . . .

INITIAL DECISIONS

WCLE, WBAC Cleveland, Tenn.—Hearing E aminer H. Gifford Irion issued initial decisi looking toward confirming Commission April grant of cp to WCLE for new am to operate 1570 kc, 1 kw D in Cleveland, Tenn., and denyi protest of WBAC Cleveland, to said grant. A nounced Nov. 16.

FINAL DECISIONS

Local Deintermixture—FCC denied petitio seeking to deintermix Peoria, Ill., Evansvil Ind.; Madison, Wis.; Hartford, Conn., and Alban N. Y., but granted petition for assignment ch. 10 to Vail Mills, N. Y., as consistent wi present rules. Announced Nov. 10.

KOTO Albuquerque, N. M.—Commissi adopted decision revoking cp granted Wade King and D. W. Schieber, d/b as Grande Bcst Co. on March 2 for new am station to operate 1430 kc, 500 w D in Albuquerque and deleti its call letters KOTO. Company did not file wri ten reply to show cause order of June 24 appear at hearing on Sept. 25. Action Nov. 9.

OTHER ACTIONS

National Deintermixture—FCC instituted ge eral rule-making proceeding to consider possib solutions, on nationwide basis, to deintermixtu problem. Proposals should be submitted Dec. 15. Announced Nov. 10.

Zephyr Cove, Nev.—By order of Nov. 16 FC denied petition by Charles E. Halstead, tr/ Voice of Lake Tahoe, requesting reconsideratio and grant without hearing of his application f new am to operate on 1490 kc, 250 w unl. Zephyr Cove.

Portland, Ore.—By order of Nov. 16 FCC granted request of Robert E. Bollinger to wit draw petition to dismiss applications of **KL Portland** (2) granted **KLIQ** request to acce latter's late appearance, and (3) granted Bolling request to add engineering issue with respec to Capstaff Bcstg. Co., Oregon Ltd. Involves cor peting applications for am facilities in Portlan

Richmond, Va.—Nov. 9 FCC corrected transcri of oral argument in proceeding involving cor peting applications of Richmond Newspape Inc. and Richmond Television Corp. for new station to operate on ch. 12 in Richmond.

Routine Roundup . . .

November 10 Applications

ACCEPTED FOR FILING

Modification of Cp

WSYL Sylvania, Ga.—Seeks mod. of cp (whi authorized new am station) to make ant. syste changes.

KBET-TV Sacramento, Calif.—Seeks mod. of (which authorized new tv station) for extensi of completion date to May 1, 1956.

KFSD-TV San Diego, Calif.—Seeks mod. of (which authorized new tv station) for extensi of completion date to March 1, 1956.

WFAM-TV Lafayette, Ind.—Seeks mod. of (which authorized new tv station) to extend co pletion date to July 1956.

KDLO-TV Florence, S. D.—Seeks mod. of (which authorized new tv station) to exte completion date to June 6, 1956.

WHIZ-TV Zanesville, Ohio—Seeks mod. of (which authorized new tv station) to exte completion date to June 7, 1956.

License to Cover Cp

KGAS Carthage, Tex.—Seeks license to cov cp which authorized new am station.

Renewal of License

WMOK Metropolis, Ill.; WOKW Sturgeon Ba Wis.; KFEQ-TV St. Joseph, Mo.; KSD-TV S Louis.

Remote Control Returned

KCHS Truth or Consequences, N. M.—Return re studio location.

November 14 Decisions

By Comr. Robert T. Bartley

Broadcast Bureau—Granted petition for exte sion of time to and including Nov. 10 to file ex

TELEVISION

Situations Wanted—(Cont'd)

Programming-Production, Others

Executive Secretary

Experienced in Television and TV Film industries all phases business. English with complete knowledge of German. Attractive, excellent references. Available immediately.

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MU 2-7915
Paul Baron, Dir.: Radio-TV-Film-Adv.
Resumes welcome from qualified people.

otions to initial decision in ch. 11 proceeding, olving applications of St. Louis Telecast, Inc., Louis, Mo. Action Nov. 7.

By Hearing Examiner James D. Cunningham

WTBF Troy, Ala.—Ordered that prehearing nference be held at 2 p.m., Nov. 17, re am apcation of WTBF Troy. Action Nov. 10.

By Hearing Examiner Thomas H. Donahue

Henryetta, Okla.—On hearing examiner's own tion, ordered that prehearing conference be d Nov. 18 re am applications of Henryetta io Co. and Henryetta Bcstg. Co. both Henryta, Okla. Action of Nov. 9.

aline Bcstg. Co., Saline, Mich.—Granted motion extension of time from Nov. 7 to Nov. 14 file proposed findings and conclusions re its application. Action of Nov. 7.

By Hearing Examiner Herbert Sharfman

Wolf Point, Mont.—Gave notice that prehear- conference previously scheduled for Nov. 14 l be held Nov. 16 at 12:45 p.m. re am applicans of Hi-Line Bcstg. Co. and The Wolf Point stg. Co. both Wolf Point, Mont. Action of V. 9.

WSUX Seaford, Del.—Ordered that prehearing ference be held Nov. 21 re am application of UX Seaford. Action of Nov. 7.

By Hearing Examiner Basil P. Cooper

adio Suburbia Inc., Hopkins-Edina-St. Louis rk, Minn.—Granted petition for corrections in ious respects to transcript re am applications Radio Suburbia Inc. and Suburban Bcstg. rp., both Hopkins-Edina-St. Louis Park. Action V. 8.

November 14 Applications

ACCEPTED FOR FILING

Remote Control

KNOX Grand Forks, N. D.

Cp

WCMR-FM Elkhart, Ind.—Seeks cp to replace ired cp which authorized new fm station.

Renewal of License

KGLO-FM Mason City, Iowa; KDPS (FM) Des ines, Iowa.

Modification of Cp

KBAK-TV Bakersfield, Calif.—Seeks mod. of (which authorized new tv station) to extend pletion date to June 10, 1956.

KDAY-TV Fargo, N. D.—Seeks mod. of cp hich authorized new tv station) to extend pletion date to Dec. 13.

November 15 Applications

ACCEPTED FOR FILING

License to Cover Cp

WSFB Quitman, Ga.—Seeks license to cover which authorized new am station.

WKTL Kendallville, Ind.—Seeks license to cover which authorized new am station.

WHLP Centerville, Tenn.—Seeks license to er cp which authorized new am station.

Cp

WCBC-TV Anderson, Ind.—Seeks cp to replace which authorized new tv station.

SCA

WGH-FM Newport News, Va.

Modification of Cp

KNTV (TV) San Jose, Calif.—Seeks mod. of cp extend completion date to June 15, 1956.

KCTS Seattle, Wash.—Seeks mod. of cp (which horized new non-commercial educational sta-) to extend completion date.

License to Cover Cp Returned

KYES Roseburg, Ore.—Application for license cover cp which authorized new am station arned. Balance dated after verification.

Renewal of License

KPIG Cedar Rapids, Iowa; KSIB Creston, Iowa; KUI Iowa City, Iowa; KSMN Mason City, Iowa; KOE Oskaloosa, Iowa; KTRI Sioux City, Iowa; KMO Carthage, Mo.; KCHI Chillicothe, Mo.; KOS Jefferson City, Mo.; KFSB Joplin, Mo.; KTN Neosho, Mo.; KTTR Rolla, Mo.; KSMO m, Mo.; KWTO Springfield, Mo.; KSGM Ste. evieve, Mo.; KASI Ames, Iowa; KFGQ Boone, a; KWLC Decorah, Iowa; KRNT Des Moines, a; KDTH Dubuque, Iowa; KGLO Mason City, a; KMA Shenandoah, Iowa; KFNF Shenan- h, Iowa; KWWL Waterloo, Iowa; KXEL erloo, Iowa; KJCF Festus, Mo.; KXOK St. is; KATZ St. Louis, Mo.; KSIM Sikeston, Mo.; K Springfield, Mo.; KALM Thayer, Mo.; W Union, Mo.; KWPM West Plains, Mo.

November 16 Decisions

ACTIONS ON MOTIONS

By Comr. Robert T. Bartley

TRI (TV) Albany, N. Y.—Granted petition for ension of time to Nov. 29 to file exceptions to ial decision in re application for consent to sfer of control of **WROW-AM-TV Albany, Y.**

By Chief Hearing Examiner James D. Cunningham

lmira, N. Y.—Ordered hearing in proceeding olving applications of Central New York Bcstg. Corp. and Triangle Publications Inc. for ch. 18. Elmira, New York, is continued from Jan. 2 to Jan. 3, 1956. Action Nov. 15.

Milford, Mass.—Ordered that hearing shall commence Jan. 6, 1956, re am application of James W. Miller, Milford, Mass. Action Nov. 10.

Lorain, Ohio—Ordered that hearing shall commence on Jan. 6, 1956, re am application of Sanford A. Schafitz, Lorain, Ohio. Action Nov. 10.

By Hearing Examiner Hugh B. Hutchison

Valley Bcstg. Co., Murphy, N. C.—Granted motion insofar as it requests hearing examiner to direct Cherokee Bcstg. Co., Murphy, N. C., to supply information requested in its letter to counsel for that applicant, dated Oct. 10; Cherokee is directed to supply such information to petitioner on or before Nov. 21; denied motion insofar as it requests enlargement of issues in this proceeding. Action Nov. 14.

By Hearing Examiner Basil P. Cooper

WPWR Laurel, Miss.—Upon consideration of communication of Nov. 5 by Carrol F. Jackson, applicant in proceeding re application of WPWR Laurel, wherein examiner and all parties are advised applicant does not intend to offer any depositions in evidence in this proceeding, ordered that record is closed; pursuant to requirements of Commission's memorandum opinion and order of Jan. 26, such proposed findings of fact and conclusions and briefs as parties may desire to submit, if filed, shall be filed on or before Nov. 28. Action Nov. 10.

Northern Indiana Bcstrs. Inc., South Bend, Ind.—Upon consideration of petition of Nov. 4 by Northern requesting that specified date be announced for start of hearing re its am application and that of St. Joseph Valley Bcstg. Corp., Mishawaka, Ind., ordered that hearing is scheduled to begin Dec. 19 and that prehearing conference will be held Nov. 18. Action Nov. 10.

By Hearing Examiner Annie Neal Huntting

WKPA New Kensington, Pa.—Issued statement concerning hearing conference and order which shall govern course of proceeding re am application of WKPA New Kensington; hearing is scheduled to be held Dec. 5. Action Nov. 10.

BROADCAST ACTIONS

The Commission En Banc

Mechanical Recording—FCC invites comments by Dec. 15 on relative merits of proposals by NARTB and by ABC to relax rules relating to announcement of mechanical reproductions. NARTB proposal would require such announcements only for programs in which the element of time is of special significance. ABC requests present provision waiving recording announcement requirements of am network programs to take care of daylight saving differentials to be extended to include like exception for time zone differences. In this connection, Commission calls for comments on desirability of extending present "daylight saving" waiver and "zone differential" proposal to other sections relating to mechanical reproductions, particularly fm and tv rules.

Zone 1—FCC extended to Jan. 9 effective date of amendment to Sec. 3.614(b) of tv rules concerning ant. heights and power requirements for vhf stations in Zone 1 pending consideration of filings in this proceeding.

SCA

WBAP-FM Fort Worth, Tex.; WCPO-FM Cincinnati, Ohio.

Renewal of License

KMPC Los Angeles, Calif.; KCBS San Francisco, Calif.; WBEL Beloit, Wis.; WCNT-FM Centralia, Ill.; WDUZ Green Bay, Wis.; WIGM Medford, Wis.; WOPA-AM-FM Oak Park, Ill; WVLN-AM-FM Olney, Ill.; WVMC Mt. Carmel, Ill.; WWOC Manitowoc, Wis.; WCRW Chicago, WDWS-FM Champaign, Ill.; WEFM (FM) Chicago.

Broadcast Bureau Decisions

Actions of Nov. 9

WSM-TV Nashville, Tenn.—Granted extension of completion date to June 4, 1956.

WIMA-TV Lima, Ohio—Granted extension of completion date to June 6, 1956.

Actions of Nov. 10

WDAY-TV Fargo, N. D.—Granted extension of completion date to May 13, 1956.

WBEZ (FM) Chicago—Renewal of license returned to applicant. Filed prematurely.

Actions of Nov. 14

WFAM-TV Lafayette, Ind.—Granted extension of completion date to May 24, 1956.

WHIZ-TV Zanesville, Ohio—Granted extension of completion date to June 7, 1956.

KBET-TV Sacramento, Calif.—Granted extension of completion date to May 1, 1956.

KSBR (FM) Stockton, Calif.—Granted extension of STA to remain silent to Feb. 12, 1956.

WEAM Washington—Granted cp to replace expired cp re DA-2.

WHPB Belton, S. C.—Granted license to cover cp which authorized new am station.

KLPT Golden Meadow, La.—Granted license to cover cp which authorized new am station.

WKTQ South Paris, Me.—Granted license to cover cp which authorized new am station.

WBGE-AM-FM Atlanta, Ga.—Granted authority to remain silent for period ending Nov. 21.

Actions of Nov. 15

WSAC Radcliff, Ky.—Granted license to cover cp which authorized new am station.

KFEW Fargo, N. D.—Granted license to cover cp which authorized new am station.

KBEC Waxahachie, Tex.—Granted license to cover cp which authorized new am station.

KDLO-TV Florence, S. D.—Granted extension of completion date to June 6, 1956.

WCMR-FM Elkhart, Ind.—Granted cp replacing cp. Completion date is March 27, 1956.

Actions of Nov. 16

Granted renewal of license: **WMFM (FM) Madison, Wis.; WSNI (FM) Decatur, Ill.; WFMF (FM) Chicago; WENR-FM Chicago; WEPS (FM) Elgin, Ill.; WILL-FM Urbana, Ill.; WNIC (FM) De Kalb, Ill.; WHA-FM, WHAD (FM), WHHI (FM), WHLA (FM), WHWC (FM)** and **WHSA (FM)** all licensed to **State Radio Council, Madison, Wis.**

WLSV Wellsville, N. Y.—Granted license to cover cp which authorized new am station.

WHLF Centerville, Tenn.—Granted license to cover cp which authorized new am station.

UPCOMING

NOVEMBER

Nov. 28: RAB Clinic, Louisville, Ky.
Nov. 28: Tennessee Assn. Broadcasters, Hotel Peabody, Memphis.
Nov. 29: RAB Clinic, Dayton, Ohio.
Nov. 30: RAB Clinic, Cleveland.

DECEMBER

Dec. 1: Board of Governors of Canadian Broadcasting Corp., Room 262, The Senate, Ottawa, Ont.
Dec. 1: RAB Clinic, Pittsburgh.
Dec. 2: RAB Clinic, New York.

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Illegal Use of Bans

WITH every good reason, telecasters are beginning to revolt against the feudalistic monopoly of the National Collegiate Athletic Assn., and the revolt is picking up public support.

Although revolution is not our forte, we cannot but reach for the nearest pitchfork and join the march on the ivy-covered Bastille.

Retaliation against the NCAA began at KRNT-TV Des Moines which defied an NCAA blackout of the Iowa-Minnesota football game Nov. 5.

The next Saturday, in defiance of an imperious order from the NCAA, CBS-TV fed the Wisconsin-Illinois game in line with contractural obligations. WMT-TV, the network's affiliate in Cedar Rapids, Iowa, was blacked out by NCAA rules.

WMT-TV resorted to a most effective kind of passive resistance. For two hours that Saturday afternoon the station telecast a picture consisting only of a card reading: "Wisconsin-Illinois game blacked out by NCAA." At quarter-hour intervals, the station's audio carried a message by William B. Quarton, WMT-TV general manager, explaining the NCAA's monopoly.

Last Saturday, WMT-TV planned to carry the Iowa-Notre Dame game from South Bend, Ind., but the rest of the Iowa stations were blacked out. WJIM-TV Lansing, Mich., has complained of a blackout to the Dept. of Justice.

NCAA officials have been muttering about legal action.

It would be beyond our competence to give legal advice, but as a matter of moral principle we should be disappointed if telecasters were turned back by NCAA threats. We suggest, indeed, that in any court action concerning the NCAA football policy, the NCAA itself would be vulnerable.

It would be hard to imagine a combination operating in more rigid restraint of trade than the members of the NCAA are acting in their joint restrictions on football television.

Point of No Return

WHICHEVER way the FCC might have gone in its determination to re-evaluate tv allocations it would have been in hot water. All viewpoints couldn't possibly have been reconciled, and if it had ventured in any other direction it just as surely would be called to the congressional carpet next session.

Chips fall where they may, the FCC at last did something, after having permitted the whole issue to languish for months. It acted unanimously on rule-making looking toward a full allocations study. But it split 5-2 in denying all pending deintermixture petitions and 4-3 on the first clear-cut vhf drop-in case—regarded as an ominous sign by stations now on the air. The sharpness of the dissents, all by the FCC's senior members, augurs rough going ahead.

On deintermixture, the FCC majority must be taken at its word. These denials, on a package basis, are "without prejudice" to consideration of individual deintermixture petitions in the overall rule-making. There are those who believe—among them two dissenting commissioners—that the practical effect of the majority action is to sound the death knell for uhf.

Certainly uhf isn't helped. But to contend that uhf is abandoned is to accuse the majority of willful deception or abject ignorance. There may be individual commissioners who feel that uhf is secondary, but we know of none who proposes that it be tossed back into the hopper for reassignment to other non-broadcast services—not at this stage.

The majority argues that by its action it has averted another freeze. Whether that is so depends upon how the FCC performs in the immediate future. It has reached the point of no return. Will it now act on hearing cases involving areas in critical need of additional service? It says it will.

Will it act on selective deintermixture cases where, in its judgment, such action is warranted? It implies it will. Parenthetically, it should be observed that it's going to take courage to decide that one area should be made all uhf or all vhf. There are constant threats of court attack and political reprisal. These are the penalties of holding FCC office.

Unused education assignments no longer should be kept in cold storage, no matter how loudly the organized pedagogs may howl. Isn't three years long enough to deprive the public of service to which it is entitled when a scarcity exists? The era of artificial limitations on assignments anchored to a geographical table which no longer is realistic should end as speedily as the procedures allow.

Having decided on wide-open rule-making and preliminary exclusion of deintermixture, the FCC must move swiftly and wisely. It should not tolerate hinder-and-delay tactics. There should be no undue postponements of deadlines because such delays in themselves constitute a freeze.

The key, in whatever formula the FCC may finally evolve, is the maintenance of engineering standards. To deviate from standards once they have been set in the new rule-making or to allow indiscriminate drop-ins or squeeze-ins will destroy service to millions of rural or remote dwellers who then would get no tv at all. This lesson was learned in am broadcasting, and the learning must not be forgotten now in tv.



Drawn for BROADCASTING • TELECASTING by Sid Hix

"He wants to know if you'd be interested in some prison riot films taken from the INSIDE!"

Pictures Across the Seas

IT MAY sound now like engineering doubletalk, but "forward scatter" is a term that promises some day to become as meaningful to television broadcasters and advertisers as "cost-per-thousand" or "rate card."

Forward scatter is a new method for shooting tv signals farther than they could be dependably sent until now. Much refinement needs to be done, but the technique may eventually become usable for intercontinental television relays.

Needless to say, the extension of live telecasting across oceans would profoundly affect the world. It would provide immeasurable expansion of national horizons.

But international television would be meaningful only if operated with something of the regularity of an international network.

Now international networking implies the presence of two conditions: technical facilities and commercial operation. It would be quite impractical to think of a regular network arrangement between a U. S. system carrying advertising and a system which shuns commercials, like the BBC.

An arrangement could be made, however, between a U. S. commercial system and a European counterpart. Indeed an advertiser who distributes products both in America and abroad should find such a network a medium of unparalleled effectiveness.

It is a happy coincidence that forward scatter is being developed at a time when commercial tv is beginning to take hold in Europe.

To be sure, there will be many problems to be solved—including some tough ones connected with forward scatter itself—before regular transoceanic tv service can be started. And there will be other problems that come up after the service is technically possible.

We feel sure, however, that the urge of people to communicate with one another will be great enough to force solution of the problems. It will not be unduly long before station relations departments will be worrying about time clearances in the 8 p.m. period in London, Rome and Berlin.



Trailblazing is an old, familiar habit of Michigan's First Television Station. And here we go again — this time with the first local color television in the state.

"Color Day" was Sunday, October 9, when WWJ-TV transmitted over four hours of station-originated film and slide features in tinted video. Plans call for a continuing and growing number of programs in the new medium, including local news coverage.

***This important step forward**—the first color film-and-slide installation in Michigan—is another example of WWJ-TV's traditional policy of always being first with the finest . . . leadership that pays dividends to every advertiser.*

In Detroit . . . You Sell More on channel **4**

WWJ-TV

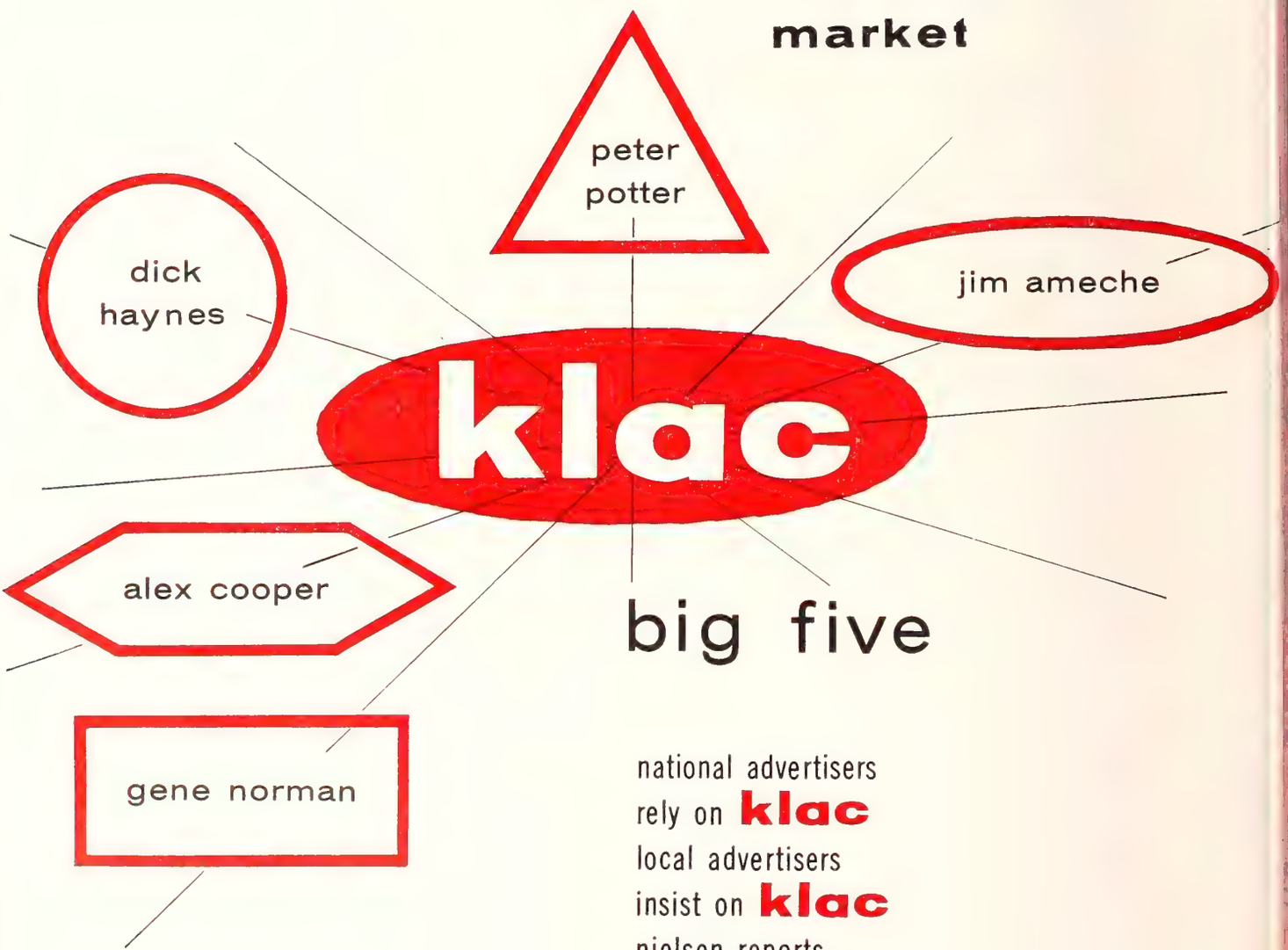
NBC Television Network
DETROIT
Associate AM-FM Station WWJ

FIRST IN MICHIGAN • *Owned and Operated by* THE DETROIT NEWS • *National Representatives:* FREE & PETERS, INC.

pattern

for sales impact

in the **los angeles market**



big five

national advertisers
rely on **klac**
local advertisers
insist on **klac**
nielsen reports
prove **klac**
leadership

klac 570 on your dial

during week september 12	508 announcements for national sponsors	107 newscasts for national sponsors	12 sport broadcasts for national broadcaster

m. w. hall, president-general manager • felix adams, general sales manager • represented nationally by adam j. young, jr., inc.

OVEMBER 28, 1955

35c PER COPY

BROADCASTING TELECASTING

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25TH year

EWSWEEKLY
ADIO AND TV

KPRC-TV
FIRST IN
HOUSTON
HIT PARADE

with 17 of 20 top nighttime shows*

KPRC-TV

CHANNEL 2

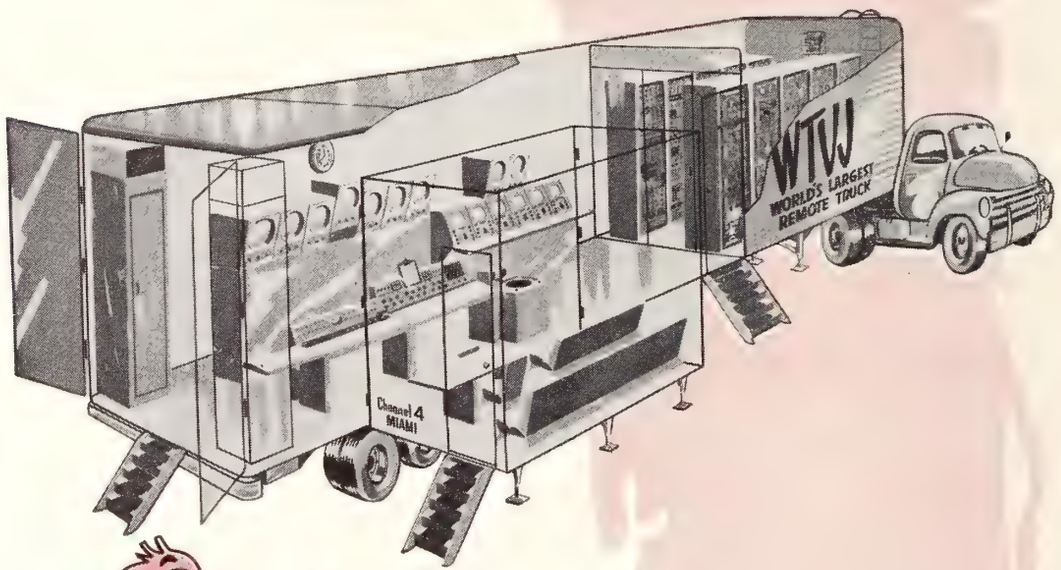
HOUSTON

JACK HARRIS
Vice President and General Manager
Nationally Represented by
EDWARD PETRY & CO.

1.	Hit Parade	KPRC-TV
2.	George Gobel	KPRC-TV
3.	$64,000 Question	Station B
4.	Bob Hope	KPRC-TV
5.	Medic	KPRC-TV
6.	Robert Montgomery	KPRC-TV
7.	I Love Lucy	Station B
8.	Lux Video Theatre	KPRC-TV
9.	This Is Your Life	KPRC-TV
10.	Disneyland	Station C
11.	NCAA Football	KPRC-TV
12.	Ford Theatre	KPRC-TV
13.	Waterfront	KPRC-TV
14.	Loretta Young	KPRC-TV
15.	People Are Funny	KPRC-TV
16.	Dragnet	KPRC-TV
17.	Fireside Theatre	KPRC-TV
18.	Perry Como Show	KPRC-TV
19.	Texaco Theatre	KPRC-TV
20.	I Led 3 Lives	KPRC-TV

*ARB — October, 1955

NOW ALL OF FLORIDA
becomes a WTVJ STUDIO





No matter where or when, if you originate your show from Florida, WTVJ can do the job for you!

WTVJ's NEW 34 FT. "NETWORK CONTROL ROOM ON WHEELS" IS EQUIPPED TO HANDLE ANYTHING UP TO, AND INCLUDING 12-CAMERA REMOTES. THIS UNIT WAS DESIGNED AND BUILT BY THE WTVJ ENGINEERING DEVELOPMENT STAFF.

COMBINE THIS FACILITY WITH THE EXPERIENCE OF HUNDREDS OF REMOTES FOR QUALITY SERVICE ANYWHERE IN FLORIDA. IT IS NOW READY TO ROLL!

Represented Nationally by FREE & PETERS, INC

For Complete details of WTVJ's remote facilities call or write to Mr. Jack Shay, WTVJ vice president in charge of operations.

CBS TELEVISION NETWORK

WTVJ Channel 4

Basic Affiliate

FLORIDA'S FIRST TELEVISION STATION
100,000 WATTS POWER • 1,000 FT. TOWER

MIAMI

REAL COVERAGE



CBS, ABC ...and now NBC!

108,000 unduplicated CBS-TV homes in the Terre Haute, Ind. area

WTHI TV channel 10

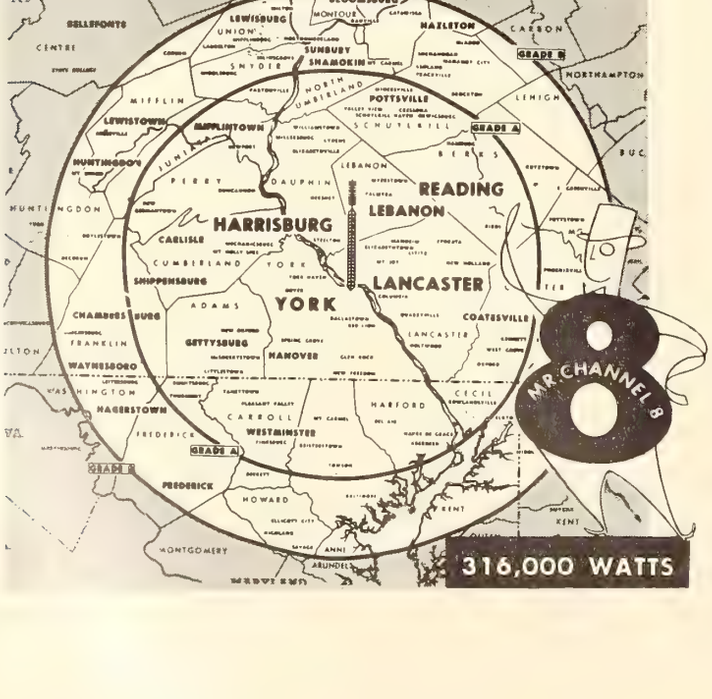
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especially noted

sales results in
the Channel 8 Multi-City Market

WGAL-TV

LANCASTER, PENNA. NBC and CBS



Yes, this large multi-city region is especially noted for the sales results it delivers —sales results which are the result of these three outstanding facts. Its 3½ million people own 912,950 TV sets and have a yearly potential buying capacity of $5½ billion.

STEINMAN STATION
Clair McCollough, *Pres.*

Representatives:

MEEKER TV, INC.

New York
Chicago
Los Angeles
San Francisco

closed circuit®

HADES OF BLUE-BOOK • FCC last Wednesday reverted to crack-down form n placing 14 radio stations (big and little) n temporary license renewals pending xplanation of purported overcommercial- m and lack of balance between commer- ial and sustaining programs. Broadcast ureau was instructed to send letters de- anding accounting. Also in works is evocation involving Eastern station be- ause of horse-race information broadcasts.

B•T

VITH EYE on next vacancy on FCC (Commodore E. M. Webster, whose term xpires June 30), Democratic leadership expected to demand appointment of Democrat on ground that Republicans already hold four-man majority and, with heir control of Congress, Democrats hould have at least three full-fledged dherents on FCC. Comr. Webster, on CC since April 10, 1947, has distin- uished background both in U. S. Coast Guard and on FCC in top-level engineer- ng, was appointed as political Independent nd is candidate for reappointment. Demo- rats are not leveling attack on his quali- cations, but will seek third member on round that FCC is arm of legislative ranch, now Democratic, and not of Re- ublican executive branch.

B•T

TANTON OF MADISON AVE • It's ill Dr. Frank Stanton of Madison Ave. nd there isn't any change imminent, de- pite repeated reports of his return to cam- us as president of some great university. everal years ago Columbia U. did try to et him and, it's learned authoritatively, hio State U. has pitched in recent weeks. ut Dr. Stanton is content to remain as resident of CBS Inc., where he finds every- ing he wants except time for contempla- on and relaxation.

B•T

TRENGTH and stability that television as attained and radio regained are indi- ated by fact that one station broker alone, oward E. Stark, New York, has "$50,000 $50,000,000" available from new invest- ent sources for purchase of either televi- on or radio stations. These sources are addition to those he's already repre- nted in multi-million transactions this ear, which included $6.5 million handled r one investor alone.

B•T

WEENEY'S SWAG • Lure that enticed evin Sweeney into signing new five-year ntract as president of Radio Advertising ureau [B•T, Nov. 14]—and at 30% less oney than he was offered—was conces- on that he figures will let him make and ve more in long run than higher salary ould. It also lets him demonstrate, tangi- ly. his belief in medium he's selling. Pro- sion permits him to invest in radio sta- ons on "no conflict" basis if he takes no part in management. He's made no such investment yet and RAB board will, of course, be informed whenever he does. An- other contract feature: escalator clause pro- viding for hike in base pay whenever RAB exceeds certain income level.

B•T

APPLYING techniques evolved in his mo- tion picture exhibitor studies which have won acclaim in that field, Albert E. Sind- linger is making four-month study of Okla- homa City market covering September through December. Involving combina- tion of personal interviews plus telephone recall, technique reportedly has proved al- most infallible in projecting theatre audi- ences for particular features and has been adapted by Mr. Sindlinger for tv. Under- stood Oklahoma City study is being under- written by KWTV (TV). Mr. Sindlinger developed Radox, radio measuring service once used in Philadelphia area.

B•T

SOUR NOTE • Major faction in Holly- wood Local 47 of American Federation of Musicians is aroused over loss of re-run television money to national AFM trust fund and is taking issue over Jimmy Petrillo's head to international executive board. AFM officials are concerned that possible court case could result in destruc- tion of whole re-run payment practice. Mr. Petrillo's answer to Local 47: "They want two swimming pools instead of one."

B•T

RADIO should be strictly competitive with tv even to point of not duplicating program personalities, in judgment of managers of group of multiple-owned stations. At re- cent session, managers felt that attractions like Arthur Godfrey should not be used on radio when their main shows are tv, and that simulcasts should be ruled out. Atti- tude is that radio should build its own per- sonalities and hold them exclusively.

B•T

FEWER MEETINGS FAVORED • Though NARTB's tabulators have long way to go, quick thumbing of station ques- tionnaires on regional meeting reaction shows that members overwhelmingly favor abbreviated eight-meeting schedule over old 17-meeting plan. There's one major change desired by stations, however—two- day agenda of condensed programming in- stead of three-day plan used this past au- tumn. Results of questionnaires will be submitted to NARTB board at February meeting.

B•T

ALTHOUGH there doesn't seem to be any doubt FCC is trying to issue final decisions on pending vhf cases before Christmas (with three commissioners understood to be balking: they think no final decisions should be made until after rule-making), there seems to be grave doubt that Com- mission will hold any oral arguments on other pending tv cases. Oral arguments before FCC as whole is step necessary be- fore Commission can issue final decision in contested cases.

B•T

TIMETABLE ON NEW VHFS • How fast can new vhfs be cleared under proce- dure set up by Defense Mobilizer Arthur S. Flemming in establishing *ad hoc* com- mittee to tackle problem? If means were found to clear just two 6 mc channels before end of year, essential rule-making procedure on allocation to tv service would have to be held, along with possibly some Congressional act to compensate displaced services for equipment. One year would be extremely optimistic, one authority states, even if space were found promptly and everything clicked.

B•T

THERE's little hope for NARTB action on proposal for across-the-board power in- creases for am stations. Stumbling block to association support is fear of interna- tional complications, mainly possibility of high-power war in which stations of other nations might beat U. S. to punch.

B•T

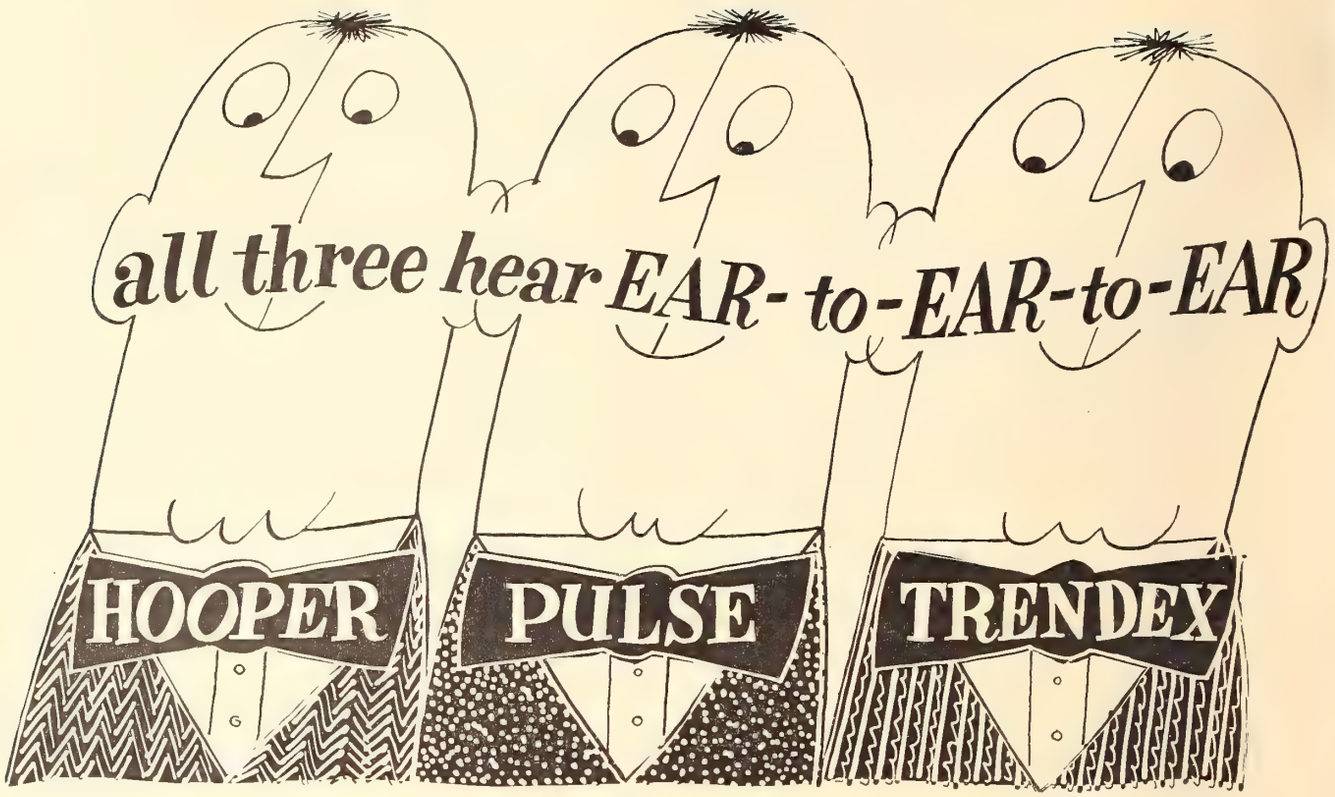
McC. ON MOUND • FCC Chairman George C. McConnaughey addressing Na- tional Professional Baseball League Assn. in Columbus, Ohio, today (Monday) will talk on subscription television. Best guess is that he will recount obstacles—legal, constitutional and practical—which remain to be overcome before any sort of decision can be forthcoming from FCC. Mr. Mc- Connaughey is scheduled to be keynote speaker at Sylvania Awards dinner to- morrow night at Waldorf-Astoria Hotel in New York.

B•T

ONE of burrs in FCC's network study is bound to be area of talent contracts. This is one of remaining trade secrets in other- wise generally wide open activities. When network heads met with FCC Nov. 14 this was one of subjects discussed. It met strong opposition from network brass. Understood Gen. Sarnoff told FCC com- mittee that NBC would be glad to furnish its talent contracts to investigation staff— when FCC also got same information from big talent agencies like MCA and William Morris.

B•T

NETWORK STUDY • Why did FCC go all out in its bill of particulars on network inquiry, even to extent of asking whether am and tv networks and stations should be under common ownership? Four-man FCC committee, it's understood, felt it had to cover full depth and scope in its outline, because of questions which arose at virtual- ly unprecedented meeting with network heads Nov. 14 [B•T, Nov. 21; also see page 27 this issue].



No matter who asks the questions in **Omaha,** the answer is **KOWH**

43.7%! That's the average share of audience Hooper (October-November) gives KOWH. Latest Pulse for Omaha-Council Bluffs gives KOWH top spot in every time period. Ditto Trendex. KOWH has placed first in audience year after year . . . . gradually increasing its first-place dominance, until now KOWH is first in *every* time period of *every* survey in the Omaha market. Mid-Continent ideas, programming and excitement plus good coverage (660 KC) are working hard and getting results for national and local advertisers. No matter which rating habit you have—you can feel secure with KOWH because all 3 hear Omaha radio ear-to-ear-to-ear. Chat with the **H-R** man, or KOWH General Manager **Virgil Sharpe.**

MID-CONTINENT BROADCASTING COMPANY
President: Todd Storz

WHB, Kansas City	WTIX, New Orleans	KOWH, Omaha
Represented by	Represented by	Represented by
John Blair & Co.	Adam J. Young, Jr.	H-R Reps., Inc.

at deadline

FTC Charges Seen as Threat To Co-op Advertising Field

ENTIRE cooperative advertising structure may face threat of federal probe if Federal Trade Commission successfully prosecutes series of co-op allowance charges involving two eastern grocery chains and 11 food manufacturing companies, according to Raymond R. Dickey of Danzansky & Dickey law firm, Washington, D. C.

Mr. Dickey is counsel for Giant Food Shopping Center, doing $60 million annual business in 28 Washington area stores. Other retailer, Food Fair, of Philadelphia, operates over 200 stores in six states, with $348 million annual sales. Chains are charged under Sec. 5 of FTC act with inducing suppliers to give special advertising allowances which they "knew or should have known" were not being offered to their competitors.

Food manufacturers, on the other hand, are charged with giving special advertising allowances to chains without making them available to competitors, allegedly violating Sec. 2 (d) of Clayton Act as amended by Robinson-Patman Act. Cited were Crosse & Blackwell Co., Pompeian Olive Oil Corp., McCormick & Co., Minute Maid Corp., Jos. Martinson & Co., J. H. Filbert Inc., Sweets Co. of America, Tetley Tea Co., Reed Candy Co., Chestnut Farms-Chevy Chase Dairy, and Atlanta Trading Corp.

Three Sponsors Take Show In Vacated Colgate Hour

THREE ADVERTISERS — Crosley Div. of Avco Mfg. Corp., Brown & Williamson Tobacco Co. and Andrew Jergens Co.—will sponsor new, hour-long comedy-variety show (still untitled) beginning Jan. 8 in Sunday 8-9 p.m. EST period on NBC-TV being vacated Dec. 5 when Colgate-Palmolive Co. sponsors final *Variety Hour* telecast, Thomas A. McAvity, vice president in charge of NBC-TV, announced Friday.

Time period, which Colgate held on network for past five years, will be filled by program using new comedy talent, ideas and writers [B•T, Nov. 21]. Colgate, according to network, has been released from contractual commitments. Samuel Fuller, national program director of NBC-TV, whose promotion to new post of director of special projects with network also was announced Friday, will supervise production of new series. Comedy show will originate in Hollywood and reportedly will continue through summer period opposite *Ed Sullivan Show* on CBS-TV.

Agencies are Compton Adv. for Avco; Ted Bates & Co. for Brown & Williamson, and Robert W. Orr & Assoc. for Jergens. Mr. Fuller, who has been national program director since December 1953, joined NBC in 1950 to develop plans for *Colgate Comedy Hour.*

KVWO Names McGillvra

APPOINTMENT of Joseph Hershey McGillvra Inc. as national representative for KVWO Cheyenne, Wyo., was announced Friday by William T. Kemp, station president and general manager.

MADE IN U.S.A.

UNOFFICIAL REPORT is that Russia has expressed intense interest in purchasing tv transmitting equipment from U. S. manufacturers. According to Ernest A. Marx, DuMont International Div. (story page 95), USSR is "anxious" to do business pending U. S. governmental clearance. Russia also reportedly has approached BBC as well as French and Italian tv authorities for dramatic programs to be shown Russian audiences. BBC already has been studying possibility of exchange program through London-Moscow tv link.

NCAA Tv Committee to Mull Dispute Over Grid 'Blackouts'

OPERATIONS of 1955 controlled football tv program, including series of disputes over video "blackouts" during past fortnight, will be taken up by NCAA Tv Committee at two-day meeting in Chicago's Sheraton-Blackstone hotel starting today (Mon.). Headed by E. L. Romney, Mountain States Athletic Conference, as chairman, group will start work on report and recommendations to be submitted to NCAA's 50th annual convention in Los Angeles Jan. 9-11, according to statement issued yesterday by Walter Byers, NCAA executive secretary and director-at-large.

New Appointments at Grant

APPOINTMENTS of one vice president, two tv copywriters and one account executive announced by Grant Adv. Inc., Chicago. Frank G. Kenesson, formerly manager of Chrysler Corp. press information service, named vice president of public relations in agency's Detroit office. Rudolph R. Perz, account executive with Barlit Productions agency, and Gerald J. Gateman, Stockwell & Marcuse agency, join same office as writers. Robert A. Saxon, Frigidaire Div. of General Motors and Kudner Agency Inc., added to Dayton (Ohio) office as account executive.

TROJAN GIFT

RADIO, which has put countless recordings on best-seller lists, will use records for its own promotion in project being launched by WHDH Boston. With Chrysler providing record players as optional equipment in its 1956 line, WHDH has had Gotham Recording Co., New York, prepare special discs featuring half-hour of music by WHDH musicians. Discs, of size and speed to fit Chrysler record-players, will be distributed gratis to Boston area people who buy phonograph-equipped cars.

Gimmick: music is interrupted from time to time by short announcements which ask car listeners whether they aren't missing news, sports events, weather information or other programs they could get by tuning to WHDH.

• BUSINESS BRIEFLY

FIRST FOR KENTILE • Kentile Inc. (Kentile walls and floors), Brooklyn, through Ruthrauff & Ryan, entering network television for first time early in January with participations on several NBC-TV daytime shows. Advertiser previously has used spot tv.

SNIFFING AT TV • Chanel Inc. (perfume and cologne), N. Y., through Norman, Craig & Kummel, N. Y., considering television spot announcement test in several major cities to start after first of year. This would mark Chanel's first use of tv.

STRONGHEART BUYS • Doyle Packing Co. (Strongheart dog food), Long Branch, N. J., launching 13-week radio-tv spot campaign stressing product and special premium offer on six stations in Boston, New York, Philadelphia, Baltimore and Washington, D. C. Agency: Roy S. Durstine Inc., N. Y.

MENNEN MESSAGES • Mennen Co. (men's toiletries), Morristown, N. J., in addition to its co-sponsorship of ABC-TV's *Wednesday Night Fights,* launching special radio spot campaign in 82 major markets to promote company's holiday gift set for men. Agency: Kenyon & Eckhardt Inc., N. Y.

BEN-GAY ON TV • Thos. Leeming Co. (Ben-Gay pain relief), N. Y., preparing tv spot announcement campaign, effective Jan. 1 for 11 weeks, using minutes, chain breaks and station identifications in about 50 markets. William Esty & Co., N. Y., is agency.

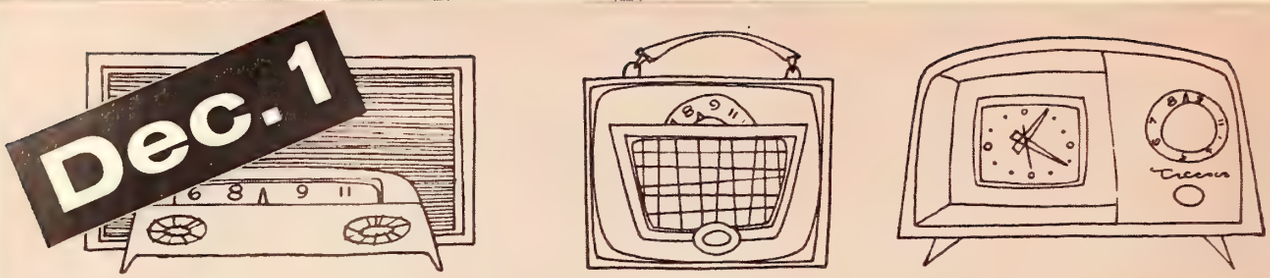
OIL ON RADIO • American Oil Co. (Texas Div.), Texas City, preparing four week radio spot announcement campaign effective Dec. 5 in limited number of southwest markets. Joseph Katz Co., N. Y., is agency.

COFFEE CAMPAIGNING • Standard Brands (Chase and Sanborn regular coffee), N. Y., planning one-week radio spot announcement campaign in nearly half-dozen markets, effective Dec. 5. Compton Adv., N. Y., is agency.

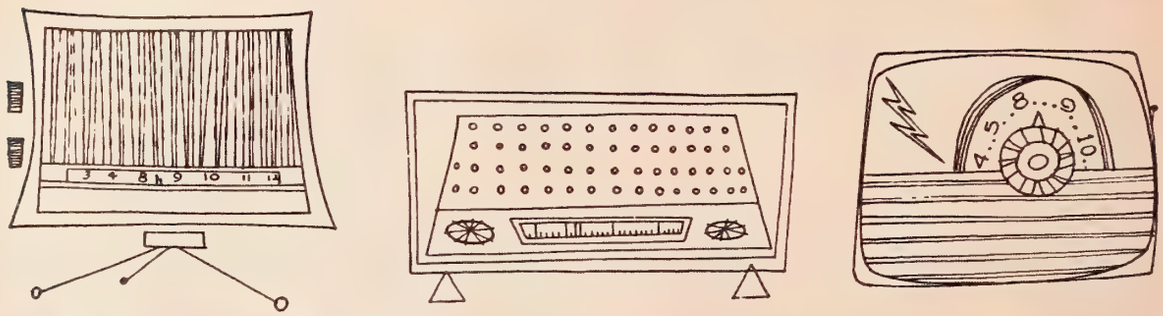
VANILLA FOR CHRISTMAS • Joseph Burnett Div. (Burnett's vanilla) of American Home Foods Inc., N. Y., concentrating radio spots in major cities for pre-Christmas campaign. Agency: Geyer Adv., N. Y.

Channel-Swappers to Meet

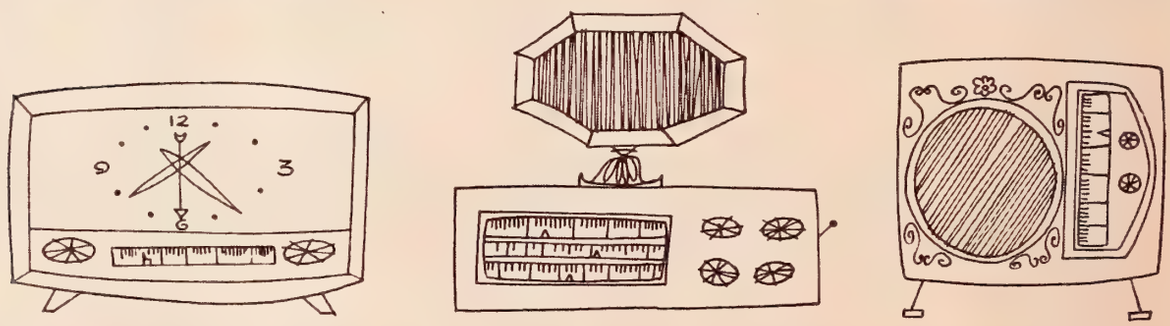
FIRST MEETING of *ad hoc* committee established by Office of Defense Mobilization to discuss means of transferring government vhf bands to tv [B•T, Nov. 21] scheduled this week. Group, representing ODM, FCC, Commerce and Defense Depts., expected to buckle down to details of releasing some government vhf channels for tv in exchange for some present civilian channels (probably in uhf). Committee formed following top level conference among ODM, FCC, Commerce and Defense representatives two weeks ago. Conference was called after FCC Chairman George C. McConnaughey wrote ODM early last month relating need for more vhfs for tv. Exact composition of *ad hoc* committee not known Friday, but Mr. McConnaughey scheduled to represent FCC.



CBS Radio moves to



KCMO • 50,000 watts (10,000 watts night)



Kansas City, Missouri

KANSAS CITY		SYRACUSE		PHOENIX		OMAHA	
KCMO	KCMO	WHEN	WHEN	KPHO	KPHO	WOW	WOW
RADIO 810 kc. CBS	TV Channel 5 CBS	RADIO 620 kc. ABC	TV Channel 8 CBS	RADIO 910 kc. ABC	TV Channel 5	RADIO 590 kc. CBS	TV Channel 6 NBC

Represented by KATZ AGENCY INC. — JOHN BLAIR & CO. — BLAIR TV, INC

MEREDITH *Radio and Television* STATIONS

affiliated with **Better Homes and Gardens** and **Successful Farming** magazines

at deadline

WTRI (TV) Challenges FCC Deintermixture, Drop-In Move

FIRST MOVE to test FCC's deintermixture and drop-in actions of three weeks ago [B•T, Nov. 14] came Friday when now-dark ch. 35 WTRI (TV) Albany, N. Y., asked U. S. Court of Appeals in Washington to issue temporary stay order, interlocutory injunction and reverse FCC in Albany case. Commission turned down WTRI's deintermixture petition (make Albany-Schenectady-Troy all uhf), approved request of ch. 27 WROW-TV Albany to move ch. 10 into Vail Mills, N. Y., 20-odd miles from Albany.

Basis of WTRI appeal was allegation FCC denied deintermixture petition because of "closed door" presentations by CBS and "possibly" other parties. This referred to meeting FCC had with CBS, ABC, Dr. Allen B. DuMont of DuMont Labs and uhf group last month. WTRI lost CBS affiliation earlier this year when WROW-AM-TV was bought by CBS newscaster Lowell Thomas group. In separate proceedings, WTRI protest against Thomas purchase of WROW-AM-TV was held invalid in hearing examiner's initial decision [B•T, Nov. 7].

It is understood appeal from ch. 19 WMGT (TV) North Adams, Mass., against Albany drop-in decision is scheduled to be filed with court this week.

In its plea for stay, WTRI referred to Commission majority as "fairly recent appointees, none of whom had prior experience in the broadcast field. The three dissenters, on the other hand, all have had a wealth of experience in this field." Voting in favor of Albany drop-in were Comrs. McConnaughey, Lee, Doerfer and Mack; dissenting were Comrs. Hyde, Bartley and Webster.

Jerrold Buys Key West Community Antenna System

AS PART of first venture into community system ownership and operation field, Jerrold Electronics Corp., Philadelphia, manufacturer of equipment for such systems, announced Friday it had acquired controlling interest in Cable-Vision Inc., which recently started construction of community antenna system in Key West, Fla.

Milton J. Shapp, Jerrold president, said company also is conducting negotiations for acquisition and construction of several other antenna systems in other parts of country. He said Jerrold has completed exhaustive study of U.S. cities with over 10,000 population to select most desirable communities for this investment.

John M. Spottswood, from whom Cable-Vision was purchased, retains interest in company and remains as its president. Mr. Spottswood also is president and general manager of WKWK Key West.

Farm Directors Plan Pitch

EXECUTIVE COMMITTEE of National Assn. of Television & Radio Farm Directors Friday recommended preparation of visual presentation for use by agencies in selling advertisers on farm radio. Allocation of funds also urged, with recommendations set for vote over weekend.

Members voted Friday to hold 1956 meeting in Minneapolis in June.

MANY COME

REFLECTING growth of tv in quality level was disclosure over past weekend that judges combed record 273 tv programs and commercials for Sylvania television awards which will be announced tomorrow (Tues.) night.

Presidential Assistant Adams To Address Ad Council Dinner

SHERMAN ADAMS, assistant to President Eisenhower, will deliver principal address at annual dinner of Advertising Council Thursday at Plaza Hotel, New York, when Clarence Francis, former board chairman and now a director of General Foods Corp., receives Council's second annual public service award. Charles E. Wilson, W. R. Grace & Co. board chairman and last year's award winner, will present Mr. Francis with silver bowl honoring his "notable contribution to welfare of country and his fellow citizens." Dinner will climax full day conference of Council directors and its public policy committee.

WACO Sale Approval Asked

APPLICATION for approval of sale of WACO Waco, Tex., by Texas State Network to Waco Broadcasting Corp. for $300,000 [B•T, Nov. 14], filed with FCC Friday. WACO is on 1460 kc, 1 kw, is ABC-affiliated.

Principals in purchasing company are Wendell Mayes, president, 40%, who also owns KBWD Brownwood, KNOW Austin, 30% KSNY Snyder, 20% KXOL Ft. Worth, all Tex., and 50% KTOK Oklahoma City; C. C. Woodson, vice president, 40%, who owns 50% KTOK, 40% KXOL, and R. Lee Glasgow, 20%, owner of KAND Corsicana, Tex. Mr. Woodson is Texas and Oklahoma publisher.

Texas State Network also owns KFJZ-AM-TV Ft. Worth, KRIO McAllen and KFDA-AM-TV Amarillo, all Tex.

WACO balance sheet showed total assets of $266,909, of which $25,645 were current assets. Current liabilities were shown as $21,620.

Syndicated Hour Show Planned

FOLLOWING TREND to full hour shows, Columbia Pictures tv subsidiary, Screen Gems, next spring will begin filming of one hour anthology series with Eva Wolas as producer. Miss Wolas resigns Dec. 1 from CBS-TV post as story editor on Chrysler Corp. *Climax* series. Screen Gems has budgeted new series above $50,000 for each show.

UPCOMING

Nov. 28: Tennessee Assn. of Broadcasters, Hotel Peabody, Memphis.

Dec. 1: Board of Governors of Canadian Broadcasting Corp., Room 262, the Senate, Ottawa, Ont.

For other Upcomings see page 104.

PEOPLE

MORTON J. WAGNER, manager of WMTV (TV) Madison, Wis., elected executive vice president of Bartell five-station group, according to **GERALD A. BARTELL,** president. He continues to manage WMTV, with supervision of other stations (WOKY Milwaukee; WAPL Appleton, Wis.; WAKE Atlanta; KCBQ San Diego).

ROBERT K. BYARS, account executive at D'Arcy Adv. Co., Chicago, and previously assistant advertising manager of Standard Oil Co. (of Indiana), appointed vice president and account executive at MacFarland, Aveyard & Co., Chicago.

JEROME S. BOROS, FCC trial attorney, resigned Friday to join New York and Washington law firm of Fly, Shuebruk, Blume & Gaguine (headed by former FCC Chairman James Lawrence Fly).

JOYCE COOK, production executive and story editor, Robert Maxwell Assoc., appointed west coast tv production supervisor of McCann-Erickson Friday. She reports to George Haight, newly appointed vice president in charge of agency's television and radio department.

EDWARD J. GARDNER, Young & Rubicam Inc., to Ogilvy, Benson & Mather, N. Y., as account executive on Lever Bros.' Good Luck margarine.

HOWARD GORMAN, advertising manager, Gaines Div. of General Foods Corp., Kankakee, Ill., and previously assistant manager of Swift & Co.'s Pard dog food department, to Tatham-Laird Inc., Chicago, as merchandising manager.

WILLIAM V. BRADLEY, 35, newscaster at KPIX (TV) San Francisco, killed Thursday in automobile collision.

Construction Permits Awarded For Five New Am Daytimers

GRANTS for five new daytime am stations were announced by FCC Friday.

Construction permits were awarded to:

• Truman, Ark.—Poinsett County Broadcasting Co., 1580 kc, 250 w. Poinsett owner Earl W. Daly is former owner of WTRB Ripley, Tenn.

• Ansonia, Conn.—The Valley Broadcasting Co., 690 kc, 500 w. Principals include Sydney E. Byrnes, CBS news producer.

• Dowagiac, Mich.—Cass County Broadcasting Co., 1440 kc, 500 w. Principals are equal partners Gilbert M. Ketcham, commercial manager of WTVB-AM-FM Coldwater, Mich., and James B. Luck, assistant to manager of WTVB-AM-FM.

• Erwin, Tenn.—Unicoi Broadcasting Co., 1420 kc, 1 kw. Sole owner Max M. Blakemore is manager-16⅔% stockholder of WROC Richlands, Va., and 50% partner in Cherokee Broadcasting Co., applicant for new am station at Murphy, N. C.

• Henderson, Tex.—Wes Dean & Co., 1470 kc, 500 w. Wesley R. Dean, 50% owner, is announcer for KGRI Henderson and KTVE (TV) Longview, Tex. Grant was conditioned upon proof that Mr. Dean has severed connections with KGRI.

No Go on Hibbing Tv

PERMIT for ch. 10 KHTV (TV) Hibbing, Minn., which expired Nov. 12, will not be renewed, North Star Televising Co., permittee, announced last week. Reasons: uncertainty market can support tv station and lack of assurance of network affiliation.

the week in brief

BLUEPRINT FOR NETWORK PROBE

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WBC TIME SALES UP IN '55

Five Westinghouse radio stations show grosses 5% up from last year; four WBC tv stations up 13.5% 85

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Annual report of Canadian Broadcasting Corp. anticipates deficit from radio operations to more than offset increase in income from commercial tv 95

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Ernest Marx, Head of DuMont's international div., finds television forging ahead in England, West Germany, Italy and France 95

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*Reg. U. S. Patent Office

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Now on the Air!...

KTHV CHANNEL 11 LITTLE ROCK!

KTHV, Channel 11, went on the air yesterday, November 27, telecasting daily 5 to 10:45 P.M. — 4 to 10:45 P.M. on Sunday.

For the next few weeks we will be using our auxiliary tower (on top of 1300-ft. Mt. Shinall) awaiting completion of our new 1000-foot super-tower (1800 feet above average terrain!)

What is KTHV's significance in Arkansas? We believe the list of CBS and ABC shows below — already scheduled — tells the story.

Watch for further news — and meanwhile, ask your Branham Man!

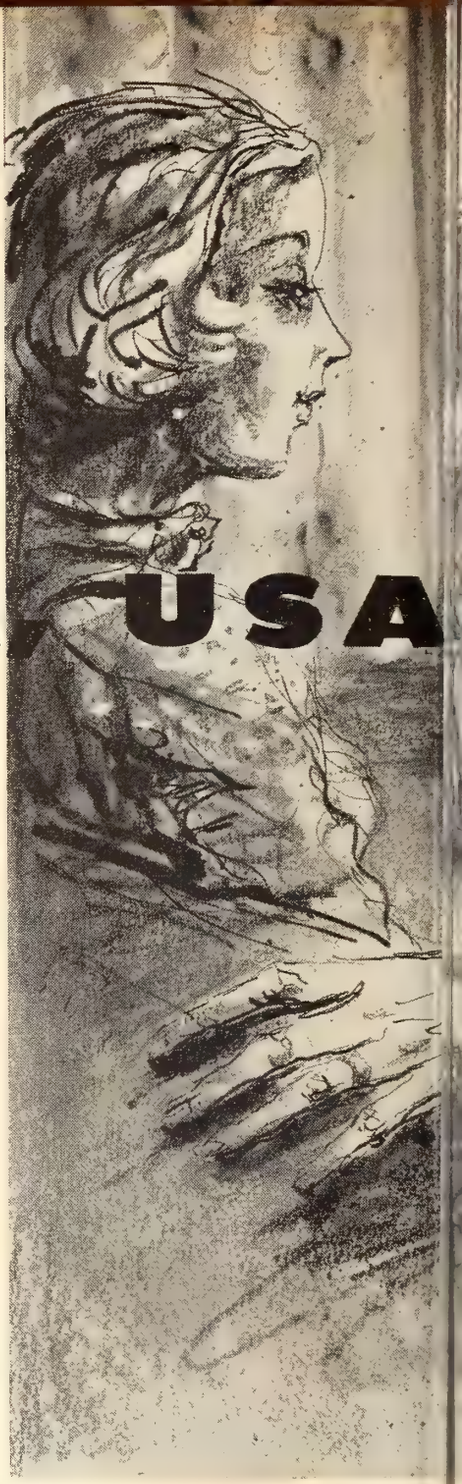
OMNIBUS
BISHOP SHEEN
G. E. THEATRE
ALFRED HITCHCOCK PRESENTS
APPOINTMENT WITH ADVENTURE
FAMOUS FILM FESTIVAL
ROBIN HOOD
BURNS & ALLEN
GODFREY TALENT SCOUTS
THE VISE
DECEMBER BRIDE
STUDIO ONE
NAVY LOG
THE PHIL SILVERS SHOW
MEET MILLIE
RED SKELTON SHOW
GODFREY AND HIS FRIENDS
THE MILLIONAIRE
I'VE GOT A SECRET
U. S. STEEL HOUR
FOUR STAR PLAYHOUSE
MAMA
OUR MISS BROOKS
CRUSADER
WANTED
PERSON TO PERSON
BEAT THE CLOCK
STAGE SHOW
HONEYMOONERS
TWO FOR THE MONEY
IT'S ALWAYS JAN
DOUGLAS EDWARDS NEWS

Plus LOCAL NEWS, WEATHER, SPORTS

316,000 Watts
Channel 11
OW AFFILIATED WITH CBS AND ABC
ull CBS Affiliation on April 1

K. A. ENGEL, *President*
Henry B. Clay, *Executive Vice President*
B. G. Robertson, *General Manager*

Affiliated with KTHS, Little Rock and KWKH, Shreveport



PANORAMA, USA

*H*ere is a scene duplicated many times across the country.

Thanks to CBS Television's Extended Market Plan, this family . . . and thousands like it . . . for the first time are able to share in the wholesome enjoyment of virtually all of the CBS Television Network programs:

Programs that are made easily available with consistent, dependable reception delivered through the facilities of a local station.

WJDM-TV is proud to be a member of this vigorous network group and prouder still to be playing a leading role in the elevation of the cultural standards of its people.

WJDM-TV, Panama Ci

MEL WHEELER
General Manager
WJDM-TV WEAR-TV



conjunction with **WEAR-TV,** Pensacola, Serves the Fabulous Northwest Florida Coast

represented nationally by George P. Hollingbery Company.



Sponsor looks for sales impact . . .

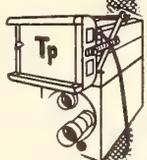
Performer goofs— no "eye-contact"

BUT - not with TELEPROMPTER SERVICE

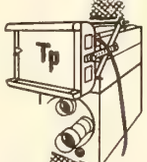
That's why —

ADVERTISERS PREFER TelePrompTer stations like

The Boler Stations

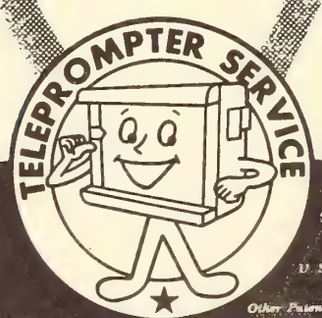


KCJB-TV
Channel 13 — Minot



KXJB-TV
Channel 4 — Valley City

KBMB-TV
Channel 12 — Bismarck



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LOS ANGELES CHICAGO WASHINGTON TORONTO

IN REVIEW

THE DEVIL'S DISCIPLE

FOLLOWING the great stir raised by the first New York stage presentation of "The Devil's Disciple" back in 1897, playwright George Bernard Shaw is reported to have rubbed his hands in glee, saying ". . . so much for a damning career as critic . . . now to work!"

Given many more such productions as NBC-TV's version of the same play a week ago Sunday, we might well have to do the same, for the second of the monthly *Hallmark Hall of Fame* telecasts was just about perfect.

For 90 sustained minutes, all of "The Devil's Disciple's" Shavian wit and acid commentary (on the British monarchial system, the hypocrisy of historical dogma and, of course, the institution of marriage) came through the tv screen as carefully primed buckshot. Not even the clergy was spared, but then, S. Mark Smith, who adapted the play to tv, isn't one to mince Shaw's words.

Maurice Evans, as star and producer, deserves much credit for transposing his Broadway revival of several seasons ago to television in as faithful a manner as time, or lack of, allowed. In Dennis King, recreating his part as the sardonic and urbane General ("Gentleman Johnny") Burgoyne, tv has a magnificent talent well worth exploiting. Ralph Bellamy and Teresa Wright also performed with great skill, humor, and understanding, as well they should have.

A flawless color production (save for the fleeting embarrassment of having an NBC-TV camera pop smack into the trial scene in Act II), "The Devil's Disciple" was television at its very best.

Production costs: Approximately $128,000.
Sponsored by Hallmark Card Co. through Foote, Cone & Belding on NBC-TV, every fourth Sun., 4-5:30 p.m. EST.
Cast: Maurice Evans, Ralph Bellamy, Dennis King, Teresa Wright, Margaret Hamilton, Leo Britt, Logan Ramsey, Jada Rowland.
Producer: Maurice Evans; director: George Schaefer; NBC executive producer: Jack Rayel; assoc. producer: Mildred Freed Alberg; author: George Bernard Shaw; adapter: S. Mark Smith; scenery: Robert MacKichan; costumes: Noel Taylor; assoc. director: Robert Hartung; unit manager: Brice Howard.

THE CAINE MUTINY COURT-MARTIAL

IF ANY single offering is to underscore television's maturity in drama, let it be "The Caine Mutiny Court-Martial." Given the powerful story and the array of characters that ably handled Herman Wouk's success of novel, stage and screen, television more than matched the other arts.

Simplicity of presentation (without overdoing the color) with a minimum of gimmicks assured an absorbing hour-and-a-half. To this was added the tv camera's advantage over the stage: tight shots of members of the cast as they portrayed the many moments of inner turmoil.

Of the cast it might be said that any kudos would be just echoes of plaudits already earned elsewhere. Lloyd Nolan as the psychopathic Lt. Comdr. Queeg will probably be long remembered for the long—but seemingly short—monologue in which he betrays his instability of mind. Barry Sullivan as defense counsel Lt. Barney Greenwald effectively handled a role fraught with the danger of "hammishness" to lesser talent. As a replacement for the late John Hodiak, Frank Lovejoy proved a capable substitute.

Along with "Darkness at Noon" presented earlier this year on NBC-TV, "Caine Court-Martial" should be tabbed for a repeat performance.

Production costs: $175,000.
Sponsored by Ford Div. of Ford Motor Co. through J. Walter Thompson on Ford Star Jubilee, *Sat., Nov. 19, on CBS-TV 9:30-11:00 p.m. EST.*
Cast: Lloyd Nolan as Lt. Comdr. Philip Francis Queeg; Barry Sullivan as Lt. Barney Greenwald; Frank Lovejoy as Lt. Stephen Maryk; Russell Hicks as Capt. Blakely; Ainslie Pryor as Lt. Comdr. John Challee; Robert Gist as Lt. Thomas Keefer; Charles Nolte as Lt. (j.g.) Willis Seward Keith; Raymond Bailey as Capt. Randolph Southard and Herbert Anderson as Dr. Bird.
Producer: Paul Gregory, as directed for Broadway stage by Charles Laughton; director for CBS-TV: Franklin Schaffner; set designer: Robert Tyler Lee.

BOOKS

AUDITIONING FOR TV, by Martin Begley and Douglas MacRae. Hastings House, 41 East 50th St., New York 22, N. Y. 108 pp. $3.50.

THIS slender volume, subtitled "How to Prepare for Success as a Television Actor," describes in some detail how to go about getting an audition, how to prepare for it and how to act when it occurs, plus what to do afterwards to remind the auditioner that he auditioned you and now should give you a chance to earn some money. The authors ought to know, for Mr. Begley is casting director and Mr. MacRae a writer, both for NBC-TV.

RESEARCH FRONTIERS IN POLITICS AND GOVERNMENT, published by The Brookings Institution, 722 Jackson Place N. W., Washington 6, D. C. 240 pp. $2.75.

EIGHT political scientists reviewed certain new research developments in politics and government in the Brookings Lectures, 1955, collected in print in this volume. To this lay reader, the book was full of new and interesting ideas, such as that of Malcolm Moos, professor of political science at Johns Hopkins U., that the television buildup available to senators through the many discussion programs emanating from Washington would give them an almost unbeatable advantage over governors as candidates for President if a national presidential preferential primary system were to be adopted in place of party conventions.

ELECTRONIC MOTION PICTURES, by Albert Abramson. U. of California Press. Berkeley 4, Calif. 212 pp. $5.

SUBTITLED "A History of the Television Camera," Mr. Abramson, himself a television engineer, has written a scientific book that is readily understandable to the general reader and specially interesting to anyone concerned with the future of television and/or motion pictures, which, the author states, are now undergoing the "first basic change in the entire history of the cinema . . . a change based on the use of the electronic camera."

HUMOROUS INTRODUCTIONS FOR EMCEES, compiled by Lawrence M. Brings. T. S. Denison & Co., 321 Fifth Ave. So. Minneapolis 15, Minn. 404 pp. $4.50.

PREPARED largely for the non-professional master of ceremonies, the man who occupies this position only on rare occasions, this collection of introductions runs the gamut from introducing an acrobat to introducing a woman driver and from emceeing an army buddies' reunion to a writers' guild meeting.

Holiday Gift Suggestions

What more appropriate gift than the gift of business knowledge, of latest news and events in radio-tv—spot news and exclusive how-to features—brightly wrapped into one complete weekly report.

BROADCASTING • TELECASTING is THAT gift. Wind up your holiday shopping now by listing your staff, clients, friends, associates on the attached.

Each gift to be announced with a full color card. The first issue will start December 26—and continue every Monday throughout 1956.



ONE FOR 7 DOLLARS

name title

company

street

city zone state

Sign gift card

TWO FOR 13 DOLLARS

name title

company

street

city zone state

Sign gift card

THREE FOR 19 DOLLARS

name title

company

street

city zone state

Sign gift card

FOUR FOR 25 DOLLARS

name title

company

street

city zone state

Sign gift card

LIST MORE AT 5 DOLLARS

BROADCASTING • TELECASTING
1735 DeSales Street, Washington 6, D. C.

Please send Holiday gift cards to the above and start service with the December 26th issue.

$.....enclosed ☐ Bill me in January

name title

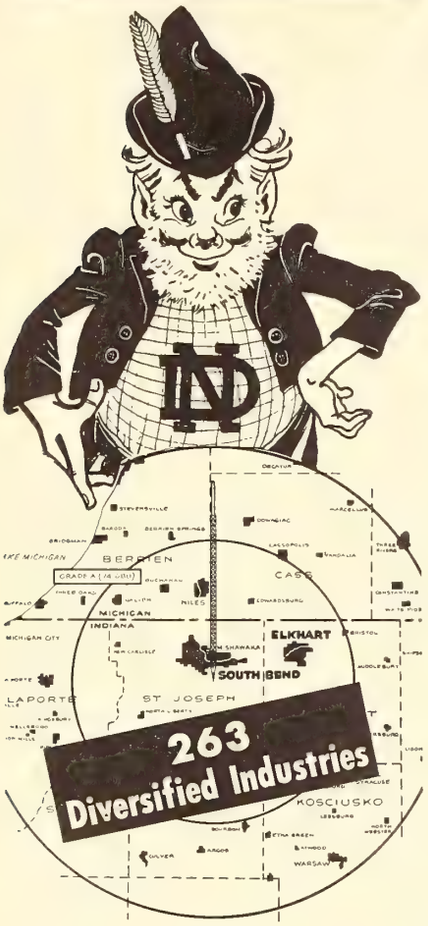
company

street

city zone state

REDUCED RATES GOOD ONLY THROUGH DECEMBER 1955

An "Island Market"



Serving

SOUTH BEND - ELKHART

1st in Home Ownership

1st in Per Family Income

1st in Per Capita Income

Sales Management 1955

FIRST IN THE STATE!

Rediscover this valuable growing midwest market.

★ Total UHF sets 176,700

★ Total Families 206,600

★ Total retail sales $783,927,000

★ Total effective buying income $1,165,620,000

NBC Represented Nationally by MEEKER TV

WNDU·TV

CHANNEL 46

OPEN MIKE

The Caller Called

EDITOR:

In these times, when a station operator takes pen in hand to defend a network it's sort of unusual. On the other hand, when Raymond Spector uses the words "arrogant, callous and brazen" [B•T, Nov. 14] to describe NBC, it's irresistible.

It might be a good idea for Mr. Spector to take a reading on his own linens for cleanliness. If he really wants to know exactly what the words "arrogant, callous and brazen" mean, he should play the role of a salesman and make a call at the Raymond Spector Agency on Park Avenue. He undoubtedly would find out quickly why so many radio and television stations prefer *not* to do business with Hazel Bishop.

Allen M. Woodall, President
WDAK Columbus, Ga.

Agency Appreciation

EDITOR:

A sincere word of congratulations on your "Radio's One-Book Reference Library" advertisement.

It was smartly designed and certainly very effective.

Tom Slater, Dir. Tv, Radio & Film Dept.
Fuller & Smith & Ross Inc.
Cleveland, Ohio

[EDITOR'S NOTE: Mr. Slater is referring to an announcement ad for the 1956 BROADCASTING Yearbook-Marketbook (B•T, Oct. 31). The 22nd consecutive radio edition, now in work, will be published in January. Copies will be available at $3.00, unless already ordered as part of your current subscription. Complete subscription information appears on page 10. For space availability lease call your nearest B•T office.]

Individual Initiative

EDITOR:

May I second the letter by Ben Strouse [B•T, Nov. 21] saying it would be an "extremely serious mistake for any spokesman for radio to even suggest that the FCC limit the number of radio licenses." His comment and mine were prompted by Henry Clay's Des Moines speech which, in other aspects, stated some principles important to the future of radio [B•T, Nov. 14].

I believe one of the things which makes us distinct from common carriers is the competitive nature of our industry. Competition is one of the elements of the American economic system which keeps all of us producing the best product we can.

If we didn't keep the door wide open for changing competition in our industry, we would be opening another door to government control of those things best left to individual initiative . . .

Daniel W. Kops, V.P. & Gen. Mgr.
WAVZ New Haven, Conn.

Over-Commercialism

EDITOR:

Harold Fellows was incorrect . . . when he inferred that the code proposed by the National Society of Television Producers was motivated by "over-commercialism" [B•T, Nov. 21]. This is a classic instance of separating a quotation from its context. The National Audience Board was invited to participate in a code discussion because the Society evidently felt there were good and sufficient reasons for a code. The letter of invitation was received two weeks before I wrote my message to the distinguished producer groups.

The term "over-commercialism" was itself qualified in several respects: I said, "In fairness let us say that the problem of too many commercials is almost always encountered at the local level," and "the industry, recognizing the problem, has set up very stringent requirements as to the number of commercials that can occupy any given time segment, but this provision has never been properly enforced," obviously referring to the existing NARTB Code. I believe this should resolve the doubt in Mr. Fellows' mind.

Peter Goelet, President
National Audience Board, Inc.
New York

An Australian View

EDITOR:

As general manager of Radio 2UE (Sydney) Pty. Ltd. operating a commercial radio station in Sydney, Australia, and chairman of Directors of Country Broadcasting Services Ltd. operating two rural radio stations in Australia, I am at present studying radio and television trends in Canada and the United States of America. This study had been all the more essential because my organization has an interest in a company which will be operating one of the two commercial television stations in Sydney next year.

One of my assignments has been to learn how tv operation has affected radio listening and radio station revenue and what steps are being taken to combat any adverse effects.

I therefore read with a tremendous amount of interest two recent feature articles in your publication—one a report on "Radio in 1955" [B•T, Sept. 19], and the second an interview with Mr. Robert W. Sarnoff, "Why Radio Must Adapt or Die" [B•T, Oct. 31]. The material contained in these two features, which had not reached Australia when I left, was most informative and gave me the answers to many questions on the subjects I was studying. The report of the interview about *Monitor* was very enlightening and I would like to extend my congratulations and thanks to the person responsible for it.

As a regular reader of B•T during the 25 years I have been associated with commercial broadcasting, I cannot recall any material which contained so much valuable food for thought in connection with the Australian radio picture as these two features do.

J. E. Ridley, Gen. Mgr.
Radio 2UE, Sydney, Australia

Quick Clip

EDITOR:

Had intended, on my return to the office Monday, to reduce my remarks—at our first annual membership meeting—to writing.

However, B•T's account of our meeting [B•T, Nov. 14] was so thorough and complete that I merely clipped your article to save the time.

Oliver Treyz, President
Television Bureau of Advertising
New York

Hits the Spot

EDITOR:

Please allow us to yell "Bravo!" for your editorial entitled "We'll Sit This One Out" [B•T, Nov. 14] . . . It just about hits the spot. Please forward us a second copy of the issue or supply us with a tear-sheet of the editorial page. . .

Luther W. Martin, Gen. Mgr.
KTTR Rolla, Mo.—KSMO Salem, Mo.

Win a Year's Supply of Corn Country T-Bone Steaks in KMA's Pre-Pulse Contest

Pulse recently conducted a radio listening-area survey in 23 Iowa, Nebraska and Missouri counties in the center of KMA's half-millivolt, which is shown on the map below. The survey was conducted Monday through Friday on a 6 a.m. to 12 midnight basis. No one, including KMA personnel, knows the results. The figures are being tabulated right now. We want you to make a prediction on the highest quarter-hour Pulse rating and share-of-audience. You will have a chance to win one of 32 wonderful prizes.

THE PRIZES

GRAND PRIZE—A year's supply of cornfed, Corn Country T-Bone Steaks sent to the winner, 10 pounds each month for a year.

SECOND PRIZE—$100 in Cash.

THIRD PRIZE—One dressed, cornfed Iowa Turkey each to the next five winners.

FOURTH PRIZE—One wheel of Iowa State assorted cheeses each to the next 25 winners.

HERE'S ALL YOU DO

On your agency or company letterhead, simply tell us—FIRST, what will be the Pulse rating for KMA's most-listened-to quarter-hour segment. SECOND, what will be KMA's share of audience for that period. Judges will select winners first on the basis of the initial question. In case of ties, judges will choose prize winners on the basis of the nearest correct answer to the second question.

CONTEST RULES

1. All entries must be postmarked before midnight, Friday, Dec. 9, 1955.
2. Any advertiser, agency, or member of their staff is eligible. Members of May Broadcasting, their agency, the national reps (Edward Petry & Co., Inc.), and employees of Pulse, Inc., are not eligible.
4. Only one entry per person.
5. Mail entry, at once, to

PULSE PREDICTION, RADIO KMA, SHENANDOAH, IOWA.



KMA'S .5 M.V. PRIMARY MARKET*

Population	2,859,300
Radio Homes	817,379
Retail Sales	$3,081,010,000

*SM-SRDS Estimates

Get Your Pulse Prediction in the Mail at Once





Our Jo Ann sings too, and sings mighty pretty. Difference is, she sings to older folks than that other one.

Yessir, our Jo Ann makes mighty pretty music, along with lots of others on WMAZ-TV's new hour and a half daytime show. Call it a local "spec," or even the "burnt toast of the town," Middle Georgians are CRAZY about "Teavie's Town and Country."

That's it: "Teavie's Town and Country," with our Uncle Ned as emcee, and all his Hayloft Jamboree gang for the "country" part of the show. We've



got a great new gospel singing group in it, called the Sego Brothers, who are signing 'em right into the aisles. And of course, our Jo Ann sings those wonderful pop songs in a sort of a "town" way, with Ernie Daulton at the citified organ too!

It's all fun, and a great show to sell most any product! It'll sell yours! Hurry and get all the details from Avery-Knodel . . . and SELL here in Middle Georgia.

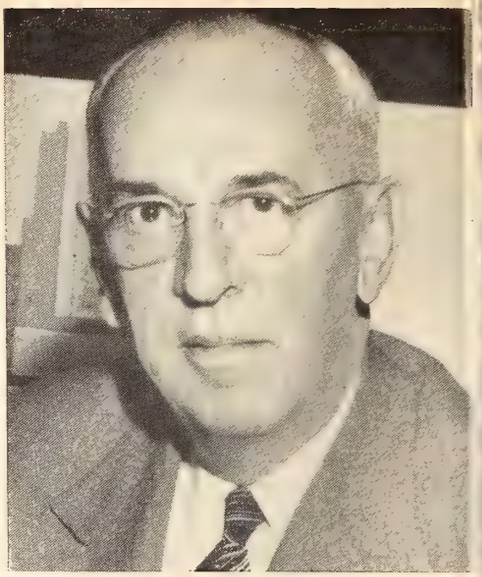
Cobb

SOUTHEASTERN BROADCASTING COMPANY

MACON, GA.

our respects

to EARL JOSEPH HUDSON



SHOWMANSHIP is the quality which American Broadcasting-Paramount Theatres Inc. feels is the essential attribute for the vice presidency of the Western Division of ABC.

This explains why Earl Joseph Hudson may be found in that post, guiding the network program and business affairs of the Western Division's owned-and-operated KABC-AM-TV Los Angeles and 60 radio and 24 television affiliates in 11 western states.

Journalist, publicist, pioneer movie producer and administrator, former radio and television advertiser, Mr. Hudson enjoys a depth of "showmanship" experience which few other West Coast network executives have at their command to help instill creative thinking and originality in day-to-day operation.

Mr. Hudson acknowledges television's great impact, because it can reach the great mass of the American public at one time in the privacy of their home. But he feels the medium's greatest challenge to be constant improvement of program quality, because as initial "novelty" wears off the public will become more selective, as it has in the older media. Quality must be acceptable now, even with the great volume of programs produced, he notes, or the public would be doing something else rather than watching tv so many hours of the day.

Mr. Hudson believes the coming marriage of Hollywood movie interests and tv will release much-needed creative capacity to the new medium, which is burning up program material at an unprecedented rate and may find a place for the movie policy of repeat showings.

Radio has become the intimate, personal medium of entertainment, Mr. Hudson observes, the constant companion of each individual throughout the day. "There is one tv set in the home," he says, "but there are two, three or four radios and another in the car." Radio will always be a strong sales force "beyond question," Mr. Hudson affirms.

Born May 11, 1892, in Elgin, Ill., where he attended public grade school and high school, Mr. Hudson as a youngster had to walk the straight and narrow. His father, "to put it in Park Ave. language, was a law enforcement officer."

He found boxing and football the best outlet for excess energy—whatever was left after working as high school correspondent for the *Elgin Daily News* (now the Copley interests' *Courier-News*). "I found I could meet more girls faster that way," he recalls.

For a short time he attended the Elgin Academy, junior college, but soon preferred working full time as reporter for the *Daily News*. By 1912 he was in Chicago as police reporter for the City News Service, followed by special feature assignments for Associated Press.

Mr. Hudson entered the motion picture business in 1914, just as that industry was emerging with the full-length feature product known today He joined the publicity department of Universal Film Mfg. Co. in New York City. He advanced to national director of publicity and public relations at Universal before switching to the advertising and publicity department of First National Pictures in 1917, shortly after its formation. Subsequently he became executive assistant to the general manager and in 1922 was named manager of production. He organized and had charge of First National's Hollywood studios, turning out 40 to 50 features a year, until 1928, when he joined Metro-Goldwyn-Mayer as producer.

These years saw the struggle of the giants for survival in Hollywood. By 1930, he recalls, "I decided I had had enough. In fact, I began to develop a few ulcers. So on the advice of a couple of doctors I decided to get out of it and take a gentleman's job."

Returning to New York, he was asked to become publisher of *Moving Pictures News*, a trade paper then newly merged into a business paper group published by the Angus Co. In a short time he was named vice president and general manager of the parent firm.

Mr. Hudson's first association with Paramount came in 1934 when he was sent to Detroit on a six-month assignment to help reorganize certain departments of its subsidiary theatre circuit, United Detroit Theatres Corp. The six-month project lasted until 1953.

Soon after Mr. Hudson's arrival at United Detroit, further corporate reorganization saw George Trendle, operator of WXYZ Detroit and WOOD Grand Rapids and former substantial stockholder of the theatre chain, brought back to the presidency of the circuit Mr. Trendle named Mr. Hudson as his executive assistant.

When Mr. Trendle resigned in 1939, Mr. Hudson became general manager and the following year was elected president of United Detroit. He continued in both capacities until FCC approval of the merger of United Paramount Theatres and ABC in 1953, when he was transferred to his present ABC Western Division post.

Mrs. Hudson is the former Margaret Chisholm of Jersey City. They were married in 1920 and have three grown daughters, Margaret and twins Dorothy and Pearl, all now with homes of their own.

The Hudsons have their home in Beverly Hills. Although he is not a joiner, Mr. Hudson is active in the United Cerebral Palsy Assn of Los Angeles County. Nor does he have a variety of avocations. "I spend most of my free time doing a great deal of reading," he says "and the rest monitoring television and radio."

NOW FULL POWER!

KSLA

CHANNEL 12 SHREVEPORT
COVERING THE RICH ARK-LA-TEX AREA

LOWEST COST PER THOUSAND

. . . because present low rates are in effect for established clients through June 1956!

CBS-ABC NETWORK SHOWS

Sure-fire attractions to draw this huge new audience to KSLA's top-notch local programming.

23 MONTHS ON THE AIR

Shreveport's only experienced television staff, with 23 months of telecasting to its credit.



Louisiana's TALLEST TOWER — 1,442 Feet Above Sea Level

. . . and now, great new 48-COUNTY—3-STATE COVERAGE!

KSLA'S 316 KW Market Picture

Population	1,178,450
Households	311,235
Shreveport Mkt. Circ.	150,830*
Spendable Income	$1,275,069,000
Income per household	3,411
Retail Sales	$ 876,193,000

Source: SRDS 1955 Consumer Markets *TELEVISION MAGAZINE

BUSINESS IS GOOD in the rich ARK-LA-TEX MARKET . . .
More people with a higher spendable income! Over $203 million in grocery sales, $27 million in drug sales, $236 million in automotive sales. 77,390 farms with a gross income of $171,155,000.

PAUL H. RAYMER COMPANY, INC. National Representatives
New York • Atlanta • Detroit • San Francisco • Hollywood • Dallas • Chicago

FIRST IN SHREVEPORT, LOUISIANA

KSLA CHANNEL 12

Affiliated with CBS and ABC

Whatzis I hear abou



Panorama Pacific"?



Yep. Just added the two big Northwest markets, Portland and Seattle-Tacoma. *Now 91% of all West Coast television families* are within reach of the Coast's favorite morning show, on the CBS Television Pacific Network.*

*"Panorama Pacific" is seen on KNXT Los Angeles, KPIX San Francisco, KFMB-TV San Diego, KOIN-TV Portland, KTNT-TV Seattle-Tacoma, 8-9 am Monday-Friday (also 7-8 am on KNXT, KPIX and KFMB-TV only). For details and availabilities, call the CBS Television Pacific Network or CBS Television Spot Sales.

✓CHECK

BEFORE YOU BUY

RADIO IN HOUSTON

For over SEVEN years the leading independent radio station in Houston has been

K-NUZ

✓ LOWEST COST PER 1000

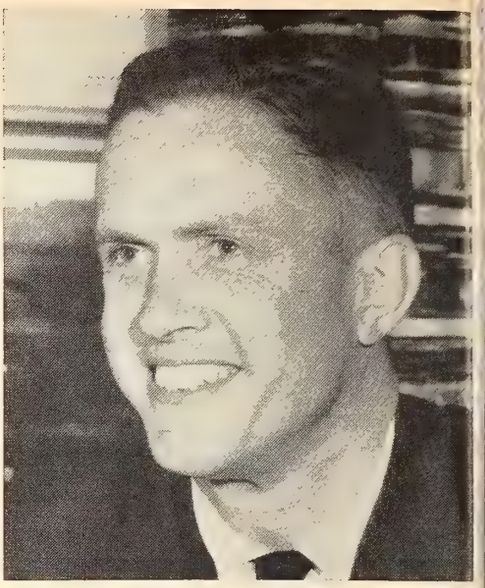
✓ FIRST IN PERSONALITIES

✓ FIRST IN NEWS

✓ LEADS ALL LOCAL STATIONS IN RATINGS ALL THE TIME MOST NETWORK STATIONS TOO!

NAT'L REPS.—FORJOE AND CO.
IN HOUSTON, CALL DAVE MORRIS
JA. 3-2581

ASSOCIATION OF INDEPENDENT METROPOLITAN STATIONS
AIMS



PHELPS JOHNSTON

on all accounts

FOR THE many advertising executives who insist that television is "pricing itself out of the market," there are others who claim that advertisers are buying tv "right out of the market."

The latter view is held and expressed by Phelps Johnston, vice president and account supervisor of Campbell-Mithun Inc., Chicago. A veteran of 18 agency years, he also is co-manager of the agency's Chicago office and has been closely identified with all media, including radio and television.

For the past two years Mr. Johnston's most intimate working association has been with the fast-thriving American Dairy Assn., which account he supervises. From modest initial outlays, American Dairy has grown into a $5 million advertising account the past few years, with roughly two-thirds of it in broadcast media.

Mr. Johnston describes the association as "just about the only grass-roots organization of its kind today." Its current broadcast properties are part sponsorships of *Disneyland* and *The Lone Ranger* on ABC-TV. A new addition: *The Best of Bob Hope,* a transcribed half-hour radio show placed on a spot basis.

Mr. Johnston is a native of Cheyenne, Wyo. (born May 24, 1914). He was graduated from Northwestern U., Evanston, Ill., in 1935 with a bachelor of science degree in journalism (as was his close friend, colleague and other co-manager, Bowman Kreer). He worked for Montgomery Ward & Co. in mail order sales until March 1937 when he joined BBDO, Chicago, as a copywriter. He was one of three men who opened that agency's San Francisco office in June 1940, staying on as copy chief.

After nearly four years of military service (principally as a Japanese language officer in military intelligence), Mr. Johnston returned to BBDO's Chicago office in early 1947 as copy group head, remaining four years. He became creative director of Campbell-Mithun Inc. in February 1951 and was elected vice president in 1952. The following year he was named supervisor on the American Dairy account.

As co-manager of the Chicago office, Mr. Johnston shares responsibility for such accounts as John Morrell & Co. (meats), First Federal Savings & Loan and Mishawaka Rubber & Woolen Co. (footwear).

Mr. Johnston married the former Sibyl Winser (same NU class of 1935) in 1937 and they have one son, David, 10. The Johnston home is in the Chicago suburb of Glenview.



WOMEN *Believe* CONNIE COOK

BECAUSE she is a college "home ec" graduate, wife, mother and (youngish) grandmother.

BECAUSE in a area where agriculture is king, she spent several years as 4H Club leader.

BECAUSE she had practical retail selling experience as department manager in one of Nebraska's biggest stores

BECAUSE she is with a Meredith station and has access to the files of BETTER HOMES AND GARDENS and SUCCESSFUL FARMING magazines.

BECAUSE she has been a radio and television broadcaster in the Midwest for many years.

Because they believe Connie Cook WOW-TV Land women buy the products she air-sells. Some of her success stories:

A detergent showed a sales gain of 76%.

A Chinese food gained 40%.

A canned vegetable gained 15%.

A canned pie filling sold 11 carloads in 120 days.

FRANK P. FOGARTY
Vice President and General Mgr.

WOW-TV
CHANNEL 6 OMAHA

MEREDITH STATIONS are affiliated with Better Homes and Gardens and Successful Farming magazines

KANSAS CITY		SYRACUSE		PHOENIX		OMAHA	
KCMO	KCMO	WHEN	WHEN	KPHO	KPHO	WOW	WOW
RADIO 810 kc. ABC	TV Channel 5 CBS	RADIO 620 kc. ABC	TV Channel 8 CBS	RADIO 910 kc. ABC	TV Channel 5	RADIO 590 kc. CBS	TV Channel 6 NBC

Represented by KATZ AGENCY INC. — JOHN BLAIR & CO. — BLAIR TV, INC.



The Giant of Southern Skies

Offers Participations in Two Outstanding Programs



"MY LITTLE MARGIE"

Mondays thru Fridays
4:00-4:30 P.M.

Three 1-minute spots available within the show at regular rates

"MILLION DOLLAR MOVIE"

Sundays 1:30-3:00 P.M.
also
Sundays 11:00-12:30 Nite

The movies are features from the Associated Artists package and the NTA Fabulous Forty Group. Minutes available at no premium . . . film and slide commercials only.

Write, wire or phone WEED or the Station for rates and availabilities.

NBC NETWORK
Represented Nationally by
WEED TELEVISION CORP.

WFBC-RADIO (NBC Affiliate)
is Represented
Nationally by AVERY-KNODEL

Channel 4
WFBC-TV
Greenville, S. C.

MILESTONES

► KXLY Spokane, Wash., marked its 33d anniversary.

► WKBW Buffalo, N. Y., has passed its 30th birthday.

► ROGER WAYNE, WHLI Hempstead, N. Y. music director, celebrated his 30th anniversary in broadcasting.

► BOB DeHAVEN, WCCO Minneapolis-St Paul personality, celebrated his 25th year in radio.

► J. WALTER THOMPSON PTY. LTD., Sydney and Melbourne, Australia, celebrated its 25th anniversary last Friday as the largest advertising firm on the continent.

► JOHN CAREY, commercial manager of WIND Chicago, has completed 20 years of service there.

► NBC newscaster CLIFTON UTLEY celebrated his 20th year under the sponsorship of Chas. A. Stevens & Co. with a special program on WMAQ Chicago.

► WWDC-AM-FM's Art Brown marked his 20th year in Washington, D. C., radio.

► GRAEME ZIMMER, national sales director of the Rollins Broadcasting Co., Inc., begins his 15th year in radio.

► J. C. KERLIN is beginning his 12th year as the reporter of *What Goes Here,* daily on WGBF Evansville, Ind.

► WCAU Philadelphia is beginning its *Career Forum,* Freedoms Foundation award-winning series, for the 11th consecutive year.

► WTIC Hartford's weekly *Your Box at the Opera* completed its 10th year on the air.

► CKVL Verdun, Que., marked its ninth birthday.

► WXYZ-TV Detroit began its eighth year of telecasting.

► WBAP-TV Ft. Worth celebrated its seventh birthday.

► WGCB Red Lion, Pa., is beginning its sixth year on the air.

► KRWC Forest Grove, Ore., completed its fifth year Nov. 17.

► THE U. of Maryland medical school's *TV-MD* program has begun its fifth year on WBAL-TV Baltimore.

► WISN-TV Milwaukee celebrated its first birthday with a series of special programs.

► KUON-TV, U. of Nebraska's educational station, celebrated its first birthday.

► GEORGE CHRISTIE, WFEA Manchester, N. H., commercial announcer, marked his 70th birthday with a special celebration last month.

CBS Club Adds Members

SIX NEW MEMBERS were welcomed to the CBS 20-Year-Club, Hollywood, at the organization's 1955 annual luncheon, held in the film capital. They are George Moskovics, KNXT Los Angeles executive; Allen Parr, CBS television program entertainment administrator; Fletcher Wiley, Housewives Protective League; Lud Gluskin, general musical director Hollywood; George McCaughna, director of building maintenance and service, CBS Radio and Fritz Metz, staff orchestra.

15 OUT OF THE 15

HIGHEST RATED PROGRAMS IN DALLAS ARE ON KRLD-TV . . .

according to the latest Telepulse ratings for Dallas just released, which includes *All 4* Dallas and Ft. Worth television stations. Survey week was October 5 through 11.

HERE THEY ARE!

By independent survey the people of Metropolitan Dallas made their choice and made these KRLD-TV shows DALLAS' MOST POPULAR ONCE-A-WEEK PROGRAMS.

1. $64,000 Question
2. I Led Three Lives
3. The Line up
4. December Bride
5. I Love Lucy
6. Studio One
7. Four Star Playhouse
8. Ed Sullivan Show
9. Red Skelton
10. Person to Person
11. Live Wrestling
12. Playhouse of Stars
13. Hitchcock Presents
14. What's My Line
15. Crusader

CITY GRADE COVERAGE IN DALLAS AND FORT WORTH

552,740 TELEVISION SETS

APPROXIMATELY MID-DECEMBER

You Always See More On

KRLD-TV

The Times Herald Station
Owners and operators of KRLD, 50,000 Watts
The Branham Co., Exclusive Representative.

The BIGGEST buy in the BIGGEST market in the BIGGEST State

CBS

Channel 4, Dallas
MAXIMUM POWER

JOHN W. RUNYON
Chairman of the Board

CLYDE W. REMBERT
President

CBS IN INDIANAPOLIS
CBS IN INDIANAPOLIS
CBS IN INDIANAPOLIS
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CBS IN INDIANAPOLIS
CBS IN INDIANAPOLIS

in every television market there is one dominant station ... in Indianapolis that station is

WISH-TV

channel **8**



BROADCASTING TELECASTING

November 28, 1955 Vol. 49, No. 22

FCC CIRCLES THE TARGETS FOR NETWORK PROBE STAFF

First order from four-man Commission committee sets out ten areas of investigation for Dean Barrow's guidance. Among them: ownership, affiliation policies, non-broadcast interests of network owners, representation, economics of broadcasting in terms of station and advertising potentials.

THE FCC last week issued a staff directive launching a network investigation which threatens to be the toughest in 15 years and to embroil advertisers, agencies, station representatives and talent.

Order No. 1 was issued to its special staff by the Commission's four-member network study committee. The staff was told to look into, among other things, network affiliation policies, program production and distribution, station representation, common ownership of radio and tv networks, multiple ownership of stations, the economic potential of advertising-supported broadcasting, availability of national advertising for network and spot broadcasting.

Each of these subjects was ordered to be investigated as a factor in the "opportunity for and the economic feasibility of" competition in network operations.

The list of subjects raised an immediate reaction from network officials—all of whom spoke freely, but anonymously. Among the radio-tv networks, official reaction ranged from "outrage" to matter-of-fact acceptance to boredom.

The order was issued by the FCC network study committee. This comprises Chairman George C. McConnaughey and Comrs. Rosel H. Hyde, Robert T. Bartley and John C. Doerfer.

These four commissioners met only two weeks ago with top echelon executives of the four radio and three tv networks [B•T, Nov. 21]. Representing the networks at that meeting were Brig. Gen. David Sarnoff and Sylvester L. (Pat) Weaver, NBC; Frank Stanton and Richard S. Salant, CBS; Robert E. Kintner, ABC, and John Poor, MBS executive vice president.

The steam behind the FCC's network study comes from Congress, particularly the Senate. Powerful members of the Senate Interstate & Foreign Commerce Committee have given the FCC an "or-else" mandate to come up with a thorough report on network operations, particularly as they affect the present discrepancies between uhf and vhf station economics.

In a statement issued with the initial network investigation order, the FCC put the basis for the investigation in these words:

". . . the network study will concern itself with the broad question whether the present structure, composition and operation of radio and television networks and their relationships with their affiliates and other components of the industry, tend to foster or impede the maintenance and growth of a nationwide competitive radio and television broadcasting industry."

The Commission warned that as the study goes forward other "necessary" areas of inquiry will be added.

The network investigation was authorized by the first session of this Congress, with an $80,000 appropriation. This authority expires June 30, 1956. It followed a Senate Commerce Committee hearing on the uhf-vhf problem last year under Sen. Charles E. Potter (R-Mich.) and the issuance of special reports on the problems of television by Harry M. Plotkin and Robert F. Jones.

Mr. Plotkin, former FCC assistant general counsel, called for an overhaul of network-station relations—including the elimination of option time, exclusive affiliations, network spot sales for affiliates, and the study of such subjects as AT&T line charges, multiple ownership rules and the possibility of prohibiting common ownership of radio and tv networks.

Mr. Jones, former FCC commissioner and former Ohio congressman, called for a further study of the entire tv question, but implied that networks should have a more uniform affiliation policy. One of Mr. Jones' requests was for financial information on file with the FCC. The FCC balked at furnishing this, but after receiving Justice Dept. approval agreed to turn over its data to the Senate committee.

Mr. Plotkin had been appointed as Democratic counsel in the Senate committee's study. When the composition of Congress changed from Republican to Democratic in the 1954 elections, he thus became majority counsel. Mr. Jones, appointed as Republican majority counsel was the minority counsel when the reports were issued early this year.

Mr. Plotkin's recommendations had the implied support of Sen. Warren G. Magnuson (D-Wash.), chairman of the Senate Commerce Committee. Sen. John Bricker (R-Ohio), ranking Republican committeeman, supported Mr. Jones' document. Sen. Bricker is also the author of a bill (S-285) to give the FCC authority to regulate the networks.

Under present law, networks as such are not under the jurisdiction of the FCC. However, the Commission has been able to bring some weight to bear on network operations through its control over station operations. The Commission enforces its network rules through the stations affiliated with or owned by networks.

The last network study was undertaken in 1938 and culminated in the 1943 Chain Broadcasting Rules. The Commission was upheld in promulgating these rules—one of which forced NBC to sell one of its two networks, the Blue Network (now ABC)—by the Supreme Court.

The $80,000 Congressional appropriation was

HOW THE STUDY COMMITTEE WAS BRIEFED

HERE are the subjects which the FCC network study committee told its staff to investigate. This text, in exact wording, is taken from Order No. 1.

(a) What has been and will continue to be the effect on radio and television broadcasting of the following:

(i) Ownership and operation of both radio and television networks by the same person, or persons affiliated with, controlled by, or under common control with the same person;

(ii) Ownership and operation of radio and television broadcasting stations by persons who, directly or indirectly, own or operate radio or television networks;

(iii) The production, distribution or sale of programs or other materials or services (including the providing of talent) by various persons, both within and outside of the broadcast industry, for (1) radio and television network broadcasting, and (2) radio and television non-network broadcasting;

(iv) The representation of stations in the national spot field by various persons;

(v) The relationships between networks and their affiliates including but not limited to those having to do with (1) selection of affiliates, (2) exclusivity, (3) option time, (4) free hours, (5) division of revenue, and (6) term of contract;

(vi) The contracting for or lease of line facilities used in the operation of networks by persons who, directly or indirectly, own and operate networks;

(vii) Related interests, other than network broadcasting, of persons who, directly or indirectly, own or operate networks;

(viii) The ownership of more than one radio or television broadcast license by any one person.

(b) Under present conditions in the radio and television broadcasting industry, what is the opportunity for and the economic feasibility of the development of a multiple-network structure in terms of (1) the number of broadcast outlets available, (2) national advertising potential, (3) costs of network establishment and operation, and (4) other relevant factors.

(c) Under present conditions in the radio and television broadcasting industry, what is the opportunity for and economic feasibility of effective competition in the national advertising field between networks and non-network organizations in terms of (1) the number and type of broadcast outlets available, (2) national advertising potential, (3) needs of the advertiser, and (4) other relevant factors.

passed last June. Appointed last September to head the investigation was Roscoe L. Barrow, dean of the U. of Cincinnati Law School. So far the staff consists of Dean Barrow, on a part-time basis, and FCC attorney Ashley L. Bryant and economist H. H. Goldin. Other FCC employes have been called on for part-time assistance.

In addition to the top-drawer meeting between the FCC committee and the network executives, Dean Barrow visited network officials in New York last month. He was accompanied by Harold C. Cowgill, chief of the Common Carrier Bureau.

The Senate Commerce Committee's own investigation of television is scheduled to start Jan. 17. This will be a continuance of Sen. Potter's hearings. There have been rumors that it will be under the direction of Sen. John O. Pastore (D-R.I.), chairman of the Senate commerce communications subcommittee.

The Commission sought for a number of years additional funds to make a network study. During the past few years it has repeatedly sought $200,000 for this purpose. This sum has always been deleted by the Bureau of the Budget.

In discussing the background of the present network investigation, the Commission told of the adoption of its Chain Broadcasting Rules and added:

"However, in the interim, radio network broadcasting has undergone substantial change and television network broadcasting has developed. Moreover, the Communications Act was enacted prior to the advent of television and no amendment to meet problems raised by the growth of this great new industry has been adopted. The Chain Broadcasting Rules applicable to radio were, upon the advent of television, carried over to the television field with little change. No detailed study has ever been made to determine whether radio and television networks are sufficiently similar to justify the application of the same regulatory policies to both media. Nor has such a study been made to determine whether and to what extent Chain Broadcasting Rules have been rendered obsolete by developments in radio network broadcasting in the past 15 years."

The Commission continued:

"A firm factual basis is necessary for a determination as to whether the Commission's rules, in the light of current conditions, are achieving the objectives of the Act and of the Commission's policies under the Act. This appraisal is also necessary to enable the Commission to comment on any proposed legislation in the network field.

"To study the networks," the Commission said, "one must consider not only the networks themselves, but also the interrelation between the networks and their owned stations, affiliated stations, advertising agencies, talent agencies, national spot representatives, producers and distributors of film for television and radio purposes, and the effects of network operations on independent radio and television stations. Only in the context of these relations of the networks with other components of the industry and the public can the adequacy and wisdom of current regulatory policies be appraised."

The attitude most common to network officials last Wednesday afternoon, following the issuance of Network Study Order No. 1 the day before, was that it was not possible to evaluate the issues with any certainty "until we see just what details the Commission actually asks for from us."

One network official said that, generally, he had "no serious quarrel" with the subjects specified by the FCC. He said he did not understand what some of them meant, but that as a whole they are roughly the topics which probably would be included by anybody making up an agenda for such an investigation.

Among the points which this executive said he did not understand were the questions regarding exclusive affiliation contracts (the rules themselves say there can be no such thing as an exclusive contract, he pointed out), free hours (that's pretty far afield, he thought), and leasing of intercity lines.

At another network, at least one official thinks "it couldn't be worse," while some of his colleagues think it's not too bad. The first one pointed out that it's very broad, that it implies the FCC is going to investigate all the subjects raised "in the infamous Plotkin Report," that it looks as if it will be long, drawn-out, and expensive. Those who take a less dim view feel that the Commission has bit off more than it can chew, much less digest; that its $80,000 will run out and it will have to get another appropriation before it can get far into the subjects specified.

Another official described himself as "unimpressed" with the agenda, saying it's "about what you'd expect" and contains "nothing new." He said it leaves him with the feeling that "we've been through all this before." If it took FCC from 1938 to 1943 to develop the Chain Broadcasting Regulations, he asked, how far can the FCC get with this expansive investigation on $80,000?

Some parts of the FCC plan were labeled "silly." One authority said; "If they decree that people can't run radio and television both, then a lot of people will get the hell out of radio in a hurry—and I can't see how the public interest will be served thereby."

There was at least one suggestion that station representation firms join the networks "in presenting a united front" for the sake of the whole industry rather than engage in "internecine warfare in the palace courtyards" over the representation question. There was no indication that representatives as a whole would embrace the idea. Although Station Representatives Assn. declined comment on the entire matter, the whole issue of networks representing stations in the sale of national spot advertising was first brought before the FCC on representatives' complaint. It seems logical that representatives expect to be heard further on the subject.

ADVERTISERS & AGENCIES

PHILIP MORRIS SWITCH TO SPOT BUYS FROM NETWORK TV ANALYZED AT SEMINAR

Thomas S. Christensen, PM brand supervisor and advertising manager, explains his firm still has great faith in tv ability to do certain selling jobs very well, but new cigarette problems created by advent of king size and filter tip competition forced manufacturer to reappraise ad schedule.

DESPITE RUMOR and story to the contrary, Philip Morris & Co. has not changed its high regard of network television as an effective advertising medium, Thomas S. Christensen, brand supervisor and advertising manager, asserted Tuesday.

In a review of the company's policy regarding the air media, with particular reference to its views on spot and network, Mr. Christensen told a group of timebuyers and time salesmen at a Radio & Television Executives Society seminar in New York, that "tv does an excellent and important job and its future use [by PM] will depend on its need at the time."

Mr. Christensen stressed that Philip Morris has not "given up" network tv. "The time will come," he said, "when the individual brand" among those PM produces will be able to carry its own budget for network tv.

Philip Morris at present has three brands on the market: Philip Morris (regular and king size), Parliament (regular, filter and king size filter) and Marlboro (filter tip).

William Dollard, Young & Rubicam media buyer for General Foods' Jello, General Cigar Co.'s White Owl cigars and Drackett Co. (Windex, Drano), also spoke at the seminar, basing much of his talk on actual experiences (especially with Drackett and White Owl) in buying air media.

Mr. Christensen, who was billed as a speaker on the seminar's topic: "Techniques of Using Network and Spot," coined the title: "Why Was Philip Morris in Network and Why Is It Now Concentrating on Spot?" In reviewing the company's reasons, Mr. Christensen expanded on remarks made last spring at the NARTB convention [B•T, May 30].

Here is the Philip Morris story as summarized from the Christensen talk:

Basically, PM for some years was a one brand company and up to about two years ago operated its marketing and/or advertising budget accordingly. Two things worked to upset this *status quo*: (1) the rise of the king size cigarette, beginning in 1951 and (2) the appearance of the filter cigarette as "an increasingly important" factor.

Since PM did not want to be "left behind" its competitors, two courses of action were decided upon: (1) introduce a king size Philip Morris as an addition to the regular size pack, and (2) proceed with plans for filters encompassing (a) development of one of PM's own (introduced as Marlboro) and (b) because some other cigarette companies were ahead, to acquire a filter cigarette quickly (acquired Parliament by merging with Benson & Hedges). Thus, Philip Morris soon found it was a three-brand rather than a one-brand company.

Philip Morris was one of the early network tv advertisers, starting with spot in 1947 and graduating to its first tv network venture in 1948 to see if the medium could do anything for PM's advertising-marketing aim.

By 1952, tv costs (not "costs per thousand") grew to such an extent that the company undertook its first revision: dropped its spot tv and retained its network program franchises particularly the *I Love Lucy* show with its high ratings and audience delivery.

Despite growing costs, network tv, which continued to reach more people, still could be used advantageously to further advertising aims for one brand. But PM found it had three products to sell with each demanding equal attention from the marketing budget. At that

point PM's advertising policy came under an 'agonizing reappraisal."

This is what PM's study uncovered: in sticking with network shows, PM had to advertise for each of the brands on the individual shows, throwing one brand against another, thus adding house competition to that from the outside. "A vast proportion" of PM's marketing dollar was tied into network shows. Marlboro, just introduced, was being distributed market by market. This type of expansive marketing did not lend itself to network advertising but needed the flexibility of spot that would coincide with the spreading introductory campaign rather than be "locked in by rigid network station lineups."

Philip Morris had its national distribution. But compared to the network lineup a smaller number and the more important markets had to be reached with greater frequency. Tv was seen as the important "backstop" to blanket coverage.

Parliament (which now buys no tv spot) did not have a budget big enough for a network show and was being aimed for a very few large metropolitan markets. But the cigarette brand still has tv in its future.

Mr. Christensen amplified the PM story further as a result of a question from the audience asking how one could reconcile these two facts: what seemed to be a "most popular" program on tv (*Lucy*) and PM's increasing sales loss at the time.

In answer, Mr. Christensen stressed activities of PM's competitors. He said that a big audience show like *Lucy* did not necessarily mean that PM was reaching more people on a weekly basis than other tobacco firms, citing, for example, the weekly audience obtained by R. J. Reynolds Tobacco's *News Caravan* that was on tv five times weekly on behalf of Camels (*Caravan* now has an alternating sponsor). To add to this, he said, some other firms (he did not designate which) have "fatter budgets" and that a single show's rating did not tell all the story. He noted, also, that certain cigarette companies sponsor a "number" of network tv shows. The sales losses, he said, were traceable to the sudden appearance of king size and filter type brands among competitors and before PM entered its own competing products on the market, adding that certainly sales losses reflected "no discredit on tv or network tv."



MR. CHRISTENSEN

He replied to a query on whether network participation programs (radio in particular) which have "invaded" the spot field were "legitimate business." It seemed to him that this was an attempt to take away some spot business as the questioner had implied but that he would assume this was "legitimate" so long as stations accept this type of program from the networks. Philip Morris uses them and will continue to do so," Mr. Christensen said.

According to Mr. Dollard, the type of campaign—whether it is to be spot or network—"starts with the product" and hinges on how much money the client wants to spend and what he wants to obtain for his product.

Mr. Dollard pointed up that Drackett bought radio for years on a low frequency schedule. That schedule included 65 markets throughout the country with two or three spots per week in smaller markets and up to six spots weekly in the larger markets. Drackett has since changed its buying to tv film spots and minute transcriptions including jingles.

Mr. Dollard said Drackett formerly used homemaker shows in selected markets, combining integration of commercials with the program's script and the endorsement of a local personality—services which proved successful. He said that a Y & R staff was responsible for keeping copies of scripts plus other reports on programs as the basis for an overall report presented to the client.

He said there were values in both spot and in network, depending on what type of job has to be done for the advertiser. These values he outlined as:

NETWORK. Prestige, economical coverage, merchandisable program, identification through use of nationally known talent, best time periods, best rated shows.

SPOT. Short term commitment, adaptability to meet local problems and to distribute weight as needed, use of dominant station in each market, local personality, impact on local level, flexibility in selecting time in each market.

Making Money at 9 a.m. Sunday

ALL TIME is good time on television.

Good programming will attract a good audience at any time of the day, any day of the week, even at such a supposedly "dead" hour as 9 o'clock of a Sunday morning.

Good commercials will turn the good audience of that good program into good customers for the sponsor.

Proof of this tv maxim comes from WNBK (TV) Cleveland, which scheduled *Mary Holt's Spirituals,* live music program of hymns, spirituals, semi-classic standards and nationality favorites, featuring choirs and soloists from churches of all faiths and conducted by an attractive young lady of dignity and taste in the 9-9:30 a.m. Sunday period. More proof is provided by Shaw's Jewelry Co., Cleveland store which in October assumed sponsorship of the program.

At the end of the first month, Ed Bobrick, manager of Shaw's, wrote WNBK that "even though this is a public service type show and at one time we at Shaw's were worried about the early Sunday morning slot in which it is being televised, now our fears have been turned to joy and satisfaction of a good show.

"More than having a good show, *Mary Holt's Spirituals* has created a tremendous amount of business for Shaw's. For example, in one week we sold 45 watches, priced at $59,95. Our watch repair department, with the free lighter offer, has brought hundreds of people bringing their watches in to be repaired, which ultimately led to other sales of merchandise to these people. . . .



Spirituals & Salesmanship

"This is one of the most successful advertising endeavors Shaw's Jewelry Co. has ever gone into. . . ."

Major Radio-Tv Budget Set for RKO Movie

APPROXIMATELY one-third of a $1.3 million advertising and exploitation budget will be allocated to radio and television for a campaign promoting RKO Radio Pictures' new motion picture, "The Conqueror," it was announced last week by Walter Branson, vice president in charge of distribution for the company.

Terry Turner, special consultant for radio-tv exploitation on the picture, told a news conference in New York that the project involves the first use of a network to advertise a motion picture. The advertising campaign will use Mutual's 586 stations, plus the five key tv stations of General Teleradio Inc. and some 30 other ABC-TV, NBC-TV and CBS-TV outlets.

A promotional phase of the campaign will center around premieres of the picture in some 30 cities in countries around the world. Five-minute films and tape recordings of the premieres, designed for programming on women's, special events and news shows, will be made available for use on radio and tv stations.

As "The Conqueror" is planned for early spring release, the advertising campaign on radio-tv and other media will be launched the end of February. The agency for RKO Radio Pictures is Foote, Cone & Belding. The budget is said to be "the largest ever for an RKO picture."

Robert Monroe, Mutual vice president in charge of programs, predicted that this move may be the forerunner of network use by other motion picture companies. Although RKO Radio Pictures is affiliated with General Teleradio Inc., as is Mutual, the network will be available to other film studios who want to promote their productions, Mr. Monroe pointed up.

Described as a "multi-million dollar production," "The Conqueror" was produced and directed by Dick Powell in Cinemascope and Technicolor, and stars John Wayne, Susan Hayward and Pedro Armendariz.

Brand Names Day Extended To Week-Long Campaign

BRAND NAMES DAY, the annual promotion on brand themes conducted by the Brand Names Foundation, will become a week-long campaign next April 15, according to Palmer Hoyt, publisher of the *Denver Post* and chairman of the 17-man planning committee.

Mr. Hoyt also announced that editorial and advertising material for the seven-day drive would be in the hands of radio and television station managers as well as other media heads by late February, and that the foundation's eighth annual Brand Name Retailer of the Year plaques and citations would be awarded to merchants in 24 categories during the Brand Names dinner April 18 at the Waldorf-Astoria in New York.

TV NETWORK BUYS AND BUYERS

Top Ten Tv Network Advertisers in September 1955

1.	Procter & Gamble	$3,111,958
2.	Colgate-Palmolive	1,680,003
3.	Chrysler Corp.	1,603,212
4.	General Foods	1,469,867
5.	Gillette Co.	1,271,191
6.	R. J. Reynolds Tob.	1,119,737
7.	American Tobacco	844,141
8.	Ford Motor Co.	837,803
9.	Lever Brothers	818,114
10.	American Home Prods.	730,997

SEPTEMBER PROCTER & GAMBLE OUTLAY UP NEARLY $1 MILLION

PROCTER & GAMBLE Co. spent $3,111,958 for network tv time in September, nearly $1 million more than its outlay for the medium in September 1954, according to Publishers Information Bureau's compilation of network tv gross billings.

P & G that month spanned by nearly $1.5 million its closest contender among the top ten network tv advertisers, Colgate-Palmolive Co. Running nearly even with Colgate was the Chrysler Corp., while General Foods, Gillette and R. J. Reynolds Tobacco also placed over the $1 million mark in gross billings.

A development in September's top ten list was the appearance of another automobile manufacturer, Ford Motor Co., which bought $837,803 in network tv time. Chrysler and Ford combined had a total expenditure for the month of more than $2.4 million, compared to some $800,000 purchased by Chrysler a year ago September when it was the only auto maker cracking the top ten.

Comparing the lineup in the listings last September as against that month in 1954, some positioning radically changed (e.g. Gillette dropped from second to sixth) but eight of the advertisers repeated their appearances. The two changes involved Ford and American Home Products, which replaced last year's General Mills and General Electric Co.

An impressive increase in gross billings per network tv product group appeared in the 22 categories (excluding groups with totals for only one of the months), with all but three scoring gains.

Network tv's gross billing stood at $290,575,813 for the January-September period, as compared with last year's nine month total of $222,671,874. The September 1955 figure topped the total for that month last year by some $7 million.

GROSS TV NETWORK TIME SALES BY PRODUCT GROUPS FOR SEPTEMBER AND JANUARY-SEPTEMBER 1955, COMPARED TO 1954

	September 1955	Jan.-Sept. 1955	September 1954	Jan.-Sept. 1954
Agriculture & Farming	$	$ 39,690	$	$ 91,510
Apparel, Footwear & Access.	137,068	2,291,777	303,763	2,272,504
Automotive, Auto. Access. & Equip.	3,620,443	31,788,387	1,887,372	19,501,924
Aviation, Aviation Access. & Equip.	16,010	92,405	....	....
Beer, Wine & Liquor	691,379	5,615,523	479,809	5,011,318
Bldg. Materials, Equip. & Fixtures	111,530	835,785	77,244	1,052,705
Confectionery & Soft Drinks	451,786	5,436,561	396,654	4,193,902
Consumer Services	112,926	906,495	70,353	623,549
Drugs & Remedies	1,834,077	15,949,529	1,198,565	10,139,533
Entertainment & Amusements	13,141	13,141	8,970	16,210
Food & Food Products	6,444,667	58,280,509	5,393,973	45,694,561
Gasoline, Lubricants & Other Fuels	459,549	3,554,843	252,501	2,274,757
Horticulture	2,041	111,710	....	23,406
Household Equip. & Supplies	2,683,434	22,732,724	2,404,933	18,922,675
Household Furnishings	183,288	1,843,478	337,970	2,897,644
Industrial Materials	422,188	4,849,592	518,465	4,371,740
Insurance	229,738	1,302,228	141,948	1,157,285
Jewelry, Optical Goods & Cameras	325,122	3,255,546	113,358	1,778,438
Office Equip., Writing Supplies, Stationery & Access.	455,711	4,246,013	492,699	3,487,170
Political	....	....	7,975	7,975
Publishing & Media	58,929	545,671	42,723	131,123
Radios, Tv Sets, Phonographs, Musical Instruments & Access.	634,136	6,215,189	369,986	5,525,696
Retail Stores and Direct by Mail	....	10,392	....	42,345
Smoking Materials	3,498,765	30,836,712	3,432,251	31,250,328
Soaps, Cleansers & Polishes	4,134,367	32,798,414	3,053,872	25,110,911
Sporting Goods & Toys	43,922	89,849	....	42,502
Toiletries & Toilet Goods	6,299,200	54,601,563	4,853,864	34,391,741
Travel, Hotels & Resorts	40,350	380,850	35,580	729,980
Miscellaneous	154,550	1,951,237	179,349	1,928,542
TOTALS	$33,058,317	$290,575,813	$26,045,177	$222,671,874

Source: Publisher's Information Bureau

LEADING ADVERTISERS IN RESPECTIVE GROUPS DURING SEPTEMBER 1955

Knomark Mfg. Co.	$ 64,199
Chrysler Corp.	1,603,212
General Dynamics Corp.	16,010
Joseph Schlitz Brewing	224,460
Johns-Manville Corp.	51,420
Coca-Cola Co.	279,172
Electric Cos'. Adv. Program	82,206
American Home Prods.	701,687
Loew's Inc.	13,141
General Foods Corp.	1,469,867
Gulf Oil Corp.	212,429
Stern's Nurseries, Inc.	2,041
General Electric Co.	475,565
Armstrong Cork Co.	68,950
U. S. Steel Corp.	153,950
Prudential Ins. Co. of America	122,386
Eastman Kodak Co.	166,770
W. A. Sheaffer Pen. Co.	245,595
Crowell-Collier Pub. Co.	36,934
RCA	174,182
R. J. Reynolds Tobacco	1,119,737
Procter & Gamble Co.	2,649,265
Ideal Toy Corp.	36,345
Gillette Co.	1,271,191
Pan-Am. World Airways	40,350
Atlantis Sales Corp.	65,804

DOOR-TO-DOOR SELLING VIA TV COMMERCIALS

THE ADVERTISER'S MESSAGE MUST BE DESIGNED FOR INDIVIDUALS—NOT GROUPS—GREY ADVISES

TV COMMERCIALS without "sell" have got to go, no matter how entertaining, according to the Twentieth Anniversary issue of Grey Matter, *published by Grey Advertising Agency (National Advertisers' Edition, Dec. 1, 1955), from which this article is being pre-printed, slightly condensed.*

WITH the changing tempo of television programming, and the sky-rocketing costs of building and holding huge audiences, the burden of the commercial grows heavier and heavier. Longer shows, more spectacular shows, are running the cost of time and talent to a point where a staggering responsibility is placed on the commercial to make television pay off. And it can pay off handsomely. What's the good of having and holding 55 million viewers by spectacular entertainment and then telling a weak selling story that is made to appear weaker still because it's overwhelmed and overshadowed by the very program on which it rides?

Researcher Horace Schwerin tells us that investigation has demonstrated that commercials for one brand can achieve as much as a 40 to 1 advantage over another brand in their ability to create product preference. An $80,000 show can, therefore, vary in selling effectiveness to the extent of being worth anywhere from $2,000 and up.

At these odds we better take a new hard look at our commercials, dissect them, probe deeply into their vital organs and test the strength of their "sell." No advertiser, large or small, can afford feeble commercials.

Look back at the short, but exciting history of sponsored television. Recreate in your mind the early television commercials. You can tell who the parents were by looking at the children. It is obvious that the tv commercial and its older brother, the radio commercial, were born out of the marriage between the stage and the podium. A poor choice of parents. Don't get us wrong. We love the theatre (movies, too) and are mindful of the importance of the public speaker. But they were poor progenitors for commercials because the theatre and auditorium are places of mass assembly. The actor and speaker talk to an audience. The writers for the theatre and platform visualize an audience. But the commercial is not "audience selling." It's "personal selling."

It would have been better, lots better, if the tv commercial had been the issue of a house-to-house salesman and a retail store clerk . . . born and raised in an environment of personal selling and nurtured by the ingredients of salesmanship.

Before the advent of television, advertisers had long wished for a medium by which they could show and demonstrate their products right in the customers' homes. Along came the new electronic miracle that made this possible in an undreamed-of manner. Yet in our awe and amazement at its wonders many of us forgot that tv is a means of delivering a personal in-the-home demonstration and a selling message to our prospect as an individual. Instead we adopted all the tricks and stratagems of the stage, screen and platform, too often to the neglect of the methods of the in-the-home salesman.

Even though we have before us the effective personal selling of the Godfreys, the Garroways, Allens, Starks, and so many others, there still persist commercials which talk the viewers to death, are pompous, irritating, wildly exaggerated and result in burying the product they have come to praise.

Now this is the point where we should like to make it perfectly clear that tv commercials have made tremendous strides toward greater effectiveness. Steady observers of tv programs are aware of it. Schwerin, too, points out that in his studies of over 750 commercials of the 1954 vintage, 50% failed to change the viewer's mind about the advertised product after exposure to the commercial. But there's ground for hope: similar studies of commercials produced in the first half of 1955 showed that only 35% had this failing. Still plenty of room for improvement.

Important differences between the in-the-home salesman and the television salesman are that the customer can't ask questions of the latter and that she can kick him out without being rude by simply twisting a dial.

In a sense this is a positive advantage. If the viewer turns the dial, she's liable to miss the rest of her favorite show. But the commercial can miss the mark if she has even the slightest inclination to turn it off.

Another advantage of the tv salesman is that he can demonstrate selling points of many products not possible in home selling. He can take the customer for a ride in a DeSoto. He can have her look inside a GE dishwasher while it's working. He can make a mouth-watering snack or salad with Kraft Cheese. He can dramatize the strength or lightness of a piece of Samsonite luggage.

But at all times, the vital point to remember is that he is engaged in personal selling and not in audience selling.

Now if you were choosing and training a personal representative to go into the home of the consumer, what would he be like? In planning commercials we must ask the same questions.

To attain a maximum degree of personal selling the commercial must penetrate deeply the consciousness of the viewer as an individual. For it's the reaction of each viewer rather than the mass reaction of the audience that will result in sales. So let's take a brief glimpse at some of the elements of the commercial which contribute to personal selling and which add up to what we at Grey call the Action Ingredient.

1. THE NEED FOR EMPATHY • Many of our psychologists and motivational researchers talk about the need for "empathy" in advertising . . . empathy being "the complete understanding of another's feelings, motives, etc." People really like to associate themselves with other people who are like them. That's the reason for the success of so many good books, shows, movies. Establishing empathy is vital to personal selling.

Why is it so often forgotten in tv commercials?

Does your in-the-home salesman-matinee idol, dressed in a cut-away, establish empathy with the viewer? Does the glamour girl in a backless, strapless gown, demonstrating washing machines, refrigerators, margarine or cheese, establish empathy? Wouldn't he or she be more likely to make a sale in the home by talking to the house wife like her next door neighbor? If your commercial establishes a kinship with the viewer, your chances of personal selling are infinitely greater. More and more good commercials are doing it. Still too few.

2. PERSONIFY THE PRODUCT • When Betty Furness talks to the housewife, she is obviously a saleswoman whom Westinghouse has sent into the home to sell and demonstrate a product. But many commercials rise to the height of incongruity by using characters or people completely out of keep-

MOVIE STARS SELL DEODORANT



THESE THREE (l to r: Coleen Gray, Rochelle Hudson, Joanne Vohs) are believable, says Grey, because of the manner in which they give the testimonial and because they obviously are users of the product themselves.

ing with the character of the product. Somehow or some way the salesman who enters the home via tv must personify the product. What we mean by this is that the commercial personality and the product personality should be identical twins wherever feasible.

3. BELIEVE ME, MRS. SMITH • In personal selling the viewer must actually feel that the commercial really means what it says. Sincerity must shine through every costly second of it. By sincerity we don't mean somberness or dullness. You can be sincere though witty, believable though sprightly, convincing though gay. A ball player who is obviously reading lines, and whose tone, manner of speech and facial expression shout "baloney" right through the words of his commercial, is hardly likely to register belief. The tv seller needs what all good salesmen need: Enthusiasm in voice, in manner, in expression, in the twinkle of his eyes to achieve the most of personal selling.

The pompous orator who says: "Believe me" from the television screen will have less personal selling effectiveness than the regular guy, plain citizen John Jones, rugged and homely, who talks to you as one man to another. Without believability there's no personal selling.

4. I KNOW WHAT I'M TALKING ABOUT • Some of the most seasoned television announcers (male and female) have complained bitterly about the superficial way in which they are asked to do commercials, whether live or on film. They're given a piece of commercial copy and told to recite it (with gestures). Would you send your salesmen into the home without giving them a feeling for your product? Yet too many salespeople are sent into the home via the tv screen and asked to parrot a canned selling script. And it sounds like it, too. If the announcer has no feeling for selling (and many good ones do not) don't use him (or her) no matter how beautiful his voice, clear his diction, and perfect his pronunciation. Unless your personal salesman on the tv screen creates the impression that he knows what he's talking about and feels what he says, you'll never get that personal selling into the commercial.

5. INTEGRATION WITH THE SHOW • When the star is used to give a testimonial it can be effective salesmanship if the viewer can really believe that the star is a user of the product. When the star is used as a salesman, he or she can be effective when thoroughly indoctrinated to give an honest, sincere, believable statement.

The movie stars who have been saying through all these years that they are "Lux girls" are believable. When we at Grey use movie stars to do the "5-Day Deodorant Pad" commercials it is perfectly credible, not only because movie stars, like all other people are users of deodorants, but because of the manner in which they give the testimonial. When Mel Allen puffs his White Owl Cigar, he's believable, as is Frankie Frisch when he drinks Krueger Beer, or Bert Parks, wearing a Van Heusen shirt. (Van Heusen and Krueger are Grey clients.)

6. IMAGINATIVE SELLING • Puppets or cartoon characters can give personal selling an extra dimension made possible by television. Skillfully done, it fires the imagination and helps surround the product with romance and excitement. You have seen it in many good commercials like Ajax cleanser; like the puppet characters from Peter Pan which sold RCA Victor records on the Peter Pan tv spectacular; like Dotty Doeskin, the fawn, which cavorts in Doeskin commercials. Music, too, can add much to good hard "sell." Yes, there is a growing appreciation of the value of music in tv commercials because of the added emotional impact provided by skilfully composed background music . . . that is, when the music doesn't drown out the selling message.

We are making no attempt in this piece to give a formula for a good commercial. We don't believe in formulas. Volumes can be written about techniques, research methods to prove credibility and motivation, coordination between video and audio and other elements of the commercial. But as we have already said, this is not a treatise on commercials. We are trying to establish a principle; that the tv commercial is the blood brother of the in-the-home salesman. True, it's more ingenious, more versatile, more powerful, but it is personal selling as against audience selling.



VIRGINIA

These preliminary state and county figures from the U. S. Census of Agriculture show the number of farms with television sets in October-November, 1954, when the census was made. Figures are projected from a survey covering 20% of all farms. B•T will present farm tv figures for each state as they are tabulated by the Census Bureau. Readers can clip and save these reports to accumulate a complete, county-by-county, state-by-state file.

	Total Farms	Farms With Tv	% Tv Farms
VIRGINIA			
Accomack	1,069	461	43.1
Albemarle	1,818	609	33.5
Alleghany	487	158	32.4
Amelia	963	324	33.6
Amherst	1,157	326	28.2
Appomattox	999	245	24.5
Arlington	16	5	31.3
Augusta	2,891	1,074	37.1
Bath	443	127	28.7
Bedford	3,059	1,072	35.0
Bland	728	208	28.6
Botetourt	1,264	636	50.3
Brunswick	2,650	580	21.9
Buchanan	2,256	296	13.1
Buckingham	1,291	328	25.4
Campbell	2,084	883	42.4
Caroline	1,169	436	37.3
Carroll	3,757	991	26.4
Charles City	301	140	46.5
Charlotte	1,904	359	18.9
Chesterfield	910	508	55.8
Clarke	377	178	47.2
Craig	409	157	38.4
Culpeper	1,128	394	34.9
Cumberland	977	294	30.1
Dickenson	1,682	320	19.0
Dinwiddie	1,636	593	36.2
Essex	613	155	25.3
Fairfax	1,153	842	73.0
Fauquier	1,513	806	53.3
Floyd	2,160	568	26.3
Fluvanna	778	215	27.6
Franklin	2,941	821	27.9
Frederick	1,298	624	48.1
Giles	916	334	36.5
Gloucester	596	219	36.7
Goochland	741	265	35.8
Grayson	2,626	612	23.3
Greene	662	90	13.6
Greensville	1,161	204	17.6
Halifax	4,751	1,241	26.1
Hanover	1,541	747	48.5
Henrico	696	396	56.9
Henry	1,374	553	40.2
Highland	570	108	18.9
Independent Cities*	473	244	51.6
Isle of Wight	1,003	524	52.2
James City	227	99	43.6
King and Queen	764	214	28.0
King George	470	219	46.6
King William	526	242	46.0
Lancaster	446	190	42.6
Lee	3,116	406	13.0
Loudoun	1,438	882	61.3
Louisa	1,371	594	43.3
Lunenburg	1,846	377	20.4
Madison	1,068	259	24.3
Mathews	458	175	38.2
Mecklenburg	3,783	700	18.5
Middlesex	501	152	30.3
Montgomery	1,447	635	43.9
Nansemond	1,306	537	41.1
Nelson	1,277	343	26.9
New Kent	279	125	44.8
Norfolk	791	469	59.3
Northampton	481	342	71.1
Northumberland	751	268	35.7
Nottoway	1,089	392	36.0
Orange	848	334	39.4
Page	1,185	401	33.8
Patrick	2,255	495	22.0
Pittsylvania	5,715	1,831	32.0
Powhatan	599	280	46.7
Prince Edward	1,179	353	29.9
Prince George	685	261	38.1
Prince William	783	456	58.2
Princess Anne	692	375	54.2
Pulaski	940	465	49.5
Rappahannock	583	144	24.7
Richmond	675	252	37.3
Roanoke	1,217	676	55.5
Rockbridge	1,495	451	30.2
Rockingham	3,571	1,152	32.3
Russell	2,355	301	12.8
Scott	3,538	605	17.1
Shenandoah	2,056	643	31.3
Smyth	1,626	434	26.7
Southampton	1,962	728	37.1
Spotsylvania	1,082	466	43.1
Stafford	712	405	56.9
Surry	678	261	38.5
Sussex	1,099	290	26.4
Tazewell	1,531	388	25.3
Warren	476	216	45.4
Washington	4,317	906	21.0
Westmoreland	742	297	40.0
York	239	131	54.8
Wise	1,497	260	17.4
Wythe	1,658	546	32.9
TOTAL	136,416	43,693	32.0

OTHER 36 STATES REPORTED IN B•T

Arkansas	Oct. 10, 1955
Arizona	Oct. 24, 1955
Colorado	Oct. 17, 1955
Connecticut	Oct. 10, 1955
Delaware	Oct. 24, 1955
Florida	Oct. 24, 1955
Georgia	Nov. 21, 1955
Idaho	July 25, 1955
Illinois	Oct. 31, 1955
Indiana	Oct. 31, 1955
Iowa	Oct. 3, 1955
Kansas	Aug. 29, 1955
Maine	Oct. 10, 1955
Massachusetts	Oct. 17, 1955
Minnesota	Aug. 15, 1955
Mississippi	Oct. 31, 1955
Montana	Aug. 15, 1955
Nebraska	Sept. 12, 1955
Nevada	June. 13, 1955
New Hampshire	July 25, 1955
New Jersey	Oct. 3, 1955
New Mexico	Oct. 10, 1955
North Carolina	Oct. 24, 1955 (N. C. totals showing tv farms is corrected from 47.2% to read 26.3%).
North Dakota	Aug. 1, 1955
Oklahoma	Sept. 5, 1955
Oregon	Oct. 17, 1955
Rhode Island	Oct. 3, 1955
South Dakota	Aug. 15, 1955
Tennessee	Oct. 3, 1955
Texas	Oct. 10,, 1955
Utah	Aug. 1, 1955
Vermont	July 25, 1955
Washington	Oct. 17, 1955
West Virginia	Nov. 7, 1955
Wisconsin	Aug. 29, 1955
Wyoming	Oct. 24, 1955

* Independent Cities of Virginia: Alexandria, Bristol, Buena Vista, Charlottesville, Clifton Forge, Colonial Heights, Danville, Elizabeth, Falls Church, Fredericksburg, Hampton, Harrisonburg, Hopewell, Lynchburg, Martinsville, Newport News Norfolk, Petersburg, Portsmouth, Radford, Richmond, Roanoke, South Norfolk, Staunton, Suffolk, Waynesboro, Williamsburg, Winchester, Covington, Virginia Beach, Warwick City, Galax, and Norton.



ARB *Press Information*

AMERICAN RESEARCH BUREAU
NATIONAL PRESS BUILDING • WASHINGTON 4, D. C. • NAtional 8-0822

OCTOBER ARBs

Ten top-rated television programs in Baltimore. Compiled from ARB audience study for the survey week of October 8 thru 14.

	Program	Station	ARB
1.	$64,000 Question	WMAR	56.9
2.	I Love Lucy	WMAR	48.1
3.	Person to Person	WMAR	46.4
4.	Line up	WMAR	42.0
5.	Studio One	WMAR	41.5
6.	What's My Line?	WMAR	39.4
7.	I've Got A Secret	WMAR	38.2
8.	Red Skelton	WMAR	38.1
9.	Ed Sullivan	WMAR	36.9
10.	G. E. Theatre	WMAR	36.2

11/10/55

WMAR-TV
SUNPAPERS TELEVISION
CHANNEL 2
BALTIMORE, MARYLAND

Television Affiliate of The Columbia Broadcasting System

Represented by **THE KATZ AGENCY, Inc.**, New York, Detroit, Kansas City, San Francisco, Chicago, Atlanta, Dallas, Los Angeles.

In the rich market of

RICHMOND

Petersburg and Central Virginia

WXEX-TV has

1

Basic NBC-TV Network

2

Maximum power—316 K.W.

3

Maximum tower height—1049 ft. above sea level
943 ft. above average terrain . . . more than 100 ft. higher
than any station in this market.

4

415,835 TV families in coverage area

5

Channel 8

Ask your Forjoe man for full details about

WXEX-TV

TOM TINSLEY, President IRVIN G. ABELOFF, Vice Pres.

McCANN-ERICKSON ELECTS HAIGHT

GEORGE HAIGHT, West Coast director of programming for McCann-Erickson, was named vice president in charge of radio and television operations last week by Marion Harper Jr., president of the agency [CLOSED CIRCUIT, Nov. 21].



MR. HAIGHT

The appointment followed four months of deliberation and was one of the most sought-after agency jobs of the year. The post of radio-tv vice president was vacated in July by Alfred J. Scalpone, who resigned to become CBS-TV vice president in charge of network programs, Hollywood. The position was then filled by Terrence Clyne, vice president of the plans board and account executive on Bulova watches. Under the new set-up, Mr. Haight will report to Mr. Clyne.

In Hollywood, Mr. Haight had agency responsibility for CBS-TV's *Climax* and *Shower of Stars*.

Before he entered television as both a producer (NBC-TV's *Robert Montgomery Presents*) and agency executive, Mr. Haight was active as a producer both in Hollywood and on Broadway. Among his motion picture credits are MGM's "Lady in the Lake," "See Here, Private Hargrove," "Maisie" and the Red Skelton "Whistling" series.

At RKO Radio Pictures as associate producer for Samuel Goldwyn, Mr. Haight produced "The Goldwyn Follies," "These Three" and "Marco Polo." On Broadway, Mr. Haight was responsible for such productions as "Kind Lady," "Wednesday's Child" and "Goodbye Again."

Needham, Louis & Brorby Plan Dec. 16 Moving Date

NEEDHAM, LOUIS & BRORBY Inc., Chicago agency, has set Dec. 16 as the date for moving from the Field Bldg. to new quarters in the city's Prudential Bldg.

The agency will occupy the 36th, 37th and 38th floors, to be designated "headquarters," "creative" and "operations." About 300 employees will be involved in the move, dictated by the agency's rapid expansion in recent years. N L & B currently bills about $30 million annually. It signed a 15-year lease for the quarters in August 1954.

Radio-tv, copy, art, production and traffic departments will be housed on 37th ("creative") floor. Included are a tv and film-viewing theatre, and projection, film storage, editing and rehearsal rooms. Media will be housed on the 36th floor with the agency's service groups.

Needham, Louis & Brorby will be the first rental tenant on the building's upper floors. Its telephone number will be Whitehall 4-3400.

Crosby Yule Broadcast Set

INSURANCE CO. of North America, Philadelphia, will sponsor a special, one-hour Christmas Eve broadcast on CBS Radio starring Bing Crosby, Paul Weston's Orchestra and the Norman Luboff Choir. Program, titled "Christmas Sing With Bing," is being arranged by the Insurance company's agency, N. W. Ayer & Son Inc., Philadelphia.

COLORCASTING

Advance Schedule Of Network Color Shows

(All times EST)

CBS-TV

Nov. 29 (9:30-10 p.m.) *Red Skelton Show,* S. C. Johnson & Son through Needham, Louis & Brorby, and Pet Milk Co. through Gardner Adv. on alternate weeks (also Dec. 6, 20 and 27).

Dec. 3 (7-7:30 p.m.) *Gene Autry Show,* William Wrigley Jr. Co. through Ruthrauff & Ryan (also Dec. 10, 17, 24 and 31).

Dec. 8 (8:30-9:30p.m.) *Climax,* Chrysler Corp. through McCann-Erickson.

Dec. 15 (8:30-9:30 p.m.) *Shower of Stars,* "Christmas Carol," Chrysler Corp. through McCann-Erickson.

Dec. 17 (9:30-11 p.m.) *Ford Star Jubilee,* "The Eddie Fisher Story," Ford Motor Co. through J. Walter Thompson.

NBC-TV

Nov. 28-Dec. 2 (5:30-6 p.m.) *Howdy Doody,* participating sponsors (also Dec. 5-9, and 12-16).

Nov. 29 (8-9 p.m.) *Milton Berle Show,* Sunbeam Corp. through Perrin-Paus Co., and RCA and Whirlpool Corp. through Kenyon & Eckhardt.

Nov. 30 (9-10 p.m.) *Kraft Tv Theatre,* "Once a Genius," Kraft Foods through J. W. Thompson Co.

Dec. 1-2 (3-4 p.m.) *Matinee,* participating sponsors (also Dec. 5-9, and 12-16).

Dec. 4 (7:30-9 p.m.) *Sunday Spectacular,* "Maurice Chevalier Show," participating sponsors.

Dec. 12 (8-9:30 p.m.) *Producers' Showcase,* "Sleeping Beauty Ballet," Ford Motor Co. through Kenyon & Eckhardt, and RCA through K & E, Grey and Al Paul Lefton.

[Note: This schedule will be corrected to press time of each issue of B•T]

Dodge Sales Rise Reviewed

RADIO, television and printed media all were major factors this year in helping Dodge Div. of Chrysler Corp. increase its sales 93.5% over 1954, Jack W. Minor, sales and advertising manager of the company, asserted last week. Dodge is spending about $20 million in 1955 on all forms of advertising, he told the Chicago Junior Chamber of Commerce at a luncheon Tuesday. Dodge has used radio, tv, newspapers and magazines to emphasize certain restyling features, he said. Mr. Minor claimed high viewership for Dodge's television programs, *Make Room for Daddy* and *The Lawrence Welk Show*.

Newly-Formed North Adv. Appoints Six Executives

ADDITION of six new executives, including Charles P. Hirth Jr. as vice president, was announced last week by Don Paul Nathanson for his newly established North Adv. Inc., Chicago. The agency is being launched with a number of Toni accounts as the nucleus. Mr. Nathanson, president of North, was associated for years with Weiss & Geller as vice president.

Mr. Hirth, account executive at Biow Co., New York, for the past six years, will also serve as account group supervisor for Prom home permanent and Silver Curl home permanent.

Richard S. Paige, previously associated with NBC in sales development, planning and research, becomes media director. Kerry F. Sheeran, Weiss & Geller, was named account executive for Tonette children's home permanent, Softstyle and spin-type curlers.

Other appointments: Kent D'Alessandro, formerly with Benton & Bowles, New York, as media analyst and buyer; Gene DaDan, formerly with NBC Chicago, to North's radio-tv business administration department, and Robert G. Fryml, previously with Henri, Hurst & McDonald, as art director.

A number of administrative and secretarial employes, aside from key executives, were involved in a switch from Weiss & Geller to North.

Most of Dr. Pepper Budget Seen Going Into Radio-Tv

RADIO-TV will command "well over" half a $2 million advertising outlay earmarked by Dr. Pepper Bottling Co. (soft drinks), Dallas, Tex., as part of its new cooperative ad plan starting in February, it was announced last week.

Tv expenditures have been increased 100% over this year and will receive the largest share among all media. Plans call for heavy use of spot announcements on about 50 stations and three film (mystery) packages and three live children's shows in each of three markets. It was pointed out that the 50 stations will cover over 132 bottler franchises.

Additionally, Dr. Pepper will use 70 radio stations to promote its "silver dollar" jingle contest. Newspapers will be utilized for special promotions.

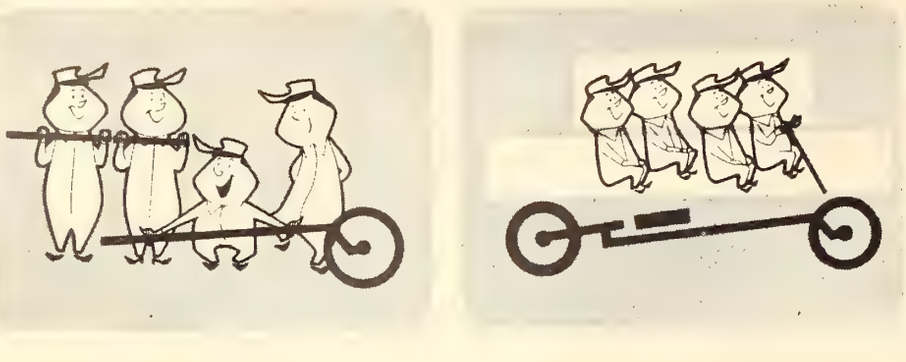
Leonard Green, president of Dr. Pepper Bottling Co., said sales had risen 74% in the past five years.

Fritz Leaves Long Adv.

EDWIN C. FRITZ Jr. has resigned as radio-tv director of the W. E. Long Co., Chicago advertising agency specializing in bakery accounts, after five and a half years with the organization. He will announce his future plans shortly. David Hayes, timebuyer and assistant to Mr. Fritz, has been appointed acting radio-tv director. Agency is being reorganized effective Jan. 1, 1956, with different bakery groups owning it on a co-op basis.

400 L. A. Yuletide Spots

PROMOTION of Christmas shopping in Los Angeles by the Downtown Business Men's Assn. will include 400 spot commercials spread over nearly all of Southern California's radio stations. Scheduled for heavy participation from Dec. 4 through Dec. 16, theme of the promotion is "Downtown is Christmas Town" and "Shop Every Night 'til Nine." Weinberg Adv. Co. is the agency.



PREVIEW

DON'T TAKE NO EXPERT TO GET THE PICTURE WHEN SPOT USES CARTOON-JINGLE MIXTURE

WHEN Ruthrauff & Ryan, New York, was faced with the task of explaining to the non-technical public the advantages of the new torsion-level suspension system incorporated into the new Packard Clipper, it decided to use a 60-second animated tv spot announcement for the job.

The film with the jingle, sung to the tune of "Dry Bones," was designed to demonstrate the advantages of the torsion-level suspension system over conventional coil and leaf springs. The jingle stresses that the new system affords comfort as well as safety.

The first use of the commercial on a network basis is set for the Dec. 5 program of *Tv Reader's Digest,* sponsored by the Studebaker-Packard Corp. on ABC-TV. The spot announcement, filmed by Chad Inc., also has been supplied to local Packard dealers for telecasting in their areas.

The commercial opens with four animated characters showing how "the front wheel's connected to the front arm, the front arm to the torsion bar . . . That's Clipper's Torsion Level Ride." The jingle points out that in any car, piled with people and luggage, "the rear end sinks down mighty far." It adds:

"But watch what happens in the Clipper car . . .
The levelizer motor starts turnin' the bar,
And right away up comes the car,
That's Clipper's Torsion-Level Ride!
Don't need no springs, got Torsion Bars . . .
Don't want no springs, got Torsion Bars.
Throw 'way those springs, got Torsion bars
Got Clipper's Torsion level rides."

SHORTCUT CALCULATORS OFFERED TO TIMEBUYERS

Both NBC Spot Sales and WBNS-TV perfect devices to readily compute cost per thousand figures plus other information pertinent to time buys.

AGENCY timebuyers who would object to any description of their jobs as beds of roses are having help in their chores from at least two independent sources.

Developed and individually copyrighted are two devices which are claimed to calculate cost per thousand figures in a matter of seconds:

• A radio-tv spot "estimator," described as "foolproof" and said by its developers, NBC Spot Sales, to be "the first" of its kind in "advertising," was to be announced today (Monday) by Thomas B. McFadden, vice president of NBC Spot Sales.

• A mechanical "calculator" for tv was announced last week by WBNS-TV Columbus, Ohio, and described by the station as a "timebuyer's delight" and as "the first of its type ever designed for local station use."

The NBC estimator, designed for the use of broadcast timebuyers in estimating audience sizes and cost per thousand, can come up with a cost per thousand to a given advertising problem in less than five seconds, according to NBC Spot Sales. Estimates of this type, it is pointed out, normally entail the use of calculators or comptometers, slide rules and "time-consuming mental mathematical gymnastics of varying intensity."

In announcing the new spot estimator, Mr. McFadden said:

"Our friends in the advertising agencies have often told us of the many hours they spend in computing audience size and cost per thousand figures. Anything we can do to help them in simplifying their jobs contributes directly, or indirectly, to the basic objective of NBC Spot Sales—to increase the total number of advertisers using spot broadcasting and to make more effective each specific advertiser's use of it."

The new cardboard instrument can be applied to any market and any station. It is 10 inches in diameter and has two scales on the front side. The outer scale is labeled "Number of Homes, Radio or Tv" and the inner scale headed "Rating Points." By placing a given rating underneath the number of homes in the market, the number of homes reached by that particular announcement or program appears in a window on the cardboard disc.

With this figure determined, the user turns the estimator to its reverse side. There are two scales here also—the outer called "Audience Size," the inner, "Cost Per Spot or Schedule." By placing the cost figure under the audience size figure, the user will find the cost per thousand for the spot or schedule in a particular market.

According to Mr. McFadden, 3,000 of the spot estimators will be in the mails next week to timebuyers and others in the advertising and radio-tv fields, thus providing a wide distribution through use of a number of mailing lists. He suggested a two-week interval before inquiries on the estimator—the cardboard instrument has been copyrighted — are made. After Dec. 7, he said, NBC Spot Sales will attempt to fill all bona fide requests, which should be directed to Mort Gaffin, Manager, New Business and Promotion, NBC Spot Sales, 30 Rockefeller Plaza, New York 20.

WBNS-TV's calculator that is being sent to advertisers and agencies was announced by Jerome R. Reeves, program manager. It is about six inches in diameter bearing calibrated figures and maneuvered by a moving circle within a circle. Required to operate the calculator is a rating, number of of tv homes and cost figure. Only one dial setting is necessary to determine cost per thousand.

This C-P-M tv homes is obtained by matching the program rating with the number of tv homes and reading the indicated figure corresponding to the cost of tv time.

Idea for the "Tv Cost Calculator" is credited to Otto Ohland and Martin Katz, account executive and director of sales development respectively at Blair Tv, New York, station representative firm. Calibration and production of the calculator was handled by the Graphic Calculator Co., Chicago.

The station explaining that it wished to avoid the impression "that the entire measure of the value of tv advertising schedules should be based solely upon cost per thousand tv homes reached," has added to the calculator this message: "Just *One* Measure of a Tv Buy."

WBNS-TV said it also plans to add network cost charts to the reverse side of the calculator which will replace the station's coverage map that now appears there. The redesigned instrument will be ready for distribution shortly after Jan. 1.

Frigidaire Plans Quiz Show To Replace 'Favorite Husband'

FRIGIDAIRE Div. of General Motors Corp will slot a new quiz program, *Do You Trust Your Wife,* starring Edgar Bergen, in the half hour immediately following *The $64,000 Question* on CBS-TV, William H. Hyland, CBS TV vice president in charge of network sales announced last week. The new program, which replaces Frigidaire's *My Favorite Husband* will be telecast Tuesday, 10:30-11 p.m. EST starting Tuesday, Jan. 3.

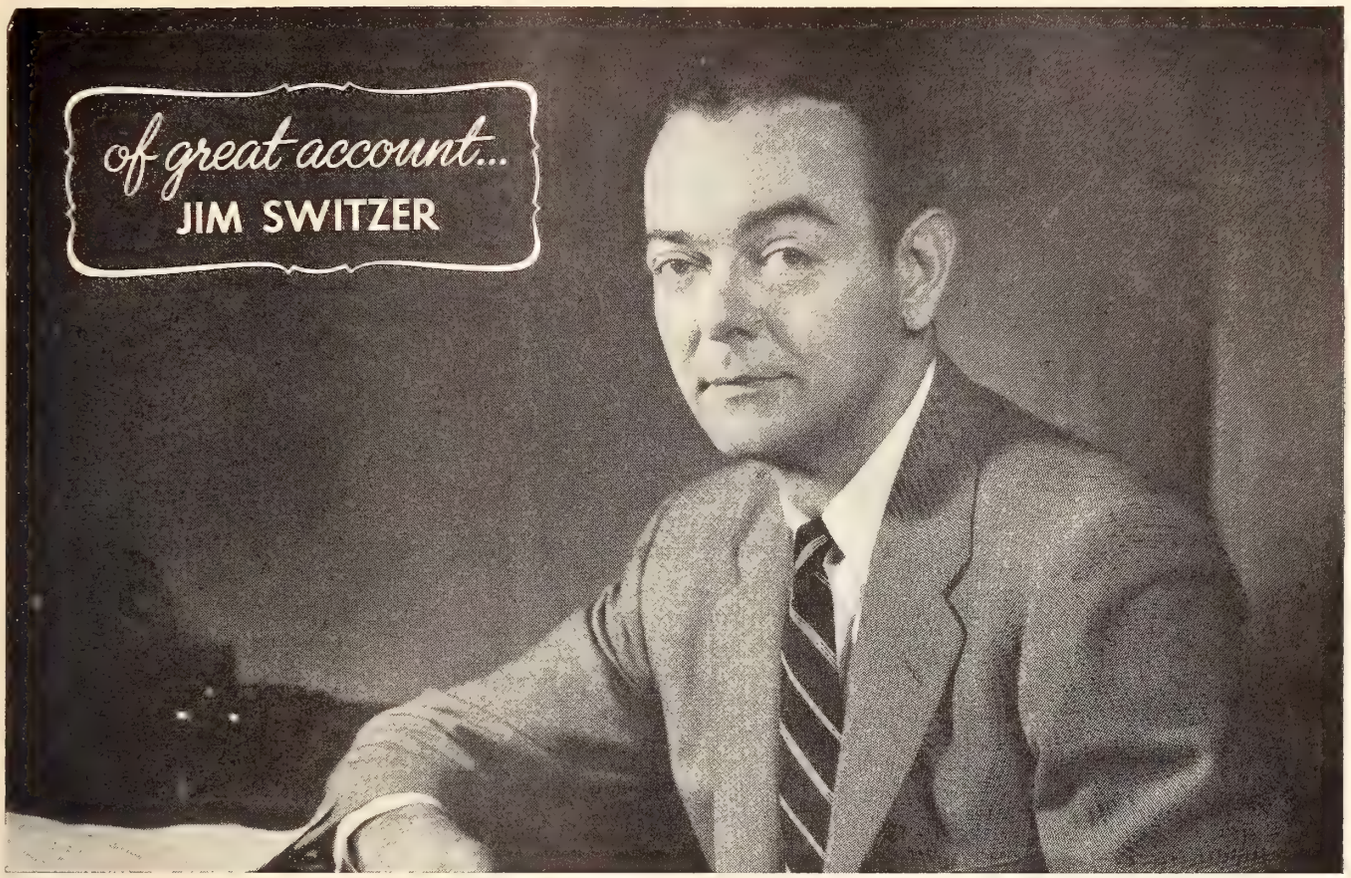
Produced in Hollywood, the program will feature a jackpot question "worth the weekly income of $100 for a year," according to CBS TV. Kudner Agency, New York, handles Frigidaire.

47.6% of Tv Sets Now Have 21-Inch Screen, Survey Says

NEARLY half (47.6%) of the nation's tv sets have 21-inch viewing screens and 34.8% are in the 16-18 inch class, according to a survey by American Research Bureau.

ARB noted a steady trend to 21-inch sets since only 39.9% of sets had 21-inch screens early in the year. In Portland, Ore., 71.9% of tv sets are in the 21-inch class. Denver was next with 68% and Harrisburg, Pa., third with 66.6%. These three cities "came into the tv market fairly recently," according to ARB.

A survey conducted by the Arizona State College business school shows that 42.6% of the sets in Maricopa County (includes Phoenix) have 21-inch screens and that 30.7% have 17 inch screens. The study showed that 73.6% of cars in the area are equipped with radio sets



"In the Omaha Area . . . Beatrice Foods selects KMTV for its survey leadership and merchandising help."

says Jim Switzer, Vice President, Foote, Cone & Belding, Chicago

"We wanted Beatrice Foods advertising to be on Omaha's most popular TV station and we wanted lots of merchandising help," Mr. Switzer said, "So naturally we chose KMTV."

"Our 15-minute Sports For The Family film secured a fine rating," said Mr. Switzer, "and the Omaha manager for Beatrice Foods was highly pleased with the help KMTV gave him in merchandising and in promoting a contest among Omaha youngsters."

According to the latest Pulse survey (Sept. 6-12), KMTV has 13 of the top 15 weekly shows . . . 8 of the top 10 multi-weekly shows . . . and leads by wide margins in most of the weekly Pulse time classifications.

So profit from the experience of many successful national advertisers. Contact KMTV or your Petry man today for more information on many choice KMTV availabilities.



KMTV MARKET DATA*

Population	1,500,850
TV Homes	337,500
Retail Sales	1,712,656,500
Buying Income	2,229,121,000

*SM-SRDS Estimates

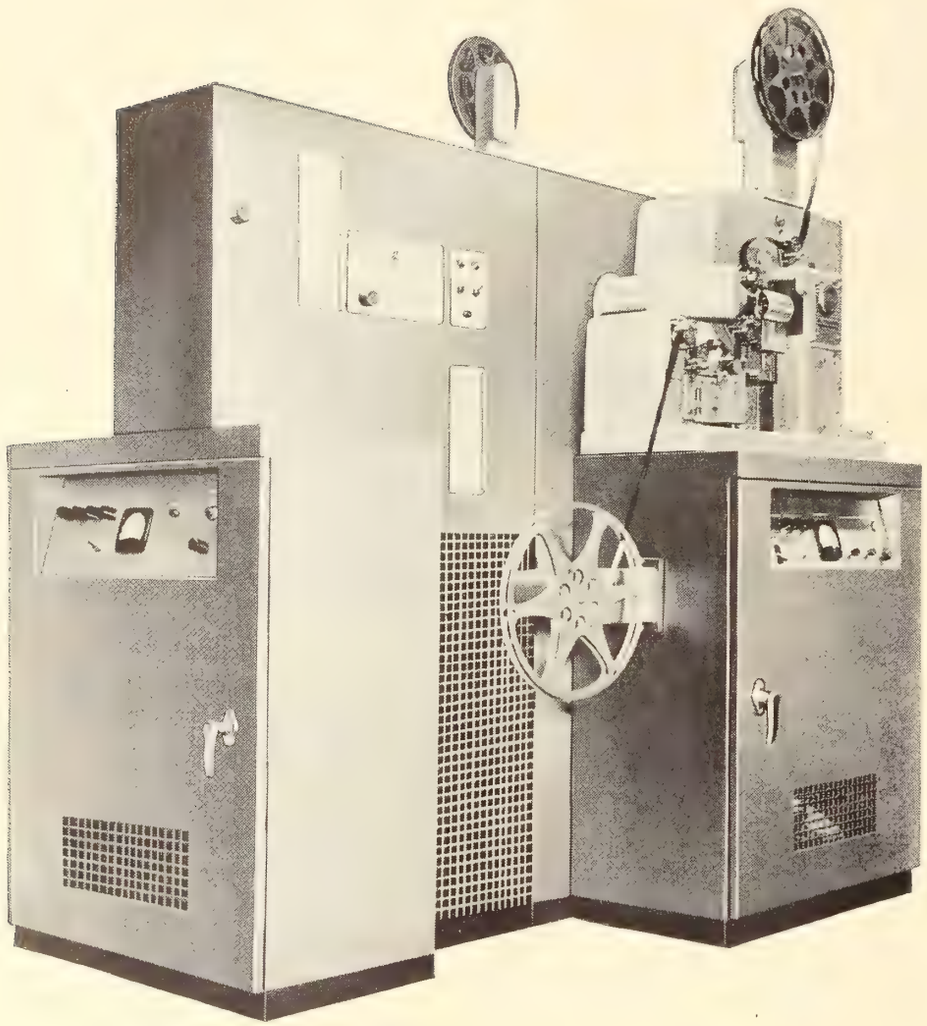
IT'S NO DRAW – IN OMAHA

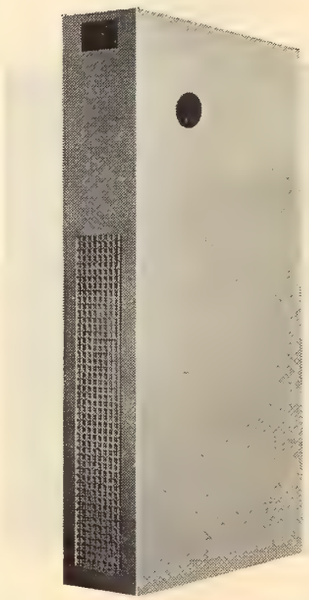
SMART ADVERTISERS ALL AGREE: IN OMAHA THE PLACE TO BE IS CHANNEL 3

TELEVISION CENTER
KMTV
CHANNEL 3
MAY BROADCASTING CO.

CBS-TV
ABC-TV
OMAHA
Represented by
Edward Petry & Co., Inc.

G.E.'s COLOR FILM CENTE
FOR BOTH COLOR AN





G-E Scanner Pickup—serves the same function as the film camera now used with B&W projectors. Dichroic mirrors break the light from the projectors into primary colors—photo-electric pickup cells convert it to electric signals.

See... Compare... Decide...

G.E.'s Scanner System coupled with the Eastman Continuous Motion Projector result in exceptionally high light transmission for the brightest, cleanest, sharpest color television pictures.

Many times the light output of other CM optical systems make it possible to obtain the best pictures from your "problem" films or slides—regardless of age or density.

Automatic film shrinkage compensation—virtually guarantees the same quality of projection time after time regardless of film shrinkage.

Double-duty—available for monochrome or color projection.

Block-Build. Start with 2x2 Dual Slide Scanner. Add one Continuous Motion Projector for limited film programming. Add a second projector, when needed, for monochrome or color film facilities.

Separate scanner tubes in each projector—assure reduced lost air-time in the event of tube failure.

Reduced maintenance and operating costs. Accessibility, simplicity of circuits, and minimum adjustments during operation cut manpower costs.

Masking amplifier actually can make the final picture better than original film.



Film threading of the Eastman Continuous Motion 16 mm Projector is fast and easy. Light compensating mirrors, behind window, are out of the focal plane—eliminating dust problem—and rotate at 770 rpm.

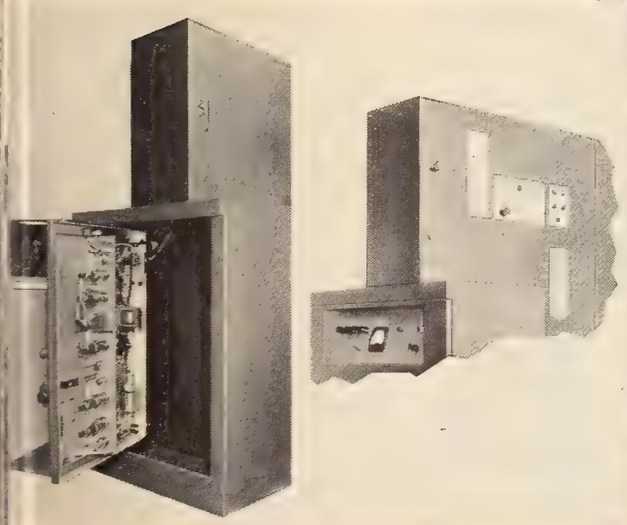
ELIVERS TOP FILM QUALITY IONOCHROME SERVICES

The Completely New G-E Color Film Center. A New System— A New Continuous Motion Projector. For Monochrome Service NOW— Color When You Want It!

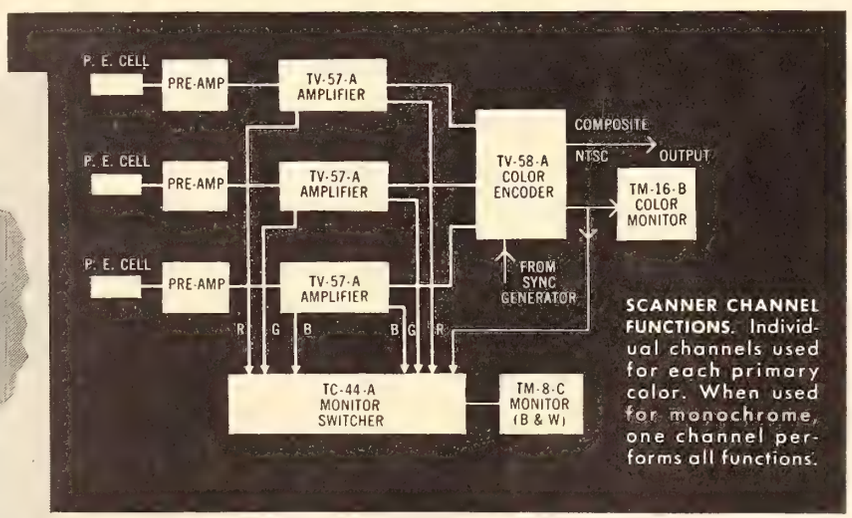
WHAT IT IS. The General Electric Film Center is a complete equipment package for your station projection room. It operates on the Scanner principle and consists of a 16 mm Continuous Motion Scanner; a 2x2 Dual Slide Scanner; and a Scanner Pickup. The entire equipment package is *newly designed,* specifically for color or monochrome operation—or both.

THE G-E SCANNER SYSTEM. G.E.'s Film Center, using the Scanner principle, features better picture quality, a simpler operating method, and, lower cost for operation and maintenance. No other type system offered today can match these high G.E. requirements. The G-E Scanner system gives your station the benefits of photo-electric pickup tubes which are simple, mass-produced, inexpensive—with a record of *dependable performance.* Sweep circuits or sync signals are not needed. Color registration, smear, or shading problems *do not exist.*

WHAT IT DOES FOR YOUR STATION. Your station can replace old equipment with a modern, G-E-designed package which will pay its way on monochrome service *now*—be on stand-by for color when you want it. With the G-E Film Center you can install basic units, block-build additional equipment as your needs and expansion plans dictate. Quality film and slide operations are assured, control monitoring is reduced. The overall operation is simplified and less costly than others. You owe it to the station to see this G-E system.



x 2 Dual Slide Scanner—handles up to 16 paper, metal, r cloth-bound slides with fast positive action change. utside knobs provide quick focus control. Slide change ontrols can be at the scanner or at the console.



FREE BOOKLET, SPECIFICATIONS! For detailed information about the new General Electric Color Film Center see your local G-E Broadcast Equipment Manager, or, write to: *General Electric Company, Broadcast Equipment, Section X2115-28, Electronics Park, Syracuse, New York.* In Canada, write to: *C.G.E. Electronics, 830 Lansdowne Avenue, Toronto.*

Progress Is Our Most Important Product

GENERAL ELECTRIC



FLORIDA—NORTH CAROLINA

OFFICIAL tabulations of retail sales by counties for the calendar year 1954 are now being released by the U. S. Census Bureau. These preliminary data, subject to revision in the final report on the bureau's 1954 Census of Business, are the most reliable figures available on the amount of retail business in counties of the U. S. and are based on stores with paid employment that did a business of $2,500 or more in 1954.

B•T will publish figures for all states as they become available.

Sales include total receipts from customers after deduction of refunds or allowances for merchandise returned by customers. They include local and state sales taxes or federal excise taxes collected by the store directly from customers as well as gasoline, liquor, tobacco and other taxes paid by manufacturer or wholesaler and passed on to the retailer. The figures do not include retail sales by manufacturers, wholesalers, service units and others not primarily engaged in retail trade. They do, however, include retailers' service receipts, sales to industrial users and to other retailers.

Copies of complete reports for each state covering counties and cities, can be obtained for 10 cents each or $4 for all reports, from Bureau of the Census, Washington 25, D. C.

FLORIDA:

County	Total Sales all establishments ($1,000)	Food stores sales ($1,000)	Eating, drinking places sales ($1,000)	General merchandise group sales ($1,000)	Apparel, accessories stores sales ($1,000)	Furniture, home furnishings, appliance dealers sales ($1,000)	Automotive group sales ($1,000)	Gasoline service stations sales ($1,000)	Lumber, bldg. matls., hardware, farm equipment dealers sales ($1,000)	Drug stores, proprietary stores sales ($1,000)	Other retail stores sales ($1,000)	Nonstore retailers sales ($1,000)
Alachua	53,223	13,111	2,841	2,756	3,690	2,399	11,715	4,980	4,663	1,811	5,047	210
Baker County	3,797	1,167	(D)	375	49	(D)	(D)	517	211	(D)	459	(D)
Bay County	53,205	12,970	4,382	5,563	3,091	3,238	9,187	4,881	4,519	1,817	3,351	206
Bradford	7,939	2,207	536	(D)	452	525	1,737	1,358	177	301	(D)	32
Brevard	38,736	11,081	3,417	1,177	1,561	1,905	6,851	4,807	3,284	1,590	2,648	415
Broward	225,165	49,506	25,525	15,053	20,402	15,667	41,394	12,117	15,735	8,821	17,353	3,592
Calhoun	5,574	1,062	136	608	184	159	(D)	720	(D)	274	1,303	24
Charlotte	5,370	1,688	615	295	(D)	(D)	1,116	554	304	(D)	312	(D)
Citrus	5,334	1,397	1,068	196	80	(D)	364	1,137	512	213	329	(D)
Clay	8,270	2,012	555	401	179	173	2,594	1,361	383	379	135	98
Collier	10,176	2,098	1,352	635	533	355	667	1,221	1,430	446	1,397	42
Columbia	16,471	3,789	1,612	1,096	755	1,159	3,406	2,036	913	354	1,308	43
Dade	983,194	212,031	113,059	85,012	97,709	56,859	180,922	50,959	67,640	35,647	66,718	16,638
De Soto	7,967	1,998	270	(D)	369	253	1,765	466	794	(D)	1,416	(D)
Dixie	2,961	974	290	137	(D)	176	(D)	346	(D)	(D)	112	(D)
Duval	438,767	108,494	27,913	33,297	33,662	22,837	103,276	23,395	22,982	15,180	41,009	6,722
Escambia	126,107	29,845	9,424	11,893	9,766	7,637	29,048	7,852	6,668	3,852	8,819	1,303
Flagler	2,955	619	631	(D)	(D)	....	239	675	279	234	(D)	....
Franklin	3,813	1,198	688	314	(D)	(D)	382	391	347	149	143	24
Gadsden	20,478	4,865	616	2,163	1,023	1,051	3,923	1,789	3,092	629	1,150	177
Gilchrist	2,326	693	(D)	(D)	....	....	(D)	(D)	(D)	....	627	....
Glades	1,364	542	(D)	180	....	....	....	371	(D)	(D)	129	....
Gulf	7,199	2,360	399	313	426	455	1,462	623	469	250	426	16
Hamilton	4,551	1,493	199	571	(D)	(D)	(D)	726	518	136	358	(D)
Hardee	10,211	2,281	452	839	272	344	2,459	881	1,065	280	1,310	28
Hendry	8,060	1,655	653	417	(D)	186	1,875	940	1,704	190	(D)	163
Hernando	6,683	1,553	338	314	(D)	(D)	1,949	1,322	450	221	412	(D)
Highlands	16,396	4,359	779	487	767	969	4,074	1,729	1,472	492	1,146	122
Hillsborough	321,214	73,703	26,245	36,413	17,654	16,489	64,279	18,940	19,081	12,157	29,706	6,547
Holmes	4,196	1,505	183	274	326	150	(D)	266	(D)	(D)	48	(D)
Indian River	18,660	4,107	1,755	734	817	968	2,924	1,823	1,814	677	2,740	301
Jackson	22,080	5,124	832	2,931	1,002	945	5,249	1,583	2,548	533	1,209	124
Jefferson	5,395	1,391	107	435	262	447	1,129	650	714	(D)	(D)	16
Lafayette	2,112	436	(D)	(D)	(D)	(D)	(D)	185	(D)	(D)	420	....
Lake	43,128	10,862	2,626	2,434	1,906	1,663	8,835	3,449	3,874	1,413	5,793	273
Lee	44,653	10,451	2,874	4,989	2,320	2,023	7,869	2,917	5,437	1,537	3,749	487
Leon	58,267	11,001	3,576	3,917	5,727	2,540	9,971	5,578	8,844	1,255	5,288	570
Levy	8,636	1,697	517	546	157	497	2,432	1,556	387	218	533	96
Liberty	1,448	767	(D)	98	....	(D)	....	199	(D)	....	321	(D)
Madison	9,016	2,208	320	458	673	644	1,585	534	1,653	197	446	298
Manatee	44,440	12,098	2,367	3,153	2,729	2,760	9,127	2,910	4,621	1,418	2,930	327
Marion	45,312	8,777	3,857	2,646	3,129	1,869	7,885	4,009	6,484	1,165	4,848	643
Martin	10,035	3,136	1,106	171	362	248	1,878	1,019	1,093	675	321	26
Monroe	33,139	8,410	6,322	1,903	2,677	1,532	4,262	2,841	1,885	1,227	1,703	377
Nassau	10,566	1,791	1,251	1,022	225	279	1,965	2,260	911	167	677	18
Okaloosa	26,148	5,509	2,717	1,608	1,233	1,315	7,670	2,373	1,876	724	908	215
Okeechobee	3,749	1,110	238	(D)	(D)	291	1,016	382	52	(D)	396	(D)
Orange	213,294	42,671	14,026	19,857	24,046	11,609	39,450	15,354	18,376	6,347	16,042	5,516
Osceola	12,983	3,742	1,277	440	827	1,052	2,071	1,461	556	397	1,045	115
Palm Beach	198,133	42,257	17,950	9,789	20,667	15,560	35,813	12,298	12,566	6,547	22,274	2,412
Pasco	20,064	5,298	1,642	385	(D)	1,963	2,953	2,043	1,791	641	1,339	(D)
Pinellas	286,731	55,942	25,379	47,416	15,302	12,030	48,108	16,851	29,561	9,780	24,164	2,198
Polk	143,079	38,097	7,596	8,982	8,784	8,647	28,804	11,426	12,356	4,549	11,894	1,944
Putnam	24,079	5,641	1,502	1,326	1,066	1,274	4,858	1,727	1,012	1,317	4,205	151
St. Johns	25,441	5,950	3,050	784	1,395	1,153	5,607	2,709	1,576	1,150	1,861	206
St. Lucie	30,708	7,806	2,202	1,492	1,806	1,738	7,931	1,810	2,420	921	2,438	144
Santa Rosa	9,043	3,105	842	143	416	598	1,585	1,041	532	198	583	....
Sarasota	62,042	13,940	6,347	2,513	4,526	4,306	12,110	3,641	6,934	2,504	4,813	408
Seminole	23,466	6,720	1,148	1,307	996	1,334	4,376	1,847	1,246	926	3,427	139
Sumter	7,576	1,914	409	593	89	113	970	779	408	267	2,001	33
Suwannee	12,317	2,291	384	713	686	375	2,565	1,095	1,805	363	1,992	48
Taylor	11,834	3,481	1,252	575	310	238	2,130	1,899	586	268	(D)	(D)
Union	2,220	674	82	395	....	(D)	(D)	440	(D)	(D)	152	....
Volusia	107,043	22,208	12,774	9,506	7,002	6,582	17,227	8,787	8,287	5,067	8,661	942
Wakulla	1,283	639	164	187	....	....	....	161	90	....	(D)	(D)
Walton	10,576	1,935	597	1,157	262	406	3,205	1,075	1,172	(D)	612	(D)
Washington	4,398	1,204	159	398	377	238	382	(D)	363	(D)	539	....
Florida, total	3,994,796	906,646	353,683	336,657	306,220	220,934	773,355	268,713	303,805	139,335	329,451	55,997

(D) Withheld to avoid disclosure.

NORTH CAROLINA:

County	Total Sales all establishments ($1,000)	Food stores sales ($1,000)	Eating, drinking places sales ($1,000)	General merchandise group sales ($1,000)	Apparel, accessories stores sales ($1,000)	Furniture, home furnishings, appliance dealers sales ($1,000)	Automotive group sales ($1,000)	Gasoline service stations sales ($1,000)	Lumber, bldg. matls., hardware, farm equipment dealers sales ($1,000)	Drug stores, proprietary stores sales ($1,000)	Other retail stores sales ($1,000)	Nonstore retailers sales ($1,000)
Alamance	65,395	15,912	3,394	6,327	4,243	4,343	12,703	5,403	5,589	1,940	4,362	1,179
Alexander	7,474	1,805	98	1,432	147	514	1,611	585	384	(D)	524	(D)
Alleghany	3,480	471	167	507	(D)	(D)	1,333	231	(D)	(D)	55	....
Anson	11,887	2,638	398	1,787	554	804	2,873	936	1,085	216	442	154



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NORTH CAROLINA—(Continued)

County	Total Sales all establishments ($1,000)	Food stores sales ($1,000)	Eating, drinking places sales ($1,000)	General merchandise group sales ($1,000)	Apparel, accessories stores sales ($1,000)	Furniture, home furnishings, appliance dealers sales ($1,000)	Automotive group sales ($1,000)	Gasoline service stations sales ($1,000)	Lumber, bldg. matls., hardware, farm equipment dealers sales ($1,000)	Drug stores, proprietary stores sales ($1,000)	Other retail stores sales ($1,000)	Nonstore retailers sales ($1,000)
Ashe	5,941	961	79	1,246	302	333	1,698	360	368	183	(D)	(D)
Avery	2,831	340	85	1,011	(D)	66	(D)	363	281	(D)	172	....
Beaufort	28,332	6,644	924	2,503	1,436	1,715	5,278	1,708	3,782	647	3,305	390
Bertie	12,225	2,425	81	1,965	236	388	3,239	1,157	711	214	1,719	90
Bladen	15,385	2,906	107	1,734	1,022	335	4,350	1,302	2,261	212	(D)	(D)
Brunswick	6,074	1,677	316	543	33	124	1,303	864	595	313	(D)	(D)
Buncombe	118,938	26,118	5,273	19,826	6,116	5,621	16,538	8,747	8,291	3,356	17,570	1,482
Burke	22,914	6,638	877	1,990	1,558	1,183	3,287	2,349	2,966	664	1,182	220
Cabarrus	54,609	14,639	1,850	6,407	3,112	5,092	10,803	4,760	2,814	1,876	2,770	486
Caldwell	24,145	6,885	680	2,075	1,740	1,542	4,676	1,904	2,210	755	1,402	276
Camden	903	485	(D)	....	....	....	....	(D)	....	....	(D)	....
Carteret	18,772	5,291	1,207	1,556	822	797	2,947	1,235	1,596	650	2,435	236
Caswell	5,415	931	76	1,214	56	114	1,036	501	347	(D)	(D)	32
Catawba	59,854	14,900	2,597	6,848	3,967	3,350	12,789	4,701	2,243	1,551	6,503	405
Chatham	18,211	3,361	471	839	973	632	3,802	1,810	4,781	346	1,114	82
Cherokee	10,093	2,162	311	1,012	250	219	2,342	626	379	273	1,563	956
Chowan	8,675	2,124	199	445	568	468	1,640	637	1,339	(D)	(D)	237
Clay	2,634	433	(D)	253	....	....	(D)	212	153	(D)	1,328	....
Cleveland	41,614	9,849	986	6,146	1,687	2,074	8,308	3,388	4,086	1,119	3,550	421
Columbus	32,599	6,375	650	3,589	1,644	1,231	8,135	1,998	4,718	946	3,187	126
Craven	40,696	9,480	2,242	4,873	2,946	2,805	8,885	2,872	2,768	1,275	2,473	77
Cumberland	99,843	20,692	5,581	13,281	7,062	5,909	21,927	8,066	4,477	2,203	9,046	1,599
Currituck	3,273	638	(D)	1,413	....	(D)	....	196	....	....	(D)	48
Dare	5,171	1,487	463	498	173	(D)	873	154	364	(D)	649	56
Davidson	50,321	12,111	2,361	4,267	3,866	2,681	11,538	3,504	5,729	1,217	2,358	689
Davie	7,870	2,409	215	722	(D)	417	1,540	462	1,060	307	(D)	....
Duplin	20,396	4,407	261	2,373	1,279	788	3,711	2,085	2,835	587	1,809	261
Durham	102,288	21,333	5,328	13,740	7,161	7,062	19,317	7,304	7,977	2,773	8,989	1,304
Edgecombe	38,760	10,134	984	4,781	2,194	1,800	6,550	1,931	1,738	741	7,702	205
Forsyth	155,394	32,571	7,597	21,881	13,463	9,243	27,344	9,754	9,297	4,037	17,039	3,168
Franklin	11,392	2,608	235	1,189	687	885	2,342	1,104	778	378	1,098	88
Gaston	83,875	22,583	2,660	6,924	4,870	4,758	16,503	6,049	4,604	2,497	(D)	(D)
Gates	3,783	453	(D)	663	....	....	(D)	357	860	....	(D)	190
Graham	1,922	232	40	976	(D)	(D)	(D)	292	....	....	....	....
Granville	16,418	3,536	418	2,048	660	641	3,134	1,869	2,651	476	921	64
Greene	6,011	1,129	(D)	1,289	(D)	190	1,119	727	282	(D)	1,193	....
Guilford	246,724	48,381	9,922	26,083	(D)	11,935	39,397	15,193	14,341	6,011	22,458	(D)
Halifax	43,932	10,614	2,009	5,328	2,490	2,119	8,455	3,286	3,572	1,055	4,616	388
Harnett	29,867	5,131	897	3,474	1,465	1,204	5,709	2,765	4,257	1,157	3,620	188
Haywood	24,238	4,345	1,038	3,495	774	1,626	5,246	2,127	2,087	1,033	2,301	166
Henderson	27,927	7,197	1,074	1,900	1,340	1,741	5,010	2,029	4,200	919	2,319	198
Hertford	15,558	2,314	556	1,602	1,236	1,103	3,280	954	1,651	474	2,248	140
Hoke	5,638	1,474	(D)	938	299	171	907	734	552	(D)	382	12
Hyde	1,550	423	(D)	629	(D)	(D)	(D)	262	....	....	....	(D)
Iredell	40,508	10,783	1,520	4,272	2,587	2,566	6,967	3,292	3,899	1,145	3,072	405
Jackson	8,823	1,849	185	1,127	624	310	2,184	660	1,168	255	437	24
Johnston	37,804	8,387	981	5,625	1,591	2,072	7,317	3,445	3,909	1,090	3,313	74
Jones	3,193	864	....	507	....	48	1,077	212	166	85	210	24
Lee	20,982	4,294	635	2,453	1,329	1,341	3,992	1,468	2,107	750	1,473	1,140
Lenoir	49,242	8,180	1,261	7,360	4,735	3,953	7,799	2,570	4,993	1,529	6,681	181
Lincoln	15,288	4,795	261	1,382	679	693	3,046	1,161	1,838	389	904	140
McDowell	15,024	3,352	761	1,521	615	1,081	3,361	1,480	960	749	1,063	81
Macon	9,970	1,481	268	786	590	333	2,392	1,414	873	306	1,527	....
Madison	6,666	1,329	281	1,030	(D)	382	1,694	470	938	222	(D)	62
Martin	18,526	3,041	389	3,333	738	1,382	4,796	1,516	1,377	319	1,575	60
Mecklenburg	267,595	43,601	19,831	38,109	17,550	11,606	43,790	20,182	15,684	14,895	34,056	8,291
Mitchell	7,473	1,255	260	1,037	310	204	2,555	336	822	183	511	....
Montgomery	10,247	2,338	254	891	661	406	2,624	1,273	717	268	740	75
Moore	25,213	5,872	1,175	2,149	1,298	827	3,617	2,417	2,134	938	4,641	145
Nash	44,764	7,353	1,813	8,156	3,875	2,392	7,891	3,953	4,057	1,353	3,772	249
New Hanover	78,830	16,852	7,372	7,707	5,647	6,956	11,738	4,689	4,676	3,092	9,563	538
Northampton	8,067	2,072	146	1,111	169	166	670	1,179	1,551	286	517	200
Onslow	34,798	7,671	2,791	3,267	1,907	3,867	7,377	2,263	1,125	1,069	(D)	(D)
Orange	21,936	5,331	1,560	957	2,206	716	3,791	2,027	3,236	764	1,282	66
Pamlico	2,701	1,032	55	271	....	....	....	382	(D)	(D)	916	(D)
Pasquotank	26,838	6,755	885	3,185	1,481	1,720	5,537	2,156	2,020	535	2,389	175
Pender	5,535	1,626	121	1,099	298	(D)	984	496	(D)	(D)	384	36
Perquimans	7,940	1,113	124	720	(D)	167	1,989	402	2,469	(D)	841	(D)
Person	15,571	2,848	305	2,381	778	715	3,407	1,637	1,893	414	761	432
Pitt	50,925	8,769	2,264	8,015	2,600	3,866	11,146	3,481	3,086	1,181	6,159	358
Polk	6,143	1,830	187	(D)	253	281	934	833	(D)	253	1,259	....
Randolph	39,969	9,461	1,260	3,359	1,702	2,093	8,233	3,782	4,767	1,147	4,081	84
Richmond	28,905	7,326	1,606	3,039	2,238	997	5,504	2,527	1,897	646	1,904	1,221
Robeson	54,099	10,856	1,005	8,238	4,051	2,718	10,807	3,818	5,304	1,428	5,745	129
Rockingham	45,614	12,628	1,680	3,325	3,493	2,952	7,985	4,143	3,901	1,471	3,686	350
Rowan	77,330	31,242	1,966	5,880	3,701	3,268	9,025	5,212	4,318	1,344	10,937	437
Rutherford	28,876	6,819	786	2,433	1,963	1,999	6,951	2,800	2,032	738	2,099	256
Sampson	22,687	4,064	401	3,421	1,086	1,348	4,975	1,465	2,335	973	2,516	103
Scotland	15,234	4,555	240	2,923	662	516	3,137	1,845	498	216	582	60
Stanly	28,604	6,746	583	2,765	1,332	1,466	5,908	2,633	4,157	707	2,234	73
Stokes	5,759	1,410	(D)	829	(D)	333	(D)	998	884	(D)	528	....
Surry	38,762	8,291	1,314	4,693	2,263	1,961	8,634	2,735	3,683	1,050	(D)	(D)
Swain	5,664	1,154	541	444	(D)	178	542	829	633	276	751	(D)
Transylvania	10,036	3,187	232	791	238	664	1,652	677	754	(D)	1,427	(D)
Tyrrell	1,920	387	65	(D)	105	(D)	484	(D)	(D)	(D)	(D)	(D)
Union	26,935	5,693	451	2,547	1,173	831	8,052	1,667	1,985	853	3,661	22
Vance	22,855	5,249	601	3,095	1,185	1,138	4,392	2,517	1,465	575	2,529	109
Wake	153,253	32,340	8,327	22,055	10,211	7,335	29,678	10,799	9,333	3,985	15,997	3,193
Warren	7,779	1,711	142	1,261	282	401	1,078	662	1,078	219	890	55
Washington	7,902	2,387	163	1,041	473	452	2,272	383	(D)	(D)	184	....
Watauga	8,936	1,318	270	1,572	283	466	2,828	885	535	315	370	94
Wayne	51,551	8,628	962	8,195	3,039	4,212	10,559	3,122	4,346	1,132	7,089	267
Wilkes	28,828	4,460	739	3,032	955	1,058	7,613	1,657	2,187	493	6,204	430
Wilson	43,402	9,015	1,778	4,516	3,398	2,837	7,187	3,639	3,556	1,098	6,152	226
Yadkin	9,421	1,526	403	688	318	1,134	2,406	851	1,132	(D)	(D)	....
Yancey	4,440	1,075	169	603	(D)	....	957	386	526	(D)	503	41
North Carolina, total	3,230,610	707,853	136,345	395,172	196,654	177,308	609,254	245,354	255,136	95,310	330,959	81,265

D—Information withheld

Men's Stores Praise Tv, But Says It's Too Costly

TELEVISION has produced "terrific results" for some men's retail stores but its use in this field is on the decline, according to a survey by the National Assn. of Retail Clothiers & Furnishers.

In a November members bulletin, Louis Rothschild, executive director of NARCF, noted that "despite the almost prohibitive cost, a few men's stores are using tv advertising with great success," citing examples of success stories.

An "enthusiastic" tv booster, the bulletin states, is Tate Brown Co., Charlotte, N. C. This store reported, "Television advertising is most gratifying and its direct response is phenomenal. Sometimes for months later it pulls in sales." The store uses quarter-hour programs costing about $500 each, with three in the spring and six in the fall.

Harry Clarke, head of Clarke's, in Tulsa, Okla., reported "good results" from 10 o'clock news, plus spots. Phil Gibson, of Ray Beer Clothing Co., Topeka, Kan., feels the store ha "the best show in the industry and the result are wonderful." Baskin's, Chicago, uses tv fo special sales events and will continue this policy

Only network show reported in the survey i *Stop the Music*, ABC-TV, sponsored by Phillips Jones (Van Heusen garments).

The NARCF survey stated, "Television, a an advertising medium for men's retail stores is on the decline. It was generally concluded that video is too expensive for a retailer."



we don't claim...

the highest tower in Nashville (or the South)

to effectively reach 424,000 TV homes
(1955 Sales Management figures show
397,000 total homes in 1 UV/M area
of any Nashville station)

coverage in 6 states and a radius of over
200 miles

...but in Nashville we can prove

our tower is 2049 feet above sea level, second to none in this area.

we have effective coverage in 3 states including 52 counties and parts of 17 more.

Our Class A coverage area is 36% greater than Station A and 150% greater than Station B.

Overall Height Above Sea Level	
WSIX-TV	2049
Channel A	2049
Channel B	1278

Radiation Center Above Sea Level	
WSIX-TV	2014
Channel A	1981
Channel B	1244

Grade A Area		Grade A Radius		100 UV/M	
WSIX-TV	7545 sq. mi.	WSIX-TV	49 mi.	WSIX-TV	87
Channel A	5545 sq. mi.	Channel A	42 mi.	Channel A	89
Channel B	3020 sq. mi.	Channel B	31 mi.	Channel B	73

These figures taken from FCC field intensity charts

CHANNEL 8

wsix-tv

Nashville, Tennessee

National Representative:
George P. Hollingbery Company

- New York
- Chicago
- Atlanta
- Los Angeles
- San Francisco

More and more value-conscious advertisers are switching to WSIX-TV

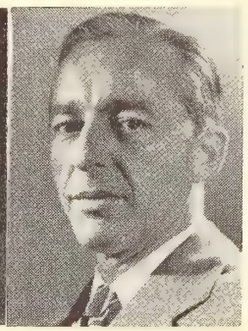
Gardner Adv. Elevates Marshutz, Claggett

ELECTION of Elmer G. Marshutz as chairman of the board and Charles E. Claggett as president of Gardner Adv. Co., St. Louis, has been announced by the agency's board of directors.

Mr. Marshutz, a veteran of 35 years advertising experience, has been president of Gardner since 1934, when he succeeded the late Herbert S. Gardner, founder of the agency. He formed his own agency (Adamars Co.) in 1920, which he operated for five years. He became vice president of Chappelow agency in 1925, leaving three years later to join Gardner as account executive on the Ralston-Purina (cereals and feeds) account.



MR. MARSHUTZ



MR. CLAGGETT

Mr. Claggett joined Gardner as a copywriter in 1931 after three years as special correspondent of the *St. Louis Globe-Democrat*. After holding various positions with the agency, including organization of the radio department in 1935, he was elected vice president in 1942 and to the board of directors in 1950. He became senior vice president-general manager in 1954.

Easy Washing Machine Buys 'Godfrey' Tv Segment

THE EASY Washing Machine Corp., Syracuse, will sponsor the Wednesday, 10:30-10:45 a.m. EST segment of CBS-TV's *Arthur Godfrey Time*, starting Jan. 11, it was announced last week.

Also announced: Bristol-Myers Co., New York, will sponsor the Thursday, 10:30-10:45 a.m. EST period in addition to its Monday-Wednesday, 10:45-11 a.m. (EST) spots, starting Jan. 5. Corn Products Refining Co., New York, last week renewed its Tuesday, 10:30-10:45 a.m. (EST) segment. Agencies participating are BBDO, Syracuse, for Easy Washing Machine Corp., Young & Rubicam, New York, for Bristol-Myers; and C. L. Miller Co., for Corn Products.

Armstrong on 'Project 20'

ARMSTRONG Cork Co., Lancaster, Pa., has purchased "Nightmare in Red," first of NBC-TV's *Project 20* series, for presentation on Dec. 27 (9:30-10:30 p.m. EST). The agency is BBDO, New York.

The story of Russia during this century, "Nightmare in Red" is told in film acquired from 76 different sources. Other *Project 20* programs will include "The Jazz Age," "The Rise and Fall of a Dictator" (Hitler), "Austria" and a repeat on "Three, Two, One—Zero."

Two San Francisco Agencies to Merge

MERGER of two San Francisco advertising agencies, Rhoades & Davis and Honig-Cooper was announced last week by S. R. Hutton Honig-Cooper president. The merger becomes effective Dec. 1.

Rhoades & Davis personnel and accounts will move into the new Honig-Cooper building and operate as a special division of the agency until integration is completed. Among the accounts involved in the merger are Star-Kist Foods Yellow Cab of San Francisco, Denalan (denta plate cleanser) and Riviera Foods.

Robert O. Davis and J. A. Honold of Rhoade & Davis, will become vice presidents of Honig Cooper. Mr. Davis will head the Rhoades & Davis division while Mr. Honold has been placed in charge of Honig-Cooper's Los Angele office.

Honig-Cooper began operations in San Francisco in 1915 and with the addition of Rhoade & Davis, plans an addition to its new building completed in 1954, to be ready in June 1956

Florists Boost Tv Billings

FLORISTS' Telegraph Delivery Assn., Detroit with a reported annual business of $45 million will co-sponsor NBC-TV's "Maurice Chevalie Show" on *Sunday Spectacular* Dec. 4. The florists also will buy into ABC-TV's *Famou Film Festival* Dec. 11 for an additional pre Christmas promotion. Heretofore, the associa tion limited its tv participation to buys o NBC-TV's *Today*, *Home* and *Tonight* shows Grant Advertising Inc., New York, is th agency.



"LUM BURR"

• COVERAGE— better than expected!

• RESULTS— greater than anticipated

NEW KTRE-TV CHANNEL 9

LUFKIN, TEXAS – 26,000 WATTS

Received 11,069 Pieces of Mail from as Far as 100 Miles Away in 83 Cities in Texas and Louisiana from September 1 to October 15, 1955!

Project Your Message Through KTRE-TV—The Only Television Station in the Heart of East Texas' Rich Pine Belt—Serving 300,000 Folks in 21 Thriving Counties.

TELECASTING 41 HOURS NBC Live Programs Weekly from KPRC-TV, Houston, Via Our Own Microwave Relay System

KTRE-TV CHANNEL 9 LUFKIN, TEXAS

Affiliated With KTRE Radio—Richman Lewin, Vice-Pres. & Gen. Mgr.

Represented nationally by Venard, Rintoul & McConnell, Inc., New York, Chicago, San Francisco, Los Angeles and Boston.

Represented in the Southwest by The Clyde Melville Company of Dallas.



Let's Face The Facts!



This month, we Face the Facts with Steve Hunter, Advertising Manager for Crete Mills, Crete, Nebraska . . . makers of famous Victor Feeds.

Victor products are known throughout the middlewest. Many of their customers first learned about Victor Feeds through the company's advertising on KFAB.

Like Crete Mills, many of the nation's oldest advertisers have used KFAB for many years to sell all kinds of merchandise in the Midwest Empire, one of the nation's great markets.

If you have merchandise or service to sell to midwesterners, Face the Facts with a Free & Peters Colonel. He'll welcome the opportunity to give you the facts on KFAB . . . Nebraska's greatest station. Or, check with General Manager Harry Burke.

FARM LIVESTOCK INCOME IN THE KFAB AREA AMOUNTS TO WELL OVER A BILLION DOLLARS ANNUALLY



THE MIDWEST-EMPIRE STATION

KFAB

50,000 WATTS

OMAHA NBC RADIO

Big Mike is the physical trademark of KFAB — Nebraska's most listened-to-station

LATEST RATINGS

NIELSEN

Top Radio Programs

Two Weeks Ending Oct. 22, 1955

Rank	Program	Homes (000)
Evening, Once-a-Week (Average for All Programs)		(786)
1.	You Bet Your Life (NBC)	1,896
2.	Two for the Money (CBS)	1,896
3.	Dragnet (NBC)	1,665
4.	Our Miss Brooks (CBS)	1,619
5.	Gene Autry Show (CBS)	1,480
6.	Edgar Bergen (CBS)	1,434
7.	Gunsmoke (Sun.) (CBS)	1,341
8.	Godfreys Scouts (Toni) (CBS)	1,341
9.	Godfrey's Scouts (Lipton) (CBS)	1,341
10.	News from NBC (Brown & Williamson Tobacco-Wed.) (NBC)	1,202
Evening, Multi-Weekly (Average for all Program)		(740)
1.	One Man's Family (NBC)	1,526
2.	News of the World (NBC)	1,434
3.	Lowell Thomas (CBS)	1,341
Weekday (Average for All Programs)		(1,249)
1.	Guiding Light (CBS)	2,220
2.	Young Dr. Malone (CBS)	2,127
3.	Ma Perkins (CBS)	2,081
4.	Perry Mason (Procter & Gamble) (CBS)	2,081
5.	Road of Life (CBS)	1,988
6.	This Is Nora Drake (Bristol-Myers) (CBS)	1,942
7.	This Is Nora Drake (Toni) (CBS)	1,896
8.	Helen Trent (Toni) (CBS)	1,850
9.	Arthur Godfrey (Staley) (CBS)	1,711
10.	Wendy Warren (Hazel Bishop) (CBS)	1,665
Day, Sunday (Average for All Programs)		(509)
1.	Woolworth Hour (CBS)	1,249
2.	Adventures of Rin Tin Tin (MBS)	971
3.	Your Nutrilite Theatre (NBC)	925
Day, Saturday (Average for All Programs)		(647)
1.	Gunsmoke (CBS)	1,665
2.	Robert Q. Lewis (Milner) (CBS)	1,202
3.	Allan Jackson-News (12:00) (CBS)	1,202

Copyright 1955 by A. C. Nielsen Company

PULSE

Top 20 Regularly Scheduled Once-a-Week Shows

	Rating Oct.	Sept.
$64,000 Question (CBS)	53.4	57.7
Ed Sullivan Show (CBS)	37.9	36.9
I Love Lucy (CBS)	36.9	
Groucho Marx (NBC)	34.2	29.6
Shower of Stars (CBS)	30.9	
Honeymooners (CBS)	30.4	
George Gobel (NBC)	29.9	
Burns & Allen (CBS)	28.5	22.1
December Bride (CBS)	28.2	
Lux Video Theatre (NBC)	27.8	28.2
I've Got a Secret (CBS)	27.5	25.6
Martha Raye (NBC)	27.5	
Studio One (CBS)	27.3	
Dragnet (NBC)	27.1	27.6
Our Miss Brooks (CBS)	26.9	
Godfrey's Talent Scouts (CBS)	26.5	26.2
GE Theatre (CBS)	26.3	25.8
This Is Your Life (NBC)	26.3	22.7
Disneyland (ABC)	26.1	22.7
Perry Como (NBC)	25.7	

Top 10 Regularly Scheduled Multi-Weekly Shows

	Rating Oct.	Sept
Mickey Mouse Club (ABC)	14.4	
Guiding Light (CBS)	10.8	11.3
Love of Life (CBS)	10.6	11.0
Howdy Doody (NBC)	10.6	11.8
Pinky Lee (NBC)	10.1	10.3
Search for Tomorrow (CBS)	10.1	10.7
CBS News (CBS)	9.9	10.3
News Caravan (NBC)	9.6	10.1
Big Payoff (CBS)	9.4	10.3
Arthur Godfrey (CBS)	9.1	
Strike it Rich (CBS)	9.1	9.5

VIDEODEX

Top 10 Multi-Weekly Tv Programs

October 1-7, 1955

	Name of Program	Weekly Average
1.	Mickey Mouse Club (ABC)	17.3
2.	Coke Time (NBC)	15.7
3.	Dinah Shore (NBC)	14.4
4.	News Caravan (NBC)	13.4
5.	Howdy Doody (NBC)	13.3
6.	Tonight (NBC)	13.1
7.	World of Mr. Sweeney (NBC)	11.6
8.	CBS News—7:15 p.m. (CBS)	10.8
9.	Garry Moore (CBS)	10.6
10.	It Pays To Be Married (NBC)	10.5
	Strike It Rich (CBS)	10.5

Copyright, VIDEODEX, INC.

Millions of Mixes!!



If you sold just one package of your mixes to the homes in WGN's area, it would mean 4,686,860 packages sold!!*

WGN reaches more homes than any other advertising medium in Chicago, and our *Complete Market Saturation Plan* has proven it can sell your products to these homes.

*Nielsen Coverage Service

A Clear Channel Station
Serving the Middle West
MBS

WGN

Chicago 11
Illinois
50,000 Watts
720
On Your Dial



Chicago Office: 441 N. Michigan Ave., Chicago 11
Eastern Advertising Solicitation Office: 220 E. 42nd Street, New York 17, N. Y., for New York City, Philadelphia and Boston
Representative: Geo. P. Hollingbery Co.
Los Angeles—411 W. 5th Street • New York—500 5th Avenue • Atlanta—223 Peachtree Street
Chicago—307 N. Michigan Avenue • San Francisco—625 Market Street

Hazel Bishop Expands Sales

UNDERLINING Hazel Bishop Inc.'s sales expansion—the company's sales in the current quarter were reported to be at an all-time high—Donald Burr, president of the firm, announced last week the appointment of six new regional sales managers.

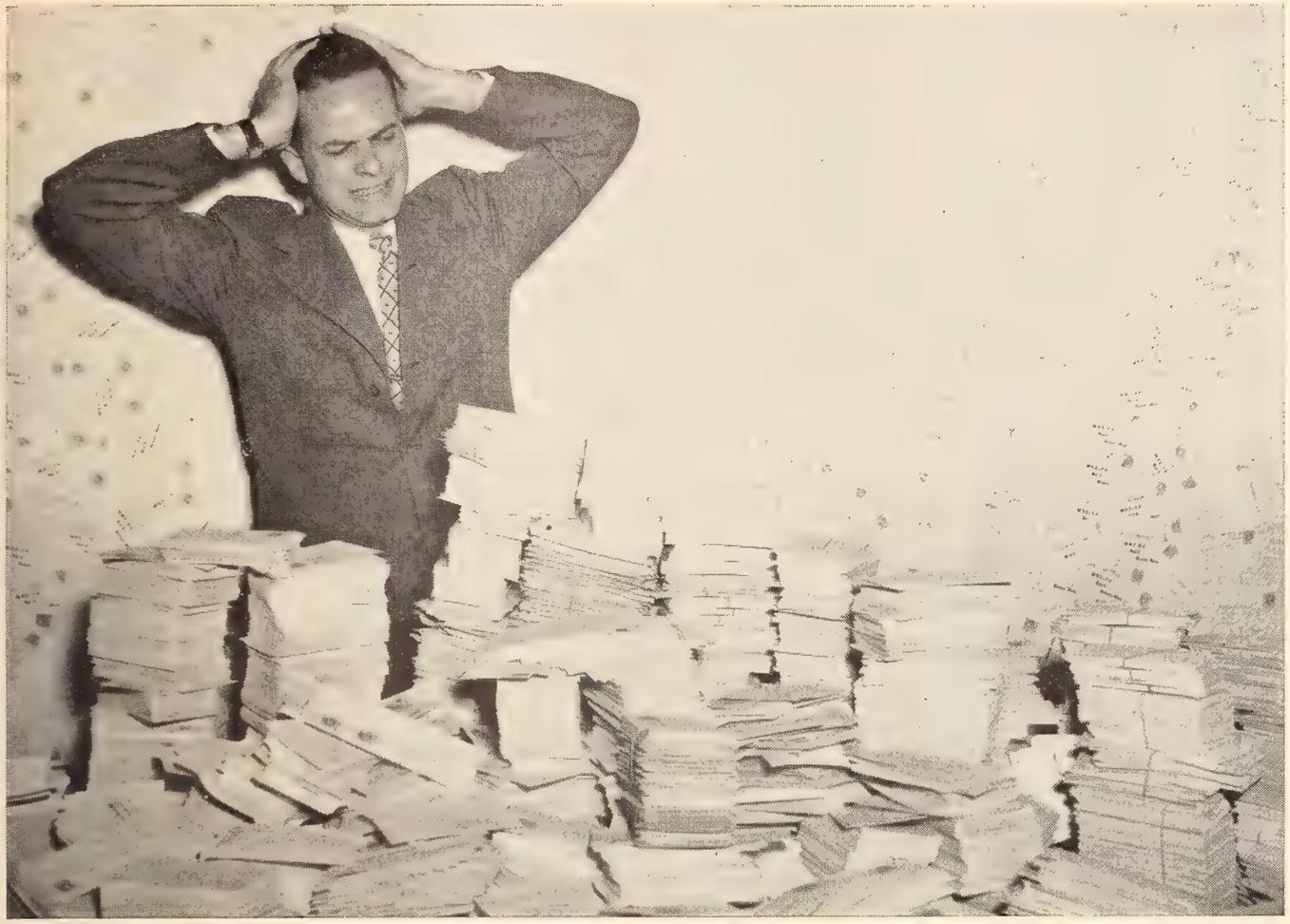
The appointments, which are effective immediately, are: Charles Arnold, eastern region; Irving Halperin, New England region; Howard Solomon, midwestern region; Emil Heuer, southwestern region; W. R. Allen, western region, and Ames Howlett, east central states.

BUSINESS

R. J. Reynolds Tobacco Co., Winston-Salem, N. C., and Plymouth Div. of Chrysler Corp., Detroit, have renewed alternate sponsorship of NBC-TV *News Caravan*. Agency for Reynolds is William Esty Co., and N. W. Ayer & Son Inc. handles Plymouth account.

Parkhill Bedding Ltd., and **G. F. Stephens & Co. Ltd.** (paints), both of Winnipeg, Man., have started alternate weekly sponsorship of half hour film series *Waterfront* on six western Canadian tv stations. Agency is Stewart-Bowman-Macpherson Ltd., Winnipeg.

Langendorf United Bakeries, San Francisco, renews sponsorship of NBC Film Div. *Steve Donovan, Western Marshal* for another 3 weeks. Langendorf since April has been sponsoring series in 13 California, Washington and Oregon markets.



WBZ-TV sparks all of New England!

The postcards piled higher and higher!

From the day WBZ-TV began its big contest to promote fire prevention within its coverage area to contest close, an avalanche of postcards poured in from all over New England. Winner of the National Board of Fire Underwriters' Gold Medal for 3 successive years, WBZ-TV continued its national leadership in Fire Prevention.

Thousands vowed to exercise caution against those fire hazards which cause the greatest loss of life and property in New England. Interest was heightened by WBZ-TV's offer of life-saving pneolators (respirators) to fire departments of towns with best pledge records, but no prizes were offered to individuals. The response to the WBZ-TV appeal was completely selfless.

Tons of mail, with dramatic undertones of warmth and human interest, were received, representing more than 50,000 pieces in all. For example—

- 35 Boy Scouts in rural Boxboro, Mass. (population 476) canvassed the entire village on a dreary Sunday afternoon, in driving rains that caused floods in New England!
- All officers and men at the South Weymouth Naval Air Station sent in pledges!
- Clergymen in Holbrook solicited from the pulpit to bring in close to a 100% response from town citizens!
- Entire Boston College football team stopped long enough in the middle of scrimmage to sign fire pledges!

And on and on and on. Here was the greatest evidence ever of the powerful pull of WBZ-TV, in the nation's sixth largest market. If you're thinking about giving a special spark to your sales story, start by calling Herb Massé, WBZ-TV Sales Manager, at ALgonquin 4-5670. Or call Eldon Campbell, WBC National Sales Manager at MUrray Hill 7-0808, New York.

WBZ-TV Channel 4 Boston

WESTINGHOUSE BROADCASTING COMPANY, INC.

RADIO	TELEVISION
BOSTON—WBZ+WBZA	**BOSTON**—WBZ-TV
PHILADELPHIA—KYW	**PHILADELPHIA**—WPTZ
PITTSBURGH—KDKA	**PITTSBURGH**—KDKA-TV
FORT WAYNE—WOWO	**SAN FRANCISCO**—KPIX
PORTLAND—KEX	

KPIX REPRESENTED BY THE KATZ AGENCY, INC.

ALL OTHER WBC STATIONS REPRESENTED BY FREE & PETERS, INC.

AGENCY APPOINTMENTS

Duff Baking Mix Co. (gingerbread, waffle, hot roll, muffin, and frosting mixes), Newark, N. J., appoints Kastor, Farrell, Chesley & Clifford Inc., N. Y. Account formerly handled by Doherty, Clifford, Steers & Shenfield Inc., N. Y.

Manhattan Shirt Co., N. Y., and its agency, Kenyon & Eckhardt, will end 10-year relationship after 1956 spring campaign. Shirt company has engaged John Orr Young, advertising consultant, to assist in finding new agency.

Jacqueline Cochran Inc., N. Y., appoints Al Paul Lefton Co., that city, for full cosmetics line and for Parfums Charbert.

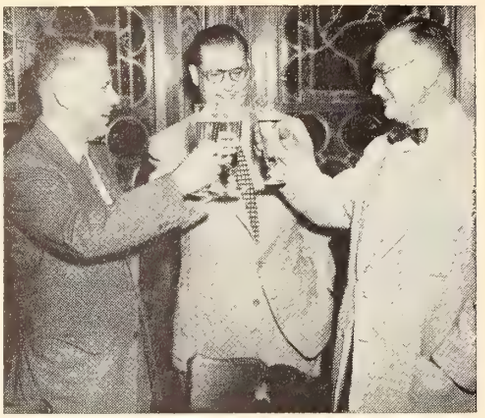
Reliance Pencil Corp. (pencils, ball points), Mount Vernon, N. Y., appoints Wexton Adv. Agency, N. Y. Kenneth Rader, agency vice president, will supervise account.

Consolidated Royal Chemical Corp. (Krank's Shave Kreem) appoints Gordon Best Co., Chicago. Broadcast media may be used.

W. L. Kreider's Sons Manufacturing Co., Palmyra, Pa., names Wasser, Kay & Phillips Inc., Pittsburgh, Pa., for Ruggies and Foot-Traits juvenile shoes. Kreider's also is exclusive sales representative for Strait-Step, first-walking shoe which is being promoted in major national markets on tv.

Elgin Softener Corp., Elgin Ill., announces appointment of Phil Gordon Agency, Chicago, for Softmaster push-button automatic water softener and related home appliance line. Dan Smith is account executive.

Green Spot Co., L. A. (dairy orange concentrate), names Dan B. Miner Co., same city.



CO-SPONSORSHIP of the Marquette U. basketball broadcasts this winter has been announced by the Miller Brewing Co., Milwaukee, marking the sixth consecutive year the company has aired the Warrior games. Sportscaster John Reddy will originate the play-by-play broadcasts over WOKY Milwaukee, with WNAM Neenah-Menasha, Wis., also carrying the games. Shown toasting the Marquette team are (l to r) Stan Lowe, business manager of Marquette U.; Vernon S. Mullen Jr., Miller advertising manager, and Con Jennings, Marquette athletic director.

New York State Civil Defense Commission names Kastor, Farrell, Chesley & Clifford, N. Y., as consultants to the Commission on radio and television activities for educational purposes, and to coordinate Conelrad air raid warning network within the state for broadcasters, civil defense authorities, Air Force and FCC.

Huron Milling Co., Royal Oak, Mich., names MacManus, John & Adams, Bloomfield Hills, Mich. Media plans as yet undetermined.

Berkshire Knitting Mills, Reading, Pa., names Ogilvy, Benson & Mather as its agency, effective Jan. 1. Kenyon & Eckhardt, N. Y., currently handles account.

Richardson & Robbins (chicken products, puddings), Dover, Del., appoints Gray & Rogers, Philadelphia.

De Pree Co. (pharmaceuticals), Holland, Mich., appoints Grant, Schwenck & Baker Inc., Chicago, for Nullo Chlorophyll deodorant. Radio will be used.

Englewood Business Men's Assn. of Chicago has retained J. R. Pershall Co., that city, for institutional advertising campaign to point up shopping advantages in the area of Chicago. Radio and printed media will be utilized.

E. F. Hutton & Co., N. Y, brokerage house, appoints J. Walter Thompson Co., effective Dec. 1. Account has been serviced by Doremus & Co., N. Y., and Erwin, Wasey Inc., Los Angeles.

Weston Biscuit Co., Passaic, N. J., names Biow-Beirn-Toigo Inc., N. Y., as its advertising agency for all of its divisions, effective immediately. Weston's former agency was Geyer Inc., N. Y.

Penn-Port Div., Pennsylvania Wire Glass Co. (carport-patio covers), Philadelphia, and **Kittinger Co.** (furniture), Buffalo, appoint Lee Ramdell & Co., Philadelphia.

E. & J. Gallo Winery, Modesto, Calif., appoints Doyles, Dane, Bernbach, N. Y., for advertising, including radio and tv.

Temple Frosted Foods Inc. (frozen Chinese foods), Brooklyn, N. Y., appoints Blaine-Thompson Co., N. Y., for advertising, merchandising and sales promotion.

Langendorf United Bakers, Homestead Div., S. F., names Honig-Cooper Co., that city, for Butternut bread, effective Dec. 12.

R. Wallace & Sons Mfg. Co., (silver flatware, holloware, stainless steel), Wallingford, Conn., names Biow-Beirn-Toigo Inc., N. Y., for all products.

A&A SHORTS

Adrian Bauer & Alan Tripp Inc. is new corporate name of former Adrian Bauer Adv. Agency, 1528 Walnut St., Philadelphia, now in larger quarters. New office features recording studio and front-rear view film projection facilities. Mr. Bauer continues as chairman of board with Mr. Tripp as president.

Applestein, Levinstein & Golnick Advertising Agency, Baltimore, has taken new space at 342 N. Charles St., four times larger than old quarters.

John V. Anderson Agency, Omaha, became successor to Anderson & Roll Adv. New personnel include **Keith H. Royer,** promotion and merchandising director, WOW Omaha, and **Norman Rawson,** former agricultural account director with another Omaha agency.

Some 33 Hazel Bishop Inc. executives and divisional sales managers will be granted stock options under capital gains incentive plan established "to attract top talent to the company and assure a continuance of its key personnel," it was announced by Raymond Spector, board chairman of Hazel Bishop Inc.

SOUTHWEST VIRGINIA'S *Pioneer* RADIO STATION

NIELSEN • SAMS • BMB • PULSE • HOOPER • ETC.

You Choose!

Use the measurement YOU like . . . because for 31 years . . . in ROANOKE and Western Virginia the RADIO answer always comes out WDBJ:

Ask Free & Peters!

WDBJ
Established 1924 • CBS Since 1929
AM • 5000 WATTS • 960 KC
FM • 41,000 WATTS • 94.9 MC
ROANOKE, VA.
Owned and Operated by the TIMES-WORLD CORPORATION
FREE & PETERS, INC., *National Representatives*



There was a young woman...

who lived in a shoe--
she had so many children,
but she knew just what to do.

The young families—the big families—the buying families have been won to KTRK-TV loyalty, changing the Houston Market in less than one year.

Daytime, Houston mothers and their youngsters have been happy with Channel 13's right combination of children's programs, films and family features frequently leading network competition.

In the late afternoon more than *68%* of the audience sees "Mickey Mouse Club" and the great new Fall lineup of ABC family shows plus our strong sports lineup and syndicated shows that make KTRK-TV Houston's Best Buy.

KTRK-TV

THE CHRONICLE STATION, CHANNEL 13
P.O. BOX 12, HOUSTON 1, TEXAS—ABC BASIC

HOUSTON CONSOLIDATED TELEVISION CO.
General Mgr., Willard E. Walbridge
Commercial Mgr., Bill Bennett
NATIONAL REPRESENTATIVES:
BLAIR-TV, 150 E. 43rd St., New York 17, N.Y.


DICK LEWIS

Here's Your Man!

FOR SELLING THE LATE MOVIE AUDIENCE IN DENVER

"Controversial" Dick Lewis . . . Denver's TV "pitchman" . . . gets more salesmanship into 'tween-reel minutes than any cinema-jockey in The Denver area! Buy the Dick Lewis "Late Show" on KLZ-TV for SALES RESULTS!

Your KATZ man knows.

CBS Television in Denver

KLZ TV Channel 7

Denver's Highest Powered Television Station

Robert M. Gamble Jr., Advertising, Washington, D. C., **Warner & Todd Inc.,** St. Louis, **Raymond R. Morgan,** Hollywood, and **Charles Bowes Adv.,** L. A., elected to membership in American Assn. of Advertising Agencies.

Schneider Cardon Adv. Ltd., Montreal, has opened Toronto office at 501 Yonge St., with **C. W. Scarlett** as office manager. **Gordon Allen,** former radio director of Vickers & Benson Ltd., Toronto, is account executive.

Advertising Research Foundation, N. Y., announces election of U. of Kansas, U. of Washington, and State U. of Iowa as associate academic subscribers to its service, bringing university roster to nine.

James C. Cummings, vice president of Anderson & Cairns Inc., N. Y., has updated his *New Sales Promotion in the Textile Industry,* and it has been published in revised and expanded form by business book division of Fairchild Publications Inc. Book covers such topics as brand promotion, cooperative advertising and growth of tv importance in textile promotion.

Dr. Charles J. Courtney, director, marketing and merchandising department, Creighton U., Omaha, is author of 65-page booklet, *A Check-List for Marketing Management.* Publication is written for researchers, agencymen and product developers, who can get copies from university at $2.50.

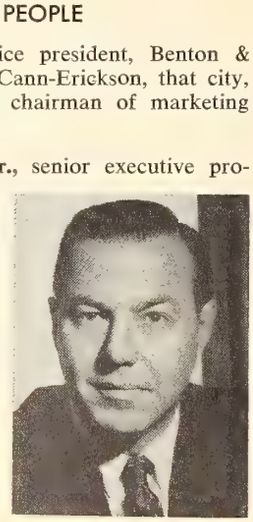
Advertising Agency Register Pub. Co., L. A., has published second annual L. A. County *Register* listing agencies, personnel, clients, media and rates.

L W. Ramsey Adv. Agency, Davenport, Iowa, is using giant potato chip package and Scottish lass living trademark model in tv spots produced for Hiland Potato Chip Co., Des Moines and Davenport.

A&A PEOPLE

Edward R. Beach, vice president, Benton & Bowles, N. Y., to McCann-Erickson, that city, as vice president and chairman of marketing plans board.

G. Warren Schloat Jr., senior executive producer and executive tv administrator, William Esty Co., N. Y., to Compton Adv., that city, as vice president in charge of television commercial production.


MR. SCHLOAT

Bernard J. Wiernik, general sales manager, Mogen David Wine Corp., Chicago, appointed vice president in charge of advertising and sales.

Eugene V. Carlquist, William P. Dumont, John S. Manuel, Edward J. Martin, Arthur E. Duram and **Walter R. Ceperly** elected to Fuller & Smith & Ross Inc. board of directors. Advertising firm has offices in Cleveland, Ohio, N. Y. and Chicago.

Ruth Ann Askey, Boland Assoc., San Francisco, to Diamond & Sherwood Inc., that city, as media director and special representative.

Joseph McPartland, account executive, Kudner Agency Inc., N. Y., named manager of agency's control department, succeeding **Thomas Pritchard,** assigned to Frigidaire account. **Raymon Castner** appointed Mr. McPartland's assistan

Jessica Maxwell, casting and dialogue directo Biow - Beirn - Toig to Compton Adve tising, N. Y., i similar capacity wit radio-tv departmen


MISS MAXWELL

Leonard H. Russe elected vice pres dent in charge of r search for Warwic & Legler, N. Y. a vertising firm. H has been with th firm since 1952.

Herbert E. Lytton Kudner Agenc N. Y., on copy staff for Frigidaire account. H formerly worked with Macy's department sto (N. Y.).

Thomas A. Wright Jr., NBC sales and sal research department, to media department Leo Burnett Co., Chicago, as group supervis

Philip Corper appointed account manager Armour & Co. account at Tatham-Laird In Chicago.

Edward R. McNeilly, formerly president, Ente prise Adv. Inc., L. A., to Doyle Dane Bernbac Inc., that city, as account executive.

Herman Spero rejoins Ohio Adv. Agenc Cleveland, as account executive, after thr years in Akron, Ohio, with WAKR Akron a National Transitads Co.

August Maher, former partner, Mallonee Maher, public relations firm, to Ogden Ad Towson, Md.

Grace Rauworth, media manager, J. R. Persh Co., Chicago, placed in charge of radio, tv a outdoor advertising. **Edward K. Patten,** for erly with Turner Adv. Agency Inc., same ci to creative staff of Pershall agency.

Norma Seltzer, formerly with Horace H. Nah Co., N. Y., direct mail specialists, to Grey Ad Agency, that city, as writer in sales developme department. **Mel Richman,** copywriter at L. Mayers Co. (mail order retailer), N. Y., similar position at Grey Adv.

C. James Kroll, traffic-production manag Schwimmer & Scott, Chicago, to Erwin, Was & Co., L. A., as traffic manager.

Don Cavitt, advertising manager for R. N. C dozo & Brother, St. Paul, to Ray C. Jenki agency, Minneapolis, copy department.

Rosser T. Reeves, partner, Ted Bates, N. elected president, American Chess Foundatio N. Y.

Paul L. Kohl, art director, Olian Adv. Co., Louis, to Krupnick & Assoc., that city, as sociate art director.

Harmon O. Nelson, radio-tv director, Stro berger, LaVene, McKenzie, L. A. advertisi agency, father of twins, Amy and Harmon III. Mrs. Nelson is director of business affa CBS Radio, Hollywood office.

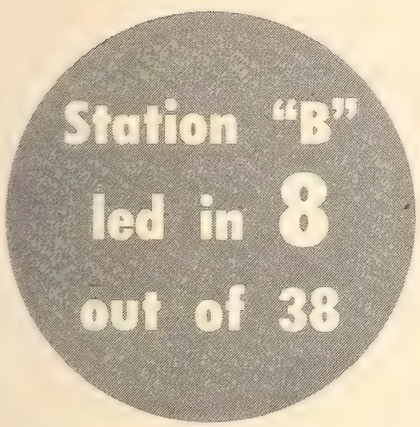
RATING PEOPLE

John Boesel, assistant to executive vice pre dent, A. C. Nielsen Co., Chicago, also nam account executive in firm's radio-tv divisio handling Nielsen radio-tv index clients in C cago area.

SPOT CHECK REPORT

We wanted to find out how we were doing after four weeks of programming exclusively with A.B.C.—strong local shows and selected independent productions. We asked Trendex for a spot check report. Thirty-eight quarter hours between 9:00 A.M. and 6:30 P.M. were rated daily from October 19 through the 25th.

Here it is:





Examine . . . know all the evidence and one conclusion is inescapable

The Mid-South's most powerful station is also the most popular.

Channel 13 WHBQ-TV MEMPHIS

Represented nationally by Blair TV, Inc.



photo. courtesy Longley Photos, Cincinnati

It's An Old Cincinnati Habit—

Since 1895, Cincinnatians have made it a habit to attend concerts of the internationally famous Cincinnati Symphony Orchestra, under a succession of eminent conductors from Theodore Thomas to Thor Johnson. All Cincinnati is proud of its Symphony Orchestra—and all Cincinnati attends the Symphony. It's an old Cincinnati habit.

—another old Cincinnati habit

is listening to

WCKY

Almost 10 years with news and music programming, has developed in a healthy majority of Cincinnatians, the habit of tuning to WCKY, any time of the day or night to hear

The best in music

The latest in news

The latest Pulse (Sept.-Oct. 1955) is proof that Cincinnati listens to WCKY with

21% of the morning audience

22% of the afternoon audience

21% of the nighttime audience

In one week—87.2% of all Cincinnati homes tune in their favorite station

WCKY

it's an old Cincinnati habit.

Make your product a habit in Cincinnati

BUY WCKY



For availabilities wire or phone collect

NEW YORK
Tom Welstead
Eastern Sales Mgr.
53 E. 51st St.
Phone: Eldorado 5-1127

CINCINNATI
C. H. "Top" Topmiller
WCKY Cincinnati
Phone: Cherry 1-6565

CHICAGO
A M Radio Sales
Jerry Glynn
400 N. Michigan Ave.
Phone: Mohawk 4-6555

SAN FRANCISCO
A M Radio Sales
Ken Carey
607 Market St.
Phone: Garfield 1-0716

LOS ANGELES
A M Radio Sales
Bob Block
5939 Sunset Blvd.
Phone: Hollyw'd 5-0695

FOUR HOURS A DAY ● SEVEN DAYS A WEEK

GEN. TELERADIO AND RKO RADIO PICTURES FORMING RKO TELERADIO PICTURES

Broadcasting and movie production interests will merge if FCC approves reassignment of radio-tv properties. General Tire purchase of R. H. Macy's 10% interest in GT also announced.

FIRST radio-tv and motion picture film production company, in name as well as in fact, was announced last week with the merger of General Teleradio Inc. and RKO Radio Pictures Inc.—which General Teleradio bought last July for $25 million from Howard Hughes—into RKO Teleradio Pictures Inc.

The new entertainment giant, which cannot come into existence until the FCC approves transfers and assignments of General Teleradio's radio and tv properties, will be divided into two divisions. General Teleradio Div. will run the broadcast properties, and the RKO Radio Pictures Div. will handle film production and distribution.

Thomas F. O'Neil will head the new company. He will also remain as executive chief of the broadcast business, while Daniel O'Shea will continue as head of the film activities.

In the early 1930's and until late 1935, RCA owned controlling interest in RKO. RKO was then, in effect, a subsidiary of RCA.

At the same time it was announced that General Tire & Rubber Co., 90% owner of General Teleradio, has bought out R. H. Macy & Co.'s 10% ownership in General Teleradio for $2¼ million.

The merger cannot be effective until the FCC approves the reassignment of the radio and tv properties now licensed or controlled by General Teleradio. This involves six radio stations and five television stations. General Teleradio also owns 58% of Mutual Broadcasting System, and 100% of the Yankee Network in New England and the Don Lee Network on the Pacific Coast.

General Tire's purchase of Macy's 732 shares in General Teleradio (out of 7,324 outstanding) was made by promissory note bearing 3.5% interest. Macy became a stockholder in General Teleradio in 1952 when it sold WOR-AM-FM-TV New York to the O'Neil interests for $4.5 million, plus $315,000 per year lease on the WOR studio and transmitter properties, and a 10% stock interest in General Teleradio.

After the merger is consummated, following FCC approval of station changes, RKO Teleradio Pictures Inc. will issue 7,324 shares ($100 par value). General Tire, owned by William O'Neil and family, will continue to own all of these.

The balance sheet of General Teleradio, as of Sept. 30, 1955, showed total assets of $45,110,406—of which $12,788,942 were current assets. Current liabilities were listed at $8,924,458, and long term liabilities at $28.5 million ($21.5 million to Chase National Bank and $7 million to parent General Tire). Earned surplus was carried at $6,807,068. This balance sheet did not include MBS assets and liabilities, it was pointed out.

Balance sheet of RKO Radio Pictures Inc. as of Oct. 1, 1955, showed total assets of $20,545,099—of which $789,203 were current assets. Current liabilities were listed at $6,347,525, long term liabilities at $2,831,977, and deficit as $22,543,879.

General Teleradio's net income, after federa taxes, was $1,194,112 in 1953, and $1,549,964 in 1954.

RKO Radio's net loss was $3,390,205 in 1953 and $418,556 in 1954.

General Teleradio owns WNAC-AM-FM-TV Boston, WGTH-AM-TV Hartford, KHJ-AM FM-TV Los Angeles, KFRC San Francisco WOR-AM-FM-TV New York, WHBQ-AM-TV Memphis, and WEAT-AM-TV West Palm Beach, Fla. The sale of WGTH-AM-TV to CBS for $650,000 is pending FCC approval.



$1 Million-Plus Outlay '55 Estimate by Tv Inc.

TV INC., New York, station-owned film buying organization, estimates that its total purchases will surpass $1 million by the end of this year.

This revelation was made by Joe Floyd KELO-TV Sioux Falls, S. D., and president of Tv Inc., in a report to a board of directors meeting of the corporation in Chicago Nov. 12. He said the figure assumes "even greater importance" because purchases were made for member stations, all in small markets.

W. D. (Dub) Rogers, KDUB-TV Lubbock Tex., executive vice president of the organization, said tv film distributors stand to gain from Tv Inc.'s collective efforts because selling costs are higher "in smaller situations due to less gross and inaccessibility." Ed Craney, KXLF TV Butte, Mont., treasurer of Tv Inc., saw estimated figure as an encouraging one because most member stations already had contract commitments running from 12 to 18 months when Tv Inc. became active the first of this year.

Herb Jacobs, general manager of Tv Inc. said the organization has benefited the distributors as well as member stations. He said distributors have effected savings by eliminating negotiations with smaller stations, while the stations have gained price concessions. Mr Jacobs reported that Tv Inc. plans a campaign to enroll new members in 1956, with the goal set at 100. Present membership, he said, stands at 50.

UPA Seeking Location For New Calif. Studios

WITH production activities and schedules far ahead of its present facilities, United Productions of America is searching the area around Los Angeles for a new studio site, according to Stephen Bosustow, UPA president. He stated new studio buildings are needed which will provide space for at least a 50% increase in personnel, plus additional photographic and process equipment.

The firm's New York office is moving into new and larger quarters after the first of the year.

Within two weeks, eight new units will be established to produce series material for the upcoming UPA weekly half-hour tv program for CBS-TV. Special music and script departments also will be organized to expedite the additional tv program work load.



NO SELLING CAMPAIGN

IN THE SAN FRANCISCO AREA IS COMPLETE WITHOUT . . .

kpix CHANNEL 5

SAN FRANCISCO, CALIFORNIA

WESTINGHOUSE BROADCASTING COMPANY, INC.

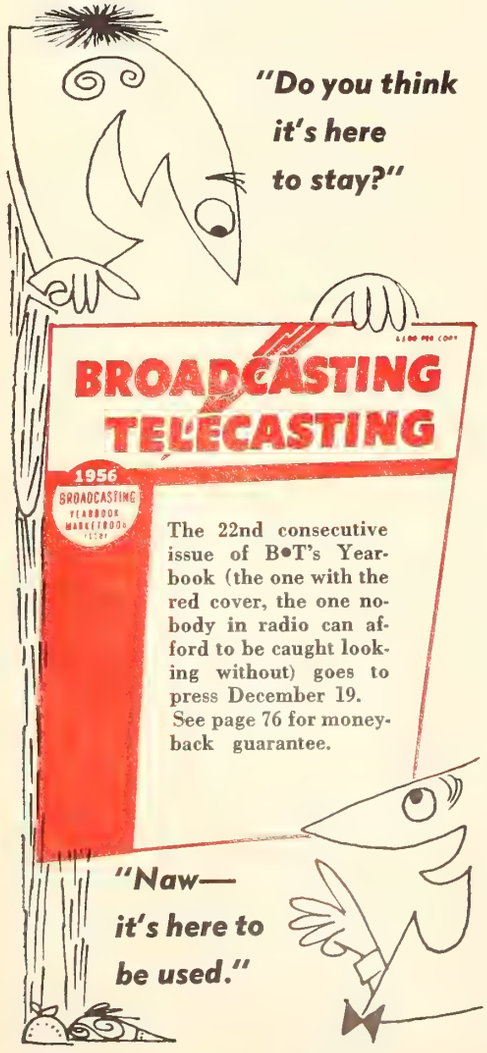
WBZ-WBZA • WBZ-TV, *Boston*
KYW • WPTZ, *Philadelphia*
KDKA • KDKA-TV, *Pittsburgh*
WOWO, *Fort Wayne*
KEX, *Portland*
Represented by Free & Peters, Inc.
KPIX, *San Francisco*
Represented by The Katz Agency



PROMOTION KIT gets close inspection from law enforcement officers and sponsor of the *Highway Patrol* series which premiered this season on WREX-TV Rockford, Ill. L to r: seated, Monroe Singer, National Appliance & Television, sponsor on WREX-TV; Tom Boustad, Rockford chief of police; Leonard Friberg, Winnebago County sheriff; standing, A. J. Bilardello, WREX-TV local sales manager; Mike Cullen and Larry Frank, both with National Appliance. The station and sponsor hosted officers from nine counties.

Hooker Case Held Over

NEW YORK Supreme Court Justice Joseph A. Gavangan held over a show-cause procedure last Wednesday against Film Network Inc. and Master Television Inc., New York, both headed by West Hooker, until this Wednesday [B•T, Nov. 14]. A temporary injunction was obtained several weeks ago by the New York state Attorney General's Office against the two companies on charges they had made "fraudulent statements" and used "unauthorized names" of individuals in the sale of stock. Mr. Hooker has until Wednesday to show cause why the restraining order should not be continued.



RKO Board Elects Dozier V.P.

WILLIAM DOZIER was elected a vice president of RKO Radio Pictures Inc. at a meeting of the board of directors Nov. 18, Charles L. Glett, executive vice president, announced last week. Mr. Dozier resigned as director of network programs for CBS Nov. 10 to become vice president in charge of production for RKO.

FILM SALES

Synda-Pix, L. A., reports sales of *Art Linkletter and the Kids* to KOA-TV Denver, WTTV (TV) Bloomington, Ind., and WBTV (TV) Charlotte, N. C.; *Mr. and Mrs. North* to KAKE-TV Wichita, Kan.; KBES-TV Medford, Ore.; WEHT-TV Henderson, Ky.; KIEM-TV Eureka, Calif.; WITN-TV Washington, N. C.; KARK-TV Little Rock, Ark.; KTBS-TV Shreveport, La., and WBRC-TV Birmingham, Ala., and *The Charoline Leonetti Show* to WNEW-TV Bay City, Mich., and WSAU-TV Wausau, Wis.

WCBS-TV New York last week announced it had contracted with Tele-Pictures Inc. for exclusive first run tv series of nine Bob Lippert feature films, to be telecast next spring. Picture stars include Lon Chaney, John Ireland, Richard Conte, Paulette Goddard, and others.

Guild Films Co., N. Y., has sold *Confidential File* series in four new markets bringing total markets for series to 100. Program has been sold in Wichita (Yingling Chevrolet), Peoria, Ill. (Beard Motor Co.), Baltimore (City Chevrolet Co.) and Stockton, Calif. (advertiser to be announced).

RCA Recorded Program Services, N. Y., reports *Town and Country Time* film series being carried in 50 markets, with new sales to sponsors in seven cities and to four tv stations. Newly-introduced *The Sam Snead Show* has been sold to three advertisers and a tv station.

Walter Schwimmer, Chicago film distributor, reports *Championship Bowling* series sold in 137 markets. Latest buyers include WRCA-TV New York, WMAL-TV Washington, KGO-TV San Francisco and WAAM-TV Baltimore. Producer Pete DeMet, Chicago auto dealer, and Mr. Schwimmer will add 26 shows to 52 already filmed.

FILM RANDOM SHOTS

Thomas J. Valentino Inc., N. Y., has issued 1956 catalog featuring background music for 16mm film use, slides and documentary films. Free catalogs available from company at 150 W. 46th St., N. Y.

Robert J. Enders Inc., Washington advertising agency, has set early January shooting date for 13-show dramatic series starring Herbert Marshall. Films, incorporating official Civil Defense-projected thinking, center around American family in post-atomic era.

Flicka Film Productions (animation), Chicago, announces expansion of facilities, with new quarters at 1429 N. Wells St., and staff, including appointment of **Bob McKenna,** former account executive at Kling Film Productions, as sales manager. **Don Stubbs,** former network tv writer, becomes creative director.

Television Adventure Films Corp. Culver City, Calif., producers Julian Lesser and Jack Douglas have signed Marais and Miranda, African Veld singers, for forthcoming "I Found Albert Schweitzer" program on *I Search for Adventure* series. Sven Nykvist, Swedish cinematographer, photographed Dr. Schweitzer in jungle for show.

National Television Film Council has established permanent offices at 1639 Broadway, N. Y., 19. Telephone: JUdson 6-5444. Melvin L. Gold, NTFC permanent president and president of Mel Gold Productions, N. Y., is in charge.

RTV Syndicate, Philadelphia, is offering tv stations spot announcement series, "That's for Sure!" combining cartoon art and promotion or commercial lead-in. Visual material includes epigram, illustration and space for local ad, by Franklin P. Jones, partner in Gray & Rogers, Philadelphia adv. agency, and *Saturday Evening Post* columnist, and Jerry Doyle *Philadelphia Daily News* cartoonist. RTV says series can be used for commercial spot, station break, thought for the day, signoff or part of program, with or without voice. Tentative release date on "That's for Sure!" is Jan. 1.

Barry-Grafman & Assoc., Chicago film distributor, announces move to larger quarters at 203 N. Wabash Ave., that city.

Maine Township of Park Ridge, Ill., is conducting series of industrial film workshops as part of an adult education program in cooperation with Telecine Film Studios Inc., with Byron L. Friend, Telecine president, as moderator.

FILM PEOPLE

Joe David promoted to plant supervisor and **Fred Todaro** to production manager at Circle Film Labs. Inc., N. Y., as part of expansion in color film work.

Archibald U. Braunfeld, c.p.a. specializing in radio-tv-theatre, named comptroller of National Telefilm Assoc., N. Y., distributors.

DELEGATES LIKE NARTB REGIONAL PLAN

Majority of regional meetings also take stands favoring name change and legislative action on daylight-time fiasco. Attendance up 351 over last year's district plan. Equipment and service firms also endorse eight-meeting schedule.

REGIONAL meetings of the NARTB are here to stay, judging by the views of members who participated in the eight-meeting schedule that wound up Nov. 18 in Dallas with a record total attendance.

Seven of the eight meetings voted in favor of the regional idea in place of the 17-meeting schedule that had prevailed up to this year. Only region that didn't act was the seventh (Mountain States), since this group of 6½ states comprises the NARTB's District 14 and was not affected by the regional schedule.

Association members took a series of stands on other matters during the autumn schedule, including a proposal to change the association's name back to National Assn. of Broadcasters.

Of the five regions that voted on the proposal to abandon the name National Assn. of Radio & Television Broadcasters, only Region 6 (Texas, Okla., Kan.) opposed the idea. The four regions that favored a change back to NAB included delegates from 23 states.

This proposal first came up Sept. 29 at the New Orleans meeting. It stemmed from action taken in August by the Georgia Assn. of Broadcasters, which had contended the term "broadcasters" adequately describes those "engaged in dissemination of sound and/or video programs."

The New Orleans delegates suggested that NARTB's board poll the membership on the subject.

Seven of the eight regions asked legislative or other action that will prevent a repetition of last autumn's daylight time mixup. In substance the delegates proposed that the relationship between the various time zones be maintained on a basis similar to standard time zoning. Daylight time is opposed in many areas of the South and West. No resolution on the subject was adopted by Region 1 (New England, N. Y., N. J.).

Two regions deplored the multiplicity of program rating services, claiming they create confusion. Another region suggested use of ratings be limited to analyzing the merits of individual programs and another favored minimum standards for rating services.

The copyright subject came up in the Mountain States meeting at Colorado Springs, with the claim voiced that radio copyright fees impose a hardship on stations and called for re-examination of the whole copyright subject. This district also asked easing of FCC rules on identification of recordings and called for priority rights to free radio and tv as against methods requiring fees or service charges. It proposed that the Federal Power Commission require high-tension lines to be at least 1,000 feet from all major highways.

Five regions endorsed the Crusade for Freedom campaign. One lauded manufacturers for development of personalized radios.

Total broadcaster attendance at the eight regional meetings was 1,269 compared to 918 at the 17 district meetings held in the fall of 1954, according to William K. Treynor, station relations manager.

He broke down comparative broadcaster attendance at regional meetings and the same states a year ago as follows:

Region 4, Chicago—163 delegates in 1955; 106 at three district meetings in 1954.

Region 1, Saranac, N. Y.—128 in 1955; 145 in 1954.

Region 3, New Orleans—152 in 1955; 90 in 1954.

Region 2, Roanoke, Va.—163 in 1955; 168 in 1954.

Region 8, San Francisco—202 in 1955; 175 in 1954.

Region 7, Colorado Springs (same as Dist. 14)—97 in 1955; 78 in 1954.

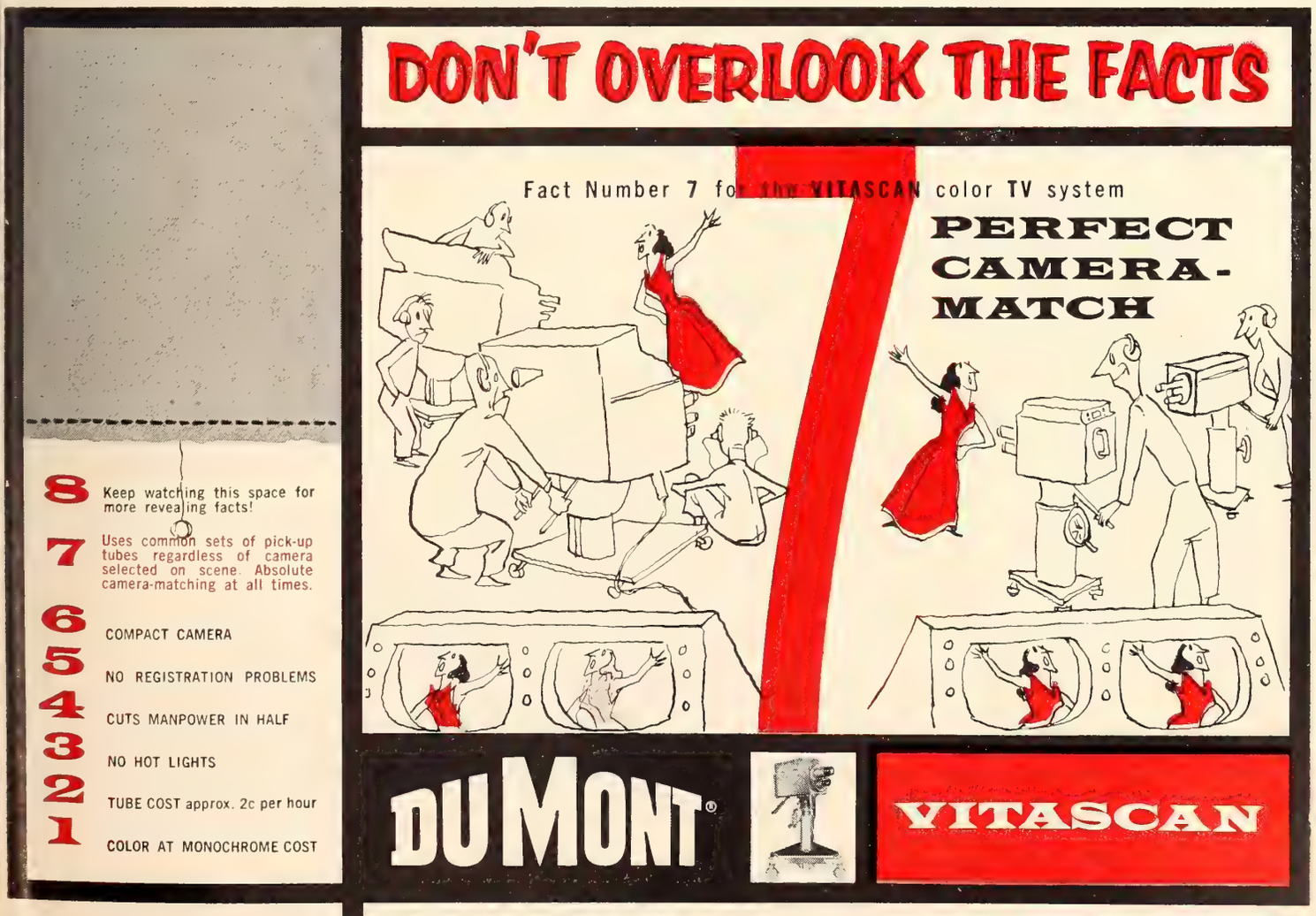
Region 5, Des Moines—158 in 1955; 134 in 1954.

Region 6, Dallas—206 in 1955; 100 in 1954.

Best record was attained at Dallas, where attendance more than doubled the combined figure for the same three states (Texas, Okla., Kan.) a year ago. Smallest attendance was at Colorado Springs but the 97 total was 19 above a year ago.

In addition to broadcaster delegates, an average of 45 associate members, guests and publication representatives attended each of the eight meetings. A year ago an average of 35 attended each of the 17 district meetings.

Equipment and service firms told NARTB they liked the eight-meeting schedule because it saved travel time and expense.



We're

Not Being

KITTENISH



But—

It's Purr-ty Nice

To Be WELCOME In

90,000 HOMES

This Winter!!!

NBC Affiliate

WJHP-TV

ABC

Jacksonville, Fla.

Jewelry Advertising Target Of New RAB Packet Release

IN AN EFFORT to wed the radio and jewelry industries, Radio Advertising Bureau has released a special "jewelry store package mailing," which RAB deems "the most complete packet of sales tools" it has ever devised.

Package includes nine separate sales brochures that tell sales succes stories of jewelry stores through the use of radio; explains how jewelers can compete in a heavy metropolitan market, and reports on the advantages of co-op advertising and other sales means offered only by radio.

The jewelry mailing is the third in a series produced by RAB's local promotion department, others having covered the men's wear and home furnishings fields. Future series will include department stores, supermarkets, automotive outlets, women's wear and drug stores.

Tv-Induced 'Colds'

TELEVISION could be an indirect and innocent cause of recurrent "colds" in some children, the Southern Medical Assn., meeting in Houston, Tex., was told last Wednesday.

According to Dr. Almon F. Halpern, Dallas, many children watch tv while "lying on a rug," and mold and dust from a rug can touch off an "allergic" type cold in children sensitive to such material.

Dr. Halpern pointed out, however, that chemicals are available for spraying rugs and overstuffed furniture in tv rooms and that these chemicals can "quite effectively control" the airborne materials which could trigger respiratory ailments in certain youngsters.

Wannamaker New President Of N. C. Broadcasters Assn.

ALLEN WANNAMAKER, WBIG Greensboro, N. C., was elected president of North Carolina Assn. of Broadcasters during the Bermuda convention-cruise Nov. 10-16 on board the *M. S. Stockholm*. Retiring NCAB president William S. Page, WELS Kinston, presided at each of two sessions at sea.

Other new officers are vice president, Edmond H. Smith, WIRC Hickory, and secretary-treasurer, Cecil B. Hoskins (re-elected), WWNC Asheville. Directors are Doris B. Brown (western), WKBC North Wilkesboro; Frank S. Lambeth (central), WMFR High Point, and Harry W. Severance (eastern), WGTC Greenville.

Principal speaker was Frank Silvernail, BBDO station relations director. Topics discussed by the association included daylight saving time problems, N. C. sales tax on broadcast equipment and Freedom of Information efforts. Committees were appointed on all three subjects.

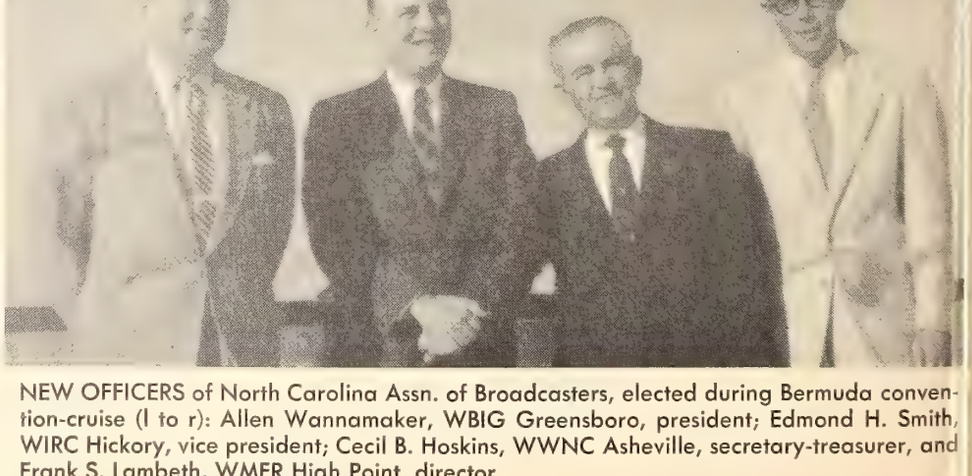
The N. C. broadcasters heard an address of welcome by Henry Vesey, member of Her Majesty's Executive Council of Bermuda and chairman of the Bermuda Trade Development Board, when they docked and greetings were extended by H. G. Roberts, mayor of "Ye Ancient Towne of St. George." A number of Tar Heel broadcasters visited Bermuda's commercial radio stations during their three-day stay in that city.

Joint Tv Code Committee To Report Findings Thursday

A REPORT will be issued in Hollywood Thurs day by the Joint Television Code Committe covering its findings on a proposed code c ethics and standards of practice covering t film and tv package producers. The committe consists of six members, representing the Na tional Society of Television Producers and th National Audience Board.

The committee is an outgrowth of a recer meeting of NSTP, held in Beverly Hills, t which representatives of the audience boar were invited. It was the suggestion of Pete Goelet, the board's president, that producer adopt the existing NARTB code, plus whateve recommendations or revisions are suggested b the joint committee.

Each of the six members of the committe has been assigned to study and report on a par ticular area. Martin Leeds, production chief c Desilu Productions and committee chairman will survey and make recommendations o words, colloquialisms, costumes, dancing, an death portrayal; D. Brandon Bernstein, on th home, sanctity of marriage, property rights, an racial, national, religious and political prejudice Richard St. John, attorney, on morals, se venereal diseases, slavery, drugs, liquor an gambling; Tom Lewis, president of Lewislo Productions, on crimes, law enforcement, su cide and juvenile delinquency, and Hal Hudson independent tv producer, on dramatic presenta tions, advertising and premium contests.



NEW OFFICERS of North Carolina Assn. of Broadcasters, elected during Bermuda convention-cruise (l to r): Allen Wannamaker, WBIG Greensboro, president; Edmond H. Smith, WIRC Hickory, vice president; Cecil B. Hoskins, WWNC Asheville, secretary-treasurer, and Frank S. Lambeth, WMFR High Point, director.

CAN THE FARMER USE YOUR PRODUCT?



DON TUTTLE



ENOCH SQUIRES



CHARLES J. STEVENSON

Here Are

3 Big Ways

You Can Reach Farmers in New York and New England

FARM PAPER OF THE AIR 12:15—1:00 p.m.

Monday through Saturday.
With the latest market and agricultural news, and crop reports, edited by Don Tuttle.

WGY TRAVELER 12:15—12:30 p.m.

Monday through Friday.
Now a part of the FARM PAPER, the WGY Traveler, Enoch Squires tells of the history and legends of WGYland.

CHANTICLEER 6:15—7:00 a.m.

Monday through Saturday.
Charles John Stevenson brings music and human interest stories flavored with rural wit to the WGY farm audience.

WGY A GENERAL ELECTRIC STATION, SCHENECTADY, NEW YORK
SERVING 878,130 RADIO FAMILIES
Represented Nationally by Henry I. Christal Company

PRIMARY COVERAGE
+
LOCAL COVERAGE

GIVES YOU

4 MILLION PEOPLE

1 1/4 MILLION FAMILIES

3 1/2 BILLION DOLLARS
Annual Retail Sales

If you're looking for a terrific buy for your client (most buyers are)... then buy Sunflower Network. Sunflower gives greater coverage at a lower unit cost, and...one buy... one billing means less work for you...saves you time and the client's money.

1 Buy-1 Billing

The SUNFLOWER NETWORK

KANS 5000 NBC 1480
WREN 5000 ABC 1250
KSAL 5000 MBS 1150
KVGB 5000 NBC 1590
KOAM 10,000 NBC 860
KGGF 10,000 ABC 690



GOV. AVERELL HARRIMAN was host at a cocktail party during the annual meeting of the New York State Associated Press Broadcasters Assn. in Albany Nov. 13. Present were (l to r): front row, John P. Dingman, correspondent, Troy Radio Bureau; Tom Ryan, WSNY Schenectady; William O. Dapping, WMBO Auburn; John Zaimes, WALL Middletown; Alois A. Schmidt, WFCB Dunkirk; David E. Kessler, WHAM Rochester, and Alan E. Cole, WRUN Utica.

Standing, John Aspinwall, AP *Radio News* editor, New York; Gene Fitzpatrick, WPRT Albany; Donald Decker, WSNY Schenectady; Henry Leader, AP state editor, Albany; Bernard R. Buck, WNYC New York; Ted Hodge, WENY Elmira; Frederick L. Keesee, WMBO Auburn; Lansing Christman, WGY Schenectady; Monroe Benton, WELM Elmira; Joe Pinna, WUSJ Lockport; Gov. Harriman; Richard Tobias, WCLI Corning; Ed Bates, WGY Schenectady; Thomas E. Cunningham, AP, New York; Norris Paxton, AP chief of bureau, Albany; Robert E. Middleton, WWSC Glens Falls, and Albert Larson, WALL Middletown. The dogs belong to the governor.

IAA UNVEILS WORLD-WIDE ETHICS CODE

International Advertising Assn. standard is designed to assist advertisers in buying radio-tv time outside the U. S. Rate-cutting, special-dealing practices and length of programs, spots among items covered.

DETAILED standards of ethics and practice designed to make it easier for export advertisers to buy time on radio and television stations outside the U. S. were unveiled by officials of the International Advertising Assn. at a luncheon meeting of the organization in New York last Wednesday.

Rate-cutting and special-dealing practices of many stations, particularly in Latin America, were described as among the targets of the code, which also undertakes to standardize the mechanics and procedures of buying and selling time and to establish a code of ethics generally comparable to NARTB's for television in this country.

The 42-page document on radio-tv constitutes the second of three sections that are intended ultimately to form an "international advertising code of ethics and standards of practice." After the third section has been presented at a January meeting of IAA, the committee working on the project will receive suggestions for amendments, deletions and additions. After these have been weighed, the final document will be prepared and published—possibly a year or two from now, authorities said.

Adam J. Young Jr. of Adam J. Young Jr. Inc. and Adam Young International Ltd., station representation firms, who was credited with a key hand in development of the radio-tv section, explained that work had been in progress for more than two years and that "all in all, we're trying to establish a clean radio and television industry" in formulating the code and standards for international practice.

He conceded that "enforcement" of the code, particularly with reference to maintenance of rate cards, was a difficult problem but pointed out the "teeth" in the standards' provision was that stations found making "under the table deals" must accord the same "deals" to their other advertisers.

W. B. B. Fergusson, vice president of Colgate-Palmolive Co., who said his company sponsors almost 800 radio and 30 television programs a week, told the group that manufacturers have a "vital obligation" to see that the standards are put into effect. The code's success, he said, depends as much upon Advertisers' abiding by it as upon station compliance.

Commercial and program lengths are another serious foreign-station problem that the standards undertake to solve, it was pointed out.

Regarding radio spot announcements, for instance, the standards say: "It is desirable to standardize the length of spots so that an advertiser or his agency can write copy for all stations at the same time. Many stations quote four or five different lengths of spots and the variance among stations is substantial. Some quote announcements on a time basis; others quote on the basis of words." Accordingly the standards recommend the following standard spot announcements: one minute recorded or 120 words live; one-half minute recorded or 60 words live; one-fourth minute recorded or 30 words live.

In both radio and television the standards recommend that the amount of actual program time made available to advertisers be not less than four minutes in the case of five-minute programs; not less than eight minutes in the case of 10-minute programs; at least 12 in the case of quarter-hour programs; at least 17 in 20-minute programs, and at least 26 in half-hour programs.

The standards also deal with such other sub

The September-October PULSE shows how

WSB RADIO

dominates the field in Metropolitan Atlanta

ATLANTA METROPOLITAN AREA — THE PULSE, INC. — SEPTEMBER 6-12, OCTOBER 5-11, 1955

TOP TEN EVENING & DAYTIME SHOWS

Evening

		Program Average Rating Sep Oct	Jul Aug
Boxing,Misc(Fri)	WSB	5.7	
Network Program	Sta.B	5.7	5.3
Network Program	Sta.B	5.7	
Lone Ranger,Misc, (6:30PM,Mon-Sun)	WSB	5.3	4.8
Sports Parade, (6:15PM,M-F)	WSB	5.3	5.1
Band of America	WSB	5.2	4.8
News(6PM,M-F)	WSB	5.2	5.0
Barn Dance Jamboree	WSB	5.1	
Groucho Marx	WSB	5.1	
Drew Pearson	WSB	5.0	
Network Program (6:45PM,M-F)	Sta.B	5.0	

Daytime - 5 a week

		Program Average Rating Sep Oct	Jul Aug
News(7AM)	WSB	9.9	9.5
News(7:45AM)	WSB	9.9	9.3
Merry Go Round	WSB	9.4	9.1
World News Roundup, (8AM)	WSB	8.3	7.2
Morning Melodies	WSB	6.3	5.6
Young Widder Brown	WSB	5.5	4.9
News(12Nn)	WSB	5.4	5.6
Stella Dallas	WSB	5.3	4.7
Pepper Young's Fmly	WSB	5.3	
Farm News(12:15PM)	WSB	5.2	5.0
Right To Happiness	WSB	5.2	

SATURDAY & SUNDAY DAYTIME

		Program Average Rating Sep Oct	Jul Aug
News(7:45AM,Sat)	WSB	7.3	7.0
World News Roundup(8AM,Sat)	WSB	7.0	6.3
News(7AM,Sat)	WSB	6.0	5.5
Merry Go Round(Sat,AM)	WSB	5.8	5.7
Morning Melodies,Misc.	WSB	4.8	4.1
Football,Misc(Sun,2-5PM)	WSB	4.5	
Nutrilite,Misc(Sun)	WSB	4.3	
News(12Nn,Sat)	WSB	4.3	3.8
Football,Misc(Sat,1:45-3:45PM)	WSB	4.2	
Parade of Music(Sat,AM)	WSB	4.1	3.7

AVERAGE QUARTER HOUR RADIO SETS-IN-USE FOR THE WEEK STUDIED
Entire Week, 6 AM - 12 Midnight

September-October,	1955	18.3
July-August,	1955	17.9
September-October,	1954	17.6
September-October,	1953	16.6

1a



CERTAIN THINGS STAND OUT ! !

Yes, certain things are all-important to the advertiser.
. . . like the dynamic sell-power of the JOE FLOYD Stations . . . the two-market impact you get for your one smart buy . . . the spending power of these big multiple markets. What a terrific spot for you!

THE BIG TV COMBO



78% of South Dakota, plus western Minnesota, northwestern Iowa

KELO TV

JOE FLOYD, *President*

Evans Nord, Gen. Mgr. Larry Bentson, V. P.

NBC PRIMARY

. . . and Joe reports SELL-OUT of Saturday and Sunday time on NBC's MONITOR (KELO Radio). For future spot availabilities contact:

H-R REPRESENTATIVES

jects as rate protection; content and positioning of commercials; information regarding station coverage and station popularity, and market data. They also set up standard forms for supplying information about a station, and a standard contract form.

Panelists on hand at the Wednesday meeting, in addition to Messrs. Young and Fergusson, included Arthur Gordon, Pan American Broadcasting Co.; Thomas W. Hughes, McCann-Erickson International Div.; Melchor Guzman, Melchor Guzman Co.; and Walter Sauer, Home Products International Ltd., chairman of the IAA standards committee.

NARTB Engineering Group Reviews 1956 Meet Plans

BASIC PLANNING for the annual NARTB Engineering Conference, to be held April 16-18 during the industry convention in Chicago, was reviewed last week at a Monday-Tuesday meeting of the Engineering Advisory Committee, held in New York.

Raymond F. Guy, NBC New York, presided as committee chairman. Conference arrangements are in charge of a committee headed by Willard J. Purcell, WGY Schenectady, N. Y. The planning group already has received suggestions for papers to be read at the conference.

Topics discussed by the Engineering Committee included FCC's proposal for single sideband operation below 25,000 kc for communications services, spurious emissions, tv allocations and proposed am power increases.

Attending the meeting besides Mr. Guy were Glenn G. Boundy, Storer Broadcasting Co.; Ralph N. Harmon, Westinghouse Broadcasting Co.; Phillip B. Laeser, WTMJ-AM-TV Milwaukee; John G. Leitch, WCAU-AM-FM-TV Philadelphia; J. E. Mathiot, Steinman Stations; James D. Russell, KKTV (TV) Colorado Springs; Rodney D. Chipp, DuMont; William B. Lodge, CBS. From NARTB were A. Prose Walker, engineering manager; Thad Brown, tv vice president; John F. Meagher, radio vice president; George Bartlett, assistant to Mr. Walker.

Minor Leagues Renew Fight Against Majors' Radio-TV

MINOR LEAGUE baseball will renew its plea for a restriction on major league radio-tv at the annual convention of the National Assn. of Professional Baseball Leagues in Columbus, Ohio, Dec. 1.

Broadcast restrictions have been approved several times by the smaller leagues, but have been voted down each time by the majors. At the present time there are no limitations.

Submitted by minor leagues' President George M. Trautman, the Executive Committee and the Radio-Tv Committee, the proposal would forbid sponsored broadcasts from stations outside a 75-mile radius of the game site. Outcome of the proposal will depend on major league action at its meeting in Chicago the following week.

NARTB Reappoints See

HAROLD SEE, KRON-TV San Francisco, has been reappointed chairman of the NARTB Television Film Committee by President Harold E. Fellows. The committee will meet Jan. 12 in Washington. Other members are Paul Adanti, WHEN TV Syracuse; Joseph L. Floyd, KELO-TV Sioux Falls, S. D.; Elaine Phillips, WSPD-TV Toledo, Ohio; Irving Rosenhaus, WATV (TV) Newark; and Raymond Welpott, WRGB (TV) Schenectady, N. Y.

NARTB Makes Preparation For Election of Directors

NARTB's election machinery went into action last week in preparation for balloting for the eight radio directorships in even-number districts and eight directors-at-large representing large, medium, small and fm stations.

C. E. Arney Jr., secretary-treasurer, said certification eligibility forms are being mailed to member stations. An officer of each station will be eligible for nomination and election, and names of these officers will appear on eligibility lists. The certification forms are to be returned by Jan. 9.

District directors whose terms expire at the next NARTB convention April 15-19 are E. R. Vadeboncoeur, WSYR Syracuse; James H. Moore, WSLS Roanoke, Va.; Henry B. Clay, KWKH Shreveport, La.; Robert B. McConnell, WISH Indianapolis; E. K. Hartenbower, KCMO Kansas City; Cy Casper, WBBZ Ponca City, Okla.; Walter E. Wagstaff, KIDO Boise, Idaho, and Calvin J. Smith, KFAC Los Angeles. Messrs. Vadeboncoeur, Clay and Hartenbower are not eligible for re-election, having served two consecutive terms.

Directors-at-large whose terms expire are John F. Patt, WJR Detroit, large stations; J. Frank Jarman, WDNC Durham, N. C., medium stations; Lester L. Gould, WLSE Wallace, N. C., small stations; H Quenton Cox, KQFM (FM) Portland, Ore., fm stations.

TV directors are elected at membership meetings held during the annual convention.

MacRae Joins TvB Sales

WILLIAM B. MacRAE, an account executive with Crosley Broadcasting Co. for the past four years, has joined Television Bureau of Advertising in a sales capacity, effective immediately. He formerly was a television account executive with Headley-Reed Co., station representation firm, and before that was successively general manager of WGCH Greenwich, Conn., and assistant to the sales manager of WPIX (TV) New York.

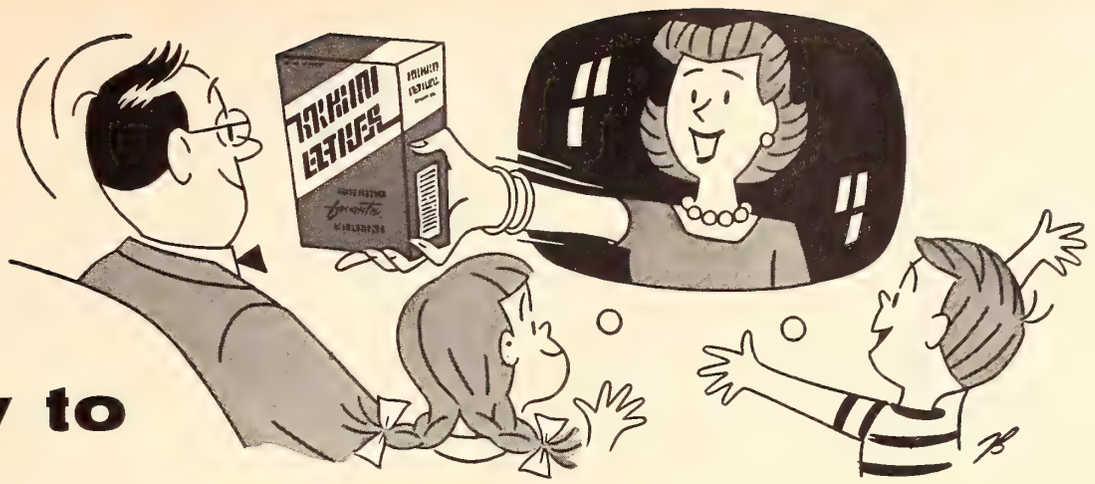


MR. MacRAE

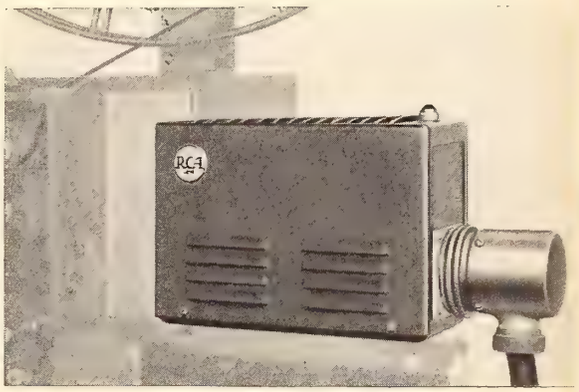
Annual Communion Breakfast In N. Y. Attended by 1,100

MORE THAN 1,100 persons attended the eighth annual communion breakfast of Catholics in the radio, television and advertising fields on Nov. 20 at the Waldorf-Astoria Hotel in New York. For the second year, the breakfast was held under the auspices of Catholic Apostolate, Radio, Television and Advertising (CARTA).

Guest speakers included Robert Considine, radio-tv newscaster and newspaper columnist, and the Rev. Urban Nagle, founder and director of the Blackfriars Guild. NBC announcer Jack Costello served as toastmaster and CBS Radio personality Jack Sterling was master of ceremonies. The Rev. Timothy Flynn, director of the Office of Radio & Television Communication of the Archdiocese of New York, is moderator of CARTA.



How to make your film programs produce "LIVE" picture interest



WHEN your film programs have the "snap" and realism characteristic "live" pick-ups, you have a client benefit that sells itself and pays handsomely. If you can achieve picture quality which will make it difficult for a television viewer to know whether the program coming to his home is "live" or "on film," you're in business!

It's possible to do just this with good black and white films—simply by replacing outmoded equipment.

Studio realism—highest picture quality

RCA's TK-21 Vidicon Film Camera is the answer. This improved equipment offers all the dimension associated with "live" programs, provides studio realism and highest picture quality. It's so life-like, the viewer gets the impression that the show is being presented in the studio just for him! Thus, the spot advertiser is offered the psychological advantage of "live" programming at the low cost of film. Competitively, this is your bread-and-butter business and its growth will be measured in direct proportion to its effectiveness.

A check of some of the more technical advantages shows why the TK-21 Film Camera is a station's best investment for extra profits . . .

"Live" picture sharpness

The TK-21 is the only film system with enough signal output to use aperture correction to bring picture detail up to maximum sharpness (detail resolution 100% at 350 lines) with a high signal to noise ratio.

"Live" picture contrast

The Vidicon tube is ideal for film reproduction. It has unexcelled contrast range and assures realistic gray scale rendition over entire picture. This means you can get studio realism in your film pictures.

Edge-lighting, shading eliminated

The RCA Vidicon operates entirely without edge-lighting, electrical shading, or any other form of supplemental lighting. This camera virtually runs by itself. Used for finest quality reproduction of monochrome motion picture films or slides in a television system, the TK-21 may be mounted directly to projectors or multiplexed.

For complete information about the TK-21 Vidicon Film Camera, call your RCA Broadcast Sales Representative.

Ask the Engineer —he knows

RADIO CORPORATION of AMERICA

ENGINEERING PRODUCTS DIVISION · CAMDEN, N.J.

In Canada: RCA VICTOR Company Limited, Montreal



If you want to score with the farmers...

You may find the following information of value: Over one-fifth of the total Texas farm income lies within KDUB-TV's coverage area (21%). The average, annual farm income throughout the entire coverage area is $14,116 per farm. This is 124% higher than the average for Texas ($6,291.) and 129% higher than the national average of $6,157.

● STATISTICS FROM 1955 CONSUMER MARKETS

NOW 316,000 watts!

MOST POWERFUL TV IN WEST TEXAS

CBS

KDUB-TV

KDUB-AM WEST TEXAS' ONLY 24 HOUR RADIO

LUBBOCK, TEXAS

NATIONAL REPRESENTATIVES: AVERY-KNODEL, INC.

President and Gen. Mgr., W. D. "DUB" ROGERS

National Sales Mgr. E. A. "Buzz" Hassett

'Last Word' Ads Over Radio Said Vital in New Brochure

IMPORTANCE of the advertising message just before the point of sale is stressed in a Radio Advertising Bureau brochure entitled "That Highly Important Last Word," which reports that radio provides advertisers "far greater 'today' exposure to more women shoppers than any other medium."

Based on a survey of nearly 14,000 women interviewed in supermarkets in Buffalo, Kansas City, New Orleans and San Francisco by Advertest Research, RAB says women today are exposed to more than 200 advertising messages during an average day, and that advertising success depends partially on how close to shopping time these messages are heard.

These, according to RAB, are some of the findings:

• On the basis of more than 15 minutes exposure before entering supermarkets, 23% more women are exposed to radio than to any other medium.

• Of the total time spent with advertising media before they shop, women spent 57% with radio, 2.2 times more than with any other medium, more time than with all other media combined.

• One out of every seven women supermarket shoppers listened to radio within an hour of shopping; twice as many as are exposed to any other medium in that period.

RAB also points out that listening in cars accounted for much of radio's penetration. The brochure was mailed to RAB members and key advertisers last week.

NBC-TV Color Demonstration Will Feature NRDGA Meeting

RETAIL POTENTIAL of color television will be highlighted during the 45th annual convention of the National Retail Dry Goods Assn. at the Statler Hotel in New York, Jan. 8-12, 1956. During the conference, which was planned to provide the nation's leading merchants with analyses of newest store operating techniques and retailing trends, NBC-TV is scheduled to demonstrate how color tv, on open or closed circuits, can effectively aid retailers in moving their goods from store to home.

Though network officials have not as yet made public the details of the demonstrations, NBC-TV is expected to follow up its current color demonstrations on *Home,* for which the network's mobile unit originates live pickups from several prominent midwest department stores.

The special RCA-NBC demonstration is slated to take place Jan. 11 during a sales promotion panel. Also scheduled is an open forum on "Getting the Most Out of the Display and Radio Dollar."

Seidel Says Color Available To 'Hundreds of Thousands'

"HUNDREDS of thousands of people can afford to buy color tv sets at today's prices of $795 and $895," Robert A. Seidel, executive vice president, RCA consumers products, told a luncheon meeting of the Chicago Sales Executives Club at the Morrison Hotel last Monday.

Noting that the U. S. economic climate was "never better for healthy competition" and predicting that merchandisers will be able to keep pace with demands of economic expansion, Mr. Seidel said that "countless hundreds of others will be able to buy color sets within the coming year, as production increases and prices are adjusted downward."

Mr. Seidel also said that tv's expansion has created an "audience of buyers that runs into the hundreds of millions. Perhaps more than any other advertising medium, tv today is exerting an almost immeasurable impact on American buying habits—and, as such, has become a prime tool of modern mass competitive selling." Tv, he said, has "nourished the development of a great industry" and also "materially benefited thousands of companies producing materials, components and service and has provided upwards of 100,000 retailers with products in heavy demand that sell profitably."

Arizona Broadcasters Assn. Names Lee Little President

LEE LITTLE, owner of KTUC Tucson, Ariz., was elected president of the Arizona Broadcasters Assn. at its annual meeting Nov. 19 at Nogales.



MR. LITTLE

Carlos Montano, owner of KNOG Nogales, was named vice president, and Howard Loeb, general manager of KRIZ Phoenix, secretary-treasurer.

Named to the board of directors were Tom Wallace owner of KTKT Tucson; Bill Londsey, general manager, KYMA Yuma; Car Morris, owner of KSUN Bisbee; Charles Garland, who heads his own Phoenix ad agency and Dick Rawls, general manager, KPHO-AM TV Phoenix, retiring president of the associa tion.

Pa. Radio Code Considered

PROPOSALS to change the draft of a Radio Code for the Pennsylvania Assn. of Broadcasters has been mailed PAB members, with changes to be submitted by Dec. 1. The PAI board is authorized to draw up the code and put it into operation, with final action scheduled at a Dec. 13 meeting in Harrisburg.

Cecil Woodland, WEJL Scranton, is chairman of the committee that drew up the document. Its provisions follow the general pattern of the NARTB Standards of Practice but are more liberal in some areas, particularly in commercial time allowances.

SMPTE Convention Schedule

SITES and dates for the 1956 spring and fa meetings of the Society of Motion Picture & Television Engineers have been announced. Th spring convention will be in New York's Hote Statler, April 29-May 4. Oct. 7-12 are th dates of the fall meeting at the Ambassado Hotel, Los Angeles.

Conn. Assn. Slates Meeting

THE Connecticut Broadcasters Assn. will hol its 1956 meeting at the Waverly Inn, Cheshir Conn., March 16, according to J. Maxim Ryde association president. The program will in clude a business meeting and panel discus sions, featuring industry spokesmen still to b selected.

Edison Foundation Pledges Support to 'The Big Idea'

AS PART of its program to encourage inventors and inventions, the Thomas Alva Edison Foundation has endorsed *The Big Idea,* television film program which attempts to assist inventors by displaying their devices on tv.

The foundation said the selection of *The Big Idea* climaxed a study made by Alfred Frank-Guenther Law Inc. to select "the most suitable vehicle to encourage invention." The show, which is filmed by RKO-Pathe and produced and syndicated by Donn Bennett Productions Inc., will have permission to identify itself with the foundation through the use of the organization's medallion and quotations from the late Mr. Edison. In addition, the foundation will distribute to high schools and colleges wherever *The Big Idea* is shown a group of vocational guidance films, designed to interest students to follow careers in the technological sciences.

RTNDA Hits Suppression Of News by Government

WITHHOLDING by government agencies or officials of "legitimate information" from the American people and action preventing equal access to information by all news media were condemned Nov. 19 on the final day of the Radio-Tv News Directors Assn. convention in Denver. The association directed its freedom of information committee to take "every proper step" to protest such "censorship" and to work with other organizations having the same goal.

The committee said that reports of increasing attempts by officials at all levels of government to censor non-security news have been received "with deep concern." Hope was voiced that the House Government Information Subcommittee's probe of government practices would produce concrete results.

Concern was expressed also on regulations of Defense Secretary C. E. Wilson covering release of non-secret economic and technical information for defense plants. Three Philadelphia stations—WCAU-TV, WPTZ (TV) and WFIL-TV—were saluted for their participation in a demonstration before the August meeting of the American Bar Assn. [B•T, Aug. 29].

The RTNDA convention will meet next year at Milwaukee and in 1957 at Miami, Fla. Russ Van Dyke, KRNT Des Moines, outgoing president, was named chairman of the board (other officers, B•T, Nov. 21).

K. C. AWRT Elects Ann Hayes

MRS. ANN HAYES, director of women's activities, KCMO-AM-TV Kansas City, was elected president of the Kansas City chapter of the American Women in Radio & Television last week. She succeeds Mrs. Dorothy Crewe, women's advisor for WDAF. Other new officers are Mrs. Phyllis Birr, vice president; Mrs. Betty Baker, secretary, and Martha Spalding, treasurer.

AWRT Adds Four Chapters

AT ITS pre-1956 convention meeting in Boston, Nov. 17-19. The board of directors of the American Women in Radio & Television added four chapters to its roster of affiliate organizations, bringing the total to 26, with a membership of approximatesly 1,300. Additions are chapters in Columbus, Ga., Kansas City, and one each in California and central New York State.

NARTB Studies Insurance Plan For Employes of Stations

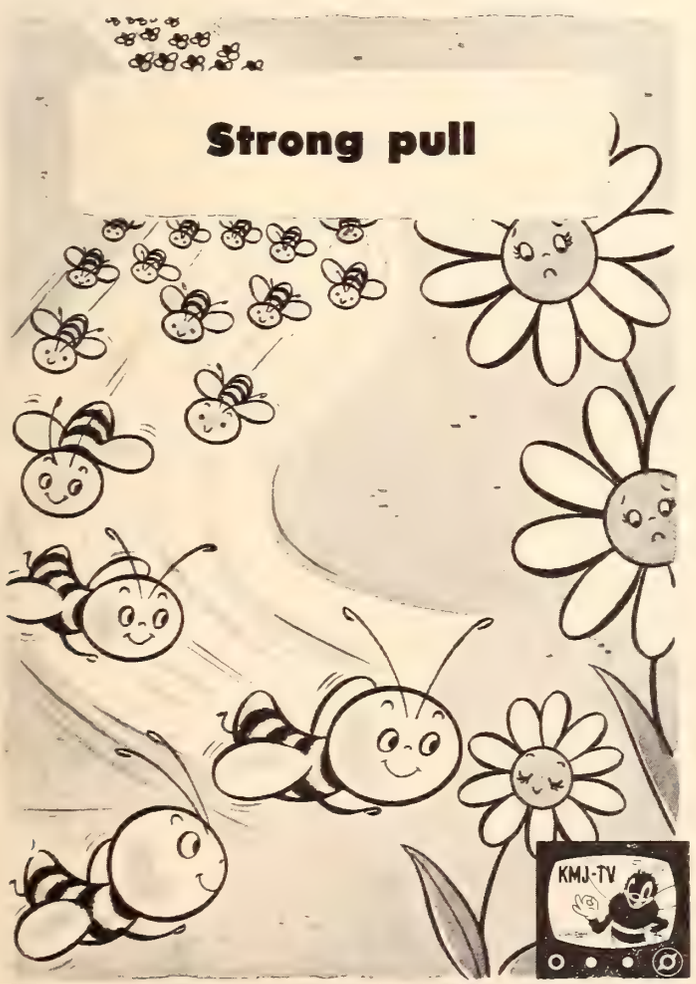
PROPOSED group life insurance plan for NARTB member station employes will be discussed at a Nov. 29 meeting of the NARTB Insurance Committee, to be held at the association's Washington headquarters. Selected life insurance companies have been invited to submit bids for committee study, according to Chairman Gilmore N. Nunn, WLAP Lexington, Ky. The committee will submit a recommendation to the NARTB board meeting in February.

ABC's Durgin to NARTB Board

ABC RADIO Network, New York, has named Don Durgin, executive vice president, to the NARTB Radio Board, according to President Harold E. Fellows of the association. Mr. Durgin succeeds Charles T. Ayres, who has left ABC to join NBC. Each of the four radio networks appoints a member to the NARTB Radio Board.

Daytimers Add 13 Stations

THIRTEEN more radio stations have joined Daytime Broadcasters Assn., according to DBA Treasurer Joe Leonard. They are: in Louisiana, KUZN West Monroe, KTLD Tallulah, KJOE Shreveport, KAPB Marksville, KROF Abbeville; in Oklahoma, KLPR Oklahoma City, KTOW Oklahoma City, KVIN Vinita; in Ohio, WCUE Akron, WCMW Canton; in Virginia, WAFC Staunton, WCMS Norfolk, WARL Arlington.



. . . keeps viewers tuned to

KMJ·TV

FRESNO, CALIFORNIA • CHANNEL 24
NBC affiliate

the San Joaquin Valley's FIRST TV station in . . .

POWER now 447,000 watts.

RECEPTION viewer survey shows KMJ-TV reception is rated most satisfactory and snow free in the Fresno area.

COLOR KMJ-TV was the first local station equipped to transmit network color and now transmits local color slides and films.

Paul H. Raymer, National Representative

Electronic Parts Meet Set

MEETING of Electronics Industry Coordinating Committee, which includes representatives of the Radio-Electronic-Television Mfrs. Assn. and other organizations, has been scheduled for New York Dec. 6 under chairmanship of J. A. Milling, Howard W. Sams Co. Group was formed to study problems and offer recommendations in connection with the electronic parts industry. Other groups represented on the committee are National Electronic Distributors Assn., Assn. of Electronic Parts & Equipment Mfrs., Sales Managers Club Eastern Division and West Coast Electronic Mfrs. Assn.

Phonograph Statistics Sought

AN EFFORT to develop current statistical information on production of phonographs and record players will be made Dec. 5 at a meeting of manufacturers called by Radio-Electronics-Tv Mfrs. Assn. William F. E. Long, RETMA statistical manager, has scheduled the session at the Conrad Hilton Hotel, Chicago.

Mr. Long's proposal provides for annual data covering the year 1955, with current data to be gathered monthly starting with January 1956. He will offer a recommended form to be used in making reports and explain safeguards set up to keep individual factory information on a confidential basis.

IRE Sub-section Approved

A PIEDMONT sub-section embracing 16 North Carolina counties has been authorized by the North Carolina-Virginia section of The Institute of Radio Engineers. Officers of the new sub-section are Warren A. Welsh, engineering department chief of the Western Electric plant in Burlington, chairman; C. M. Smith Jr., Bivans & Caldwell of High Point, vice chairman, and Edward W. Johnson, engineer in technical publications for Western Electric in Winston-Salem, secretary-treasurer.

Engineers Set Utah Meeting

INSTITUTE of Radio Engineers will hold its 1956 seventh region technical conference next April 11-13 at the Hotel Utah, Salt Lake City. Papers for presentation at the conference can be sent to Larry S. Cole, School of Engineering & Technology, Utah State Agricultural College, Logan.

IRE Schedules Symposium

INSTITUTE of Radio Engineers will hold its National Symposium on Microwave Techniques in Philadelphia on Feb. 2-3. It will be sponsored jointly by the professional group on antennas and propagation, the professional group on microwave theory and techniques, and the Philadelphia section of the IRE.

The program tentatively will cover radiating systems, guided microwave transmission, components, and measurements and propagation. Speakers have been instructed to prepare 250-word abstracts of their talks for reproduction.

Spring Tv Conference Set

THE 10th annual Spring Television Conference, sponsored by the Cincinnati section of the Institute of Radio Engineers, will be held next April 13-14 at 1349 E. McMillan St.

Requests for advertising and exhibition privileges should be addressed to Arthur B. Ashman, Cincinnati & Suburban Bell Telephone Co., 225 E. 4th St., Cincinnati 2. For further details (registration, hotel reservations, etc.), contact is Reuben Nathan, AVCO Corp., Glendale-Milford Rd., Evendale, Ohio.

MORE UHF STATIONS FILE PETITIONS SEEKING TO ACT IN PENDING VHF CASES

Requests made to FCC also ask stay of vhf grants pending clarification of status of denied deintermixture petitions Six uhf operators ask commission for conference.

THE TV allocations picture took another legal turn last week, when additional uhf stations filed petitions with the FCC seeking permission to intervene in pending vhf cases and asking in addition a stay of these vhf grants pending clarification of the status of the denied deintermixture petitions [B•T, Nov. 14, 21].

At the same time, a group of six successful uhf operators asked the FCC for a conference. And the first comment called for by the FCC in its general allocations rule-making notice was filed. Deadline for comments is Dec. 15.

The six uhf broadcasters told FCC Chairman George McConnaughey that in the current uhf-vhf allocations wangle they "find our very existence threatened." They asked for an informal conference at the earliest possible convenience.

A spokesman said that the six "have already proven that there is a definite place for uhf"; that "they acknowledge the economic weakness of many uhf stations but also point out that many stations, given a little hope of security, aided by all-channel sets and improved equipment, can develop into strong and healthy business operations in short order."

They asked that the FCC stay any vhf application "until such time as the FCC has completely and throughly covered the uhf situation with a responsible and qualified group of representatives from uhf, the networks, set manufacturers and other parties affected by the Commission's action."

The six are Allen M. Woodall, WDAK-Columbus, Ga.; Ben Baylor Jr., WINT (TV) Fort Wayne, Ind.; Thomas P. Shelbourne, WILK-TV and David M. Baltimore, WBRE-TV, both Wilkes-Barre, Pa.; William L. Putnam, WWLP-TV Springfield, Mass., and Thomas P. Chisman, WVEC-TV Norfolk, Va. This is the nucleus of the group which met in Washington earlier this month [B•T, Nov. 7].

The first comment was from the Committee on Manufacturers Radio Use of the National Assn. of Manufacturers. It asked the FCC to revise the policy of block allocations—the assignment of blocks of spectrum space to a single service. This, the NAM group declared, was wrong. Allocations should be flexible, giving consideration to "growing needs" of users in a given locality rather than on a national basis, it emphasized.

In the alternative, the NAM group said, the Commission should put unused frequencies to work before attempting changes in the allocations structure.

The fault with block allocations, the committee said, was that it freezes frequencies in localities where there is little or no prospect of use. This is true of fm, it said, "and we suspect that it prevails in the television service as well."

NAM committee has pending a petition proposing that mobile services be permitted to share unused frequencies in the fm band.

The uhf petitioners have grown to 14 since the first documents were filed two weeks ago [B•T, Nov. 21]. They include the Uhf Industry Coordinating Committee and the following:

WAIM-TV Anderson and WGVL (TV) Greenville, both S. C., in Spartanburg ch. 7 case.

WTVO (TV) Rockford, Ill., and WKOW-TV and WMTV (TV) Madison, Wis., in Madison ch. 3 case.

WEEK-TV and WTVH (TV), both Peoria, Ill., in Peoria ch. 8 case.

WFIE (TV) Evansville, Ind., and WEHT (TV) Henderson, Ky., in Evansville ch. 7 case.

KVDO-TV Corpus Christi, Tex., in Corpus Christi ch. 6 case.

WNAO-TV Raleigh, N. C., in Raleigh ch. 5 case.

WICS (TV) Springfield, Ill., and KTVI (TV) St. Louis, Mo., in Springfield ch. 2 case.

Essentially, all these uhf stations ask that they be allowed to intervene in pending vhf cases, or that final decisions be stayed until the allocations rule-making is decided. Several suggested that if grants are made, that they be conditioned on changes possible after rule-making decisions. In some instances the petitions call attention to FCC Chairman McConnaughey's testimony last July before the Senate Commerce communications subcommittee regarding the holding up of vhf decisions until the deintermixture cases are decided. The uhf petitioners claim that the FCC has not yet decided the deintermixture petitions; it merely denied them all without prejudice, suggested that they be resubmitted in the allocations proceeding.

Meanwhile, it was understood the FCC discussed pending vhf cases last Wednesday and Friday. No decisions were reached. Also discussed it was understood were several pending drop-in petitions—all of which meet present criteria. These include the assignments of ch. 9 to Elmira, N. Y., or to Blossberg, Pa.; ch. 10 to Bunnel, La., or New Port Richey, Fla.; ch. 6 to Nashaquitsa, Mass., and ch. 6 to Indianola, Greenwood, Cleveland or Ruleville, Miss. These have all been proposed under rule-making procedures and are eligible for FCC decisions.

Other drop-in petitions, on which no action has yet been taken, include the assignment of ch. 11 to Houma, La., ch. 2 to Fairfield, N. Y., and ch. 13 to Carter, Ill. These all meet present separation and other standards, it is now unnderstood.

That the FCC may take some action on drop-ins is the general observation of those who

At the Summit

THEY may not move mountains, but FCC field engineers have been known to climb them in their constant watch over the radio spectrum. After detecting an unlicensed tv transmitter atop a 9,000-ft. mountain in Arizona, the field engineers went to work. Although heavy snows forced them to abandon their jeep and travel the last 3½ miles by foot, the engineers reached the peak. There they discovered an unattended transmitter which was being operated by remote control by a store in the valley to further tv receiver sales. The operation was shut down.

The above incident is only one of many jobs handled by FCC field engineers, as related in a review of field activities put out by the FCC last week.

Only STEEL can do so many jobs so well

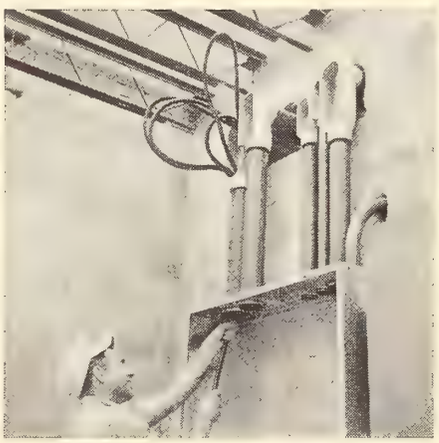


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"THERE'S LOTS TO SEE ON CHANNEL 3"

point to the FCC's action authorizing the assignment of ch. 10 to Vail Mill, N. Y. (Albany, N. Y.). This was done in the same batch of decisions which saw all the deintermixture petitions (including one for Albany) denied.

The Albany drop-in decision is due to be appealed to the appellate court in Washington, it is understood.

In another area, a boost for cross-polarization to permit closer tv station spacing has been disclosed by A. Earl Cullum Jr., Dallas consulting engineer. Studies reveal, Mr. Cullum has reported, that with cross polarization, ch. 2-6 stations in Zone I with 1,000 ft. antennas can be as near as 142 miles. The present rules call for 170 mile separation in Zone I. In Zone II and III corresponding reductions in mileage separations can be obtained through cross polarization, Mr. Cullum estimated.

Mr. Cullum also suggested that eight additional vhf channels could be picked up from various spectrum space adjacent to the present vhf bands.

FCC Appointments Include Henley, Solomon, Smoot

APPOINTMENT of a new associate general counsel and of a new assistant general counsel was announced by the FCC Friday.

J. Smith Henley, assistant general counsel in charge of litigation, was named associate general counsel. He thus becomes the number two man in General Counsel Warren E. Baker's hierarchy. Mr. Henley joined the FCC in his present capacity in 1954. Previously he was in private practice in Harrison, Ark.

Succeeding Mr. Henley as chief of litigation is Richard A. Solomon. Mr. Solomon, who has been with the FCC since 1942, was assistant general counsel in charge of the legislation, treaty and rules division.

Appointed to succeed Mr. Solomon was Charles E. Smoot, from private practice. Mr. Smoot was born in Staunton, Va., in 1907, received his LL.B. from George Washington U., Washington, in 1935. From 1927 to 1937, he worked in various capacities in the Dept. of Agriculture and the Dept. of Interior. He has been in general and administrative private practice since 1937, associated with such firms as Kilpatrick, Ballard & Beasley and Caywood & Partridge. He is a member of the American Bar Assn., the District of Columbia Bar Assn., the Community Chest, Washington Institute for Mental Hygiene, Junior Board of Commerce, University Club, Potomac Boat Club, The Barristers, Washington Ski Club, and Phi Delta Phi legal fraternity. Mr. Smoot is unmarried.

WGMS-AM-FM Moves To Keep Call Letters

MOVE to strengthen its claim to its call letters was initiated last week by WGMS-AM-FM Washington. The stations filed with the FCC a petition to retain their call letters, which were obtained in 1951 "to further identify WGMS as 'The Good Music Station'."

Although both WGMS and WGMS-FM serve the Washington market, WGMS recently was moved outside the District of Columbia to Bethesda, Md., a suburb of the Nation's Capital. Both are licensed to The Good Music Station Inc.

A great deal of the money spent on its new am facilities ($130,000), promotion of the stations' call letters and service, advertising and building of goodwill would be "irrevocably lost" and work a "totally unnecessary hardship" if a change in call letters were required, the petition stated.

RETMA Starts Study On Tv Allocations

TECHNICAL survey of the whole tv allocations situation will start this week under auspices of Radio-Electronics-Tv Mfrs. Assn. in preparation for a roundup report to the FCC before its Dec. 15 allocations comments deadline.

FCC Chairman George C. McConnaughey notified RETMA last week the Commission would welcome any information from the manufacturing industry. RETMA had offered last Oct. 20 to conduct such a study through its Frequency Allocation Study Committee, headed by Dr. W. R. G. Baker, vice president of General Electric Co.

With less than three weeks remaining, RETMA will work through a group of task subcommittees to be announced by Dr. Baker, who has just returned from a European trip. The task groups will collect all available information in the hands of RETMA member companies and other manufacturing interests and conduct spot field tests where necessary.

RETMA has taken a stand on behalf of the need for both uhf and vhf channels. In its Oct. 20 letter to the FCC, RETMA has contended the allocation has not been proved "fundamentally defective or inadequate" [B•T, Oct. 24].

While no indication was seen that RETMA would ask a delay in the Dec. 15 deadline, it is known the association felt a major technical study of the allocations problem by an industry committee would supply needed information to the Commission. RETMA wanted to conduct uhf measurements under varying power and terrain conditions, the reliability and cost of uhf receiving equipment and the chance of improving this equipment.

Six months would be required to develop the information originally proposed by RETMA. The Dec. 15 deadline will call for utmost speed in task force activities.

The Commission should not make "definitive amendments" to the allocation plan without taking advantage of the best technical information available in the manufacturing industry, in RETMA's opinion. The association's board on Nov. 18 called on its frequency study committee to undertake the investigation and report to the FCC.

Board actions culminated a series of three-day section-division-committee meetings at Chicago's Palmer House Nov. 16-18 [B•T, Nov. 21].

In other moves the board, acting on a tube division report of a shortage of nickel, agreed to ask the Commerce Dept. for a greater amount and claimed computers should be classified as electronic products within the Bureau of Defense Services Administration.

Reactions Mixed on Manual

MIXED REACTION to the FCC's proposal to incorporate the hearing manual in the rules was apparent last week when comments were filed in answer to Commission request last month.

In favor of making the hearing manual part of the rules were the Washington law firm of Dow, Lohnes & Albertson and CBS. Opposed were the Washington law firms of Scharfeld & Baron and Cohen & Marks.

Also suggested by some of those replying to the proposal were revisions in some parts of the hearing manual.

The manual was a joint FCC-Federal Communications Bar Assn. endeavor.

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The passing of "the medicine show"

. . . a hopeful message about ARTHRITIS

Some of us can remember the colorful "medicine show" of yesteryear . . . and the persuasive, but deceptive, oratory of the self-styled "doctor." The remedies he offered were fantastic, especially his "sure cure" for arthritis . . . or rheumatism as it was always called in those bygone days.

Fortunately, the old-fashioned "medicine man" and his "sure cures" are on the way out. This is because nearly all of us now know the folly of relying on any treatment for arthritis other than those authoritatively approved.

This enlightened attitude is all to the good. For arthritis, if it is to be successfully controlled, must be precisely diagnosed and treated according to the needs of each *individual* patient.

Even though there are as yet no specific cures, much can be done for the more than five million people in our country whose cases have been diagnosed as arthritis, in one of its many forms.

For example, *osteoarthritis* or degenerative joint diseases . . . the type associated with aging . . . need not cause severe disability if diagnosed early and if the patient follows the doctor's advice.

Indeed, this kind of arthritis usually responds well to treatment based on rest, weight control, mild exercise and avoidance of both mental and physical factors that may aggravate the disease.

Another common type of arthritis . . . *rheumatoid arthritis* . . . is a more serious disease because it involves not only the joints, but the entire body. Moreover, it is not associated solely with old age. Rather it affects people of all ages, most frequently young persons and adults in their prime.

Fortunately, certain hormone extracts and other medications have brought great benefits to many who have this type of arthritis. It is not yet known, however, how permanent the effects of these treatments will be.

The greatest good to be derived from any method of therapy for any type of arthritis depends not upon the doctor alone, but upon the patient as well. It is of the greatest importance for the patient to cooperate fully with the doctor, especially in regard to continuing treatment for as long as it may be required.

In fact, when rheumatoid arthritis is recognized early and treatment is carried out faithfully, well over 50 percent of those who have this condition can be spared serious disability and will obtain marked improvement.

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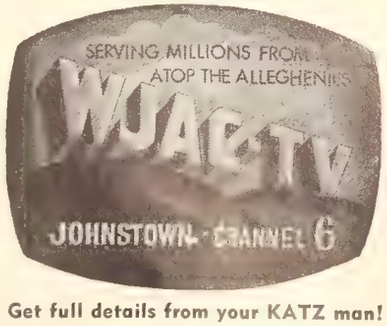
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THREE NEW TV OUTLETS GRANTED

CONSTRUCTION PERMITS for three new television stations—two commercial and the other noncommercial educational—were granted by the FCC last week.

Midland Empire Broadcasting Co., owner of KGHL Billings, Mont., was granted ch. 8 in Billings. The proposed station is to operate with an effective radiated power of 87.1 kw visual, 52.5 kw aural and use an antenna 570 ft. above average terrain. Initial cost, first year cost and first year income were each estimated at about $320,000.

Ch. 59 in Buffalo, N. Y., was granted to Frontier Television Inc. ERP is to be 25.1 kw visual and 13.5 kw aural. The antenna is to be 420 ft. above average terrain. A construction cost of $86,500 was seen with first year operating cost at $155,000 and revenue estimated at $185,000.

The educational assignment, the 36th such grant to date, was made in Memphis, Tenn., to the Memphis Community Television Foundation. Ch. 10 there is to operate with 26.9 kw visual ERP and 13.5 kw aural ERP. Antenna is to be 650 ft. above average terrain. The construction cost was estimated at $227,000, first year operating expenses at $100,000 and revenue at $100,000.

Examiner Says FCC Frowns On Overpayment to Backouts

IN APPROVING petition of OK Broadcasting Co. to withdraw as applicant for 1590 kc, 5 kw in Indianapolis, FCC Chief Hearing Examiner James D. Cunningham made clear that the Commission frowns on payments which exceed actual expenses in prosecution of application.

OK Broadcasting and Rollins Broadcasting, both seeking the same Indianapolis frequency, were set for consolidated hearing with three other applicants. Rollins agreed to pay OK $14,993.25 as consideration for the latter's withdrawal, Mr. Cunningham found, although OK's "out-of-pocket" expenses were only $11,636.37. Mr. Cunningham concluded that " . . . payment and acceptance of consideration in an amount greater than the cash outlay incident to the preparation, filing and prosecution of such application . . . does not have the sanction of the Commission." He cited OK Broadcasting's good faith in connection with the application as the overruling factor in granting the petition to withdraw.

WMLP, WLYC Protest Grant Of New Am in Milton, Pa.

TWO PROTESTS have been filed with the FCC against the grant of a new am station at Milton, Pa., to Williamsport Radio Broadcasting Assoc. Inc. The grant, for 1380 kc, 1 kw day, was made Oct. 5 [B•T, Oct. 10].

Objecting to the proposed operation were daytimers WMLP Milton (1570 kc, 1 kw) and WLYC Williamsport (1050 kc, 1 kw), both of which charged signal overlap between the new Milton station and WWPA Williamsport, owned by the same interests (Milton is 17 miles from Williamsport).

The protestants also claimed that the Milton grant violates the FCC policy on concentration since Grit Publishing Co. owns 10% of Williamsport Radio Broadcasting Assoc. Inc.

Objections to the protest were filed last week by Williamsport Radio Broadcasting Assoc. It claimed that even if the overlap and concentration of media issues were true these still would not be reasons for denying the grant.

University Asks to Change Lincoln Vhf to Educational

THE FCC last week was asked to change the educational reservation at Lincoln, Neb., from ch. 18 to ch. 12, and, contingent on such change, to transfer to the U. of Nebraska ch. 12 KUON-TV Lincoln, from Bryon J. Dunn, who now holds the permit as trustee for the university.

In seeking to have ch. 12 specified as noncommercial educational, the petitioners—Mr. Dunn and the university—would have the educational reservation deleted and ch. 18 made available for commercial assignment.

Cornhusker Radio & Tv Corp. (John E. Fetzer broadcasting interests), following its acquisition of ch. 10 KOLN-TV Lincoln from Cornbelt Broadcasting Corp., gave its ch. 12 facilities to the university at no cost. Since the university was not ready to accept the offer, the ch. 12 facility was turned over to Mr. Dunn as trustee. Terms of the transfer of ch. 12 to the university stipulate that the university will pay a monthly rent of $50 for the transmitter site.

In asking for the channel switch, the university pointed out that the elected board of regents which controls the university wants an educational channel, but is reluctant to become the assignee of a commercial station.

If KUON-TV were designated educational, the petitioners asserted, it would be easier for the university to get funds for its operation, e.g., the Ford Foundation, the state legislature and charitable contributions. Prizes and program sources not open to a commercial station would become available through an educational assignment, it was pointed out.

Although the table of allocations provides for 21 u's in Nebraska, there are none operating. Since the tv freeze there have been no applications for a uhf assignment, the university said, adding that the number of tv sets in Nebraska capable of receiving uhf signals is negligible.

KPLN Revocation, Denial Of Assignment Recommended

AN FCC hearing examiner has recommended that the assignment of KPLN Camden, Ark., by Leo Howard to D. R. James Jr. be denied and that the station's permit should be revoked. The station ceased operating last April.

Hearing Examiner Elizabeth C. Smith declared that Mr. Howard's original application for construction of the 1 kw daytimer (on 137(kc), the requests for modification of the construction permit and for the assignment of license to Mr. James were marked by "inconsistencies, misrepresentations and concealment of material facts."

The hearing stemmed from a protest to the assignment by KAMD Camden. The FCC denied the protest originally, but the U. S. Court of Appeals in Washington ordered the FCC to hold a hearing on it.

Eastland Postpones Red Quiz

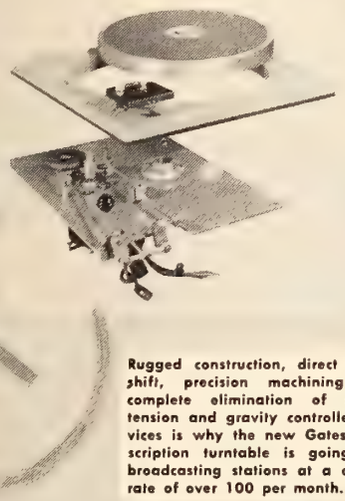
PLANNED hearing by the Senate Internal Security Subcommittee in an investigation of alleged Communist infiltration of radio-tv and the press and entertainment fields was postponed indefinitely last week. The subcommittee, headed by Sen. James O. Eastland (D-Miss.), had planned to hold the closed hearing last week in New York and was said to have been ready to call 50 or more witnesses in a follow-up to testimony given the Senate group last summer by CBS news commentator Winston Burdett [B•T, July 11].

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Nov. 3, 1955

TV CODE OF ETHICS

A code of ethics for producers of television films was decided upon at a meeting of the National Society of Television Producers and the **National Audience Board**, held in Hollywood a few days ago.

Tom Lewis, president of the Producers, said an attempt is being made to "devise a method by which television producers can guide themselves in the making of properties for the viewing public in either live or filmed television shows."

The National Audience Board is said to be "particularly interested in seeing to it that the viewing public receive the proper type of shows portrayed in a manner that does not contribute to the delinquency of children or in any way violate morals and good concepts."

Martin Leeds, executive producer for Desilu Productions, suggested a committee to formulate a document incorporating "an outline of good taste." A working arrangement would be arrived at, he said, with the Academy of Television Arts and Sciences.

Asked what course of action would be taken if a producer violated the specifics of the projected code, or declined to be bound by them, Mr. Leeds said the academy could inform sponsors of this fact. The code, Mr. Leeds said, "would apply to anything that goes on the air."

The Record believes that this action is a move in the right direction, and we predict that the public will welcome the knowledge that something constructive is being done toward voluntary censorship.

National Audience Board

152 East End Ave. New York 28, N. Y.
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Closed-Circuit Tv Set for Ike Dinners

A CLOSED CIRCUIT tv hookup connecting perhaps 75 of the larger cities is planned by the Republican National Committee in a series of regional "Salute to Eisenhower" dinners Jan. 20 representing the kickoff of the GOP's 1956 fund-raising campaign.

Arrangements have been completed with Nate Halpern, president of Theatre Network Television (TNT), according to Frederick Crawford, Cleveland, chairman in charge of the fund-raising dinners to be held across the nation. Hotelman Conrad Hilton is chairman in charge of the closed circuit tv arrangements. Deputy chairman for the tv hookup is Joseph Binns, general manager and executive vice president of New York's Waldorf-Astoria Hotel.

The closed circuit telecast to commemorate completion of the President's third year in office, is expected to be held at 10 p.m. EST, but the point of origination (Washington or New York) has not been decided, Mr. Crawford said.

GOP spokesmen said the telecast would mark the first use of closed circuit tv for political campaigning, the technique previously having been used by corporations and other groups for sales and dealer meetings, public relations projects, stockholders and institutional meetings and for the presentation to the paying public of sports and entertainment events.

By binding together 75 or more local meetings into one unified party rally, closed circuit tv also will make possible the first truly national political meeting, perhaps the largest political meeting ever to be held, the GOP announcement said. It also introduces a novel technique into political fund-raising for a national campaign, the spokesman said.

The national committee has arranged for several noted Republican figures, including members of the President's Cabinet, to take part in the closed circuit telecast, and hopes to have Mr. Eisenhower participate. Cost for the dinner will run as high as $100 per plate in some of the larger cities, the Republican announcement said.

No estimate was given by the Republicans on the cost of the nationwide closed circuit tv hookup.

Independent WCUE Assails Exclusion by GOP Committee

INDEPENDENT WCUE Akron, Ohio, has scolded the Republican National Committee in the wake of an announcement by the GOP organization that it intends to spend up to $2 million on radio and tv network purchases during the 1956 presidential election campaign [B•T, Oct. 31].

Jack Maurer, WCUE vice president and station manager, said he understood the Republican committee intends to buy network time only. In a letter to Republican National Chairman Leonard Hall, he said that "by using only network stations, you are eliminating the stations which have the largest amount of listeners of all the world today. These are the independent stations."

He said that "on the other hand, it is a known fact that network radio has been losing both revenue and audience for the past several years." Without independent radio, he said, the committee "will definitely be eliminating one of America's strongest advertising media."

A spokesman for the Republican National Committee said that while, of necessity, major speeches by and for the GOP presidential ticket must be carried on a network of stations, other GOP candidates will by no means be limited to network stations. He said that, on the contrary, he felt there would be an increase in the use of radio by state and local GOP candidates.

He said the Republican National Committee's agencies (BBDO and Kudner Inc.) are under orders to put together the largest possible network of stations for major presidential campaign presentations.

Owners of Kansas Applicant Outnumber Town's Residents

HERE'S a tv applicant which numbers more stockholders than the population of the town it proposes to serve.

According to the application of Southwest Kansas Tv Co., Cimarron, Kan., which last week filed for ch. 6 in Ensign, Kan., the company is comprised of 334 stockholders. The population of Ensign (near Dodge City), according to the U. S. Census Bureau, is 227.

The applicant plans to operate as a satellite to KTVH (TV) Hutchinson, Kas. KTVH is on ch. 12 and is affiliated with CBS.

Besides the stockholders, 127 subscribers have pledged amounts ranging from $5,000 down to $100, with the majority of the pledges in the under-$500 bracket.

Officers of the Southwest Kansas Tv Co. are Lehigh Warner (insurance, farming and cattle), president, 2% owner; Wendell Elliott, general manager of KGNO Dodge City, vice president, 2.2%; F. C. Walker (insurance, farming), secretary-treasurer, 2%.

Dodge City Broadcasting (KGNO) and Globe Publishing Co. *(Dodge City Globe)* are each 8% stockholders in the applicant.

Bureau Asks: Can FCC Deny Grant on Economic Injury?

THE QUESTION was raised last week as to whether the FCC has authority to deny an application for a new broadcast station because of possible economic injury to an existing station in the same community.

The point was raised by the Broadcast Bureau in a petition to the FCC in connection with the Harlan, Ky., initial decision which recommended reinstatement of the grant to KY-VA Broadcasting Corp and denial of the protest of WHLN Harlan [B•T, Nov. 14]. WHLN claimed the community could not support two stations.

Should there be exceptions to the Harlan decision, the Broadcast Bureau asked the Commission to order separate and additional briefs from all parties on (1) the legal authority of the FCC to deny broadcast applications solely for reasons of economic injury which may be caused to existing stations, and (2) assuming the FCC has such authority, whether, as a matter of policy the FCC should exercise it by denial of applications for new outlets if economic injury were proved.

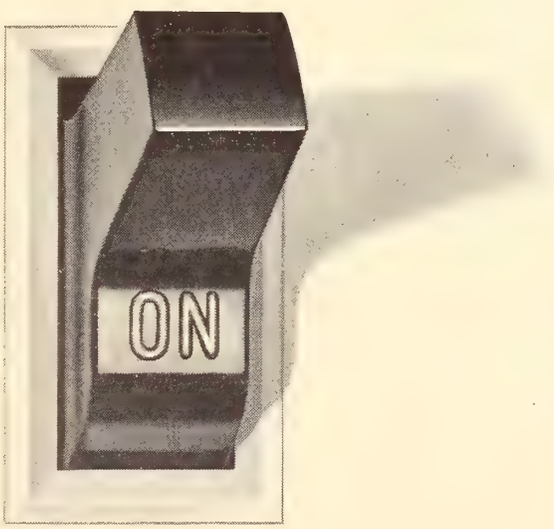
The petition said that time and expense involved in other economic protests can be saved should it be resolved that the FCC cannot, or will not because of policy reasons, deny applications on economic grounds.

A fortnight ago an initial decision by FCC Hearing Examiner H. Gifford Irion denied an "economic" protest by WBAC Cleveland, Tenn. to the grant of a construction permit there to Southern Enterprises.

Three other cases hinging on economic injury claims now are pending before the FCC. These involve Laurel, Miss.; Tipton, Ga.; and Statesville, N. C.

ELECTRICITY FROM THE ATOM

What will it be like?



Now that electric light and power companies are building plants to produce electricity from the atom, you may well ask—*what's atomic electricity like?*

The answer: *exactly like the electricity you're using now.* The only difference is in the electric power plants themselves, where there's an atomic furnace instead of a furnace that burns coal, oil or gas.

But that difference can be important to your future. For you—and all America—will need much more electricity in the years to come, and atomic energy promises a vast new source of heat to make it.

Today many electric companies across the country are working on the development of atomic-electric power plants. They're among the companies that have brought abundant electricity to a whole nation in the span of a single lifetime. They have the experience to find the best and quickest way to bring atomic-electric power to all.

AMERICA'S ELECTRIC LIGHT AND POWER COMPANIES*

*Names on request from this magazine

WRC Presents 140 Tapes To Library of Congress

WRC Washington became the first radio station to contribute radio sound tape material to the Library of Congress' new broadcasting reference collection with the presentation of 140 tapes of news, sports, music and other programs aired on the station.

Carleton D. Smith, NBC vice president and general manager of NBC-owned WRC-AM-FM-TV, presented the tapes to L. Quincy Mumford, Librarian of Congress, at a ceremony in the latter's office.

The 140 tapes contain 137 hours and 57 minutes of consecutive broadcasts during the week of Oct. 31-Nov. 6, including all NBC network and local programs broadcast on the station. The sound tapes will form the basis of the new Library of Congress collection, and will be used for future reference by scholars, sociologists and economists, according to Mr. Smith.

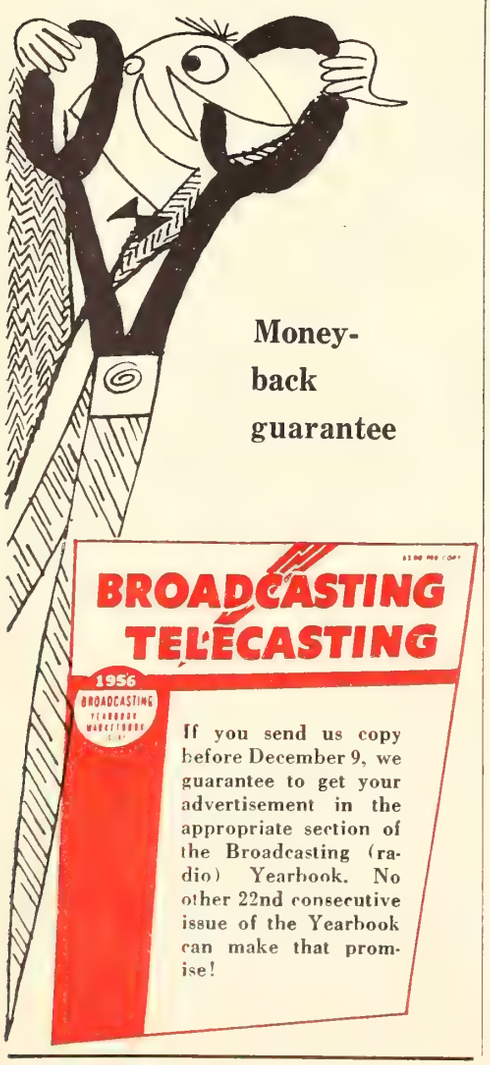
"Fifty years from today scholars will find in this tape collection a valuable record of American life in the year 1955," he said.

The tape collection weighs 98 lbs., contains a total of 243 separate news and sports broadcasts and fills a seven-foot shelf. Among the programs are reports on the recovery of President Eisenhower from a heart attack and broadcasts from overseas, on NBC's *Monitor*, of diplomatic negotiations by Sec. of State John Foster Dulles at Geneva.

Also taking part in the presentation ceremonies was Harold Spivacke, chief of the Library of Congress' Music Division.



BASIS of Library of Congress' new broadcasting reference collection will be 140 tapes of a full week's broadcast of WRC Washington local and NBC network programs. Carleton D. Smith (l), vice president of NBC and general manager of the network's owned WRC-AM-FM-TV, hands some of the tapes to L. Quincy Mumford (c), Librarian of Congress, and Harold Spivacke, who heads the Library of Congress' Music Division.



FCC Gets Triangle Petition To Drop Elmira Application

TRIANGLE PUBLICATIONS Inc. last week petitioned the FCC to dismiss without prejudice its application for ch. 18 at Elmira, N. Y. Early this month, the Commission designated for consolidated hearing the competing applications of Triangle and Central New York Broadcasting Corp. [B•T, Nov. 14]. Both applicants proposed to use the Elmira channel for satellite operations, Triangle for its ch. 12 WNBF-TV Binghamton and Central New York for its ch. 3 WSYR-TV Syracuse.

In asking for dismissal of its Elmira application Triangle asserted that the best way to provide satisfactory WNBF-TV service to Elmira residents is through a booster operation there. This would permit WNBF-TV to provide a true Grade A service to Elmira and leave ch. 18 available for the establishment of a local station there, Triangle said. Triangle claims that Elmira is within the Grade A contour of WNBF-TV. Because of intervening mountains, however, Elmira is cut off from this coverage, Triangle said.

Triangle contended that it originally sought the uhf assignment because FCC rules and policies do not provide for booster stations. A petition to amend FCC rules to provide for booster stations is now being prepared and will be submitted soon, Triangle said.

Triangle owns WFIL-AM-FM-TV Philadelphia; WNBF-AM-TV Binghamton; WLBR-TV Lebanon, Pa.; 50% of WHBG Harrisburg, Pa., and has applied for FCC approval of the $3.5 million purchase of WFBG-AM-TV Altoona, Pa. Triangle interests also include the *Philadelphia Inquirer*, *Tv Guide* and other publications.

FTC Adds 10 Insurance Firms To False Advertising List

TEN new firms were added last week to the growing list of insurance companies cited by the Federal Trade Commission for false advertising of health and accident policies.

The latest actions bring to 41 the number of complaints issued against insurance firms in the FTC's 13-month drive to halt misrepresentations of insurance policy benefits. The first complaints, totaling 17, were issued Oct. 18, 1954.

Among the charges leveled at the 10 firms cited last week were misrepresentations as to duration of policies, health requirements for policyholders, amounts paid for hospital and surgical bills and the number and types of accidents and illnesses covered by the policies. The firms have 30 days in which to file answers.

The 10 firms whose advertising was complained against as not up to FTC standards, and hearing dates follow:

Minnesota Commercial Men's Assn., Minneapolis, Feb. 27; Illinois Traveling Men's Health Assn. and North American Accident Insurance Co., both of Chicago, March 1; World Insurance Co., Omaha & American Casualty Co., Reading, Pa., March 5; National Bankers Life Insurance Co., Dallas, March 6.

Massachusetts Bonding & Insurance Co., Boston, March 7; Liberty Mutual Insurance Co., Boston, March 9; Mutual Life Insurance Co., N. Y., March 12, and Lumbermen's Mutual Casualty Co., Chicago, March 15.

Of the 31 previous complaints against insurance company advertising, four have been settled by consent orders and the rest still are in litigation. In a consent order, the firm agrees to discontinue the advertising practices complained of, without admitting any violations.

Meanwhile, insurance companies were studying a proposed advertising code worked out by the National Assn. of Insurance Commissioners.

Trade Commission Bans Ads Calling Nucoa Dairy Product

CONSENT ORDER prohibiting The Best Foods Inc., New York, from advertising Nucoa margarine as a dairy product was made final by the Federal Trade Commission last week.

The FTC complaint, issued last June, charged that descriptions of Nucoa as "rich in sweet skim milk"—violated standards of the "margarine" amendment (Sec. 15 [a] [2]) of the FTC Act prohibiting representations or suggestions that margarine is a dairy product.

The action by the FCC last week is in effect a ratification of a hearing examiner's initial decision approving an order agreed to by the firm and counsel supporting the FTC complaint.

The order does not prevent the firm from claiming that Nucoa ingredients include a dairy product provided its percentage of the whole is made known.

FCC Okays ABC-XETV (TV) Plan Despite Objections

REQUEST by ABC to be permitted to transmit programs to XETV (TV) Tijuana, Mexico—on file since early this year—was approved last week by the FCC over the objections of San Diego tv stations KFMB-TV and KFSD-TV.

Objectors claimed there was no need for feeding ABC programs to the Mexican ch. 6 station; that if the network did receive permission to feed its programs to the across-the border outlet, they would suffer economic injury. They also claimed that since XETV was not under FCC regulation or U. S. taxation, it would be unfair for ABC to proffer its programs.

In its order last week, the Commission said it found there was an insufficient showing that the San Diego stations would be injured by the grant of this authority. It also said that the maintenance of a "free interchange" of programs with stations licensed by the Mexican government was in the public interest.

Wash. State Community Group Answers Broadcast Bureau

BOOSTERS that are operating in the state of Washington bring tv to unserved areas of the state and are like community tv systems, C. J. Community Services Inc., Bridgeport, Wash., said last week. Neither has to be licensed, it declared.

The statement was made in a reply to the Broadcast Bureau's exceptions to the initial decision which held that since the boosters do not interfere with other services, the Commission should not take action against them. This decision was recommended by Hearing Examiner J. D. Bond following a hearing against a number of such unlicensed boosters in north central Washington [B•T, Oct. 24]. It drew a sharp objection from the FCC general counsel and chief of the Field Engineering & Monitoring Div. [B•T, Nov. 14].

Involved are unlicensed boosters in Bridgeport, Quincy and Nespelem, all Washington. C. J. Community Services was the group under fire in Bridgeport.

Boosters are a new use of radio, the C. J. Community Services document said, and like community tv systems, are engaged in broadcasting—the booster service affiirmatively, the community tv services incidentally (incidental radiation).

"Unlicensed broadcasting is not necessarily illegal broadcasting," the Washington organization declared.

Meanwhile, the General Counsel and FE&M Div. filed a formal opposition to the petition of the National Community Television Assn. for permission to intervene in the unlicensed booster case. NCTA has no standing to intervene, the FCC departments said.

WGR-TV Files Challenge To NBC-Westinghouse Swap

CHARGE that the NBC-Westinghouse replies to the FCC's McFarland letter regarding its Philadelphia-Cleveland swap did not constitute "full disclosure" was made by WGR-TV Buffalo, N. Y., last week.

In a formal petition to the FCC, the NBC-affiliated ch. 2 station claimed that some of the statements made in the joint reply [B•T, Nov. 21] were "controvertible." WGR-TV said also that the NBC and Westinghouse answer to the allegations that NBC pressured Westinghouse into agreeing to the exchange of stations "begged the question."

WGR-TV, which has been fighting the NBC-Westinghouse exchange and also the NBC purchase of ch. 17 WBUF-TV Buffalo, charged that NBC used its power regarding affiliates in Philadelphia, Boston and Pittsburgh to get Westinghouse to agree to the transaction by which Westinghouse exchanges its owned KYW and WPTZ (TV) Philadelphia for NBC-owned WTAM-AM-FM and WNBK (TV) Cleveland and $3 million. The FCC asked for further information on this exchange last month. The answers, two weeks ago, were over the signatures of Brig. Gen. David Sarnoff, NBC chairman, and E. V. Huggins, Westinghouse Broadcasting Co. chairman.

Meanwhile, WBUF-TV filed last week with the Commission its latest balance sheet. This showed that as of Oct. 31, it had total assets of $360,140, of which $20,022 were current assets. Current liabilities were listed at net $244,333, long term liabilities $346,130, and a deficit of $363,995. In the first nine months of 1955, the uhf station said, its income was $26,151, its operating expenses $141,218, its operating loss $145,067, and its net loss $166,088.

NBC's purchase of WBUF-TV for $312,500 was approved by the FCC last September. The action was delayed pending a hearing on the protest by WGR-TV. The hearing is scheduled to begin Dec. 19.

18 Microwave Stations Authorized by Commission

CONSTRUCTION PERMITS authorizing 18 microwave relay radio stations to furnish an eastbound tv channel between Denver and Omaha were granted by the FCC last week to American Telephone & Telegraph Co. Long Lines Dept.

The new facilities will be used to provide a third complete eastbound tv channel from Oakland, Calif., to Chicago, bringing to three each the number of eastbound and westbound tv channels between those two cities. There are at present two full eastbound tv channels between Oakland and Chicago, and a third only between Oakland and Denver and between Omaha and Chicago. The additional facilities will fill the Denver-Omaha gap, making the third eastbound channel complete. There are already three full westbound circuits.

The new channel will give each of the major tv networks an eastbound tv channel, AT&T said, necessary to provide tv facilities for coverage of the 1956 Republican National Convention, to be held in San Francisco.

The project, which is expected to be completed within eight months, will cost an estimated $192,000.

Don't Be Tardy at FCC

FCC has begun to get tough.

For years, the secretary's office has accepted documents filed up to 10 minutes or so after the official closing hour. But last week the Commission, in full, formal, official action, held that a document filed after 5 p.m. would have to be dated as received the following day.

Involved was a protest filed by WRLD Lanett, Ala.-West Point, Ga., against the grant of a new station (500 w, daytime, 910 kc) in West Point to Confederate Radio Co. [B•T, Oct. 31]. The protest was filed after 5 p.m. Nov. 21, the last day for such objections. Commission has now ordered that the filing date be changed to Nov. 22. There is a question whether the Commission will accept what is now termed a late filing.

WSEE (TV) Seeks Vhf Channel

WSEE (TV) Erie, Pa., has petitioned the FCC to allocate ch. 6 to that city. The station, which operates on ch. 35, would switch to the lower channel because of financial difficulties attendant with uhf operation. WSEE claims it has lost "tremendous" sums. WSEE stockholders George J. Mead (president) and John J. Mead own the *Erie Times*. WSEE is a primary affiliate of CBS. The other Erie tv station, ch. 12 WICU (TV) (*Erie Dispatch*), is affiliated with NBC.

This announcement is neither an offer to sell nor a solicitation of an offer to buy these securities. The offer is made only by the Prospectus.

$100,000,000

Radio Corporation of America

3½% Convertible Subordinated Debentures

due December 1, 1980

Convertible into Common Stock at $50 per share

The Debentures are being offered by the Corporation to holders of its Common Stock for subscription, subject to the terms and conditions set forth in the Prospectus. The subscription offer will expire at 3:30 P.M., E.S.T., on December 5, 1955. The several Underwriters may offer Debentures pursuant to the terms and conditions set forth in the Prospectus.

Subscription Price 102½%

Copies of the Prospectus may be obtained in any State only from such of the several Underwriters, including the undersigned, as may lawfully offer these securities in such State.

LEHMAN BROTHERS LAZARD FRÈRES & CO.

November 18, 1955.

ABC Radio Schedules Walt Disney Program

WALT DISNEY's first offering on radio [CLOSED CIRCUIT, Sept. 26]—and his third program tieup with ABC—was announced jointly Friday by Mr. Disney and ABC President Robert E. Kintner. The program series premiers on ABC Radio Dec. 5 on a Mon.-Fri., 11:35 a.m.-noon EST schedule.

The daytime series will be called *Walt Disney's Magic Kingdom* as a tie-in with the 160 acre Disneyland Park, Anaheim Calif., from where it will originate. Disney programs on ABC-TV include *Disneyland* (Wednesdays, 7:30-8:30 p.m. EST) and *Mickey Mouse Club* (Mon.-Fri., 5-6 p.m. EST).

As described by Mr. Kintner, the new series will feature audience participation and will be patterned for the interest of the "busy housewife." Mr. Disney said the program hoped to "capture for ABC Radio listeners the magic of the park itself by following typical American families who are visiting the park as they explore each of our special attractions." Families on the program will compete for the "Golden Key," entitling each member of the family free admission everywhere in the park plus special prizes and gifts. Program producer is Les Lear. Singer Donald Novis and comedian Wally Boag will emcee the series.

AB-PT Redeems Over 25% Of Noble Preferred Stock

A TOTAL of 92,073 out of more than 324,000 shares of 5% preferred stock of American Broadcasting-Paramount Theatres held by Edward J. Noble, chairman of the AB-PT Finance Committee and former owner of ABC, has been redeemed by AB-PT, Securities & Exchange Commission records showed last week.

AB-PT officials said the redemption was at the standard rate of $20.80 per share plus 25 cents per share for accrued dividends. They said the redemption was a "conventional" move and involved a total of 150,000 shares of such stock, all of which were selected by lot. The other stockholders affected were not disclosed. The transaction regarding Mr. Noble was reported in compliance with the law requiring reports on ownership changes involving officers, directors and large stockholders.

The report showed that after the transaction, which occurred Oct. 4, Mr. Noble held 232,528 shares of AB-PT 5% preferred stock plus 8,949 shares of AB-PT common. The number of shares of 5% preferred outstanding at the end of last year was approximately 533,000.

Extensive Use of Color Set For Films on 'News Caravan'

EXTENSIVE USE of color film for spot tv news coverage is planned by NBC-TV, Frank C. McCall, producer of NBC-TV's *News Caravan* (Mon.-Fri., 7:45-8 p.m. EST), disclosed Saturday in Denver at the tv workshop of the National Assn. of Radio & Television News Directors. A tip-off of NBC-TV's plans was given by William R. McAndrew, director of news for NBC, at the Sigma Delta Chi meeting in Chicago [B•T, Nov. 14].

The *News Caravan*, seen on 113 stations under the alternate sponsorship of R. J. Reynolds Tobacco Co. and the Plymouth Div. of Chrysler Corp., has been active in color use. Nearly two years ago, the news show was produced in color, though mainly composed of features because of technical limitations, and last May it offered color coverage nationally on a "same day basis" when it telecast an all-color film report of a nuclear explosion set off near Las Vegas.

At the workshop session, Arthur Holch, the program's news editor, presented a demonstration of new color film and techniques to be used on the program. The color film permits shots under existent lighting conditions.

NBC-TV Signs Sadler's Wells, Seeking New York City Ballet

COINCIDENT with the announcement that NBC-TV will telecast the Sadler's Wells Ballet presentation of "The Sleeping Beauty" on *Producer's Showcase* Dec. 12 (8-9:30 p.m. EST), the network confirmed reports that it is trying to arrange a tv performance of the New York City Ballet Co. Dec. 25.

As with the Sadler's Wells program, the New York City Ballet Co. presentation would be in color. NBC-TV hopes to do either an hour or an hour and a half telecast of "The Nutcracker Suite," with music by Tschaikovsky, either from 2-3:30 p.m. or from 4:30-5:30 p.m. on Christmas afternoon.

ABC Radio Names Walker

ERNEST M. WALKER, ABC Radio account executive since last March, was named sales manager of the network's central division last week with headquarters in Chicago. Mr. Walker, who reports to National Sales Manager William F. Fairbanks, was a sales representative with Masterson, Reddy & Nelson, former production firm, before joining ABC. He also was associated with WNEW New York as account executive.

ABC Promotes Controllers

PROMOTIONS of Michael Boland to membership on the ABC cost control unit and Edward Graessle to manager of treasury affairs, both new positions, have been announced by Harold L. Morgan Jr., vice president and controller of ABC. In other advancements within the controller's department, Charles Smith has been named assistant general accountant; John Fitzgerald, general ledger bookkeeper; John McCarthy, billing supervisor, and Robert Chamberlain, cost accounting supervisor.

Poster Takes ABC Sales Job

HENRY R. POSTER, MBS manager of sales planning, has been named ABC Radio manager of sales development, Gene Accas, ABC director of sales development and research, announced last week. Mr. Poster was associated with ABC before 1946 when he became research manager at WNEW New York. Prior to his Mutual association, he was with Headley-Reed Co., station representative, until 1951.

Opera on ABC Radio

ABC RADIO and the Metropolitan Opera Assn., New York, last week jointly announced the opening of a 16th season of Saturday afternoon broadcasts, beginning Dec. 3. Under sponsorship of the Texas Co. and the McColl-Frontenac Oil Co. Ltd. of Canada, the broadcasts will be heard on ABC Radio in the U. S. and Canada via the Canadian Broadcasting Corp. The 1955-56 season includes 20 performances.

We are pleased to announce, as Brokers, our current Television and Radio transaction:

$3,500,000

STATION WFBG-TV AND AM, ALTOONA, PA.

Sold To

TRIANGLE PUBLICATIONS, INC., PHILADELPHIA, PA.

HOWARD E. STARK

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50 EAST 58TH STREET NEW YORK, N. Y. ELDORADO 5-0405

Author Applauds Tv Treatment of 'Caine'

WHAT DOES a celebrated author, whose work for the first time has been adapted for television, think of the result?

In an interview with B•T last week, Herman Wouk, author of the novel "Caine Mutiny" and the play, "The Caine Mutiny Court Martial," which was adapted by CBS-TV as a live 90-minute presentation on its *Four Star Jubilee* Nov. 19, reacted with such words as "thrilling" and "extraordinary," stressing the intimacy of tv with the viewer compared with other dramatic forms.

"What made this program particularly thrilling to me," said Mr. Wouk, "was that this was living theatre transmuted to a new medium. In order not to sound conceited, I feel I should look at this thing objectively—not as much as an author but as another member of the audience."

"I think that more than half of the show's success was due to the play's exposure for more than two years to nationwide audiences," Mr. Wouk said. "In that time, one might say that the parts of Queeg, Maryk, Greenwald and others were shaped by the audience, and by the time it came to television, 'The Caine Mutiny Court Martial' was mature, sophisticated drama. This is what made 'Peter Pan' great."

In television, Mr. Wouk saw a third dimension—that of complete intimacy—given to an author in relation to his audience. "In the movies, your characters assume Herculean proportions, being as high and as wide as the screen; on Broadway, the stage's size necessarily reverses this technique, for your characters shrink, but in television, you can write your story on the assumption that the audience will literally be in the picture, as was the other night when I was present in the court room itself, next to Greenwald watching the distruction of Capt. Queeg."

Describing the entire program as nothing short of "extraordinary," Mr. Wouk said he felt the "editing was sound and the technical translation from stage to television value superb."

Mr. Wouk told B•T that he had nothing "whatsoever" to do with the program, production and editing chores having been handled in California by producers Charles Laughton and Paul Gregory as well as CBS-TV Director Franklin Schaffner.

CBS Radio Presentation Cites Daytime Network Radio's Value

ADVANTAGES of buying daytime network radio is underlined in a new CBS Radio presentation, which is being distributed by network salesmen to national advertisers. The presentation is available in booklet form and film slides.

"Daytime radio's prime function is the efficient delivery of advertising messages to women," the presentation points out. "Since daytime radio enables advertisers to reach big audiences . . . every day . . . at low cost, it has advantages that other media cannot match."

The presentation also asserts that the daytime radio audience includes "so many women who are not reached by television and magazines," and therefore "its circulation is of great significance to the advertiser who uses several media in combination."

CBS Radio is "the No. 1 buy" in all daytime network radio, the presentation claims. To emphasize this, the sales presentation notes its billings are higher than those of other radio networks and offers statistics on what it says is its favorable cost-per-thousand.

CBS-TV Announces Revamp On Sunday, New News Show

CBS-TV was to announce yesterday (Sunday) a new news program and a full revamp of its Sunday afternoon program lineup. The network has scheduled a new series, *CBS Sunday News*, featuring its chief Washington correspondent Eric Sevareid, to be telecast each Sunday, 3:30-4 p.m. EST, beginning Jan. 8.

CBS News and Public Affairs Vice President Sig Mickelson emphasized that the program, unlike half-hour news documentary programs, will concentrate on top news of the day as well as human interest. The show—telecast live—will have film portions.

CBS-TV had announced a fortnight ago that it would schedule a return to the network of *Front Row Center*, telecast Wednesday nights last summer, to the 4-5 p.m. EST period, also starting Jan. 8.

Effective on that date, the Sunday rescheduling will include *Let's Take a Trip* moving from 4:30-5 to noon-12:30; *Adventure* vacating 3:30-4 for the 2:30-3 period, and *Face the Nation* leaving the 3-4:30 slot for 3-3:30 p.m.

Publisher Hits Tv Networks At ACLU Meet in Illinois

A GLANCING ATTACK on television networks was delivered by a midwest newspaper publisher in an address before the Illinois Div. of the American Civil Liberties Union.

William T. Evjue, editor and publisher of the *Madison* (Wis.) *Capitol Times*, which owns two-thirds of WIBA-AM-FM, told the group that television has become the "private property" of two "giant networks, CBS and NBC." He said the two networks "and the 16 stations they operate took 52% of the total profits in tv last year."

Mr. Evjue spoke on instruments of mass communications, claiming newspapers and other media do not always echo the sentiments and beliefs of their readers, listeners and viewers.

'Inventory' Planning Change

AN EDUCATIONAL PROGRAM, *American Inventory*, long established on NBC-TV, is planning to change its format. NBC-TV and the Alfred P. Sloan Foundation Inc. will jointly produce the programs which will be an hour in length and which will be scheduled on a monthly or bi-monthly basis. The productions probably will be in color. Contract for *American Inventory*, which offers educational dramas on the network Sundays, 2-2:30 p.m., expires at the end of December and will not be renewed on the old basis. NBC-TV, it was reported, plans to schedule five new films of its *Wisdom* series, following these with *Outlook*, a half-hour news program. The foundation will explore automation, education, population growth, atomic and solar power, transportation and conservation in its new venture.



FOUND:

a welcome answer to your business gift problem

For a gift that's sure to please, give one you'd like to receive yourself—Hennessy, the world's preferred Cognac Brandy. Just go to your local store and see all of the colorful, imported Hennessy gift packages and distinctive bottles ranging from about $3.50 to $20. No matter which you choose, yours will be a gift of good taste that is sure to please.

★ ★ ★

HENNESSY

THE WORLD'S PREFERRED

COGNAC BRANDY

84 Proof Schieffelin & Co., New York



Radio's One-Book

WHO are radio's top advertisers? What hour of the day can you reach most homes using radio? How many cars are there in Cattaraugus County, N. Y.? What are the FCC Rules governing political broadcasts? Who sells transmitters, tubes and towers? Who's the manager of station X, the rep of station Y? What agency handles General Foods? Who sells radio scripts, handles name talent, makes recordings?

For the answer to these (and several thousand other questions), 3488 agency men, 2765 national and regional advertisers, and 11,000 other subscribers will turn to radio's One-Book Reference Library—Broadcasting • Telecasting Yearbook - Marketbook.

Four hundred and eighty seven (or more if we beat last year's figure) advertisers will get the benefit of advertising that lives for an entire year in a book that, like radio, looks like it's here to stay. This is our 22nd consecutive Radio Yearbook, and as Jim Luce of J. W. T. once said, "B•T's Yearbook could easily win the $64,000 question if it could only talk".

Let your ad talk for you 12 months a year, opposite your listing in the Yearbook. There's only so much space available so make your reservation now and be sure. Use the coupon on the opposite page.



Reference Library

Partial List of Contents

Complete state and city directories of am and fm radio stations, listing station executives, frequencies, network affiliations, national reps, power;

Market data includes county population, radio homes, retail sales, audience analyses, program trends, basic statistical information about national, spot and network radio, available in no other single source;

Directories of agencies and their radio accounts;

Directories of services related to radio;

Directories of state associations; of FCC Bar Members; of program production services; of equipment makers;

Complete FCC Rules and Regulations for Broadcast Services.



To reserve space, use the coupon below—

Broadcasting ● Telecasting
1735 DeSales St., N. W.
Washington 6, D. C.

Please reserve the space checked for the 1956 Broadcasting Yearbook, published early 1956. Deadline December 9—if proof desired. December 19, no proof.

FIRM .....

ADDRESS .....

CITY ..... STATE .....

PER .....

- ☐ Double page
- ☐ Page
- ☐ Two-Thirds
- ☐ One-Half*
- ☐ One-Third
- ☐ One-Sixth

SPACE RATES

Space	1 time	7 times	13 times	26 times	52 times
PAGE	$450	$420	$375	$345	$325
2/3	335	310	275	250	230
1/2	265	250	220	200	175
1/3	185	175	155	140	115
1/6	105	95	85	80	70

*STATE SECTION: Minimum space ½ page, 8½" x 5½".

Cage Games Set on NBC-TV

SCHEDULE of this season's pro-basketball games to be telecast on NBC-TV was announced jointly last week by NBC Sports Director Thomas S. Gallery and Maurice Podoloff, president of the National Basketball Assn. The 15-game series will start Dec. 10 with a Boston pick-up of the Minneapolis Lakers versus the Boston Celtics, starting at 3 p.m. EST. The schedule will run on consecutive Saturdays, except for the holiday weekends of Dec. 24 and Dec. 31. Sponsorship has not been announced.

'Wide Wide World' Sellout

WITH Pontiac's additional purchase last week of the remaining unsponsored segment of NBC-TV's *Wide Wide World,* the program telecast yesterday (Sunday) was sold solidly to General Motors Corp. Premiering June 27, *Wide Wide World* in September was purchased by AC Spark Plug, Guide Lamp, United Motors and Delco Batteries, all GM divisions, leaving only one segment open. Agency for Pontiac Motor Div., is MacManus, John & Adams Inc., Bloomfield Hills, Mich.

Two Add 'Panorama Pacific'

THE early morning *Panorama Pacific* has been added to two more Columbia Television Pacific Network Stations—KOIN-TV Portland, Ore., and KTNT-TV Tacoma, Wash. The show has been aired five days weekly since Nov. 16, 1953, on three California stations: KNXT (TV) Los Angeles, KPIX (TV) San Francisco, and KFMB-TV San Diego.

Procter & Gamble and Lyon Van & Storage are among sponsors of the program, the former having signed for five one-minute participations a week for 31 weeks and the latter to air three spots a week under a 52-week contract.

NETWORK PEOPLE

David Roth, formerly with CBS-TV's *Joe and Mabel* production staff, to network's Phil Silvers' show, *You'll Never Get Rich,* as production coordinator.

Marion Russell, ABC radio network sales service manager, appointed ABC-TV sales service manager.

Stan Morris, ABC-TV unit publicist, appointed trade news editor for ABC-TV Western Div.

Ed Sullivan, host and co-producer of CBS-TV's *The Ed Sullivan Show* (Sun., 8-9 p.m. EST) will be honored by The Friars Club at testimonial dinner March 15 in Waldorf-Astoria Hotel, N. Y. Among radio-tv figures serving on the honorary committee are Jack Benny, William S. Paley, Bing Crosby, Walt Disney, Frank M. Folsom, Robert E. Kintner, Milton Berle, Groucho Marx, Edward R. Murrow and Robert W. Sarnoff.

Bryson Rash, ABC, **Theodore F. Koop,** CBS, **Robert F. Hurleigh,** MBS and **Julian Goodman,** NBC, network Washington newsmen, appointed to Alexander Hamilton Bicentennial Commission public relations advisory committee. Anniversary occurs in 1957.

George R. Ruppel, MBS vice president, serving as chairman of radio division, Visiting Nurse Service of N. Y. 1955 fund-raising campaign.

Helen J. Sioussat, CBS director of talks, named member of plans board, American Red Cross, N. Y. chapter committee on community relations.

Tv Sets Shipped During 1955 16% Above Same 1954 Period

TV SET shipments to dealers totaled 5,174,732 units during the first nine months of 1955, 16% above the 4,469,596 shipped in the same 1954 period, according to RETMA. September shipments totaled 1,019,191 sets compared to 605,664 in August and 1,005,725 in September 1954.

Following are tv set shipments to dealers by states during the first nine months of 1955:

State	Total	State	Total
Alabama	89,564	New Hampshire	18,893
Arizona	27,609	New Jersey	167,236
Arkansas	57,809	New Mexico	17,825
California	448,095	New York	498,625
Colorado	39,864	North Carolina	131,684
Connecticut	71,928	North Dakota	17,429
Delaware	11,710	Ohio	271,212
District of Columbia	48,881	Oklahoma	75,380
Florida	178,658	Oregon	62,636
Georgia	113,265	Pennsylvania	327,772
Idaho	20,233	Rhode Island	25,658
Illinois	285,858	South Carolina	72,719
Indiana	137,253	South Dakota	18,772
Iowa	74,527	Tennessee	103,183
Kansas	65,262	Texas	290,099
Kentucky	85,782	Utah	18,908
Louisiana	110,833	Vermont	15,387
Maine	36,854	Virginia	92,824
Maryland	72,577	Washington	87,697
Massachusetts	144,428	West Virginia	55,807
Michigan	213,501	Wisconsin	112,471
Minnesota	86,422	Wyoming	5,164
Mississippi	46,579	U. S. Total	5,155,378
Missouri	135,191	Alaska	5,865
Montana	14,494	Hawaii	13,489
Nebraska	44,059	Grand Total	5,174,732
Nevada	6,761		

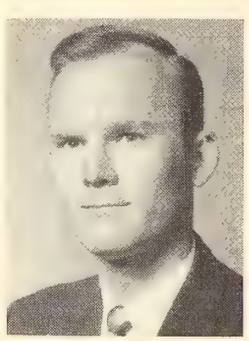
Radio Set Output Reaches Highest Total in Five Years

RADIO SET production is running at the highest figure in five years, according to Radio-Electronics-Tv Mfrs. Assn. U. S. factories turned out 403,488 sets in the week ended Nov. 11, RETMA preliminary compilation shows, compared to 405,095 in the first week of December 1950.

Output of radio sets passed total for 1954 some weeks ago. RETMA estimated radio production at 12.3 million sets for 45 weeks of 1955 compared to 10.4 million for entire 12 months last year. Of 403,488 radios turned out in Nov. 11 week, 188,314 were auto models.

Thomas C. Andersen Named To GE San Francisco Post

THOMAS C. ANDERSEN, distributor sales specialist in General Electric Co.'s tube department headquarters, Schenectady, N. Y., last week was named district sales manager for the department's western regional office in San Francisco. In his new post, Mr. Andersen will head all distribution sales for GE receiving, industrial, transmitting and cathode ray tubes in the Fresno-Sacramento-San Francisco area.



MR. ANDERSEN

Hallicrafters, Penn-Texas Merger Talks in Abeyance

NEGOTIATIONS involving Hallicrafters Co. (electronics, communications equipment) with Penn-Texas Corp. (industrial firm), New York, were in abeyance last week after widely-circulated reports of a possible merger.

Talks of the merger reportedly hinged on a plan calling for Hallicrafters stockholders to exchange 100 shares of their stock for 40 shares of Penn-Texas. The proposed merger would become effective shortly after the first of the year.

In Chicago, Hallicrafters' William J. Halligan, board chairman, and Raymond W. Durst president, jointly set forth conditions for any such merger: an advantageous arrangement for shareholders on earnings and dividends continuation of present management and electronics activities, and preservation of an employe seniority system.

'Auravision' to Be Marketed; Ford Motor Is First Client

A NEW PRODUCT called "Auravision"—sound combined with printed matter—has been introduced by Columbia Records, a subsidiary of CBS Inc. The recording process, developed by Columbia's transcription department, will permit pre-recorded messages in any record speed to be used as direct mailing pieces by manufacturers, political organizations or advertising agencies and others specializing in the field. Columbia officials claim that this is the first time that messages—reproduced on any specially-treated mail matter from brochures to postcards—will be pressed on a multi-million basis.

Ford Motor Co., Detroit, last week became the first major industrial manufacturer to use the new Auravision process. Ford's order calls for a press run of 2½ million postcards bearing the specially-recorded Christmas jingle for 1956 Ford cars by Mitch Miller and Rosemary Clooney.

Olympic Inc. Changes Hands

OLYMPIC Radio & Television Inc., Long Island City, N. Y., reports control of the company has been acquired by a group headed by William H. Husted, New York, and other industrialists and financiers who control Siegler Corp., Centralia, Ill., manufacturer of space heaters. Olympic manufactures radio, tv receivers and other electronic products. The group purchased a block of 137,332 shares of Olympic common stock, representing about one-third of 543,552 shares outstanding. Stock recently has been selling for about $8 per share on American Stock Exchange. Mr. Husted said there are no plans to merge Olympic and Siegler.

Philco Begins Color Tv Course

A 40-HOUR course in color tv—designed to train 20,000 color tv servicemen throughout the country—has been inaugurated by Philco Corp.

As the initial step in the course, service technicians representing all Philco distributors are being brought to Philadelphia factory headquarters in groups of not more than 20. After these distributor representatives have been trained fully in color tv servicing and methods of teaching, they will return to their respective areas to conduct local color tv schools for qualified technicians through the Philco Factory-Supervised Service Program.

GE Gets Big Navy Order

GENERAL ELECTRIC Co., Syracuse, N. Y., has been awarded what GE said was the largest single order ever placed for commercial two-way radio communications equipment by U. S. Navy. Order, worth approximately $750,000, includes 1,100 30-w mobile radios, more than 100 50-w base stations, 500 base station control units and about 600 1-watt portable two-way radios. Equipment will be used at various naval air stations throughout the continental U. S.

Taking It With You

ORIGINALLY intended for promotion of KSOO Sioux Falls, S. D., a new portable studio is soon to be marketed nationally, according to E. C. Stangland, KSOO farm director and developer of Mini-Studio, name given the new unit.

Mini-Studio was first used for a series of programs from a wintertime indoor farm show and the success of this operation led to its role as a revenue-producer for the station.

A merchant from Inwood, Iowa (population 600), persuaded nine other merchants to join him in sponsoring a remote broadcast from Inwood. The *Inwood Hour* produced immediate results: Implement dealer Herman Moen reported close to $500 in sales from one spot announcement. Grocer Don Williamson advertised cherries at $2.98 a lug and sold almost 300 lugs as a result, stating, "We never sold more than 50 prior to our *Inwood Hour* promotion."

Other cooperating merchants reported similar results, leading Garretson and Dell Rapids, both S. D., to follow Inwood's example to originate hometown programs, via Mini-Studio.

Morton Henkins, KSOO president, stated the unit has meant outstanding station promotion while bringing over $7,000 in billings this year from out-of-town shows.

Shopper Stopper Co., Sioux Falls, manufacturers Mini-Studio which sells for $450 f.o.b. The unit consists of a 45 rpm record player and input, a speech input channeled through a portable console which also serves as a remote amplifier.

A Mini-Studio has been sold to KIJV Huron, S. D., and orders have been received from other midwest stations.

MANUFACTURING PEOPLE

Gordon N. Thayer, vice president in charge of military developments, Bell Telephone Labs, appointed chief engineer of American Telephone & Telegraph Co., succeeding **H. I. Romnes,** elected a vice president at AT&T last month.

Morton E. Ornitz, vice president and controller of Emerson Radio & Phonograph Corp. until Oct. 1946 when he resigned to become a private management consultant and investment counsellor, has rejoined company as special staff assistant to President Benjamin Abrams.

Leonard Hanat promoted to manager of Chicago sales territory of tv-radio operations of Raytheon Mfg. Co. succeeding **Robert Baggott,** resigned.

Hugh Englemann promoted from assistant advertising manager to local advertising manager at Motorola Inc., Chicago, and will supervise company's cooperative advertising programs.

Forrest W. Price, national sales manager, Columbia Recordings Inc., appointed manager of CBS-Columbia's factory branch distribution operations, new position created by CBS Inc., tv-radio receiver manufacturing division.

Frank W. Guthrie, contract sales manager, Magnecord Inc., Chicago, appointed sales manager for tape recorder division.

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Keep in mind, also, that Graybar can supply everything you need in wiring, ventilating, signaling and lighting equipment — over 100,000 electrical items, all products of the nation's leading supplier-manufacturers. *Graybar Electric Company, Inc., Executive Offices: Graybar Building, 420 Lexington Avenue, New York 17, N. Y.* 535-111

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TelePrompTer to Show 'Network' to RTES

PROPOSED TelePrompTer "Program Communications Network" will be demonstrated by the TelePrompTer Corp., New York, at a workshop meeting of the Radio & Television Executives Society today (Monday) at the Hotel Roosevelt in New York [B•T, Nov. 7].

As envisaged by TelePrompTer, the network would interconnect television stations, networks, program sources, station representatives, agencies and advertisers with "a more efficient and economical method of conducting business." Among its functions would be clearing time for network programs, developing station availabilities for nationally sponsored spot shows and announcements and transmitting agency and advertising traffic data, including program copy, commercial copy and various types of instructions.

TelePrompTer will demonstrate the basic components required to operate the network at today's meeting and will transmit an actual message as it would normally flow over the network. In addition, the company also will show its new Telemation Television Programming devices including electronic switching and cueing systems, which, TelePrompTer claims, make it possible for one individual to produce an entire program (employing rear screen projection, lights, tape recorded sound effects, music).

Three demonstrations will be given—12 noon-2 p.m. during the RTES luncheon, at 3:15 p.m. and 4:15 p.m. Speakers include Irving Kahn, president of TelePrompTer Corp.; Herbert V. Hobler, vice president in charge of sales, and Hubert Schlafly Jr., vice president in charge of engineering.

Several weeks ago TelePrompTer asked the FCC for a ruling on its proposal to establish a private line telegraph wire. The Commission told TelePrompTer that its network would constitute a communication common carrier operation.

Country Music Jockeys Seek Free Recordings

RECORD manufacturers have taken under advisement a proposal that free disc service be given members of Country Music Disc Jockeys Assn. The plan was submitted to record spokesmen at the fourth annual disc jockey festival held at WSM-AM-TV Nashville during the 30th anniversary celebration of *Grand Ole Opry* earlier this month.

The record officials were told at a disc jockey clinic that CMDJA had found much less lewd and off-color material in recordings following its protest a year ago. At that time the association had complained that off-color lyrics were creeping into country music recordings.

In asking for free record service, CMDJA acted through its board of directors which met Nov. 10 in Nashville. The request was submitted to record companies in the presence of several hundred disc jockeys, with many nonmembers of the association asking free service. Complaint was made that record companies discriminate by giving discs to some stations while asking service fees from others.

William Bullock, RCA Victor, one of several record spokesmen, said RCA Victor works through 52 distribution points, which buy records from Victor. "Without distributors there are no dealers," he reminded, each distributor being responsible for his territory. Noting there are 2,000 country music disc jockeys, he raised a question of the right of RCA Victor to favor CMDJA members or to bypass its distributors.

Sidney Goldberg, of Decca, said its country record service costs $5 a month. He recognized the importance of radio performances and observed that "some records don't sell as many as there are disc jockeys." He said Decca spends hundreds of thousands of dollars a year on promotion records and leaves distribution in the hands of distributors.

At its meeting CMDJA amended by-laws to permit meetings at places other than Nashville. It voted to cooperate in observance of National Hillbilly Day next May 26, a date fixed by act of Congress.

CMDJA has approximately 200 members. Officers include James Brooker, WMIE Miami, chairman of board; Nelson King, WCKY Cincinnati, president; Earl Davis, WFHG Bristol, Va., vice president; Tommy Sutton, WAVI Dayton, Ohio, secretary, and Dal Stallard, KCMO Kansas City, treasurer.

The WSM disc jockey festival, which started out as a small promotion four years ago, attracted over 1,200 for the two-day celebration. Convention events included business meetings, receptions, inspection of exhibits at the Andrew Jackson Hotel and attendance at the *Opry* anniversary programs.

Delegates reported a tremendous increase in public demand for country music on stations and rising record sales, with much of the new interest coming from metropolitan centers.

World Releases Package For Christmas, New Year

WORLD Broadcasting System, New York, radio transcription library service, has made available a special 15-feature "Yuletide Programming Package" to its more than 1,000-station subscriber list.

Included in the listing are such features as a musical-drama starring Joe E. Brown; a "Christmas Shopping Bag" tailored for sponsor participation and the station's sales personality; special Christmas shopping jingles for a saturation campaign between Nov. 21-Dec. 24; seven Yuletide and New Year's prayers by actor Raymond Massey and four 30-minute holiday show packages designed for airing Christmas Day and New Year's Eve.

Sheraton to Up Grid C-C

PLANS to extend the number of football games telecast and increase its total hotel receivers next year have been announced by Sheraton Closed Circuit Television Network, subsidiary of Sheraton Hotels Corp. Executive Vice President William P. Rosensohn, in making public Sheraton's plans, said that the first season, which included closed circuit pickups of three Notre Dame U. games, was "overwhelmingly successful." Over 25,000 persons were reported to have watched the telecasts.

Berk to New Columbia Post

HOWARD BERK was named last week to fill a new post at Columbia Records Inc., by Paul J. Wexler, vice president and director of operations, Columbia Electronic Products. Mr. Berk, as advertising and sales promotion manager of CRI's Electronic Products Div., will coordinate advertising and sales promotion programs for Epic Records, Columbia 360 phonographs and transcriptions.

British UP Says News Wire Fastest In North America

BRITISH United Press claims it now h the fastest news transmission wire in Nor America, having put into operation a circu that moves 75 words a minute, or 25% mo than most other news association wires in t U. S. and Canada.

Declaring that this newest innovation w the outgrowth of radio stations' greater dema for reporting depth in news dispatches, Phil Curran, BUP general manager also said th the company "found that [this circuit] was t most efficient way to give the stations the add details they require, and to serve newspape at the same time."

The circuit—actually two wires in one-carries more than 100,000 words a day fro the Canadian and World Newspool in Montre to client points in New Brunswick, No Scotia and Prince Edward Island. It contai material for five 15-minute broadcasts and five-minute newscasts for radio and tv.

Universal Broadcasting Opens New York Office

ESTABLISHMENT of a New York office t the Universal Broadcasting System of Detro and Boston is being announced today (Mo day) by Richard Colten, UBS president. UB is a closed-circuit television organization whic leases equipment to industry and manageme for sales meetings and also produces close circuit telecasts.

Mr. Colten said that UBS has been activ in the New York market in the past, havir handled the annual closed-circuit telecast the General Motors Motorama from the Wa dorf-Astoria Hotel as well as programs f such firms as Yale & Towne, Westinghous General Electric and the Chevrolet Deale Assn. The new UBS office is at 322 E. 45t St., New York 17.

Stanton Osgood Joins TNT

APPOINTMENT of Stanton M. Osgood as d rector of production for Theatre Network Tel vision Inc. was announced by Nathan I Halpern, TNT president. Mr. Osgood has bee NBC manager of film production for the pa year, and from 1950-54 was in charge of larg screen, closed-circuit television for that ne work.

Hauser Joins Hardy Burt

BERTRAM J. HAUSER, who has resigned a vice president in charge of co-op programs c MBS [B•T, Oct. 17] has joined Hardy Bur productions as a consultant. During his 1 years with MBS, Mr. Hauser was vice presider in charge of programming as well as develop ment. Before joining MBS he was advertisin and sales promotion director of ABC Radio.

PROGRAM SERVICE PEOPLE

Lloyd W. Dunn, vice president, merchandisin division, Capitol Records Inc., Hollywood, ap pointed vice president in charge of sales an merchandising. He has been with CRI fiv years.

Sidney Brooks, former MCA and Allied Artist talent agent, appointed to staff of Gothan Recording Corp., N. Y., as sales promotio and public relations director. Gotham alsc named four new engineers to its recording de partment: **George Roberts, David Johnston Walter James** and **Gordon Clark.**

— PERSONNEL RELATIONS —

Screen Producers Guild Scorns Overtures From Tv

THE SCREEN Producers Guild announced in Hollywood last week that it has decided not enter the television field at this time. SPG, composed of producers employed at major studios and independent companies, said this decision had been reached "after thorough study and analysis." The following statement was issued by SPG:

"During the past few months, the guild has had offers from all networks and major tv producers to become associated with them in the production of a weekly tv program.

"The guild has a high regard and respect for tv as a medium of information and entertainment, but feels that its prestige would be seriously damaged were it to conform to the standards and practices generally in use today in the tv industry.

"A few of our members are now engaged in producing remarkably good tv programs and a few others have produced an occasional outstanding show. Without exception, we have the testimony of *all* of these men that until the tv industry can afford higher budgets with which to acquire good basic story material, finer writing, top rate direction, and excellent artists, it would be as imprudent, as it would be impractical, for the guild to enter the tv field."

SAG Membership Increase Attributed to Tv Films

SWING from live to film tv programming, plus the general growth of tv film production, was credited for the biggest membership jump in the history of Screen Actors Guild by Treas. George Chandler in a report to the annual meeting Nov. 20 in Hollywood.

National membership had increased to 9,832 on Oct. 31 this year, up from 8,370 on same date last year and 7,300 in 1951, he said. In the past year SAG distributed $565,639 to its members as residual payments on tv entertainment films still in use, according to the report.

— PROFESSIONAL SERVICES —

Grossman to Set up Firm For Radio-Tv Financing

EDWARD GROSSMAN, director of the radio division of Guild Films Co., New York, has resigned his position and plans to launch his own firm that will handle credit and financing for tv producers and distributors as well as radio and tv stations. Mr. Grossman will establish his office in New York on a date to be announced later.

Mr. Grossman has been with Guild Films since July 1952. Previously, he had been associated with Metro-Goldwyn-Mayer for 18 years and with Film Classics for five years in their business departments.

Endorsement Firm Expands

ENDORSEMENTS Inc., New York, which places celebrities on both tv and in print media for endorsement purposes, is announcing today (Monday) a working arrangement between its president, Jules Alberti, and W. Anthony Ingram of London, England. Mr. Ingram on Jan. 1 becomes managing director of Endorsement Ltd. which will serve as the British affiliate of Mr. Alberti's operation. Eventually it is expected the two organizations will cooperate in supplying celebrity endorsements.

— STATIONS —

WBC RADIO GROSS UP 5%; TV, 13.5%

1955 time sales for Westinghouse's five radio and four tv outlets to be reported at New York meeting today. Rise of 9% in national spot offsets decline in network radio revenue.

GROSS time sales of the five radio stations of Westinghouse Broadcasting Co. will show a 5% gain for 1955 and those for WBC's four tv outlets will be up 13.5% over the preceding year, National Sales Manager Eldon Campbell will report at a three-day meeting of the general managers of WBC stations this week.

The meeting will be held today (Monday) through Wednesday at WBC's new headquarters offices in the Chanin Bldg. in New York. It will be the first presided over by Donald H. McGannon, new president of WBC [B•T, Nov. 14].

The WBC radio stations' 5% gain in gross sales—local, national spot, and network—resulted "despite the serious decline in radio network revenues and was assisted by a 9% increase in their combined national spot sales in 1955 as compared to 1954, Mr. Campbell will tell the station managers. He will point out that the trend in national spot business has changed for the better since last July 1.

In his report on WBC station business Mr. Campbell will tell the managers that "our tv station sales growth is sound and gratifying" but that "in candor I must admit that the growth in radio has been sensational.

"For example, on a 1954-to-1955 basis in local sales, KDKA in Pittsburgh will show a 19% gain and KYW in Philadelphia an 18% gain. In national spot sales, KYW will show a 23% gain and WBZ-WBZA in Boston a 21% gain.

"For many radio stations in major markets, assuming the national economy grows at the present rate, I believe that 1956 national spot sales will approach or even exceed the all-time peaks of the pre-television years. This is already true for some of the WBC stations.

"For WBC, reaching again our national spot peak in radio would mean in 1956 an increase of 18% over the 1955 level. In view of the pace of radio spot business in 1955's final quarter, an 18% rise in 1956 is attainable."

Mr. Campbell will note that even stronger gains than these were recorded in local sales of WBC's radio stations in the past two years: local sales in 1954 were 30% higher than in 1953, and 1955's will be approximately 44% higher than 1953's.

"WBC headquarters is grateful to its station sales managers and their salesmen for these gains," his report will say, "but program, promotion, and engineering personnel did their share in support of the sales effort."

General managers slated to attend the meeting are Franklin A. Tooke, WBZ-TV, and Paul E. Mills, WBZ-WBZA Boston; Rolland V. Tooke, WPTZ (TV), and Robert H. Teter, KYW Philadelphia; Harold C. Lund, KDKA-TV, and L. R. Rawlins, KDKA Pittsburgh; Carl W. Vandagrift, WOWO Fort Wayne; J. B. Conley, KEX Portland, Ore., and Philip G. Lasky, KPIX (TV) San Francisco.

Other WBC executives to attend: Joseph E.

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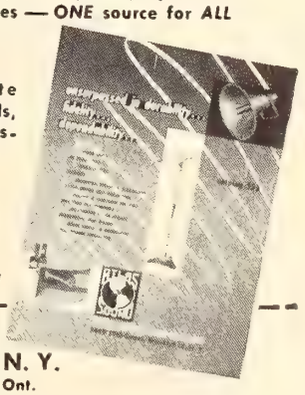
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Baudino, vice president—Washington; W. C. Swartley, vice president—Boston; and executives of WBC's New York staff, including Ralph N. Harmon, vice president, engineering; John F. Hardesty, eastern sales manager; George Tons, midwest sales manager; Richard M. Pack, national program manager; William Kaland, assistant national program manager; J. O. Schertler, industrial relations manager; I. C. Ruby, auditor; David E. Partridge, advertising-sales promotion manager, and John J. (Chick) Kelly, assistant advertising-sales promotion manager.

Storer Stations Adopt Public Service Project

AN "integrated public service activity" on a company-wide basis will be started in all communities served by Storer Broadcasting Co.'s radio and tv stations, it was announced last week.

According to Storer Broadcasting, radio and tv managing directors at their semiannual meeting voted unanimously to extend the project, developed and tested over the past several years by WGBS-TV Miami, Fla., to all stations.

Bearing the title, "Community Projects," the activity is based on specific community needs adjudged the most important by a cross-section group of citizens. A joint radio and tv campaign in behalf of each of the projects is set up with the same care given commercial accounts. Activity will begin in each community served by a Storer station with a "Community Projects" director appointed to use both radio and tv as necessary to make the various projects the most effective.

KRON-TV NAMES SEE GENERAL MANAGER

HAROLD P. SEE has been named general manager of KRON-TV San Francisco, it has been announced by Charles de Young Thieriot, president of the Chronicle Publishing Co., which owns the station.



MR. SEE

Mr. See joined KRON-TV in 1949 when the station was in the process of construction. As general manager he also will continue the duties he has been performing as station manager.

With over 25 years experience in radio and television, Mr. See joined the engineering department of NBC in 1930 in New York. On two occasions he helped build television stations for NBC, in Washington, D. C., and Baltimore.

Mr. See also is chairman of the NARTB Tv Film Committee.

Sheldon Sackett Announces Plans for Portland Tabloid

PLANS for a daily tabloid paper in Portland, Ore., have been announced by Sheldon F. Sackett, radio station owner and editor and publisher of the *Coos Bay Times,* Coos Bay, Ore. Publication is scheduled to begin March 1956.

Mr. Sackett, whose holdings include KVA Vancouver, Wash., (with permit to broadc 51% of its programs from its Portland tra mitter house), said he would meld the tabl with the radio station and with a new tv s tion, for which KVAN holds the permit.

In addition to KVAN, Mr. Sackett is own of KROW Oakland-San Francisco and KO Coos Bay.

Only Catholic Programs Under Archdiocese Questior

QUESTIONNAIRES sent to all radio and stations from the Catholic Archdiocese New York [CLOSED CIRCUIT, Nov. 21] a concerned only with Catholic broadcasting a telecasting, according to the Rev. Timothy Flynn, director of the archdiocesan Office Radio & Television Communications.

In a statement to B•T, Fr. Flynn outlin the purpose of the current survey.

"We are not one bit interested in the r ligious broadcasting of other denominations, in a breakdown of programming," he sa "We are concerned only with Catholic broa casting, and we have undertaken the surv . . . to guide Catholic broadcasters in the pr duction of better programming for the dustry.

"In the survey we asked station manage to designate their preference among the vario types of Catholic programs offered, and als as a guide to Catholic broadcasters, to speci their evaluation of the quality of curre Catholic religious programming.

"In initiating this survey we have work closely with officials in the industry, and th view this study as a worthwhile undertaking

He added that more than 50% of those se questionnaires have filled them out and r turned them.

Lawlor New WWCA Manage

BOYD LAWLOR, midwest manager of W liam G. Rambe Co., station repr sentative, has be appointed manag of WWCA Gar Ind., it was a nounced by WWC President Dee Coe.



MR. LAWLOR

Mr. Lawlor at o time was account e ecutive in the Ch cago office of AB and was an assis ant manager WLOL Minneapol Past associations also include production, sal and programming experience with WXYZ D troit, WCAU and WIP, both Philadelphia.

Three Added to WABC-TV

THREE new account executives were adde last week to the WABC-TV New York sal staff, Robert L. Stone, general manager, a nounced last week. They are John R. Porte field, James E. Szabo and Leonard E. Hamme

Mr. Porterfield formerly was eastern nation radio sales manager for Storer Broadcasting C Mr. Szabo formerly was national sales manag of John W. Loveton Inc., national station repr sentative. Mr. Hammer was with MCA-T Ltd. in a sales capacity.



IBM chooses Mycalex 410 glass-bonded mica for 200 critical parts in each drum assembly of the new Type 650 Magnetic Drum Data Processing Machine because this combination of precision molding and dimensional stability is essential for the accurate reading, under varying conditions, of up to 20,000 digits of stored data.

And these other properties too, have helped make Mycalex world-famous as "the most nearly perfect insulation":

- withstands extreme operating temperatures
- offers total arc resistance
- possesses low loss and power factors
- is moldable with tight inserts

Write today for information concerning your particular insulation problem. Address inquiries to General Offices and Plant: Dept. 54G, P.O. Box 311, Clifton, New Jersey.

World's largest manufacturer of glass-bonded mica products

MYCALEX CORPORATION OF AMERICA

Executive offices: 30 Rockefeller Plaza New York 20, N. Y.

SINCE 1919 MYCALEX THE INSULATOR

KTEN (TV) Claims Error In CBS-TV Market Study

KTEN (TV) Ada, Okla., doesn't like CBS' method of calculating major markets in the U. S.

In a letter to Dr. Frank Stanton, CBS president, the station claimed that the network had displaced six Oklahoma counties (including the Ada station's home county) by attributing them to the Tulsa and Oklahoma City markets. This was done, it was pointed out by Bill Hoover, vice president of the ch. 10 KTEN, in CBS' presentation to the FCC when Dr. Stanton met with FCC Chairman George C. McConnaughey on the allocations problem [B•T, Oct. 10].

KTEN covers southern and eastern Oklahoma, Mr. Hoover said in his letter to the network president. It covers eighteen counties, Mr. Hoover declared, and thus ranks not only as Oklahoma's third market but also as the nation's 81st market.

CBS Sales Names Meskill

APPOINTMENT of Robert Meskill to the account executive staff of CBS Radio Spot Sales in Chicago, effective Dec. 12, was announced last week by Gordon Hayesan, western sales manager. Mr. Meskill has been western sales manager of Everitt-McKinney Inc., radio-tv station representative, in Chicago the past two years and previously was associated with O. L. Taylor Co. and United Television Programs. He succeeds Jack Donahue, whose appointment as Pacific Coast network sales manager for CBS Radio was announced earlier last week.

Judges to See KNXT (TV) Film

PRESIDING Judge William B. McKesson of Los Angeles Juvenile Court will show "Focus on Delinquency," a filmed documentary produced by KNXT (TV), to the Institute of Juvenile Court Judges meeting this week in Pittsburgh.

KNXT worked closely with Judge McKesson in filming the six part series, which was aired last summer. The films are also being shown to juveniles confined to Los Angeles County forestry camps and Juvenile Hall as part of their rehabilitation program.

Local Color on WNBQ (TV)

WNBQ (TV) Chicago, earmarked by NBC as the world's first all-color tv station, launched its first locally-sponsored color television program on a regular weekly basis with addition of the *RCA Color Theatre*. A series of 30-minute color "Cowboy G-Men" films premiered under sponsorship of RCA Victor Dist. Corp. of Chicago. WNBQ described it as "the first regularly scheduled commercial color television show to originate in Chicago."

KCEN-TV Revises Rates

KCEN-TV Waco-Temple, Tex., has issued a new rate card calling for a Class A one-hour charge of $300, which became effective Nov. 1. The NBC affiliate lists an increase of approximately 40% in viewers' sets since the last rate revision.

WMCA Plans New Offices

WMCA New York will move to new offices on the 13th floor of a building now being erected at 415 Madison Ave. and expected to be ready for occupancy next February. Nathan Straus, WMCA president, said the new offices will contain a special studio with a combination control-editing room for the production of the station's public service programs.

At the Scene

FIRST NEWS of the Brazilian revolt the morning of Nov. 11 was received by WSM-AM-TV Nashville's news room from a staff newsman, Howard Anderson, who was in Brazil at the time with the Cordell Hull Foundation and other members of a South American touring group. WSM said Mr. Anderson put through a call after flying from Rio de Janeiro to Sao Paulo, getting in ahead of other American news sources and giving the station a clean scoop. Later upon reaching Argentina, Mr. Anderson and Tennessee Gov. Frank Clement in an audience with provisional President Maj. Gen. Pedro Arumuro were told of plans to return the newspaper *La Prensa* to its original owners. WSM fed the news to AP which quoted Mr. Anderson in its dispatches.

Local, National Sales Rise On NBC Stations This Year

COMBINED LOCAL SALES of NBC-owned stations for the first 10 months of 1955 jumped 18% over the first 10 months of last year and national spot sales rose by 10% in the same period, it was announced last week by Charles R. Denny, vice president in charge of NBC-owned stations and NBC Spot Sales.

Based on station reports, Mr. Denny said that in October local sales on the five tv and five radio stations increased more than 18% over the figure of October 1954 and national spot sales rose more than 13%. Largest increases during October were made by WRC and WRC-TV Washington and by KRCA Los Angeles, he said.

Sponsorship of WGAR Show Pays Off for Cleveland Firm

SPONSORSHIP of a weekly radio show over WGAR Cleveland, Ohio, has paid off handsomely for a Cleveland real estate firm which previously had concentrated almost exclusively on newspaper advertising.

Within six months after taking over the Sunday morning program *Journey Into Melody* early this year, Bates & Springer Inc., reported 100% occupancy of the 3,000 rental units under its management.

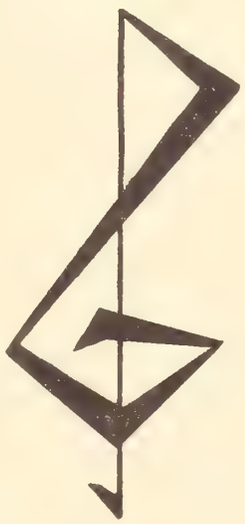
Commercials used on the half-hour musical show on WGAR are aimed at selling service and reputation and occasionally vacancies. The commercials on the air sometimes are tied in with ads in Cleveland newspapers, such as: "For a more detailed description of this apartment, may we suggest you consult page xx of today's classified section in the (name of paper.)"

Snyder Named to United Post

APPOINTMENT of William L. Snyder as manager of United Broadcasting Co.'s middle western office in Chicago was announced last week. Before joining the station representation firm, Mr. Snyder served in an advertising capacity with Forjoe and Co. and was an account executive with Avery-Knodel and NBC.

THE BEST MUSIC IN AMERICA

a repertory of distinction



and an outstanding Transcribed Library

SESAC INC.
475 Fifth Avenue
New York 17, N.Y.

THEY TELL ME I'M TOO GOOD TO HIRE

THIS is the story of what happens to a $20,000-a-year-plus broadcasting executive who suddenly finds himself without a job. It is one man's story, but it is by no means a singular happening. You may know of others in the same fix, or may have been or be in it yourself.

This man has over two decades of experience. He's under 45 and well known throughout the industry. He won't work for $50 a week, but he's not asking a king's ransom, either. Why can't he find a job?

Placement services and job-exchange forums are taking care of a fairly heavy turnover in the sub-executive field. But the executive who is used to making $15,000-$20,000 and up finds relocation tough if he's dumped on the job market. NARTB has considered the idea of an executive placement service, but hasn't gone beyond the informal and personalized business of suggesting names and places.

With the hope that this frank account may inspire some fresh appraisal of a difficult situation, B•T presents his story in full.

The names mentioned are fictitious; the incidents are true.

A TELEVISION station changes hands, a radio station is traded, a network hires a new management team from outside the industry, another network lays off one-fourth of its payroll. In broadcasting these are common occurrences and have a common result: They leave a wake of displaced persons jolted from executive jobs.

You can pity these poor D.P.'s. I know. I'm one of them.

In retrospect, I'm chagrined as I recall my blithe spirit. Managing a major market television station, collecting approximately $20,000 a year, I accumulated such things as a large home, cars, fur coats and an occasional speaking chore for the NARTB. Being one of the so-called pioneers, I had also accumulated, in the early years, a neighborhood of kids who came every evening to look at the only real live television receiver within blocks. In the preceding years, I'd grown up with radio, both at the local and the network level. In aggregate, I think it's fair to say that I'd achieved at least a small measure of prominence in the industry.

Then one day it was suddenly obvious that those annoying, and growing, differences of opinion were never going to be reconciled. I didn't exactly quit and I wasn't exactly fired. Clutching a fat severance check in my hand, I just wasn't there any more.

With some 20 years in the business to my dubious credit, I was aware that this was not an esoteric occurrence. It had happened too often to too many before. But this was personal and as the months have passed, it's become downright uncomfortable.

Over the years a number of wandering wonderers of broadcasting had come to me for aid and advice when they found themselves in similar circumstances. They were seldom the absolute upper echelon, but rather top personnel in programming and sales and occasionally in engineering. In many cases I'd been able to help them along their way. Now, finding myself footloose and very fancy free, I concluded that what had worked for them should work for me as well.

First, of course, must come the resume. I listed my attainments and/or sheer luck over the years. As a preface, the vital statistics from address to age, which, incidentally, is not unfavorable. Even culled down, the resume ran to three pages—off-set price $12—which I collated and stapled myself. Then, feeling quite cheerful again, I composed a form letter which wasn't too stereotyped. From the B•T YEARBOOKS, I compiled a list of operators who might have an opening for me, and a list of attorneys in the broadcasting field whose clientele might have its appetite whetted. For each, I typed the letter individually. And so, with several dollars worth of stamps, I found myself in a new business—the deadly enterprise of trying to get a job in the upper echelon.

And a month went by. During it, I chased down more false, or at least fruitless, leads than a dog has fleas. Far from discouraged, I still began to wonder whether success in broadcast management was perhaps a Pyrrhic victory—a sometime thing.

With the NARTB Convention in the offing, it seemed expedient that I run an advertisement of some kind in the trade press and then make myself conspicuous at the conclave. You may recall the ad—replete with box number and invitation for inter view during the Convention. I received on reply—from a small operator in the mid west—and the resume was in the mail withi a few hours. I never heard from him agair

Conventions are strange phenomena de signed to further the exchange of ideas They are also designed to provide a pro longed coffee break or, more aptly, a reason able facsimile thereof. My business in Wash ington, however, was not to attend the meet ings. Mine was to circulate in the halls an the rooms where the reasonable facsimile were in progress. Object: matrimony. I ha to romance some angel into keeping me i the style to which I had become accustomed

If I learned nothing else during those fou days, I learned this: friends and acquaint ances, being usually at the same level, hav nothing to offer but solace and advice. Som of my friends turned out to be no mor than acquaintances. Most of them were sin cere, but their reaction was much the sam as that of Jack Henry.

"Sure you're good," Jack said. "But wha can I do? I can't hire you unless I giv you my own job which I'm obviously no going to do."

"All right," I countered, "how about be ing your assistant, or can you find an open ing in programming or sales?"

"Let's face it squarely—I wouldn't dare Most of these other fellows won't be a frank, as honest as that. But every one o them feels the same about bringing in a man with your background and capacity It's roughly equivalent to building a booby trap for myself—and I'm no Frankenstein.' He looked at me sympathetically. "You know," he added, "you're in a helluva fi

d what I just said is a helluva note, but s the truth. Look! I'll write letters for u, I'll phone people for you, but I'm mned if I'll maneuver myself into a posion where the boss might—just might—cide that you're better than I am! God, an, next year in Chicago, we'd be vicersing this conversation! Sorry. Got a meetg with the reps. I'll call you." And he as off.

Walking through the endless corridors of e Sheraton Park, I realized that my hopeil plans for the Convention were chimerical best. Other talks with other men had ought much the same results without the unt honesty. I tried to see the top brass two of the more prominent group operaons. From one I received not even an knowledgement; from the other a note to e effect that he was familiar with my qualiations but that there was nothing available nd an interview would be fruitless. Similar sponses were manifold.

On the last afternoon, while everybody as bustling for a train or a plane, I ran to Larry, whom I'd known for some 20 ears. He'd just gotten a final grant, he aid, and he needed a guy who knew all he angles of the tv business. So how about —he'd be manager and I'd be operations anager. Just name my price, except of ourse, remember it's a small market. Name ny price and I had a job that very minute.

The day before, one of the trade writers ad told me that his book did a recent survey nd the statistics were that the average stiend of a tv-manager is $18,000 annually. hat's for the birds—I know it now. For writing to Larry, I went considerably elow that "average" figure, recognizing that hough I might have to do the work, I vouldn't have the title. Each of Larry's eplies pointed toward a lower figure, but ot once did he suggest what that figure hould be. Finally, there was no reply from im and the case was closed.

Actually, this is the crux of the frustraion—the people to whom you write or talk imply do not come up with a figure. They want to know your salary requirements. Yet what kind of salary requirements can jobless man have? How much does the ob pay, you ask, and the riposte is the ame—how much do you want? You try ot to be greedy and you also try not to ound silly. You give a figure and that is he last you hear of it. Later, concluding hat collective bargaining is a figment of magination only, you quote nothing specific nly to have your prospect become adamant n the conviction that he can't afford you.

Three months later I was chatting with a friend of mine in one of those little bistros on 52nd St. "You won't believe this," I told him. "Sylvester Smith's looking for someone to pull those three tv's out of the red. I insisted that I'd take it at any price, but he refused point blank. Said I wouldn't be happy with that kind of money—three stations, friend, ten thousand!" I waited expectantly for the look of amazement on his face. It didn't materialize.

"I can go you one better," he remarked. He referred to a millionaire's son who'd recently started buying up properties helter-skelter. "He's dropping around twelve grand a period. He's looking for a doctor, too. You think's ten thousand's a little undernourished for three tv's? He's got tv's plus am's. His figure's eighty-five hundred." My friend finished his drink and started out.

"I've got a girl in college," he said, "and I'd have taken it in the hope that it could be developed. Talk about you! He insisted I couldn't work for that kind of money. Anyway, he said, I'm too old. I'm 42."

So I became an avid student of the Help Wanteds. It was a rare sales or programming job that I could handle that I didn't go after only to find that mine was "not exactly the type of background required." As Jack Henry had pointed up for me, it wasn't the type so much as the amount of background that created the problem.

Veering in another direction, I found that the placement services have little to extend. They are adept at finding slots for the lower echelons but apparently are less successful in the semi-stature brackets.

THE ANSWERS YOU GET

when you're a $20,000-plus executive out pounding the pavement for a job—almost any job.

- **The boss might like you too well.**
- **We promote only from within.**
- **Why don't you try . . .**
- **You're too good for the job.**
- **We don't know your price, but we can't afford you.**



You reach the point where you can figure out every whodunit in its first five minutes on the air. You read "The Tontine" in two days flat. You play gin with your wife with the same intensity you used to devote to landing a $50,000 deal. And you wait.

In New York and Chicago, you get the same polite brushoff. They accede that you've certainly had enough experience to warrant consideration, but just at the moment . . .

In a major southern city, you spend three days maneuvering, leave with the conviction that it's in the bag, only to hear a week later that some other fellow in a similar fix got it in your stead. You're given no rhyme, no reason for the choice.

In Washington the other day I bumped into Claude Swanson. His background roughly parallels mine and I knew that several months before he, too, had become a DP. "Find anything?" I asked.

"Hell," he replied, "I went into business with my father-in-law. I looked for about three months but I couldn't hold out any longer. My Congressman was no help. The lawyers I know here in Washington dug up some leads for me but I couldn't jell anything." He named two other colleagues who had moved on to other fields. "It looked like the handwriting on the wall," he said, "so now I'm in the lumber business. But I can't kid myself. I miss the elation—and the depression—of running a station, the odd hours and strange meals. The only things I don't miss are those mid-day martinis." He paused reflectively. "You know, I think I've missed about 20 years, too. Or at least I've lost them."

Another two months have passed since I talked with Swanson, and they have been months of frustration and sometimes of utter dismay. When the phone rings, I jump; the sound of little feet is the thud of a herd of buffalo; and if Congress doesn't do something about that bulk postal rate, I'm sure to throw away a bona fide offer by mistake one of these days.

Oh, there have been bits of ironic humor over the weeks, and there have been helping hands, usually from the least expected sources. But the grim reality is that the humor has done little to lighten the strain and the helping hands proffer only contacts, not jobs.

I have been told by many owners that their policy of promotion from within is inviolate. There can be no question of its merit; indeed, I practiced it myself over the years in every possible instance. Yet I know that men such as myself have much to offer existing ownership in the way of a fresh approach, of diversification of thought and experience. And it's occurred to me that our industry, as a group of individual investors rather than as a group of operations, should awaken to the fact that in many instances its natural resources of executive manpower can be eroded by brooding and frustration, depleted by neglect and disuse, and diverted to other fields by necessity and default.

I am not licked, for I am one of the fortunate ones. There's still a little capital left and I have the unalterable conviction that if I continue to pursue every lead, sooner or later I'll be at the right place at the right time. I know, too, that every man in the twenty - thousand - and - up bracket doesn't find himself in such a vortex, but over the years it has happened to many and they have survived. So here I am, beat up but unbowed.

Some time ago I had occasion to entertain a former network president two or three weeks after a political shuffle dealt him out. Prior to that assignment he'd been president of a large manufacturing concern and in an active executive capacity with one of the major war-time entertainment efforts.

"I have a son who makes a hundred a week," he told me. "He has nine offers at more money right now. Nine! And do you know that I can't get a job?!"

He can say that again. And again.

KYME Boise, Idaho, Plans To Go on Air Wednesday

KYME Boise, Idaho, plans to go on the air Wednesday, operating on 740 kc and broadcasting with 500 w on a daytime only basis.

Studios and offices of KYME, to be exclusively a music and news station, are located in the Hotel Boise, and transmitter and tower have been placed four miles west of the city on U. S. Highway 30. Coverage of the new station will include an estimated 200,000 persons in the Boise Valley ranging from Vale, Ore., on the west to Mountain Home on the east.

Roger L. Hagadone, former general manager of KJRL Pocatello, Idaho, is president and general manager of KYME; Richard K. Mooney, vice president; Bert Godfrey, program director, and Martha Godfrey, traffic director.

WSFB Begins Broadcasting

WSFB Quitman, Ga., began programming on 1490 kc with 250 w Nov. 4 from studios in the Citizens National Bank Bldg. Gates equipment is used throughout.

The independent is owned by Emerson W. Browne, Kissimmee, Fla., and Grady Cooper Jr. is general manager. WSFB's format features music, news and sports.

Rollins Sales Increase

NATIONAL sales for the five radio stations that comprise Rollins Broadcasting Inc. show a 68% increase during the first six months of 1955 in comparison with the same period last year, it was announced by Graeme Zimmer, national sales director.

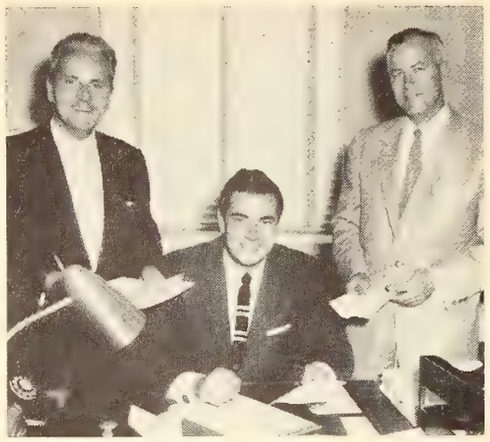
Stations owned by Rollins include WRAD Radford, Va.; WJWL Georgetown, Del.; WRAP Norfolk, Va.; WNJR Newark, N. J., and WAMS Wilmington, Del.

KOWL Reports Record Billing

OCTOBER billing of KOWL Santa Monica, Calif., was the highest in the eight-year history of the station and showed an increase of more than 32% over the same period in 1954, according to George Baron, station president. Mr. Baron reported that third-quarter figures also reveal that national advertising has increased more than 500%, with a total of 67 national and regional accounts using KOWL during 1955.

KBIG Sales Up 21%

KBIG Catalina, Calif., income for the first nine months of 1955 shows a gain of 21% over the first three-quarters of 1954, and higher than any previous similar period in the station's history, according to a station announcement.



NEWLY-APPOINTED officials of WCPO Cincinnati are all smiles as they take over their respective posts. Colin Mack (seated) is the station's new director of radio; Bill Dawes (l), program director, and Bob Rietman, sales manager.

WKTQ South Paris, Me., Starts With 15½-Hr. Schedule

WKTQ South Paris, Me., went on the air with a 15½-hour daily schedule, the station reports. The 1450 kc. 250 w outlet is licensed to the Oxford Broadcasting Corp., with Gerald T. Higgins and Elden (Denny) Shute serving as president and vice president-treasurer, respectively.

The station is housed in a new building containing offices, studio and control room with Gates equipment. The station is on the air 15½ hours daily featuring local news, music and sports.

KOA-TV Sales Still Climb

LOCAL revenue for KOA-TV Denver in October continued at the same high pace of September, when billings were 83% above the corresponding month last year, according to William Grant, president and general manager. Mr. Grant said that "virtually every national spot advertiser is represented." He said 22 new and renewal program sales were signed.

WCUE Sales Increase

WCUE Akron, Ohio, reports October national spot sales up 135.11% over the same period last year. Total station revenue for the independent is up 18.17% over the first 10 months of last year, according to Tim Elliot, WCUE president.

Total station billings for October increased 29.44% over last year with local sales up 5.34% and regional 78.87%.

WNBQ (TV), WMAQ Tell Pre-Christmas Sales Plan

SALES plan especially designed to spur pre-Christmas buying and provide radio-tv advertisers with saturation schedules was announced by WNBQ (TV) and WMAQ Chicago.

WNBQ is offering advertisers who purchase a weekly minimum of 15 a 50% discount on all station breaks and 60-second spots within the 1-6 p.m. Sun.-Fri. slot. WMAQ is giving advertisers an immediate 60% discount on 10 or more 60-second spots and/or breaks per week, with breaks scheduled between 1 and 4:15 p.m. and 8 and 11 p.m. Mon.-Fri. and spots between 1 and 2:30 p.m. Mon.-Fri.

WICC Reports Record Quarter

WICC Bridgeport, Conn., has reported that its third quarter of 1955 was the highest quarter in advertising sales in the station's 29-year history. Manning Slater, vice president in charge of sales, said the third quarter "is normally the poorest selling period of the year," yet figures showed a 45.5% gain in local sales, a 55.6% jump in national sales, while network sales dropped 47.3%. The station reports that it carried 414 accounts in the quarterly period as compared to 309 accounts for the third quarter last year.

WWJ Local Sales Up 51%

LOCAL billings for WWJ Detroit were up 51% for first nine months of 1955, Robert J. McIntosh, WWJ sales manager, has reported. He also said that the station's national billings have increased 7% over the same period in 1955.

KFSD-TV Sales Rise

OVERALL sales at KFSD-TV San Diego, Calif., have shown an increase of 58.8% for the first 10 months of 1955 in comparison with a similar period last year, according to General Manager William E. Goetze.

WKVA Drops Affiliation

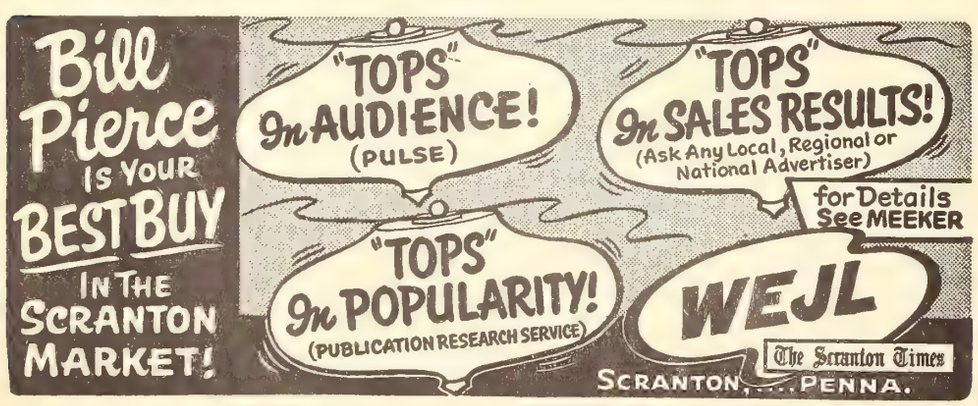
WKVA Lewistown, Pa., has dropped its ABC affiliation and will emphasize news and music programming, according to Robert L. Wilson, owner-manager. Four disc jockeys and two newscasters participate in the station's new format, with weather reports, time checks and temperature readings being aired five and six times an hour.

WMVA Dedicates Tower

WMVA-AM-FM Martinsville, Va., held dedication ceremonies for its new 408-ft. tower, with Virginia Gov. Thomas B. Stanley, as principal guest. Gov. Stanley presented the NBC-affiliated station with a "Service Citation of Merit" for its "outstanding service in behalf of Civil Defense." NBC radio-tv newscaster Morgan Beatty also took part in the ceremonies.

WMIC Building Begun

CONSTRUCTION has begun on a building for WMIC Monroe, Mich., to house combined studios, transmitter and offices. New station, authorized for 500 w daytime on 560 kc to Charles S. McIntyre, plans to go on the air early in 1956, according to General Manager Les Dana. A. R. Ditter is WMIC engineering consultant and George Stearns is chief engineer.



Avery-Knodel Study Shows Value of Daytime Spot Tv

IMPORTANCE of daytime spot television—and the growing use of it by national advertisers—is pointed up in a special presentation by the television division of Avery-Knodel, station representation firm.

The study, being sent to advertisers and distributed by Avery-Knodel salesmen to advertising agencies, cites research data to show the potential of daytime spot television in terms of audience composition, cumulative audience, and time costs.

It also reports that on 13 stations represented by Avery-Knodel ("The only ones shown both in May 1954 and May 1955 in Rorabaugh Reports" on spot advertising), the number of daytime campaigns conducted by national spot advertisers rose 46% for a week in May 1955 compared to a week in May 1954 (up from 147 to 215); the number of daytime commercials gained 63% (from 411 to 669), and the number of daytime programs sponsored by national spot advertisers increased 228% (from 14 to 46).

WNAC-AM-TV Boston Holds Progress Report Meeting

PROGRESS during 1955 in the fields of programming, public services, sales, promotion and advertising was reviewed at a meeting Nov. 20 at WNAC-AM-TV Boston, attended by station employes, executives of the Yankee Network, and H-R Representatives staff members from New York and Chicago.

Norman Knight, WNAC executive president and general manager, told of merchandising and promotion facilities now available to clients and announced the addition of Ed Pearle to the sales promotion department and Ruth Selvano and Ruth Ann Faber to the publicity staff. The new WNAC-TV rate card was distributed for the first time.

WICE Back to Full Power

WICE Providence, R. I., has returned to full power at 1290 kc after more than a year of emergency operation necessitated by the destruction of the station's tower, building and transmitting facilities by Hurricane Carol in August 1954. On Oct. 8, 1954, WICE returned to the air with emergency equipment. More than 10 miles of wire, new antenna and transmitting facilities now have been installed.



"Good morning, gents. Been listening to the 'All Night Club' on KRIZ Phoenix?"

WAVE Announces Sales Plans At Client, Agency Luncheon

WAVE Louisville, Ky., presented its sales plans for NBC's *Weekday* and the "Dial 970" program group at a luncheon in the Seelbach Hotel Nov. 10. Ninety guests, representing clients and agencies were present.

Toastmaster LaVell Waltman, WAVE sales manager, gave plans for utilizing *Weekday* cutaways and explained that "Dial 970" is a coordinated group of programs at various times from 6 a.m. to midnight designed to exploit the station's spot on the dial.

KGGM Again Sues for Taxes

KGGM Albuquerque, N. M., has filed a second suit against the New Mexico revenue bureau and the City of Albuquerque, seeking return of about $1,800 in emergency school taxes levied by the state and $545 in amusement taxes levied by the city. The taxes are claimed to be unconstitutional because the station operates in interstate commerce. KOB Albuquerque recently lost an appeal to the U. S. Supreme Court from a state Supreme Court petition holding KOB liable to state-imposed school taxes levied on local revenues of broadcast stations.

Jorgensen KGST-KMAP V. P.

WALLY JORGENSEN, veteran San Joaquin Valley, Calif., radio station salesman, has been named vice president in charge of sales for KGST Fresno, Calif., and KMAP Bakersfield, Calif. The latter station is scheduled to go on the air this week.

Mr. Jorgensen has been associated in the past with KRDU Dinuba, KNGS Hansford, and KBIF Sanger, all California.

STATION SHORTS

Quality Radio Group has moved N. Y. headquarters from 509 Madison Ave., to larger offices at Berkshire Hotel, suite 710, 21 E. 52d St., N. Y.

WFIL-TV Philadelphia has established new specifications for black-and-white slides in effort toward maximum quality for ad messages. Station specifies shade density for highlight, lowlight and intermediate areas of slides and will send requirements on request.

WDVA Danville, Va., has broken ground for new building at site of present transmitter on Route 58. Broadcasting from new building is set for June 1956.

KWFB Hollywood has started 24-hour operation featuring hourly news.

KING-TV Seattle has installed new GE color film and slide projection equipment.

KEX Portland completes plans for 24-hour music and news programming with recent scheduling of *Al Davis Show* and *All-night Al* in night and morning hours.

REPRESENTATIVE SHORTS

Burke-Stuart Co., radio-tv station representative firm, announces move of its Chicago office from 75 E. to 35 E. Wacker Drive.

REPRESENTATIVE PEOPLE

Fred D. Adair Jr., account executive, Richard Nelter Adv. Agency, S. F., appointed manager, S. F. office of Headley-Reed Co., national radio-tv representative.

STATION PEOPLE



MR. KAIGLER

David Kaigler Jr., formerly vice president for radio - tv, Adrian Bauer Adv. Agency, Philadelphia, appointed general manager, WPFH Philadelphia. He was production director for WCAU-TV Philadelphia.

Ralph Henry, formerly sales manager, KNCM Moberly, Mo., appointed station manager, KRAY Amarillo. **Ken L. Sibson,** WFAA Dallas program director, to KRAY sales staff. **Don Hodges,** KAMQ Amarillo, to KRAY as salesman-announcer.

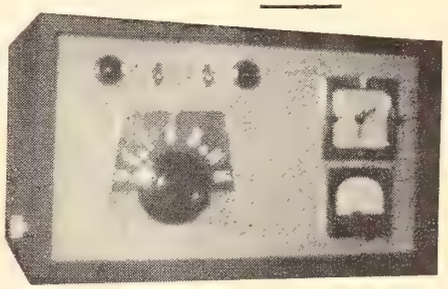


MR. LEE

Gil Lee, special representative in sales and promotion, KBTV (TV) Denver, appointed assistant to general manager. Before joining KBTV in October, he held executive positions in San Diego and Phoenix, Ariz., stations.

Richard Anderson, KOVR Stockton, Calif., assistant chief engineer, to chief engineer of that station.

CONELRED



Have you been missing alerts——
Here is the most popular Conelrad system today.
Here is the Conelred unit that will operate every time.
Built by Yankee ingenuity—Replaces haywire erratic systems.
It Flashes a RED light upon receipt of an alert.
A clock indicates the time of the alert.
A bell will ring. It may be switched off if desired.
The loudspeaker of the receiver will come on if desired.
The unit is complete. Nothing else to buy.
Just plug it into 115v ac. It takes only 60 watts.
The receiver is a 6 tube tuned RF for super sensitive long range.
It tunes 540 Kcs to 1650 Kcs plus CD frequencies. Dual tubes in critical positions. Three gang condenser.
It is designed to operate continuously.
Well ventilated unit. Cabinet measures 10x17x13 inches. Mahogany color. Shielded.
A meter indicates correct tuning.

Price is $119 plus freight.

Conelred Products
Penacook, New Hampshire

Freeman W. Cardall, business manager, WBAL-AM-TV Baltimore, Hearst-owned stations, appointed executive assistant to D. L. Provost, vice president-general manager of radio-television division of Hearst Corp. Mr. Cardall's expanded responsibilities cover WISN-AM-TV Milwaukee.

Michael Rastovich, staff engineer, KPTV (TV) Portland, Ore., to KLEW-TV Lewiston, Idaho, as chief engineer.

Earl Rast, KANG-TV Waco, Tex., to KFSD-TV San Diego sales staff.

John Murphy, announcer, KMAK Fresno, Calif., to KBIF Fresno as account executive.

John White, formerly with the Dorsey Bros. orchestra, to WDBJ Roanoke, Va. music department. **Joe Mastin** to WDBJ-TV sales staff as account executive.

Jerry Wagner, formerly record librarian at WMCA and WNEW New York, to WBBM Chicago in similar capacity.

Jim Whipley, news editor, KWBE Beatrice, Neb., to KFOR Lincoln, Neb., news staff.

Jerry Doggett, public relations director of the Dallas Eagles baseball club, to WFAA Dallas as sports announcer.

Robert E. Clary, discharged from U. S. Army, to WLPO LaSalle, Ill., as staff announcer.

Ted Royce, WBBF Rochester, N. Y., to WPAC Patchogue, N. Y., as continuity director.

Paul Lincoln Smith to WCTC New Brunswick, N. J., announcing staff. **Buck Matthews,** WCTC announcer assigned to two-day *Weekend* program as roving reporter, replacing **Ray Wilson,** resigned to join WRCA New York as roving newsman on Bill Cullen morning show.

Robert Rachlin and **Robert Lockwood** appointed to announcing staff, WNHC-AM-FM-TV New Haven, Conn.

Norm Spaulding, manager of record department, Gamble Hinged Music Store, Chicago, signed for once-weekly disc jockey program on WGN Chicago.

John Bendik, store manager, Robert S. Atkins Clothing Co., S. F., to KSFO San Francisco sales staff. **Robert Burris,** General Photo Inc., S. F., also to KSFO sales.

Jerry Lawrence, WLYN Lynn, Mass., and **Jack White,** WBMS Boston, to WTAO Cambridge, Mass., sales staff.

Henry Clark, staff announcer, WTRY Troy, N. Y., to WEOK Poughkeepsie, N. Y., in same capacity.

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INSURANCE EXCHANGE
KANSAS CITY, MISSOURI



SEVEN YEARS AGO these men were on the staff of WCCO, then the CBS-owned station in Minneapolis. They are shown at a dinner party reunion staged in New York by CBS-TV Vice President Merle Jones (c, top row), who was WCCO station manager back "in the good old days." L to r (with titles they held with WCCO in 1948 indicated in parentheses): seated, Tom Dawson (sales manager), CBS-TV general manager of network sales; Gene Wilkey (program director), manager of CBS-owned KMOX St. Louis; Carl Ward (sales promotion manager), general manager of CBS-owned WCBS New York; standing, Harvey Struthers (salesman), general manager of CBS-owned WEEI Boston; Al Harding (salesman), CBS New York account executive in network sales; Mr. Jones; Sig Mickelson (news director), CBS vice president in charge of news and public affairs, and Tony Moe (sales promotion director), New York account executive for CBS Television Spot Sales.

Sylvia Davis, formerly with Brent Gunts Productions, Washington, D. C., to WFMY-TV Greensboro, N. C., promotion department.

Bob McKinnon, program director, WRFS Alexander City, Ala., to KTKT Tucson, Ariz., in charge of news, country and western programs.

Mary Ann Fariss to KTVQ (TV) Oklahoma City promotion department.

Merelyn Tate, vocalist, WBBM-AM-FM-TV Chicago, to WJAR-TV Providence, R. I., as hostess on daily *Breakfast Show*. **Phil Saltman,** organist-pianist, also to *Breakfast Show*.

Walter Gerard Bottorff, WHAS Louisville, Ky., to WEEI Boston as continuity editor. He directed WHAS' *Squad Car* program which won 1955 DuPont award.

Robert Horan, news editor, WTAM-AM-FM-WNBK (TV) Cleveland, Ohio, appointed news editor for Charleston, W. Va., studio of WSAZ-TV Huntington, W. Va. **Marjorie Skelton,** former speech instructor, Marshall College, Huntington, W. Va., to WSAZ-AM-TV, as publicity assistant.

Hugh Rutrough appointed to WDBJ-TV Roanoke, Va., engineering staff as audio engineer. **Elizabeth Pettry,** public relations director, Roanoke Community Fund, to WDBJ-TV as continuity writer. **Sybel Ennis** named secretary to promotion director, WDBJ-TV.

Rex Rucker, announcer, WKOW-TV Madison, Wis., to WEAT West Palm Beach, Fla., announcing staff.

John H. Lerch, educational station WOSU-TV Columbus, Ohio, rejoins Army Overseas Affairs Div., in Tokyo as radio scriptwriter.

Lilyan M. Alspaugh, lecturer-authoress, to WKRC-TV Cincinnati as director of community relations.

Phil Stevenson, N. Y., actor, to WDSU New Orleans as announcer.

Alex Sullivan, WEAN Providence, R. I., to announcing staff of American Forces Network in Nurnberg, Germany.

Alan Herbert of St. Albans, N. Y., recently returned from Korea duty, to WLWD (TV) Dayton, Ohio, as newsman.

Herb Koster, with WGY Schenectady, N. Y., since July as summer replacement, appointed to station's announcing staff.

Nancy Pritchard, KUSD Vermillion, S. D., to KEX Portland, Ore., as secretary and publicity writer.

Tom Parrish to KXLF-TV Butte, Mont., as time salesman; **Pearl Peterson,** to KSL-TV Salt Lake City film department; **Ruth Bastone** to WIOU Kokomo, Ind., as copywriter; **Jan Damrow** to WOC-TV Davenport, Iowa, as writer; **Howard Ely** to KRDO-TV Colorado Springs, Colo., as projectionist, and **William Nastiuk** to KIDO-TV Boise, Idaho, as floorman-cameraman. **Earl Dreiman** to WTVH-TV Peoria, Ill.; **Richard Hampe** to WEEK-TV Peoria as floor director; **Paul Oldenberg** to KLOG Kelso, Wash., sales department, and **Frank Slachetka** and **Howard Gregory** to KWWL-TV Waterloo, Iowa. All are graduates of Northwest Radio & Television School, Portland, Ore.

Palmer's Primers

CLYDE E. PALMER, multiple station owner, is sponsoring publication of the *Golden Rule Series,* a set of readers for the fourth, fifth and sixth grades. The readers are designed to help school children to discover for themselves the moral, spiritual and human relations values. The Palmer broadcasting properties include KCMC-AM-TV Texarkana, KWFC Hot Springs, KAMD Camden, KELD Eldorado and KVMA Magnolia, all Arkansas.

Van Patrick has been signed to three-year contract to broadcast Detroit Tigers baseball games. He has been broadcasting Tiger games since 1952.

Helen Parkhurst, educator-child psychologist, readying new radio series, *Growing Pains,* to be presented by all Westinghouse Bcstg. Co. stations, beginning early December.

Howard Miller, Chicago freelance disc jockey, signed by WBBM-TV Chicago for new *Howard Miller Presents* program under sponsorship of Nelson Bros. Furniture Co., Chicago through Gordon Best Co., that city.

Gerri Ash Bronk, WKFJ Pittsburgh, Pa., to KGMB-TV Honolulu continuity department.

Skeeter Bonn, entertainer on *Midwestern Hayride* at WLW and WLWT (TV) Cincinnati the past two years, has resigned.

Sig Sakowicz signed by WJJD Chicago for Mon.-Fri. commentary-record program.

Charles H. Crutchfield, executive vice president-general manager, Jefferson Standard Bcstg. Co. (WBT-WBTV [TV] Charlotte, N. C., WBTW [TV] Florence, S. C.) appointed to national radio committee for Brotherhood Week in February 1956, sponsored by National Conference of Christians and Jews.

Larry Haeg, general manager, WCCO Minneapolis-St. Paul, named chairman, Hennepin County U. S. Savings Bonds committee.

Fortune Pope, president of WHOM-AM-FM New York and publisher of *Il Progresso Italo-Americano,* awarded journalism Master of Arts degree from Rome's International U. of Social Studies. At same time, Mr. Pope dedicated chair of journalism at university, honoring his father, the late Generoso Pope.

Edward Lamb, publisher-broadcaster (WIKK-WICU [TV] Erie, Pa., WMAC-TV Massillon, Ohio, WTOD-WTRT [FM] Toledo, Ohio, and WHOO-AM-FM Orlando, Fla.) elected chairman of board of Air-Way Industries Inc., holding company.. Among Air-Way subsidiaries is water heater company.

Allen Wannamaker, general manager, WBIG Greensboro, N. C., elected vice president, Advertising Club of Greensboro.

James H. Connolly, vice president and general manager, KGO-AM-TV San Francisco, named chairman, tv department, San Francisco Advertising Club.

Jo Ranson, publicity director of WMGM New York, appointed to public information committee of Brooklyn (N. Y.) chapter, American Red Cross.

Hugh A. L. Halff, owner, WOAI-AM-TV San Antonio and president of Southland Industries Inc., appointed to board of National Milk Bowl, youngsters' annual football benefit.

Phil Alampi, WRCA-AM-TV New York farm and garden director, elected president of American Horticultural Council.

Charles Day, WGAR Cleveland news director, elected president, Downtown Cleveland Kiwanis Club.

Robert W. Ferguson, executive vice president-general manager, WTRF-TV Wheeling, W. Va., elected to board of directors and executive committee of Wheeling Symphony Orchestra.

Dud Cason, KMMO Marshall, Mo. farm director, elected president of Missouri Society of Farm Directors and Rural Appraisers.

Russ Van Arsdale, staff announcer, WJAR-TV Providence, R. I., named state chairman of the Muscular Dystrophy fund-raising campaign for Rhode Island.

Alan Fredericks, announcer, WABJ Adrian, Mich., married to Natalie Levinson, N Y.

Arthur Woldt, news director and morning man, WKRT Cortland, N Y., father of girl, Jana Carol.

Bill Powell, disc jockey-public service director, WILY Pittsburgh, father of boy, Gerald Anthony.

Dick Lane, KTLA (TV) Hollywood, won *Tv Guide* Sportcasters (harness) Race for second consecutive year.

Sam Zelman, director news and newsfilm operations, KNXT (TV) Hollywood, married to former Val Kalzume.

David Taft, executive vice president, WKRC-TV Cincinnati, Ohio, father of girl.

Dick Jayson, announcer, WHLI Hempstead, L. I., father of a girl, Kim.

Richard Bott, manager, KSAN San Francisco, father of boy.

Mike Sands, personality, WGBB Freeport, N. Y., father of son, Michael Ries.

Joe Dougherty, account executive, WPTZ (TV) Philadelphia, father of boy, David Robert.

Joan Beckwith, KGMB-TV Honolulu producer, and **Wayne Collins,** KGMB-TV news director, married Nov. 12. **Frank Valenti,** KGMB-TV sports director, father of son, Patrick.

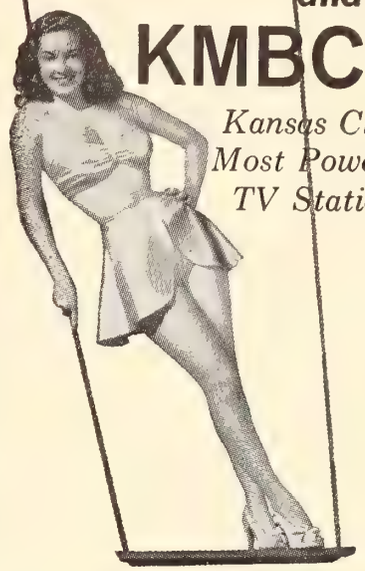
Marilyn Eleanor Barnett, KBIG Catalina, Calif., Long Beach Coast Area office manager, married to Ronald Roy Smith, Nov. 25.

Stool Pigeons

NEW YORK tv stations' programming heads may well curse the day when independent WNEW's two early-morning d.j.'s, Gene Klavan and Dee Finch, started telling their listeners the plots of the late, late tv dramas. The team is currently involved in giving away the thrilling endings to the Charlie Chan epics; revealing the murderers in the psychological dramas, and informing their fans whether tonight's chapter will see the dying girl receive her sorely-needed, precious life-saving serum. This, according to the duo, not only constitutes a public service, but will also allow New Yorkers to get to bed earlier at night so that they can wake up fresh and early the next morning to catch—guess who?

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BMI
Script Packages for Christmas
CHRISTMAS OPEN HOUSE
A Full-Hour Holiday Variety Show
THE NIGHT BEFORE CHRISTMAS
Half-Hour Dramatic Narative
THE WORLD'S BEST LOVED CAROLS
By the greatest choirs and choruses (Half-Hour)
A CHRISTMAS MASTERPIECE
How Handel wrote the great "Messiah" (Half-Hour Dramatic Narative)
TIME SIGNALS— STATION BREAKS
10, 30 and 60-second breaks for all purposes
2,000 YEARS OF CHRISTMAS
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CHRISTMAS STORY BOOK
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BROADCAST MUSIC, INC.
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19 in Radio, Tv Announced Christophers Award Winners

NINETEEN awards to radio-tv writers, producers and directors by The Christophers are being announced today (Monday) in the religious movement's semi-annual Christopher Awards presentation.

Singled out in radio and television for having used "their God-given talent in a constructive way to produce high quality family entertainment" are:

Producer-director Ozzie Nelson, associate producer Leo Pepin and writers Dick Bensfield, Perry Grant and Don Nelson for the April 1 telecast of ABC-TV's *Ozzie and Harriet;* producer David Susskind, director Paul Bogart and writer Anne Howard Bailey for the May 25 telecast of NBC-TV's *Armstrong Circle Theatre;* producer Martin Manulis, director John Frankenheimer and writer Robert Dozier for the Aug. 25 telecast of CBS-TV's *Climax!*

Also, producer-director Check Vincent and writers Judith and David Bublick for the May 8 broadcast of MBS' *Keep Healthy;* producer Joseph O. Meyers and writer Sumner Weener for the May 22 broadcast of NBC Radio's *Biographies in Sound;* and producer-director Max Hutto and writer Phil Leslie for the Sept. 6 broadcast of NBC Radio's *Fibber McGee and Molly*.

BMI to Award $9,500 To Student Composers

A FIRST PRIZE of $2,000 and nine additional prizes totaling $7,500 will be given to winners of the fourth annual Students Composer Radio Awards by Broadcast Music Inc. and BMI Canada Ltd. Students from music schools, colleges, conservatories and secondary schools in both the U. S. and Canada are eligible.

The contest was established in 1951 by BMI in cooperation with state associations of broadcasters, music educators and composers, and will close Feb. 15, 1956, when a panel of composers, publishers and musicologists begins screening candidates. The prizes, to be applied for tuition and subsistence for further study, will be awarded June 1, 1956.

'Mike' Judges Announced

JUDGES for the 1955 *McCall's* magazine's "Mike" awards [B•T, Oct. 17], to be presented next April at the Boston convention of the American Women in Radio & Television, were made public last week by the magazine's editor and publisher, Otis Lee Wiese. They are: Mrs. Bea Johnson, 1953 winner from KMBC Kansas City, representing AWRT; Mrs. Jean Wade Rindlaub, vice president, BBDO; Mrs. Lorena B. Hahn, U. S. representative on the U. N. commission on the status of women; Dr. Anna Hawkes, national president, American Assn. of University Women, and Mr. Wiese.

'55 Sylvania Tv Awards Set

FCC COMR. George C. McConnaughey will speak at the Sylvania Television Awards dinner in New York this Tuesday, Don C. Mitchell, chairman and president of Sylvania Electric Products Inc., announced last week. This will be the fifth straight year for the awards presentation, which recognizes the advancement of creative techniques in tv. Nominations, made by a panel of field critics are being considered by a committee of judges headed by Deems Taylor, composer, critic and author.



REGE CORDIC, KDKA Pittsburgh disc jockey, has been nominated by Pittsburgh Junior Chamber of Commerce as the city's entry in a national Jaycee competition to select the nation's "Outstanding 10 Young Men for 1955." He is shown (l) receiving an award of merit from Jack Henderson, president of Pittsburgh Jaycees.

Conference Sets Deadline For Its Awards Nominations

NOMINATIONS for media awards presented annually by the National Conference of Christians and Jews close Dec. 1, Harold E. Fellows, NARTB president and general media chairman of Brotherhood Week, announced last week.

The human relations awards recognizing outstanding contributions in all divisions of mass communications media will be made during the week of Feb. 19 by a special judges panel in 12 categories, including advertising campaigns, radio and tv programs. Nominations must be accompanied by some visible proof such as tearsheets, scripts, tape recordings or kinescopes. Forms may be obtained from the National Conference at 43 W. 57th St., New York 19, N. Y.

Radio-Tv Women Honored

TRIBUTE to women in the radio-tv industry was paid last Wednesday at a special luncheon co-sponsored by the Radio & Television Executives Society and the American Women in Radio & Television at the Hotel Roosevelt in New York.

Robert Burton, president of RTES and vice president of BMI, served as toastmaster for the occasion. Speakers included Jane Dalton, president of AWRT and women's director of WSPA Spartanburg, S. C., and actress Anne Jeffreys. Male executives were admitted to the luncheon if accompanied by a secretary.

WAMS Public Service

FIRST anniversary of *Delaware Lifeline,* public service program of WAMS Wilmington, was commemorated with a luncheon in Wilmington's Hotel Rodney. Leaders in the fields of government, education, religion and law enforcement were honored.

Lifeline, devoted to character development and good citizenship, is aired twice daily and gave more than 500 broadcasts in its first year. Representatives of the 116 agencies who have participated in the program presented its creator and moderator, Tim Crow, with a certificate for "oustanding public service."

Foundation Announces $500 Radio-Tv '55 Award

OUTSTANDING 1955 contribution in radio and television will receive a $500 award from the Sidney Hillman Foundation, established in memory of the late president of the Amalgamated Clothing Workers of America (CIO), the foundation announced last week.

Awards will also be presented in daily and periodical journalism, labor journalism, fiction, non-fiction, drama and motion pictures. Radio-tv entries must have been produced under professional auspices during 1955. Entry deadline is Feb. 1, 1956, and should be mailed to Sidney Hillman Foundation Inc., 15 Union Square, New York 3.

AWARD SHORTS

Ken Lomax, KERG Eugene, Ore., disc jockey, won statewide d.j. contest conducted by KGW Portland, Ore., at its "Kitchen Carnival" promotion in October.

Max Savitt, secretary-treasurer, WCCC Hartford, Conn., received 1955 "Hartford's Outstanding Citizen" scroll from Lt. C. C. Robinson Post, Veterans of Foreign Wars.

J. P. Wilkins, president-general manager, KFBB-AM-TV Great Falls, Mont., accepted National Safety Council award from Montana Highway Patrol for stations' safety promotion.

Dick Lane, sportscaster, KTLA (TV) Los Angeles, awarded plaque by Optimist Home for Boys for sportsmanlike announcing.

William L. Cooper, film director, WJAR-TV Providence, R. I., won first prize plaque for spot newsreels in National Press Photographers' Assn. and Encyclopedia Britannica Photo Contest. Award was for his newsreels of Hurricane Carol, Aug. 1954.

WDBJ-AM-FM-TV Roanoke, Va., awarded certificate of appreciation from Junior Chamber of Commerce for public and community service.

KMAC San Antonio, Tex., saluted staffer Charlie Walker with a Charlie Walker Day recognizing his selection as eighth ranking disc jockey in *Billboard* magazine 1955 poll.

Ed McKenzie, WXYZ Detroit disc jockey, presented with plaque by 425th Infantry Regiment, National Guard, for assistance in recruiting young men.

WWRL New York cited by N. Y. Federation of Union of American Hebrew Congregations on fifth anniversary of weekly *Temple Hour* broadcast.

WDRC Hartford, Conn., awarded certificate of commendation by Army and Air National Guard for cooperation in "Operation Minuteman," nationwide test alert last spring.

Eleanor Hempel, KTTV (TV) Hollywood *Little Schoolhouse,* cited by Calif. Teachers' Assn., southern section, for "meritorious service to publicize education."

Bob Smiley, program director, WGAR Cleveland, Ohio, received award from mayor's Committee for Employment of Physically Handicapped for station cooperation.

WGAY Silver Spring, Md., received 1955 Citizenship Award of Silver Spring for "unselfish civic service . . . and service rendered yearly to Civitan Citizenship Essay Contest."

WFAA Dallas given Certificate of Appreciation by American Cancer Society for assistance in fight against cancer.

CBC ANTICIPATES LOSS IN CURRENT YEAR

Report just released for fiscal year ending March 31, 1955, predicts considerable deficit in radio, some increase in commercial television. Report deals with all phases of the government-owned corporation's activities.

SURPLUS BUILT up by the Canadian Broadcasting Corp. from its television operations in the past two fiscal years "will have to be used to maintain operations in 1955-56," the annual report of the CBC for the fiscal year ending March 31, 1955, forecast. The report, released on Nov. 23 by A. D. Dunton, CBC board chairman, forecast, a deficit of considerable size in radio for the fiscal year ending March 31, 1956, while anticipating only "some increase in commercial television income but no increase, with possibly some decline, in income from the proceeds of the excise tax (on radio and tv sets)."

The detailed 60-page printed report, replete with photographs of CBC activities in the 1954-55 fiscal year and graphs on program originations, dealt with all phases of the government-owned corporation's activities.

The report pointed out that the bi-lingual (French and English) television system's operations cost $15,916,000 in the 1954-55 fiscal year compared to $7,364,000 the previous year. Revenue from tv commercial programs continued to grow, as did that of the 15% excise tax on tv receiving sets. The combined tv revenue was $21,276,000 as against $13,071,000 the previous year. After allowance for depreciation and obsolescence, tv operations left a surplus of $4,479,421. Revenue from commercial tv programs in 1954-55 was $4,157,325.

Rising Costs

While radio services were maintained on the Trans-Canada, Dominion and French-language networks, increased operating expenses and a decline in income from commercial programs and the 15% excise tax on radio sets, resulted in a deficit of $211,735 for the fiscal year ending March 31, 1955, This was more than offset by an operating surplus of $1,283,895 the previous fiscal year. Expenses on radio operations were $13,188,000 compared with $12,532,000 the year before.

Commercial revenue dropped from $2,471,000 in 1953-54 to $2,106,000 in 1954-55 fiscal year. Excise tax revenue on sale of radio receivers dropped to a point "probably more than $2 million below what would have been the proceeds of the former license fee ($2.50 annually) which it replaced." Revenue from this source was $4,510,000 as against $5,057,000 the year before.

Total expenditures, tv and radio combined, reached $29,104,000 against $19,896,000 the previous year while total income increased to $34,736,000 from $27,431,000 in 1953-54. This left an excess of $4,268,000 compared with $6,568,000 a year before, after allowance for depreciation and obsolescence.

Discussing the growth of tv stations during the year for total of 26 stations, seven of which were CBC-owned and the remainder independently-owned, the report points to the independently-owned station carrying more than 40 hours of national programs a week as of March 31, 1955. CBC program production for the English-language tv network amounted to 50 hours a week at the end of the fiscal year, over half of which were Canadian-produced, The French-language tv network service produced 40 hours of programs weekly, with Canadian produced programs accounting for 80% of the total. About 50 hours of sponsored tv programs a week were telecast on the English-language network and 25 hours a week in the French-language network.

The report dealt with all types of programs developed by the CBC for both radio and television, its audience research, technical developments, station relations, broadcast regulations and press and information service. A section of the report deals with the CBC International Service operated for the Canadian Department of External affairs with shortwave broadcasts in a large number of languages to Europe, Latin America and Australia. Maps of all CBC networks, radio and television, are included, as well as graphs of television set sales and financial statements.

VIDEO BOOMING IN EUROPE—MARX

TV IN EUROPE is booming, forging ahead in tune with a general improvement of the countries' standard of living.

That's the verdict voiced at a news conference held last week in New York by Ernest A. Marx, director of Allen B. DuMont Labs' International Division, upon his return to the U. S. after an annual tv-electronics survey and sales trip abroad.

Mr. Marx ranked Great Britain, West Germany, Italy and France in that order as the European countries marking the most "progressive" growth in television—a medium which he said is in the "process of becoming world wide." Tv, he forecast, will become the medium for disseminating instruction, entertainment and propaganda the world over.

Mr. Marx paid particular attention to West Germany's activity in tv equipment, predicting that manufacturers there will soon compete for sales in world markets. He said he thought they would increase the competitive tempo for them both in Europe and elsewhere in the world. He also predicted that attempts will be made to ship tv sets to the U. S., although cost now is a big factor.

In a review of commercial tv's debut in England and the cost of receivers (a 17-inch set sells for about $280 he said), Mr. Marx also took note of color experimentation in England now being conducted by the British Broadcasting Corp. He said that Britain's color picture was of "exceptional clarity and definition as compared with many pictures in the U. S." he also predicted that BBC may eventually adopt the 625-line continental tv system (CCI system).

In Germany, most receivers are 17-inch with 21-inch sets becoming more popular (respective prices, $250 and $372-400). He said that there is "talk" in the German Broadcasting Authority that tv may go eventually to the uhf (Mr. Marx wryly commented that the German experimentors were "profiting" from U. S. mistakes in uhf). An experimental uhf tv transmitter now is in operation. Tv receiver count in Germany he estimated as 180,000 with about 300,000 expected by the end of next year.

In Italy, the tv network now runs from Turin and Milan down to Rome and soon will be connected with Naples, he said. Sicily is to be connected next. Eventually, the Italian network will have 83 tv transmitters, 19 main stations, 16 secondary stations and 48 automatic satellites. New tv sets in Italy lean to the 21-inch picture, with some 17-inch and 24-inch also being offered. (Average price, $235 for the 17-inch, $320-350 for the 21-inch.)

Other countries:

Switzerland: Tv being adopted slowly with programs on the air only 1½ hours daily, with stimulant expected from new German border station.

Austria: Little tv, sporadic programs and a few shops showing some sets.

France: Tv is growing here. Programs are improving and the French are steadfast to their 819-line system. Additional transmitters will be on the air next year at Lyons, Marseilles, Rouen, Rheims, Nice, Amiens, Dijon and Caen. There are some 100,000 tv receivers in France where the 21-inch receiver sells for about $400. France is setting up a complete microwave tv and telephone network similar to the AT&T system in the U. S.

Belgium: Tv is complex, with two different systems being used. Some receivers have four-point switches to switch from one system to another.

Sweden: Interest is high but a slow, deliberate pace has been taken. At present, programming is experimental with some stations expected within month. Some 3,000 sets exist there. First year after tv becomes permanent fixture, Sweden expects 11,000 receivers and the number to grow as high as 451,000 by the seventh year.

Denmark: Tv has been here for 2-3 years with programs emanating from Copenhagen. Additional stations will be put on the air soon in two cities with seven stations in all planned.

Eurovision: Put into effect a year or so ago, continues with equipment and language changes perfected to a degree that programs originating in one country are well received in others.



FARMERS EXCHANGE IDEAS

FARMERS from all over the world exchanged ideas on the WAVE-TV Louisville, Ky., *Farm* show one day last month. The group, representing the Old World, Near East, Far East and Pacific islands, is in this country under the auspices of the U. S. Agriculture Dept. for study at the U. of Kentucky College of Agriculture.

CONTEST MARKS SIXTH YEAR

ABC-TV's *You Asked For It* (Sun., 7-7:30 p.m. EST) which enters its sixth year on tv Jan. 1, yesterday (Sunday) launched a nationwide audience contest to pick the five most popular segments in its five year history. *You Asked For It* is based on viewers' request to see the unusual or bizarre performed on the tv screen. The audience reaction test is scheduled to end the first of the year with the viewer who submits the most interesting explanation winning a trip to the West Coast.

WAPI BASKETBALL EXCLUSIVE

WAPI Birmingham, Ala., has acquired exclusive broadcast rights for Alabama Polytechnic Institute and U. of Alabama basketball games, beginning Dec. 1. Full schedule of 44 games will be relayed to a statewide network by WAFM (FM) Birmingham.

CHRYSLER PROMOTION CONTEST

CHRYSLER CORP., Detroit, its distributors, dealers and agency, McCann-Erickson, N. Y., have launched special tv station promotion campaign for Chrysler-sponsored *It's a Great Life* (NBC-TV, Sun., 7-7:30 p.m. EST). Station manager or promotion director who does best job publicizing program will be awarded 1956 Chrysler automobile, with $1,000 and $500 in cash as second and third prizes. Contest closes Jan. 30, 1956. Winners, judged on basis of spot schedules, photographs or newspaper clips, will be named by special panel made up of Chrysler and agency executives and radio-tv trade magazine editors.

WLYC LISTENERS FIX FREEZE

WEATHER BUREAU, station WLYC Williamsport, Pa., and the Prestone anti-freeze people got together to stage a "Fix the Freeze" contest which drew a prediction within 16 minutes of the fall's first freeze. Francis T. Hendershot of S. Williamsport made the winning forecast for a $50 U. S. Savings Bond and triumph over 2500 entrants. Runners-up got bonds and anti-freeze.

PAJAMA GAME ON WNBQ (TV)

COME-AS-YOU-ARE party is the new giveaway gimmick launched by a local automobile dealer on WNBQ (TV) Chicago. Cole-Finder Inc., Mercury dealer, offers midnight movie viewers who write in a chance to collect from $1,000 to $10,000 on its *Pajama Roundup*. There's one big stipulation: each night's winner must appear at the studio—in pajamas—to collect on camera. Sum of $1,000 is added each night when the selected viewer fails to appear, making, a total of $5,000 possible, plus an additional $5,000 if the viewer has bought a new or used car from Cole-Finder during 1955.

DISTRIBUTORS EXPLOIT TV ADS

McKESSON & ROBBINS, Cincinnati, Ohio, distributors of Paradise coloring sets, advertised by Bud (Stringbean) Chase on WCPO-TV Cincinnati, solved the distribution problem in a spectacular way with a recent helicopter delivery. The stunt captured the afternoon show's small fry audience twice in one day. Mr. Chase hopped into the helicopter as he signed off the show. By the time the plane landed at suburban Kenwood Pharmacy, the neighborhood was mobbed by kids and traffic was backed up for blocks waiting for the landing.

WTMJ-TV OFFERS GLOVES

WTMJ-TV Milwaukee is promoting its children's personality, Foreman Tom, with cowboy gloves offered on his western show. The deerskin gloves, bearing Foreman Tom's name, are selling for $1.50.

PLACE FOR EVERYTHING . . .

"PUT YOUR 'SPOTS' ON US" is the word from KABC-TV Los Angeles as carried on a coaster it is sending business friends. Photographs of station personalities border the practical mailing piece.

WFAA-TV SATIRIZES SALESMEN

WFAA-TV Dallas doesn't mind laughing at itself in the course of telling its sales story. The station has inaugurated a series of baby picture mailing pieces called "The Advertiser's Guide to Station Sales Representatives." Caption beneath the first wide-eyed, purse-lipped infant reads: "Cancelled . . . the entire schedule?" The promotion piece features a memo pad and sales message inside the baby cover.

CFCF 3,000-MILE REMOTE

CFCF Montreal, did a 15 hour remote broadcast from Vancouver, 3,000 miles distant, on November 26 to broadcast a play-by-play description of Canada's football classic, the Grey Cup Game, and the activities in Canada's west coast city before and after the game. A technical and announcer staff were sent to Vancouver to do the broadcast from 9 a.m. to midnight. This remote broadcast is believed the longest, in time and distance, in Canadian broadcast history for a single station.

FIELD PICTURES TRAVEL FAST VIA NEW CUSTOM TRANSMITTER

THE FIRST "custom installation" of facsimile equipment to provide rapid transmission of news photos from a station's own cameramen in the field to its newsroom has been made for WNEM-TV Bay City, Mich., by International News Service.

In addition to regular service from the International News Facsimile network, the station can transmit its own pictures from Flint, 35 miles away, where it has a full time reporter-cameraman. These pictures will be available for use on the air within a few minutes after being taken.

The order for the facsimile service and equipment, including three receivers and a transmitter, was placed by James Gerity Jr., owner of WNEM-TV, with John M. Cooper, INS director of radio-tv news.

WNEM-TV covers local news in Flint, and it claims 30 to 50% of the viewers there watch its programs regularly. In addition to a news bureau, the station has a sales office in Flint and numerous local sponsors of its programs.

With a schedule of three newscasts a day plus two other daily programs in which regional news pictures are used, the problem of rapid transmission of news and photos from Flint to the WNEM-TV studios, located midway between Bay City and Saginaw, became a pressing one. International News Facsimile was finally decided upon as providing the answer, since its service is designed specifically for use by television stations. It transmits a standard size, six-by-eight-inch horizontal picture in four minutes. The news story which it illustrates can be transmitted with it, both arriving ready for instant use without developing or other processing.

Frank Benesh, the station's news and program director, expects to receive a minimum of 15 spot news pictures a day from Flint for the regular newscasts.

In addition, the service will be used to promote sponsor relationship. When the Flint sales office gets a new account, the signing of the contract will be timed to coincide with an afternoon program on the station. A picture of the signing will be sped by facsimile to Bay City and put on the air immediately, so the new sponsor will see himself on WNEM-TV within 15 minutes after putting down the pen.



WNEM-TV newsman Lou Miller (l) and news director Frank Benesh look over news pictures received at the station's Bay City, Mich., newsroom from the Flint, Mich., newsroom by a special local transmission.

WNEM-TV President Gerity has even more far-reaching plans for the use of facsimile. He has ordered an International News Facsimile receiver installed at the Flint airport where thousands of travelers, including both potential sponsors and potential viewers, can stop to look at it and catch up with the latest news—by courtesy of WNEM-TV. This receiver will be tied into the regular INF photo network, but will also pick up the special transmissions from Flint.

The facsimile transmitter in Flint is located in the WNEM-TV sales office and news bureau, off the lobby of the Durant Hotel. A receiver has also been installed there for monitoring purposes, as well as to be an attention-getter like the one at the airport.

WNAC USES BOSTON BILLBOARDS

WNAC-AM-FM-TV Boston is banking heavily on billboards for fall program promotion, the only station in the market using this means of boosting its schedule, it is claimed. Early this month the Yankee station launched a wide showing of Donnelly billboards in the Greater Boston area to back up heavy print schedules in all Boston papers, in several weeklies and in papers of other cities. In addition, the station is considering purchase of additional billboards in heavy traffic locations.

'SRO' FOR COLOR TV EXHIBIT

COLOR TELEVISION captivated an "audience" of some 93,000 who paid their way into an industrial exposition celebrating the opening this month of the Rochester, N. Y., Community Memorial Auditorium. Among the highlights of the fair was a special, color tv exhibition put on by the Stromberg-Carlson Co., division of General Dynamics Corp., and its broadcasting stations, WHAM-FM-TV Rochester. Exposition officials claimed that unusually heavy crowds at the exhibit where four color tv sets were displayed caused many visitors to be turned away.

SCBA PRODUCES NAVY TAPES

SOUTHERN CALIFORNIA Broadcasters Assn. has sent a five-man radio task force to Hawaii to produce a series of taped broadcasts for the Navy, commemorating the Pearl Harbor bombing. The delegation includes Norman Ostby, Don Lee Bcstg. System; Loyd Sigmon, KMPC Los Angeles; Howard Gray, KGIL San Fernando; Calvin Smith, KFAC Los Angeles, and Stu Wilson, special events director, KBIG Catalina, who will handle the microphone on the programs.

ZIV PLUGS SAFETY THEME

IN COOPERATION with the National Safety Council's accident prevention campaign, Ziv Television Programs is promoting both highway safety and its newest tv film, *Highway Patrol.* Special promotion kit sent to advertisers and station managers includes four-color posters for use by local police and traffic officials, plus the regular publicity-promotion material.

DISPLAYS 64,000 LIVE DOLLARS

ONE-DOLLAR bills totaling $64,000 were stacked by WFBG-TV Altoona, Pa., in the window of the Gable Department Store to publicize the CBS-TV show (Tues., 10-10:30 p.m. EST). A lifesize picture taken on the show set was also displayed, and the store tied in product promotion for sponsor Revlon. Citizens crowded around to see the money which was watched over by armed guards.

GUILD ISSUES SUCCESS PAMPHLET

GUILD FILMS CO., New York, has issued a four-page pamphlet, entitled "How Television Helped a Small Business to Become a Big Business," detailing the success story of Al Terrence, a carpet dealer in Huntington Park, Calif. Since beginning sponsorship of *Guild's Confidential File* tv film series over KTTV (TV) Los Angeles, the pamphlet stated, Mr. Terrence's monthly sales volume increased to $180,734 in November 1954, as compared with $90,400 in December 1953. Mr. Terrence estimated that 31 out of every 41 sales can be traced directly to the *Confidential File* sponsorship.

'CHERYL ANN SUNDAE'

PHILADELPHIA DAIRY PRODUCTS (ice cream), in line with its sponsorship of MCA-TV's *Waterfront* film series on WCAU-TV Philadelphia, is making available the ingredients and recipe for "Cheryl Ann Sundae," which can be made to resemble the tugboat Cheryl Ann, on the tv show. Dealers have prepared special displays around their ice cream freezers featuring the "Cheryl Ann Sundae."

WBAY-TV BOOSTS TREE FARMING

TREES mean a lot to Wisconsin's economy. If properly farmed they could add $40 million each year to Wisconsin payrolls, woodsmen say. In recognition of this fact WBAY-TV Green Bay, Wisc., started a tree farming series a year-and-a-half ago in an effort to help owners of woodlots, large and small, to maximum timber returns. The station's farm department produces the shows with cooperation from American Forest Products Industries Inc., Washington, which conducts a nationwide tree crop program. The WBAY-TV program, live and filmed, features forest experts and the farmers themselves, and viewer interest is sampled with a leaflet offer. Other tv farm departments interested in tree programming can get technical help from AFPI at 1816 N St., N. W., Washington 6, D. C.

SHOWS OFF NEW STUDIOS

WSLS-AM-FM-TV Roanoke, Va., has published a promotional brochure, *First Peek,* introducing the new WSLS Shenandoah Life Stations' home in picture and print. A towhead moppet "Miss Sally," appears on each page to guide the reader on his *First Peek* into the new facilities and to meet station personnel.

JWT DEFINES RESEARCH-ESE

FORTY-PAGE pocket-size booklet on market research has been prepared by the Toronto office of J. Walter Thompson Co. Ltd. for distribution to the advertising industry. *Plain Talk on Research* is a handbook "for people who use market research but only understand plain English," and in word and cartoon pictures deals with the various words used in research reports. In the preface the editors state that they "have set themselves the task of avoiding in each definition the use of words which themselves need defining. Thus we hope each definition stands on its own feet and that the reader may use this book without chasing from one definition to another."



BEGINNING Nov. 22 the *Gloria De Haven Show* is aired twice weekly over WTVJ (TV) Miami. Miss De Haven sings and interviews celebrated guests on the Tuesday-Thursday afternoon program. Completing arrangements are (l to r): Bill Dock, Fincher Motors (Oldsmobile) advertising manager, who signs for firm's sponsorship; Ed McHale, WTVJ account executive, and Miss De Haven.

GROUPS UNITE TO BUY SHOW

GROUP of 20 civic and religious organizations have banded together to sponsor a new weekly program on WSEL (FM) Chicago. Titled *The Family of Man,* the weekly show is designed to present listeners with an insight into the various organizations as well as the United Nations. Format of each program varies from music and drama to panel discussions featuring prominent speakers.

MIDWEST BASKETBALL PLANS

BASKETBALL was in the air—and on it too—last week as two midwest stations reported coverage for the 1955-56 season. WBKB (TV) Chicago will televise 10 major college games (Big 10 and Notre Dame) Jan. 2-March 5, sponsored by Illinois Bell Telephone Co. Agency is N. W. Ayer & Son Inc.

WNDU South Bend, Ind., schedule of 82 college and high school games is already underway. Sixteen are U. of Notre Dame games at home and away, beginning Dec. 4. Other stations will be given the opportunity to broadcast ND contests by contacting WNDU, owned by the university.

Recorded Commercial Sells Radio

PUTTING the shoe on the other foot, Joe Clifford, KEX Portland, Ore., account executive, landed a contract by making a sales pitch at a cocktail party thrown by the prospective client.

For 14 months Mr. Clifford had been trying to sell spot radio to both the Pacific Department Stores and Powers Furniture Co.—without much luck. Pacific had been allocating its entire advertising budget to newspapers and saw no reason to change. Powers used radio, but wondered whether a network-affiliated station—such as the Westinghouse ABC outlet—was its best buy.

Then came a merger, and Pacific Stores and Powers Furniture were operating under a combined management. At 3:30 p.m. a few days later, Mr. Clifford learned that the combined personnel of the two firms were meeting that evening at a get-acquainted party, for which background music would be supplied by recordings.

He made a few fast phone calls and got permission from one of the store officials to sandwich a special KEX "commercial" between two of the musical numbers. A rush job of writing and recording was completed, with announcer Claude Blackwood serving as the KEX "voice." The sample commercial was followed by a message from the station, congratulating all personnel on the merger and explaining to them what an important role spot radio—with announcements like the one they had just heard—could play in making their grand opening a success.

Within 24 hours after the party, Mr. Clifford and KEX had a contract for 40 chain breaks promoting the Pacific-Powers opening, the only radio advertising used for the event. And just a few days after the opening, Pacific-Powers signed a 13-week contract to sponsor ABC newscaster Paul Harvey.

Says Mr. Clifford: "Maybe it proves that radio techniques are the best method for selling radio."

Station Authorizations, Applications

(As Compiled by B • T)

November 17 through November 22

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

Cp—construction permit. DA—directional antenna. ERP—effective radiated power. vhf—very high frequency, uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts, mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorizations. SSA—special service authorization. STA—special temporary authorization.

Am & Fm Summary Through Nov. 22

	On Air	Licensed	Cps	Appls. Pending	In Hearing
Am	2,789	2,786	196	284	160
Fm	539	258	46	19	3

FCC Commercial Station Authorizations

As of October 31, 1955 *

	Am	Fm	Tv
Licensed (all on air)	2,768	519	145
Cps on air	20	20	328
Cps not on air	110	14	110
Total on air	2,788	539	473
Total authorized	2,898	553	583
Applications in hearing	147	1	171
New station requests	235	9	35
New station bids in hearing	98	0	112
Facilities change requests	142	5	49
Total applications pending	843	142	293
Licenses deleted in Oct.	0	4	0
Cps deleted in Oct.	1	1	0

*Based on official FCC monthly reports. These are not always exactly current since the FCC must await formal notifications of stations going on the air, ceasing operations, surrendering licenses or grants, etc. These figures do not include noncommercial, educational fm and tv stations. For current status of am and fm stations see "Am and Fm Summary," above, and for tv stations see "Tv Summary," next column.

Tv Summary Through Nov. 22

Total Operating Stations in U. S.:

	Vhf	Uhf	Total
Commercial on air	332	102	434
Noncom. Educ. on air	13	4	17

Grants Since July 11, 1952:

(When FCC began processing applications after tv freeze)

	Vhf	Uhf	Total
Commercial	294	314	608[1]
Noncom. Educational	17	17	34[2]

Applications Filed Since April 14, 1952:

(When FCC ended Sept. 28-April 14, 1952 freeze on tv processing)

	New	Amend.	Vhf	Uhf	Total
Commercial	963	337	760	539	1,300[3]
Noncom. Educ.	59		32	27	59[4]
Total	1,023	337	792	567	1,360[5]

[1] 154 Cps (30 vhf, 124 uhf) have been deleted.
[2] One educational uhf has been deleted.
[3] One applicant did not specify channel.
[4] Includes 34 already granted.
[5] Includes 642 already granted.

FCC ANNOUNCEMENTS

New Tv Stations . . .

APPLICATIONS AMENDED

Atlanta, Ga.—Board of Education of City of Atlanta application for ch. 30 amended to change trans.-studio location to 740 Bismark Rd., N.E., Atlanta, ERP to 62.4 kw vis., 31.0 kw aur., make ant. and other equipment changes and submit further legal, program and financial data. Ant. height above average terrain 440.6 ft. Amended Nov. 21.

Ironwood, Mich.—Upper Michigan-Wisconsin Bcstg. Co. amends application for new tv re contract and additional financial data. Amended Nov. 17.

Ponce, Puerto Rico—American Colonial Bcstg. Corp. applicant for ch. 9 filed amendment to Sec. 1 listing of exhibits and legal counsel; table 1, Sec. 2, page 3; waiver of 3.613 (a) and (b) and Sec. 3. Amended Nov. 21.

PETITION

Table of Assignments—Scharfeld & Baron petitions FCC to revise Commission procedure to authorize tv assignments by application rather than by rule.

Existing Tv Stations . . .

ACTIONS BY FCC

WKRC-TV Cincinnati, Ohio—Granted ERP of 316 kw vis., 158 kw aur. Ant. height 590 ft. above average terrain. Granted Nov. 17.

WOSU-TV Columbus, Ohio—Granted ERP of 214 kw vis., 115 kw aur. Ant. height above average terrain 560 ft. Granted Nov. 16.

KHAD-TV Laredo, Tex.—Granted 2.29 kw vis., 1.15 kw aur. Ant. height 160 ft. above average terrain. Granted Nov. 18.

KPAR-TV Lubbock, Tex.—Granted ERP of 26.3 kw vis., 13.2 kw aur. Ant. height 580 ft. above average terrain. Action of Nov. 21.

KMID-TV Midland, Tex.—Granted ERP of 100 kw vis., 50 kw aur. Ant. height 500 ft. above average terrain. Granted Nov. 18.

APPLICATIONS

WKRC-TV Cincinnati, Ohio—Seeks cp to change aural ERP to 158 kw, install new ant. system and make other equipment changes. Ant. height above average terrain 595 ft. Filed Nov. 17.

PETITION

WDSM-TV Superior, Wis.—Petitions FCC to amend Sec. 3.613 so as to permit establishment of main studio in each of hyphenated cities served by station using channel assigned to such cities and adding subsection (c) which so states. Announced Nov. 18.

CALL LETTERS ASSIGNED

WXTV (TV) Youngstown, Ohio—Community Telecasting Co., ch. 73.

WTVK (TV) Knoxville, Tenn.—South Central Bcstg. Corp., ch. 26. Changed from WTSK-TV effective last Thursday.

New Am Stations . . .

ACTIONS BY FCC

Concord, N. H.—Win Blake application for cp to operate on 870 kc, 1 kw D returned (incomplete). Action Nov. 22.

Savannah, Tenn.—Florence Bcstg. Co. application for cp to operate on 1010 kc, 250 w D dismissed for lack of prosecution. Dismissed Nov. 17.

APPLICATIONS

Pineville, Ky.—States Bcstg. System Inc., 1230 kc, 250 w unl. Post office address 420 Chinoe Rd., Lexington, Ky. Estimated construction cost $15,860, first year operating cost $30,000, revenue $35,000. Applicant is former owner-operator of **WWKO Ashland, Ky.**, and was permittee of **WFTG London, Ky.** Filed Nov. 17.

Vivian, La.—Joel Ellis Wharton, 1600 kc, 500 w D. Post office address 929 Pine Hill Rd., Shreveport, La. Estimated construction cost $13,443.31, first year operating cost $21,000, revenue $30,000. Mr. Wharton is radio engineer with minority holdings in applicants for new am stations at Shreveport and Baton Rouge, La. Filed Nov. 21.

Ridgewood, N. J.—American Family Bcstg. Co., 540 kc, 1 kw D. Post office address 328 W. Ridgewood Ave., Ridgewood. Estimated construction cost $95,000, first year operating cost $60,000, revenue $75,000. Principals are Pres. **Alfred B. Smith** (25%), music publisher; Vice Pres. **Herbert DeRyder** (25%), consulting engineer; Sec. **John Van der Eems** (16.6%), wood products manufacturer; Treas. **Harold Galenkamp** (16.6%), dairy owner, and **Edward Galenkamp** (16.6%), dairy owner. Filed Nov. 17.

Philipsburg, Pa.—Moshannon Valley Bcstg. Co., 1260 kc, 1 kw D. Post office address 1703 Columbia Ave., Tyrone, Pa. Estimated construction cost $14,366.91, first year operating cost $19,140, revenue $40,512. Principals are equal partners Rev. **William Emert**, pastor, and **Earl B. Bartley**, auto transport firm owner. Filed Nov. 22.

Harrisonburg, Va.—Wilkes Bcstg. Co., 1360 kc, 5 kw D. Post office address P. O. Box 295, North Wilkesboro, N. C. Estimated construction cost $29,851.67, first year operating cost $52,000, revenue $60,000. Applicant is licensee of **WKBC North Wilkesboro, WATA Boone, N. C.** Filed Nov. 17.

APPLICATIONS AMENDED

Atlanta, Ga.—Greater South Bcstg. Co. amends application for cp to operate on 1480 kc, 5 kw D to specify changes in ant. (decrease height). Amended Nov. 17.

Sanderville, Ga.—Washington Bcstg. Co., amends application for cp to operate on 1490 kc, 250 w unl. to specify changes in directors. Amended Nov. 17.

Mt. Pleasant, Iowa—Henry County Bcstg. Co. application for cp to operate on 1220 kc, 250 w D, amended to change to 1340 kc, 100 w unl.

Henderson, Nev.—Magowan, Jones & Harford application for new am to operate on 1280 kc, 5 kw D, amended to change trans. and studio locations. Amended Nov 21.

Existing Am Stations . . .

ACTIONS BY FCC

WABL Amite, La.—Granted mod. of cp to change studio location and operate trans. by remote control from 118 N.E. R.R. Ave., Amite. Action of Nov. 22.

KWIQ Moses Lake, Wash.—Application for mod. of cp to change ant.-trans.-studio location and remote control point returned because of incomplete application. Returned Nov. 21.

APPLICATIONS

WKNB New Britain, Conn.—Seeks mod. of license to change hours of operation from D to limited time. Filed Nov. 22.

WOBS Jacksonville, Fla.—Seeks cp to increase power from 1 kw D to 5 kw D. Filed Nov. 22.

WBHB Fitzgerald, Ga.—Seeks cp to change from 1240 kc to 1380 kc, increase power from 250 w to 5 kw and change hours of operation from unl. to D. Filed Nov. 22.

WABL Amite, La.—Seeks mod. of cp to specify studio location and operate trans. by remote con-

(Continues on page 103)

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CLASSIFIED ADVERTISEMENTS

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Deadline: Undisplayed—Monday preceding publication date. Display—Tuesday preceding publication date.

Situations Wanted 20¢ per word—*$2.00 minimum* • Help Wanted 25¢ per word—*$2.00 minimum.*

All other classifications 30¢ per word—*$4.00 minimum* • Display ads $15.00 per inch

No charge for blind box number. Send box replies to

BROADCASTING • TELECASTING, 1735 DeSales St. N. W., Washington 6, D. C.

APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING • TELECASTING expressly repudiates any liability or responsibility for their custody or return.

RADIO

Help Wanted

Managerial

Manager-Salesman. Salary, commission and percentage of net. Take over 250w independent and treat it as your own. WTYN, Tryon, North Carolina.

Salesmen

Wanted salesman: A successful, thoroughly experienced salesman for a 1000 watt network affiliate station. Salary plus commission. Should earn $8,000 annually. Contact Box 553E, B•T.

Salesman-announcer needed immediately. You must be experienced in both fields. Only the best considered. Pay commensurate with your ability. Excellent opportunity if you can fill the vacancy. No drifters or loafers need apply. Contact Paul E. Reid, WBHB, Fitzgerald, Ga.

Wanted: Broadcast salesman with experience, if good, wants permanent position, will be given plenty of accounts already on air. Must be ready to stay in Springfield, Ohio. Apply WBLY Springfield, Ohio. Phone FA 3-4676.

Announcers

Personal—Ken Roberts of Atlanta. Larry Tune of Louisville, Kentucky. Get in touch with Box 514E, B•T.

Experienced announcer with first phone license. Immediate opening. 5000 watts, Great Lakes. Pleasant staff and working conditions. Time and a half after 40 hours. Start at $1.76 per hour. Must have car. Send photo, tape, resume to Box 522E, B•T.

Unusual opportunity for announcer with a first class ticket who can really sell merchandise on the air and read news. Hours are 40 hours weekly and salary open. Contact Box 552E, B•T.

Wanted, a versatile staff announcer with emphasis on announcements. Must have good commercial delivery on announcements and news. Send tape and resume. Box 556E, B•T.

Florida east coast kw has opening for announcer with first phone—emphasis on DJ—40 hours—permanent—ideal conditions—rush details. Box 562E, B•T.

Engineer-announcer. Combination position open. Contact Radio Station KCOW, Alliance, Nebraska.

RADIO

Help Wanted—(Cont'd)

Increased business compels us to increase operating hours. We need a good announcer with a first class ticket and a good local newsman. Starting salaries are $300 monthly with opportunity for talent and overtime. Interested applicants please send tape, resume of experience and references. Bob Savage, Program Director, KGBC, Galveston, Texas.

Wanted: Combo man with first phone, ideal working conditions, 40 hour 5 day week, north western Montana location, 20 miles from Glacier National Park, good pay. Write Dick Vick, Manager, KGEZ, Kalispell, Montana.

Wanted: Experienced announcer with first ticket. Good pay. Ideal working conditions. Network station. Contact Dr. F. P. Cerniglia, KLIC, Monroe, Louisiana.

Announcer. Experienced in news, DJ, with ability to deliver selling commercials. Radio and tv. Send photo, tape and complete background resume to A. R. Cooper, WAKR, Akron, Ohio.

Announcer, experienced. Permanent position with progressive independent. Paid holidays and vacation. WCOJ, Coatesville, Pa.

Announcer-first, handle classical music—names pronunciation. Pleasant voice. Tape, photo, minimum salary to WCRB, Boston 54, Mass.

Combo announcer-engineer with emphasis on announcing. Immediate opening. Forward tape and full particulars to V. G. Balkcum, WGBR, Goldsboro, N. C.

Announcer: Immediate opening for experienced man. Must have car, 1000 watt daytimer in eastern Pennsylvania, one of chain, Excellent opportunity for advancement to executive or sales position, overtime, paid vacations, pleasant working conditions. Reply by phone to Assistant Manager, WLSH, Lansford, Pa.

Immediate opening. Experience and best references required. Radio and television duties. Call Frank Wilson, WMBG-WTVR, 58611, Richmond, Virginia.

Announcer-salesman, kilowatt network, Florida. Wire Box 1353, Orlando.

Technical

Chief-engineer-announcer, maintenance experience necessary. Send resume, tape, KHUB, Watsonville, California.

RADIO

Help Wanted—(Cont'd)

Chief engineer for one engineer radio operation. Must be fully experienced and capable complete maintenance and construction. Send complete details for immediate opening. KVOR, Colorado Springs, Colo.

Chief engineer-announcer. Outstanding calibre. Emphasis engineering. Send tape, full details, salary desired John Powell, Manager, KWBW, Hutchinson, Kansas.

Help Wanted: Engineer, first ticket, combo. Announcer preferred. Also experienced program director, KWOC-Poplar Bluff, Missouri. A. L. McCarthy.

Immediate opening Michigan 1000 watt fulltime directional needs engineer, first class, good pay. Excellent insurance, pension and fringe benefits, call or write Kenneth Kunze, Chief Engineer, WTTH, Port Huron.

Have immediate opening for engineer-announcer. Please contact by phone collect, LOgan 4-3361, Maysville, Kentucky.

Programming-Production, Others

Wanted: Girl familiar with traffic and accounting. Unusual opportunity for advancement. Box 469E, B•T.

Independent station in midwest community of 100,000 wants copywriter and traffic gal or guy. Must be experienced. Salary open, fine opportunity for right person. Send full details to Box 527E, B•T.

Experienced PD whose record proves he can make a good independent 5000 watt station in metropolitan market a better station. Box 538E B•T.

Program director who is also good, experienced announcer for morning and afternoon show. Excellent opportunity. PD experienced preferred but not necessary. Box 566E, B•T.

Program director for top Illinois daytimer. Must be prepared to report for work on or before January 1st. Send background details, salary requirements, etc. Do not send tape or disc until requested. Preference given applicants from Illinois and adjoining states. Box 579E, B•T.

Newsman, radio-tv casts. News gathering, writing, photo experience desirable. Major outstate Michigan market. Opening immediate. Send pic. tape, history, salary needs to Box 587E, B•T.

Experienced morning announcer. Must be man now in middle or southwest available for personal interview. Send qualifications only. Do no send tape. Radio KCOL, Fort Collins, Colorado.

Copywriter, man or woman needed immediately Write, wire or call KOLE, Port Arthur, Texas.

Wanted. Top-flight merchandising-promotion publicity man. Give complete information firs letter, your knowledge and experience of in store merchandising, black and white preparation and production, writing, research. Send recen photo and examples of work to KSBW Radio & Tv, P.O. Box 1651, Salinas, California.

Wanted: An experienced news editor, capable o taking over news department. Must be able t gather, write and air local news, Send tape, pic ture and background first reply to Gordon L Capps, KSRV, Ontario, Oregon.

Southern California station in ideal climate need experienced copywriter for one man department Send background, samples and expected salary KXO, El Centro.

Need at once experienced continuity girl—mostl spots. Fair salary, pleasant surroundings. Sen photo and qualifications. E. Z. Jones, Genera Manager, WBBB, Burlington, North Carolina.

WIND, Chicago, interested in top-quality offic girls with radio experience for key positions t handle expanding business volume. Write Pro gram Director.

NOTICE

CHANGE OF ADDRESS

In order to better serve our clients and friends in the broadcast industry, we are moving to new headquarters on November 30, 1955

BROADCASTERS EXECUTIVE PLACEMENT SERVICE, INC.

333 Trans-Lux Bldg. 724 Fourteenth St., N.W. Washington 5, D. C.

Howard S. Frazier, TV & Radio Management Consultants

333 Trans-Lux Bldg. 724 Fourteenth St., N.W. Washington 5, D. C.

RADIO

Situations Wanted

Managerial

Station sales manager with proven record of aggressive selling and supervision. Upper midwest applicant available for Chicago interview preferred. Send background story, photo and references. Confidential. Box 547E, B•T.

Manager-salesman now employed in small Carolina market desires change. Employer knows of ad. Hard worker, sober, excellent references. Experienced all phases radio. Can operate prestige station at low cost. Write Box 576E, B•T.

Station manager. Family man. Twenty years experience. Dependable. Best references. Box 586E, B•T.

Successful station manager available January 1st due to sale of station. Thorough knowledge and experience in local sales and operation. Have managed present successful operation for past eight years. Best industry references. All replies kept strictly confidential. Box 589E, B•T.

Salesmen

Salesman, DJ, engineer, continuity, programming, production, 6 years. College. Employed. Box 565E, B•T.

Announcers

Announcer—experienced in disc shows, good voice, good selling personality. SRT graduate. Also write copy, prefer east or near east coast. Box 451E, B•T.

Announcer—4 years experience—college training—reliable. Excellent diversified background—presently employed. Desire position with more challenge and opportunity. Box 486E, B•T.

Announcer-newscaster seeks permanent position with program-conscious am, central US or southwest. 12 years experience, 33, family, car. Box 507E, B•T.

Versatile announcer. 17 months experience, desires position with independent station. Box 517E, B•T.

Trained experienced announcer desires permanent settlement Vermont, New Hampshire after Jan. 1. Box 532E, B•T.

Successful salesman, competitive market, wishes to relocate. 6 years radio-tv, announcing, writing, producing, directing, production manager. Box 546E, B•T.

Announcer, six years radio-television experience all phases, including PD in good sized metropolitan market. Want to relocate in or near western Pennsylvania. Prefer tv. Box 557E, B•T.

Dim the lights to audition this pair! Something different to rocket nighttime programming. A packaged male-female pair with a plan. Tapes available. Major stations only. Box 560E, B•T.

23, family, experienced DJ, announcer. Partly handicapped. Board, permit. Let me build your music audience. Go anywhere. Box 567E, B•T.

Announcer—DJ. Pop-hill-PI. Punch or soft smooth. 34—married—15 years radio. Employed midwest 50 kw 7 years. Just southerner wishing location back south—southwest. Box 573E, B•T.

Experienced announcer, third class ticket, desires small station, southeast. Tape, resume. Box 580E, B•T.

Experienced announcer seeks permanent position in Florida. Excellent background. Available January 1st. Box 581E, B•T.

Two, young, personable announcers want positions anywhere. Experienced morning men; separate DJ; strong news, sports. Dick Morgan, Paul Dunn, WPRB-WPRB-FM, Princeton, N. J.

Staff announcer. Single, college degree, speaks French and German. Operates board, writes copy and all staff duties. Graduate Pathfinder School of Radio. Mercier, 737 11th Street, N.W., Washington, D. C. ME 8-5255.

Combo man, 1st phone. Experienced, versatile announcer seeks permanent connection. Strong news, smooth commercials, distinctive platter personality, reliable references. Complete tape and resume. William Pappas, 16 78th Street, North Bergen, New Jersey.

Am up against a stone wall and can't seem to break through due to lack of experience. All I ask for, is a chance. Radio school graduate. Tape, photo, resume, send on request. Ralph DeSantis, 145-21 224 Street, Springfield Gardens, N. Y.

Technical

Experienced licensed engineer, announcer, salesman. Married. Seeks permanent position. Box 551E, B•T.

Florida property owner desires return home state. Experienced chief engineer and announcer. Veteran. Family. Desires position in congenial, progressive atmosphere. B•T has my phone number. Box 564E, B•T.

RADIO

Situations Wanted—(Cont'd)

Chief engineer—available December, 20 years experience am-fm-tv theory construction-maintenance—top administrative ability. Some announcing no objectional—best technical and character references. Box 572E, B•T.

Experience counts! Dependable engineer—all around announcer. All phases maintenance. Presently chief. Only well established stations with congenial staff need apply. Minimum announcing if assuming Chief's duties. Presently $90. Veteran. Family. 23. Phone! Box 577E, B•T.

Production-Programming, Others

Experienced newsman . . . reporting, writing, editing, announcing. Can do DJ, staff. Mature voice. Family man. Presently in radio. Seek advancement within 200 miles N.Y.C. Tape and photo on request. Box 489E, B•T.

PD, newsman, wide experience announcing, desires capable, friendly operation medium to large market. 33, married, children. East Coast. Box 558E, B•T.

Program director—six years experience, desires permanent location. College graduate with creative ideas that sell. Box 559E, B•T.

Radio-television newsman. 8 years news background as beat reporter-newscaster. Member Sigma Delta Chi and NARTND. Looking for a "genuine" news operation. Minimum $125. Box 583E, B•T.

College degree; writer, copy, news, scripts, top announcing. Five years programming, promotion, account presentation, some sales. Progressive program ideas. Must relocate permanently midwest. Jack Tilley, 2208 Avondale Drive, Bakersfield, Calif.

TELEVISION

Help Wanted

Salesmen

Tv salesmen, 2 to 3 years experience, pay big for man who delivers; uhf, 95% CBS, northeast, reply Box 483E, B•T.

WGLV needs an experienced time salesman. Salary plus commission with advancement possibilities. Apply by letter only stating qualifications, experience and salary expected. Enclose small photo. C. R. Thon, WGLV, Easton, Pennsylvania.

Announcers

Attention: Radio and television announcer in southwest area. Have excellent opening for television announcer. Please write or call Sherwood 4-1414, KCBD-TV, Lubbock, Texas.

Experienced combo man for tv. Must have 1st phone, good voice and willing to learn all phases of tv operation. Send tape and resume to Program Director, KREM, Spokane, Washington.

Channel 3, NBC affiliate now assembling staff for start around first of year needs two top-flight on-camera announcers. If you are a versatile tv announcer, capable of handling any on-camera assignment, and have a record to prove it, send resume, tape, picture and references to WSAV-TV, Savannah, Georgia.

Technical

Southeastern vhf tv station has opening for first class engineer with tv experience. Send complete qualifications, references, photograph and salary requirements. Box 467E, B•T.

Midwest NBC vhf station with state's largest coverage needs tv maintenance man to become tv supervisor. 316,000 watts. Send complete background to Box 549E, B•T.

Tv supervisor to become Assistant Director of Engineering needed by full power midwest station. Excellent opportunity for right man. Send full particulars to Box 550E, B•T.

South Florida vhf station has immediate opening for licensed engineer. Car necessary. Box 584E, B•T.

Studio engineer, for all-around video work. Send complete experience, recent snapshot, salary expected, references. KTVR, 550 Lincoln Street, Denver, Colorado.

Experienced engineers needed to work with RCA 50 kilowatt transmitter and with RCA studio equipment, Contact Chief Engineer, WXEX-TV, 124 West Tabb Street, Petersburg, Virginia.

TELEVISION

Help Wanted—(Cont'd)

Programming-Production, Others

Production manager-director. A better-than-average opportunity awaits a better-than-average applicant. Thoroughly experienced, live-wire, with workable ideas for good low-budget production. Versatility and imagination essential, as is ability to produce, direct, switch and handle other production details, including traffic and copy supervision. "Successful" uhf north-central area, state starting salary expected, give full particulars about previous experience, and attach small snapshot. Confidential. Box 496E, B•T.

News director for California vhf network station and radio station, fulltime covering complete local news beat. Gather, edit, write and present on air both radio and television broadcasts. Only mature, thoroughly experienced man considered. Ability to use camera equipment helpful. Furnish recent photo, tape at 7½ RPM with complete information and references first letter. KSBW-TV, P. O. Box 1651, Salinas, California.

Situations Wanted

Managerial

Nation's best general manager—radio or television. Experienced in national and local sales, engineering, personnel, production and programming. Well-know throughout the industry. Available at once. Box 985C, B•T.

General manager-commercial manager—Proven organizational ability, exceptionally strong in sales. Unusual production, programming, personnel, engineering. 10 years top management experience, including two years tv manager. Highest industry references. Box 516E, B•T.

Announcers

Outstanding radio, tv personality. Morning radio show . . . morning television audience participating program . . . top ratings in medium market. Collegiate sports network play-by-play. Currently in $10,000 bracket. Desire major market with talent potential. Seven years' experience. Box 570E, B•T.

RADIO & TELEVISION SALESMEN

These Are Salaried Positions With Commission

Here is an ideal opportunity for top radio and television salesmen to join a progressive AM-TV organization. You will receive NO Draws but instead be paid a straight salary, based on your experience, to start. You will also receive liberal commissions with your only limit being your ability to sell. We are located in a fine market, ideally located. These openings are brought about with our expansion program and search for top-rated men. If you are interested, write or wire all details to:

Box 412E

TELEVISION

Situations Wanted—(Cont'd)

Technical

First phone, good electronic background, seeks tv opportunity. Ham. Box 563E, B•T.

Programming-Production, Others

Three months experience as film editor (director). Newsreel cameraman, and studio cameraman with southeastern uhf no longer telecasting. Nine years photographic experience, operating still, movie, and aerial cameras. Radio-tv college major. 25, single. Want anything in production department. Box 545E, B•T.

Tv producer-director. Seeks greater opportunity with aggressive station. Presently employed midwest tv station. Have top experience and references. Box 548E, B•T.

Research-promotion man. Over 2 years local radio-tv experience plus some agency background. Compile data, prepare reports, recommendations, sales presentations. College grad, 26, veteran, married, references. Prefer N.Y.C. Don Preven, 47-12 11th Street, Long Island City, N. Y.

FOR SALE

Stations

Fulltime station in rich Texas secondary market. Tax advantages. $100,000 total, $20,000 down. Paul H. Chapman, 84 Peachtree, Atlanta.

Free list of good radio and tv station buys now ready. Jack L. Stoll & Associates, 4958 Melrose, Los Angeles 29, California.

Have many profitable southeast radio and tv. J. T. Snowden, Box 129, Augusta, Ga.

FOR SALE

Stations

Three Iowa properties, adjacent counties; midwest chain operator wants Florida radio; have cash buyers for independents, large markets; new listing, good "U", in 2 "U" 1 "V" isolated market . . . write Norman Company, Box 534, Davenport, Iowa.

Equipment

Fm transmitter for sale—RCA 3kw. Used three years, good condition, less tubes. A little work and you will have a high quality rig at low cost. Submit bid to Box 447E, B•T.

RCA TF5A superturnstile. Tuned channel 5 but tunable 4 or 6. Box 575E, B•T.

1 RCA TP-16 film projector, $2500.00 **1 RCA TK** 20 iconoscope film camera less power supplies, $750.00. **6 TA** hi-intensity fluorescent studio lights, $50.00 each. WHIO, Dayton, Ohio.

Truscon self-supporting # D-30 radio tower—3 legs—400 feet high—all steel fabricated with standard assembly fittings and equipment. Contact Radio Station WTTH, Port Huron, Michigan.

Booth Leasing Corporation—a national leasing service—whereby you choose the equipment you need—new or used—BLC purchases it from your supplier, at the established price and place it in your studio, transmitter and office on flexible lease terms written to meet your specific requirements. Rentals paid under lease drawn as recommended by BLC are tax deductible expense items. For full information for your attorney, tax counsel and yourself, write, wire or phone Gene O'Fallon & Sons, KFEL-TV Building—550 Lincoln Street, Keystone 4-8281, Denver, Colorado.

WANTED TO BUY

Station

Responsible chief engineer and commercial manager with years of experience desire to lease station with option of buying after year. We have money to back us. Write Box 571E, B•T.

WANTED TO BUY

Stations

Stations wanted. Oklahoma, Texas, Colorado, Missouri, Arkansas, Kansas. Your station handled by a broker licensed in your state and holding a first-class ticket. Licensed for 15 years in commercial radio. Offices Texas and Oklahoma Ralph Erwin. Broker. Box 811, Tulsa.

Equipment

Wanted, used RCA type BC-2B studio consolette and type BCM-1A auxiliary mixer. State condition and price. Box 569E, B•T.

Interested—in uhf equipment tunable to channel 43, complete from camera to antennae. No supporting tower wanted. Must be real bargain. Box 574E, B•T.

Wanted: RCA TK20D camera control unit or complete camera chain. KBTV, Denver, 1089, Bannock.

Wanted: Studio console, limiting amplifier and FCC approved am frequency monitor. Monitor need not presently be in operating condition if repairable. Box 554E, B•T.

Record cutter machine. Lateral. 33⅓-78 r.p.m. Good condition. Write WOKJ, Jackson, Miss.

STL audio transmitter and receiver, 900 megacycles, GE or REL. Phil Hedrick, WSJS, Winston-Salem, N. C.

Wanted: Two turntables with cabinet and amplifiers RCA 70D or equal, two or three speed. Must be in good working order. Write or wire Ralph Sutton, Western Carolina College, Cullowhee, N. C.

INSTRUCTION

FCC license training—correspondence or residence. Resident classes held in Hollywood and Washington. Beginners get FCC 1st class license in 3 months. For details write Grantham School, Dept. 1-N, 821 19th Street, N.W., Washington, D.C.

FCC first phone license. **Start immediately.** Guarantee coaching. Northwest Radio & Television School, Dept. B, 1221 N.W., 21st Street, Portland 9, Oregon.

NOW . . . THE LEADING BROADCASTING SCHOOL . . . NORTHWEST

Offers you an opportunity to prepare at home for your First Class FCC License. You know the value of a First Class Ticket. Now you can secure it at home in your spare time—WITHOUT RISK. Northwest guarantees your complete satisfaction with the lessons or your money back. Northwest continues to coach you until you pass your FCC exam!

YOU CAN'T LOSE

WHY TAKE LESS THAN THE BEST?

FIND OUT ABOUT NORTHWEST'S FCC COURSE . . . WRITE DEPARTMENT B-2

NORTHWEST RADIO & TELEVISION SCHOOL
HOME OFFICE: 1221 N. W. 21st Avenue, Portland, Oregon • CA 3-7246

HOLLYWOOD, CALIFORNIA 1440 North Highland HO 4-7822
CHICAGO, ILLINOIS. . . . . 540 N. Michigan Avenue DE 7-3836
WASHINGTON, D. C. . . . . 1627 K Street N. W. RE 7-0343

RADIO

Help Wanted

Salesmen

WANTED
Executive Salesmen Over 35
With Intangible and Advertising
Experience—Valuable Franchise—No Investment—All Sections of Country Open—Commissions Paid Immediately on Sale & Renewals. Write Randall, Suite 100, 1621 Conn. Ave., Washington 9, D. C.

Announcers

PERSONALITY?

We are looking for a Radio Personality. Not a turn-table Tom, a record-introducer or a label-plugger. Even though his program will be basically one of recorded music, he's got to be a real, live guy with something interesting to say while he's on the air and one who has the radio personality with which to say it.
He'll take over our morning period of about four hours daily. And if he's the right man, he'll be happy about the money, too.
If you think you are the one, shoot us an air-check of your work and pertinent details. We have been on the air for over twenty-five years and are located in a North Central city of over 300,000 people.
BOX 578E, B•T

Morning Man Wanted

With personality to put on distinctive morning show. Preference given to applicant now successfully doing similar program. Must have bright friendly style and be able to sell top rated program for past fifteen years. Detailed previous experience salaries earned and expected and attach snapshot. Rush audition tape, including commercials confidential. WAKR, Akron, Ohio.

Programming-Production, Others

CONTINUITY WRITER

Girl continuity writer wanted for top-flight station in fine market. Good pay and working conditions. This is a great opportunity for a talented and ambitious woman. Call, wire or write
Radio Station WLEX
Lexington, Kentucky
30433

RADIO

Situations Wanted

Managerial

RADIO-TV EXECUTIVE

Wide background, creative selling, imaginative operation, understand engineering and construction, FCC procedures. Talent for directing others and getting along with people. Understand importance of local business. Well seasoned but young enough to build with your organization. Impeccable references. Will investigate yours too. Price high but worth it.
Box 571E, B•T

TELEVISION

Help Wanted

Situations Wanted

ARTIST-WRITER

Outstanding top-power Southern TV station has immediate opening for experienced artist-writer for Promotion Department. Position involves knowledge of audience and sales promotion techniques, salary open. All replies confidential. Address inquiries to
Box 588E. B•T

29 and *Single* . . . But you can change that . . . Help me to get married; by making my future secure. 7 years radio, all phases, presently employed in market of 175,000. But main interest lies in TV production. Want start as Floor Manager or Asst. Director; can double in brass; theory knowledge received as grad, from TV workshop New York.
Creative with keen sense of timing and willing to learn for exchange of living wage and opportunity to advance. Will consider all sincere offers . . . Station, Network, Agency or Packager. Can stand investigation as to character and ability. Complete resume on request.
Box 582E, B•T.

FOR SALE

Equipment

TOWERS
RADIO—TELEVISION
Antennas—Coaxial Cable
Tower Sales & Erecting Co.
6100 N. E. Columbia Blvd.,
Portland 11, Oregon

INSTRUCTION

FCC 1st PHONE LICENSES IN 5 TO 6 WEEKS
WILLIAM B. OGDEN—10th Year
1150 W. Olive Ave.
Burbank, Calif.
Reservations Necessary All Classes—
Over 1700 Successful Students

FOR THE RECORD

(Continues from page 98)

trol from 118 N E R.R. Ave., Amite, and make equipment changes. Filed Nov. 21.

WSKN Saugerties, N. Y.—Seeks mod. of cp to change ant.-trans.-studio location approx. 2,600 ft. west of present site to Glasco Turnpike, 0.1 miles east of Mt. Marion Cross Roads, Saugerties. Filed Nov. 22.

WHVR Hanover, Pa.—Seeks cp for increase in D power from 1 kw to 5 kw and change from DA-N to DA-2. Filed Nov. 17.

WMCD Welch, W. Va.—Seeks cp to increase power from 100 w to 250 w. Filed Nov. 17.

APPLICATIONS AMENDED

KAMD Camden, Ark.—Application for cp to change from 1450 kc to 910 kc, increase power from 250 w to 500 w and make equipment changes amended to specify changes in DA system. Amended Nov. 17.

KIEM Eureka, Calif.—Application for cp to change from 1480 kc to 930 kc, power from 5 kw unl. to 5 kw D, 1 kw N and change from DA-1 to DA-2 amended to specify changes in DA-N. Amended Nov. 21.

KALL Salt Lake City, Utah—Application for cp to increase D power from 1 kw to 5 kw and make equipment changes amended to delete request to increase D power and eliminate some of the equipment changes. Amended Nov. 17.

KULA Honolulu, T. H.—Application for cp to change ant.-trans.-studio location and decrease ant. height amended to make other ant. system changes. Amended Nov. 21.

WIVI Christiansted, Virgin Islands—Application for cp to change from 1230 kc to 1040 kc, increase power from 250 w to 1 kw D, 500 w N amended to reduce N power to 250 w. Amended Nov. 17.

CALL LETTERS ASSIGNED

WRWJ Selma, Ala.—Central Alabama Bcstg. Co., 1570 kc, 1 kw D.

WAKE Atlanta, Ga.—Bartell Broadcasters Inc., 1340 kc, 250 w unl. Changed from WBGE effective Nov. 22 instead of Dec. 1, previous effective date.

WWCS Bremen, Ga.—West Georgia Bcstg. Co., 1440 kc, 500 w D.

KANO Anoka, Minn.—Anoka Bcstg. Co., 1470 kc, 1 kw D.

WABV Abbeville, S. C.—Abbeville Bcstg. Co., 1590 kc, 1 kw D.

KADM Othello, Wash.—Othello Radio, 1450 kc, 100 w unl.

WAPC Waupaca, Wis.—Chain O'Lakes Bcstg. Corp., 1320 kc, 1 kw D.

Existing Fm Stations . . .

ACTION BY FCC

WBYS-FM Canton, Ill.—At request of licensee FCC cancelled license and deleted call letters. Action of Nov. 21.

APPLICATION

WMIT (FM) Clingman's Peak, N. C.—Seeks cp to change ERP to 36 kw, ant. height to 3,055 ft., change ant. system and make other equipment changes. Filed Nov. 17.

CALL LETTERS ASSIGNED

KONI-FM Phoenix, Ariz.—James T. Ownby, 98.5 mc, 1.45 kw.

KGMS-FM Sacramento, Calif.—Capitol Radio Enterprises, 94.5 mc, 36 kw.

WGHF (FM) Newton, Conn.—William G. H. Finch, 94.5 mc, 20 kw.

WAKE-FM Atlanta, Ga.—Bartell Broadcasters Inc., 95.5 mc, 1.85 kw. Change from WBGE-FM effective Nov. 22 instead of Dec. 1, previous effective date.

WNES-FM Central City, Ky.—Muhlenberg Bcstg. Co., 101.9 mc, 21.5 kw.

WBFM (FM) New York, N. Y.—WGHF Inc., 101.9 mc, 10.3 kw. Changed from WGHF (FM).

WHCY (FM) Nashville, Tenn.—Nashville Bcstg. Co., 105.9 mc, 3.1 kw. Changed from WSOK-FM.

Ownership Changes . . .

ACTION BY FCC

WABD (TV) New York-WTTG (TV) Washington, D. C.—Granted transfer of control of **DuMont Bcstg. Corp.** from Allen B. DuMont Labs. Inc. to common stockholders. Largest single owner is and will be Paramount Pictures Corp. with 26.6% of outstanding stock. No consideration. Granted Nov. 17.

APPLICATIONS

KXO El Centro, Calif.—Seeks transfer of control to Pres. **Riley R. Gibson** (23%), Vice Pres. **Marco Hanan** (16%), **A. L. Gale** (20%), Sec. **John E. Kearney** (19%), Treas. **Douglas E. Anderson** (9%) and **George A. McConnell** (9%), for $164,280. Mr. Gibson is former general manager of KXO. Mr. Hanan is former KXO sales manager. Mrs. Gale is housewife. Messrs. Anderson and McConnell own advertising agency. Mr. Kearney is hardware store owner. Filed Nov. 22.

WDVH Gainesville, Fla., WMGR Bainbridge, Ga.—Seek assignment of license of WDVH to WDVH Inc. WMGR is to be assigned to **John A. Dowdy**, partner in present station licensee, for his interests in WDVH plus $13,500 and other considera-

tions. Other present partners **Winnie S. Vaughn** and **Thomas R. Hanssen** own 33.3% and 61.6%, respectively, of WDVH Inc. Five precent is owned by applicant's Sec.-Treas. **James L. Hailes**, former commercial salesman for **WRUF Gainesville**. Filed Nov. 17.

WIPC Lake Wales, Fla.—Seeks transfer of license to **Kenneth H. Berkeley** for $51,387.50. Mr. Berkeley is former vice pres. and general manager of **WMAL-AM-TV Washington, D. C.** Filed Nov. 17.

KWCJ Natchitoches, La.—Seeks transfer of control to Pres. **B. Hillman Bailey Jr.** (50%), and Sec.-Treas. **Norman A. Fletcher** (50%), for $60-677.91. Mr. Bailey is former program director **KVOL Lafayette, La.**, and Mr. Fletcher is former news director, chief announcer of KVOL. Filed Nov. 17.

KDKD Clinton, Mo.—Seeks assignment of license to Osage Bcstg. Co. for $30,000 plus assumption of $5,000 in liabilities. Principals in equal partnership are **O. A. Tedrick**, 16% owner **KBTO El Dorado, Kan., William J. Allen**, dentist, and **William R. Tedrick**, owner **KWRT Boonville, Mo.**, 16% owner KBTO and one-third owner **KGHM Brookfield, Mo.** Filed Nov. 17.

KFEQ-AM-TV St. Joseph, Mo.—Seeks assignment of licenses to Midland Bcstg. Co. for $550,000. Principals are Pres. **Kenyon Brown** (33.3%), one-third owner **KWFT-AM-TV Wichita Falls, Tex.**, part owner of applicant seeking purchase of **KANS Wichita, Kan.**, one-third owner **KGLC Miami, Okla.**, and 49% owner **KBYE Oklahoma City**; Vice Pres. **Harry L. (Bing) Crosby Jr.** (33.3%), holds about 5.2% interest in KGLC; Vice Pres. **George L. Coleman** (33.3%), holds about 5.5% of KGLC and Sec.-Treas. **Paul A. O'Bryan** (no stock), owner of 1.2% of **WNEW New York**, sale of which is pending before FCC. Filed Nov. 17.

KBCH Oceanlake, Ore.—Seeks transfer of stock to **William Comer**. One-third of station stock is being transferred from **Willard L. Guthrie** for $9,950. No information about Mr. Comer's business interests was presented in application. Filed Nov. 17.

WJZM Clarksville, Tenn.—Seeks assignment of license to **Campbell & Sheftall** with same original partners but adding station Asst. Manager **John H. Bailey** who will hold 5% for which he is paying $7,500. No change in control. Mr. Bailey is 20% owner **WDKN Dickson, Tenn.** Filed Nov. 21.

WLOW Portsmouth, Va.—Seeks assignment of license to **Winston-Salem Bcstg. Co.** for $212,500. Winston-Salem Bcstg. is licensee of **WTOB-AM-TV Winston-Salem, N. C.** Filed Nov. 17.

Hearing Cases . . .

OTHER ACTIONS

Shreveport, La.—By memorandum opinion and order of Nov. 16, FCC denied petition of Southland Television Co. for rehearing and reconsideration of Commission May 19 decision granting application of Shreveport Television Co. for new tv to operate on ch. 12 in Shreveport and denying competing applications of Southland Television Co. and Radio Station KRMD. Chairman McConnaughey and Comr. Mack abstained from voting.

Routine Roundup . . .

November 17 Applications

Accepted for Filing

Renewal of License

KROS Clinton, Iowa; KFJB Marshalltown, Iowa; KWRT Boonville, Mo.; KBIA Columbia, Mo.; WFMT (FM) Chicago; WLEY (FM) Elmwood Park, Ill.

Renewal of License Returned

KMNS Sioux City, Iowa—Application for renewal of license returned (name incorrect).

Modification of Cp

KHUM Eureka, Calif.—Seeks mod. of cp (which authorized change frequency, power, install DA and change trans. location) for extension of completion date.

WCED DuBois, Pa.—Seeks mod. of cp (as. mod. which authorized change frequency, power, install DA-2 and change trans. location) for extension of completion date.

WTVI (TV) Fort Pierce, Fla.—Seeks mod. of cp (which authorized new tv station) to extend completion date from Dec. 19, 1955 to Nov. 1, 1956.

KTBS-TV Shreveport, La.—Seeks mod. of cp (as mod. which authorized new tv station) for extension of completion date to March 1, 1956.

WITN (TV) Washington, N. C.—Seeks mod. of cp (as mod. which authorized new tv station) to extend completion date to May 26, 1956.

License to Cover Cp

KMFM (FM) Mountain Park, N. M.—Seeks license to cover cp (as mod. which authorized new fm station).

WMVA-FM Martinsville, Va.—Seeks license to cover cp (as mod. which replaced expired permit).

KCPS (FM) Tacoma, Wash.—Seeks license to cover cp (as mod. which authorized new educational fm station).

November 18 Decisions

ACTIONS ON MOTIONS

By Comr. Robert T. Bartley

WTIF Tifton, Ga.—Granted petition for extension of time to Nov. 22 to file opposition to petition for review of adverse ruling of hearing examiner, filed by Tifton Bcstg. Corp. on Nov. 4. Action Nov. 15.

By Chief Hearing Examiner James D. Cunningham

OK Bcstg. Co., Indianapolis, Ind.—Granted petition and supplemental petition to extent they seek dismissal of petitioners' am application. Action Nov. 15.

Elizabethtown-Columbia, Pa. — Ordered hearing shall commence Jan. 26, 1956 re am applications of Musser Bcstg. Co., Colonial Bcstg. Co., both Elizabethtown, Pa., and Radio Columbia, Columbia, Pa. Action Nov. 17.

New Castle-Salem, Ind.—Ordered hearing shall commence Jan. 16, 1956 re am applications of Courier-Times Inc., New Castle, Ind., and **WSLM Salem, Ind.** Action Nov. 17.

New York-Mass.—Ordered hearing shall commence Jan. 26, 1956 re am applications of Radio Herkimer, Herkimer, N. Y., **WBSM New Bedford, Mass.**, and **WBEC Pittsfield, Mass.** Action Nov. 17.

By Hearing Examiner Annie Neal Huntting

Storer Bcstg. Co., Wheeling, W. Va.—Granted petition for extension of time from Nov. 17 to Nov. 23 to exchange its written narrative presentation in proceeding re am application of **WKPA New Kensington, Pa.** Action Nov. 15.

Tyler, Tex.—Ordered prehearing conference on Dec. 12 re am applications of Radio Bcstg. Service and Dana W. Adams, Tyler, Tex., and further ordered, on hearing examiner's own motion, that hearing be continued from Dec. 15 to Jan. 12, 1956. Action Nov. 15.

By Hearing Examiner Thomas H. Donahue

Broadcast Bureau—Granted petition for extension of time from Nov. 14 to Nov. 28 to file proposed findings and conclusions re am application of Saline Bcstg. Co., Saline, Mich. Action Nov. 15.

By Hearing Examiner Elizabeth C. Smith

KLLL Lubbock, Tex.—Granted petition for continuance of hearing from Dec. 6 to Dec. 28 re its am application. Action Nov. 15.

Southeast Daytimer

$80,000.00

Kilowatt daytimer in most progressive section of southeast. Combination operation with good building and real estate. Above average gross volume. Owner wants to sell because of health. About $25,000.00 down will handle. Terms liberal.

Negotiations • Financing • Appraisals

BLACKBURN - HAMILTON COMPANY

RADIO-TV-NEWSPAPER BROKERS

WASHINGTON, D. C.
James W. Blackburn
Clifford B. Marshall
Washington Bldg.
Sterling 3-4341-2

CHICAGO
Ray V. Hamilton
Tribune Tower
Delaware 7-2755-6

SAN FRANCISCO
William T. Stubblefield
111 Sutter St.
Exbrook 2-5671-2

November 21 Applications

Accepted for Filing

Remote Control

KYME Boise, Idaho; WEOA Evansville, Ind.; KCHS Truth-or-Consequences, N. M.; WCOJ Coatesville, Pa. and WHLP Centerville, Tenn.

Modification of Cp Dismissed

WNYC New York, N. Y.—Application for mod. of cp to extend completion date dismissed as unnecessary.

Modification of Cp

KLRJ-TV Henderson, Nev.—Seeks mod. of cp (which authorized new tv station) to extend completion date to June 3, 1956.

November 22 Applications

License to Cover Cp

WAUG Augusta, Ga.—Seeks license to cover cp which authorized increased power and equipment changes.

KWHO Salt Lake City, Utah—Seeks license to cover cp which authorized new am station.

Renewal of License

WBBA Pittsfield, Ill.; KJAN Atlantic, Iowa; KWBG Boone, Iowa; KDEC Decorah, Iowa; KCBC Des Moines, Iowa; KOEL Oelwein, Iowa; KBIZ Ottumwa, Iowa; KAYL Storm Lake, Iowa; KFUO Clayton, Mo.; KHMO Hannibal, Mo.; KIMO Independence, Mo.; KLIK Jefferson City, Mo.; KSWM Joplin, Mo.; KCMO Kansas City, Mo.; KLRS Mountain Grove, Mo.; KDRO Sedalia, Mo.; KSD St. Louis, Mo.; KMOX St. Louis, Mo.; WEHS (FM) Chicago; WFJL (FM) Chicago; KROS-FM Clinton, Iowa; KTTS-FM Springfield, Mo.; KFUO-FM Clayton, Mo.

Broadcast Bureau Decisions

Actions of Nov. 16

WPWT (FM) Philadelphia—Application for cp for station changes returned (not in proper form).

WCBC-TV Anderson, Ind.—Granted cp replacing cp.

KCTS (TV) Seattle, Wash.—Granted extension of completion date to June 9.

KNTV (TV) San Jose, Calif.—Granted extension of completion date to June 15.

Actions of Nov. 17

WMCD Welch, W. Va.—Granted license to cover cp which authorized new am station.

Actions of Nov. 18

WDWS-FM Champaign, Ill.—Granted renewal of license.

WEFM (FM) Chicago—Granted renewal of license.

WGHT-FM Centralia, Ill.—Granted renewal of license.

KRLD-TV Dallas, Tex.—Granted cp for minor equipment changes.

WPAG-TV Ann Arbor, Mich.—Granted extension of completion date to May 11, 1956.

Actions of Nov. 21

WDBQ-FM Dubuque, Iowa—Application for renewal of license returned (dated incorrectly).

WABB-FM Mobile, Ga.—Granted STA to remain silent to Feb. 15, 1956.

KREL-FM Baytown, Tex.—Granted STA to remain silent to Feb. 1, 1956.

KMFM (FM) Mountain Park, N. M.—Granted license to cover cp for new fm station.

KGVO-TV Missoula, Mont.—Granted extension of completion date to June 17, 1956.

WITN (TV) Washington, N. C.—Granted extension of completion date to May 26, 1956.

KTBS-TV Shreveport, La.—Granted extension of completion date to March 1, 1956.

KLRJ-TV Las Vegas, Nev.—Granted extension of completion date to June 3, 1956.

WMFD Wilmington, N. C.—Granted cp to decrease height of center tower of DA.

KHUM Eureka, Calif.—Granted mod. of cp for extension of completion date to Feb. 1, 1956.

WCED DuBois, Pa.—Granted mod. of cp for extension of completion date to Jan. 27, 1956.

KOXR Oxnard, Calif.—Granted license to cover cp which authorized new am station.

Actions of Nov. 22

CBS-TV—Granted mod. of cp to program to additional Canadian station.

KCPS (FM) Tacoma, Wash.—Granted license to cover cp for new educational fm station.

UPCOMING

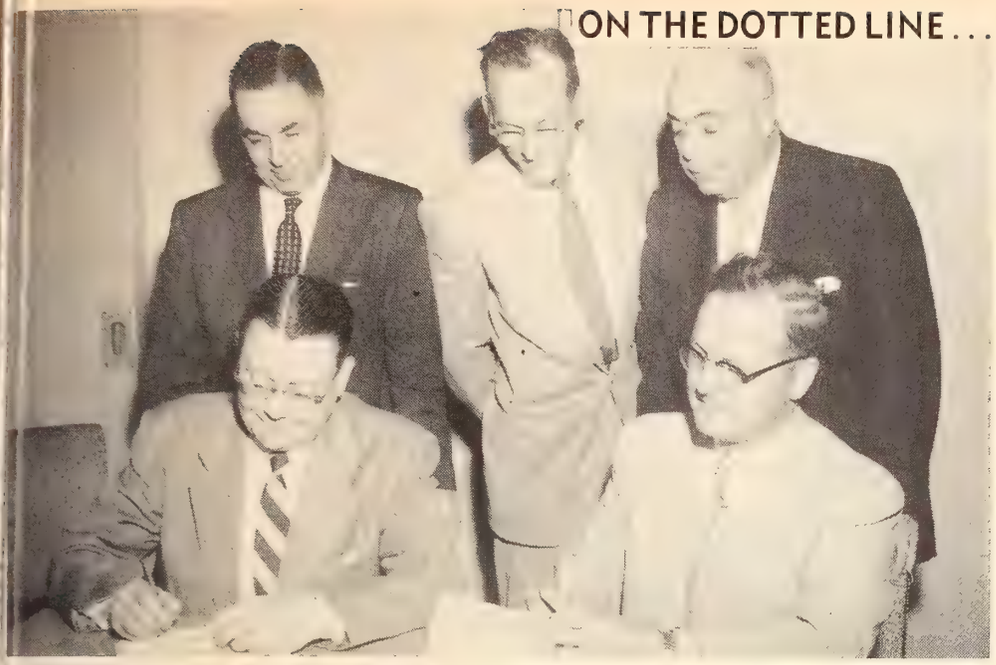
NOVEMBER

Nov. 28: RAB Clinic, Louisville, Ky.
Nov. 28: Tennessee Assn. Broadcasters, Hotel Peabody, Memphis.
Nov. 29: RAB Clinic, Dayton, Ohio.
Nov. 29: NARTB Insurance Committee, NARTB Hdqrs., Washington.
Nov. 30: RAB Clinic, Cleveland.

DECEMBER

Dec. 1: NARTB Community Antenna Committee, NARTB Hdqrs., Washingotn.
Dec. 1: Board of Governors of Canadian Broadcasting Corp., Room 262, The Senate, Ottawa Ont.
Dec. 1: RAB Clinic, Pittsburgh.

ON THE DOTTED LINE . . .



CO-SPONSORSHIP of CBS-TV's *Tales of the Texas Rangers* has been negotiated by Curtiss Candy Company with General Mills. Signing joint agreement (General Mills bought it initially) are, seated, Henry Cox (l), manager of radio and television programming, General Mills, and Philip B. Schnering, executive vice president of Curtiss Candy Co.; standing (l to r), George Bolas, media director and account executive, Tatham-Laird Inc., Chicago, which handles General Mills account; F. R. Reiter, Curtiss advertising director, Chicago, and Irving M. Tuteur, account executive, C. L. Miller Co., Curtiss agency. Program is aired Sat., 11:30 a.m. EST, on 64 CBS-TV outlets.



HAROLD E. HERTZFELD, Oldsmobile dealer, signs for 2,000 spot announcements, spread over one year on WOHO Toledo, Ohio. Looking on are William C. Wester, seated r, sales manager of WOHO; Richard Haley, standing l, Hertzfeld Oldsmobile, and Daniel Markham, WOHO account executive.



COMPLETING arrangements for a 13-week contract calling for Shell Oil sponsorship of *Shell News* (Mon.-Fri., 6 p.m. PST) on KBET-TV Sacramento, Calif., are Fred W. Spooner (l), Shell division sales manager, and John H. Schacht, KBET-TV vice president-general manager. The 15-minute show features Hank Thornley, KBET-TV West Coast news director.



BURT WARNER, advertising director for Safeway (food chain), signs for continued sponsorship of the Saturday night *Safeway Theatre* on WRC-TV Washington, D. C. The one-year renewal continues the program which was started in September 1949. Present for the proceedings were Dick Williams (seated), account executive for Manchester Adv. on the Safeway account; James E. Kovach (standing l), WRC-TV director of programs, and Arthur Faircloth, WRC-TV sales executive. ➤



HAROLD E. DAVILA, executive vice president of First Federal Savings & Loan Assn., San Juan, P. R., signs for sponsorship of Ziv's *Yesterday's Newsreel* over WKAQ-TV that city. Also present at the proceedings were Edward J. Stern (l), head of Ziv international activities, and Dave Brown, president of Brown Advertising Agency, San Juan.

BROADCASTING • TELECASTING

THE NEWSWEEKLY OF RADIO AND TELEVISION

1735 De Sales Street, N. W., Washington 6, D. C.

PLEASE START MY SUBSCRIPTION WITH THE NEXT ISSUE.

I've checked service desired.

☐ 52 weekly issues of BROADCASTING • TELECASTING	$7.00
☐ 52 weekly issues and BROADCASTING Yearbook-Marketbook	9.00
☐ 52 weekly issues and TELECASTING Yearbook-Marketbook	9.00
☐ 52 weekly issues and both Yearbook-Marketbooks	11.00

☐ Enclosed ☐ Bill

name *title/position*

company name

address

city *zone* *state*

Please send to home address — —

Listen in Texas (or Else)

IF YOU want it bigger and broader and higher and wider and generally more of the most, then whatever it is you want you're apt to look for it first in Texas, whose citizens do their damnedest to reproduce in whatever they do the outsized physical characteristics of their state.

Hence it comes as no surprise that the Texas Assn. of Broadcasters has designed a campaign to promote radio listening that to work at all has to have the support of most radio broadcasters in the state. In fact, when the plan was presented at the TAB meeting in Dallas week before last [B•T, Nov. 21], individual broadcasters were expressly warned not to undertake it on their own.

So broad—encompassing all local or statewide advertising media; so high—with the goal of scores of impressions per day for every Texan, whose eyes and ears will tell him over and over to "Listen While You Drive," "Listen While You Work," "Listen While You Read" and "Listen While You . . . (are engaged in any other activity)"—this campaign is too big even for a Texas broadcaster, TAB declared, and must be gone into on a cooperative basis by all (or most) of the stations in a market or not at all.

To make it easy for the station, TAB itself picked up the cost of planning the drive and of preparing the copy, the art work and the singing transcriptions, with the broadcasters to pay only for the cost of producing the materials they order. Jan. 1 is kick-off day and from the enthusiasm expressed at the TAB meeting, our guess is that before the new year is many weeks old Texans will be spending more time listening to their radios than doing anything else, even talking about Texas.

Scarcity: Road to Ruin

TALK about common carrier control of broadcasting is being heard these days with the kind of repetitive regularity that should cause concern. It is a throw-back to 1927 when Congress decided, after intense consideration, that radio should evolve in a climate of free competition, and not as a protected monopoly with microphones open to all comers and with rates and program content to be established by government.

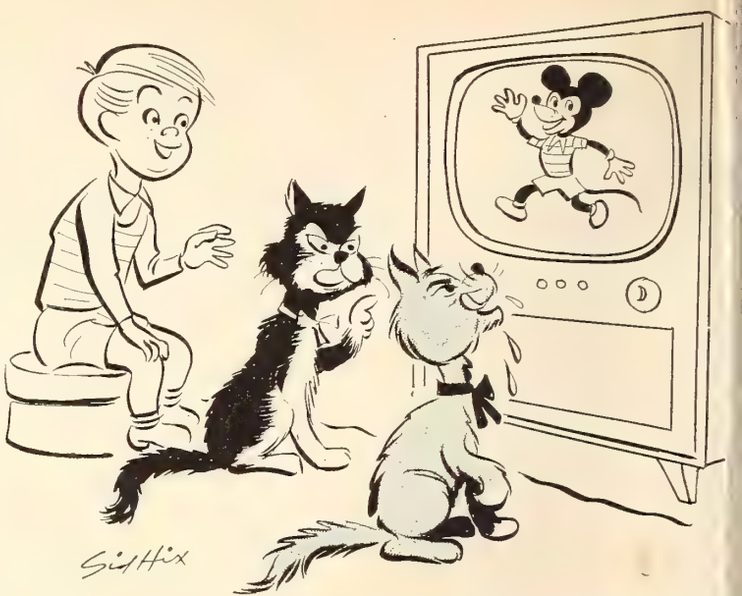
In recent weeks, two members of the FCC (Comrs. Hyde and Doerfer), a wordly-wise broadcaster (John M. Outler, WSB-AM-TV) and an FCC hearing examiner (H. Gifford Irion) have expounded on the common carrier concept. It may be happenstance, but the point is that important people are sounding off—after a lapse of nearly three decades. And it comes at a time when three members of the FCC (Chairman McConnaughey, Doerfer and Mack) happen to have common carrier regulatory backgrounds, having served on state utility commissions. While each commissioner vouchsafes his belief in free competitive broadcasting, it is manifestly difficult to erase a philosophy in which one has been reared.

Comrs. Hyde and Doerfer, in recent addresses to NARTB area meetings, questioned whether broadcasting can remain in the free competitive field, but they did so for different reasons. Comr. Hyde deprecated talk of abandonment of uhf and thus limiting tv to a 12-channel ceiling which he felt would bring "monopoly." Comr. Doerfer warned that regulation of networks is tantamount to regulation of station programs and "from there to terms and from terms to rate cards."

Examiner Irion, in a radio case, properly found in an initial decision that economic injury constitutes no ground for denying a second station in a small community. That's the way the law has stood for years *in radio*. Mr. Irion held that the Communications Act "does not attempt to guarantee survival of any station nor does it postulate that adverse competition and economic loss are to be grounds for denying a license." This Act does not distinguish between radio and tv stations.

And veteran broadcaster Outler, in another NARTB address, admonished radio broadcasters not to be too complacent. He noted that while radio is not classed as a public utility, "our residence is on the same boulevard." "If governmental regulation of rates and program content and other elements ever comes about," he cautioned, "it will be because of our failure to live up to the obligations inherent in our franchise."

These warnings are timely. In radio the problem is not "scarcity" or of "monopoly." It is one of programs, quality and service. M Outler aptly cites the stigma given all radio when some "rugge individualist—with two left feet and no inhibitions—shows up i possession of a radio license, a pile of phonograph records, a new machine, larceny in his heart and a desire to get into the upp income brackets in a hurry."



Drawn for BROADCASTING • TELECASTING by Sid H

"Cockiest mouse I ever saw! If I ever catch him away from that window

In tv the dilemma does spring from "scarcity" but of vhf chan nels. Where there's scarcity there's economic dislocation. Th FCC's network study stems from it. Whenever there's scarcity, th reflexes of the lawmakers respond quickly on the premise th "monopolies" must be regulated to protect the public.

There are many imponderables. Do nearly 500 television statio on the air (almost 400 of them in the last three years) constitu a trend toward monopoly? Can it be said that scarcity exists whe assignments are available for perhaps another 1,000 stations on th uhf channels, plus the availabilities on the 12 vhfs? Can th scarcity label be applied now when there's prospect that addition vhf channels may be cleared through the efforts of the new hig level *ad hoc* committee to be named by Defense Mobilizer Arth Flemming?

These are questions not alone for the FCC and Congress b for every broadcaster interested in keeping radio and television fr from government domination and common carrier regulation.

The $80,000 Questions

IF THE FCC's special network study staff comes up with fu answers to the questions it was ordered last week to investigat the government will be getting all its money's worth out of th $80,000 appropriated for the purpose.

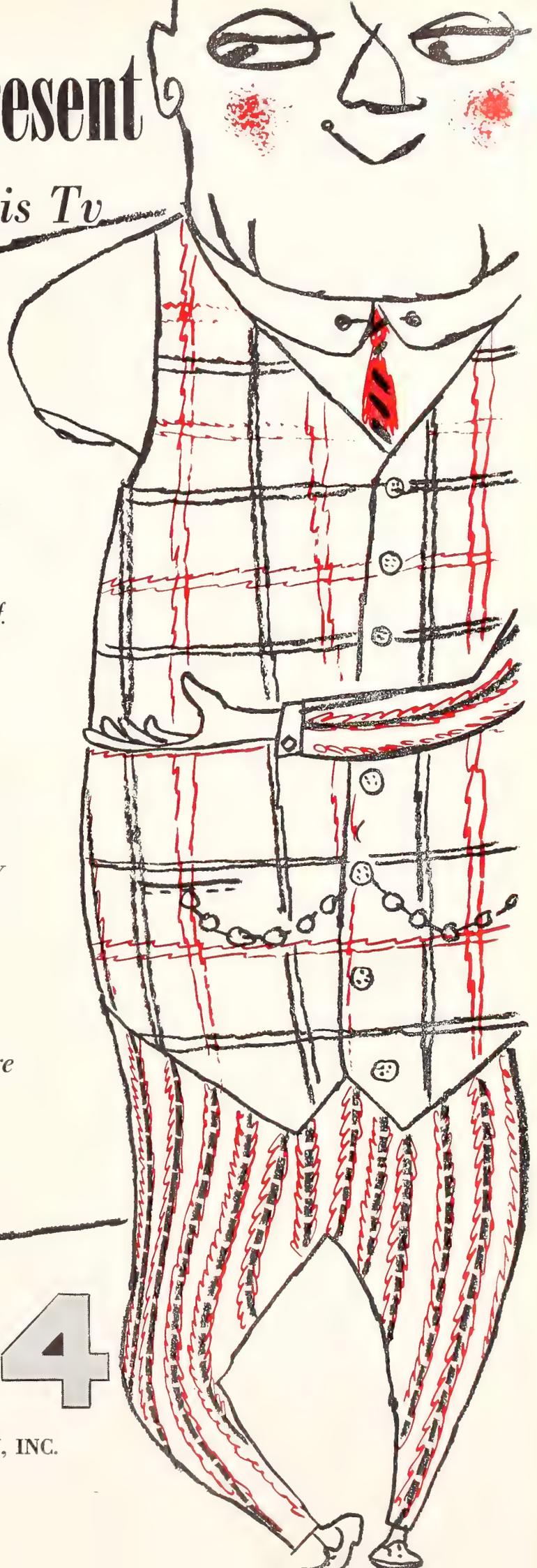
As reported elsewhere in this issue, the Network Study Co mittee of four FCC commissioners ordered its staff to collect i formation, in depth, on just about every facet of network operatio imaginable. Indeed the study goes beyond networking to su subjects as multiple station ownership, advertiser-agency influenc syndication and station representation.

There can be no doubt of the FCC's authority to look into the complex matters. It has the authority, by law, and has been to by Congress to exercise that authority. But the authority to i vestigate fully does not imply authority to regulate with equ vigor. When the staff report is in, the danger will be that co missioners who are accustomed to dealing with public utility reg lation will apply its principles to a field in which there are monopolies similar to public utilities.

True, two networks pretty much dominate in television, but third is steadily gaining ground. A decentralization of netwo power will occur in exact coincidence with the more equitab distribution of competitive facilities throughout the country. It the latter which, presumably, is the objective of the FCC's pres rule-making procedure in tv allocations.

May We Proudly Present

Some facts about St. Louis Tv



Of course, we're proud that the most recent "Pulse" and ARB shows KWK-TV is

FIRST

in overall audience: sign-on to sign-off.

October "Pulse" shows KWK-TV

FIRST

in ten of the first 15 nighttime shows.

October "Pulse" also shows KWK-TV

FIRST

in six of the first ten daytime shows.

We are also proud of the fact that we're

FIRST

in Public Service programs.

CBS TELEVISION NETWORK

KWK Tv

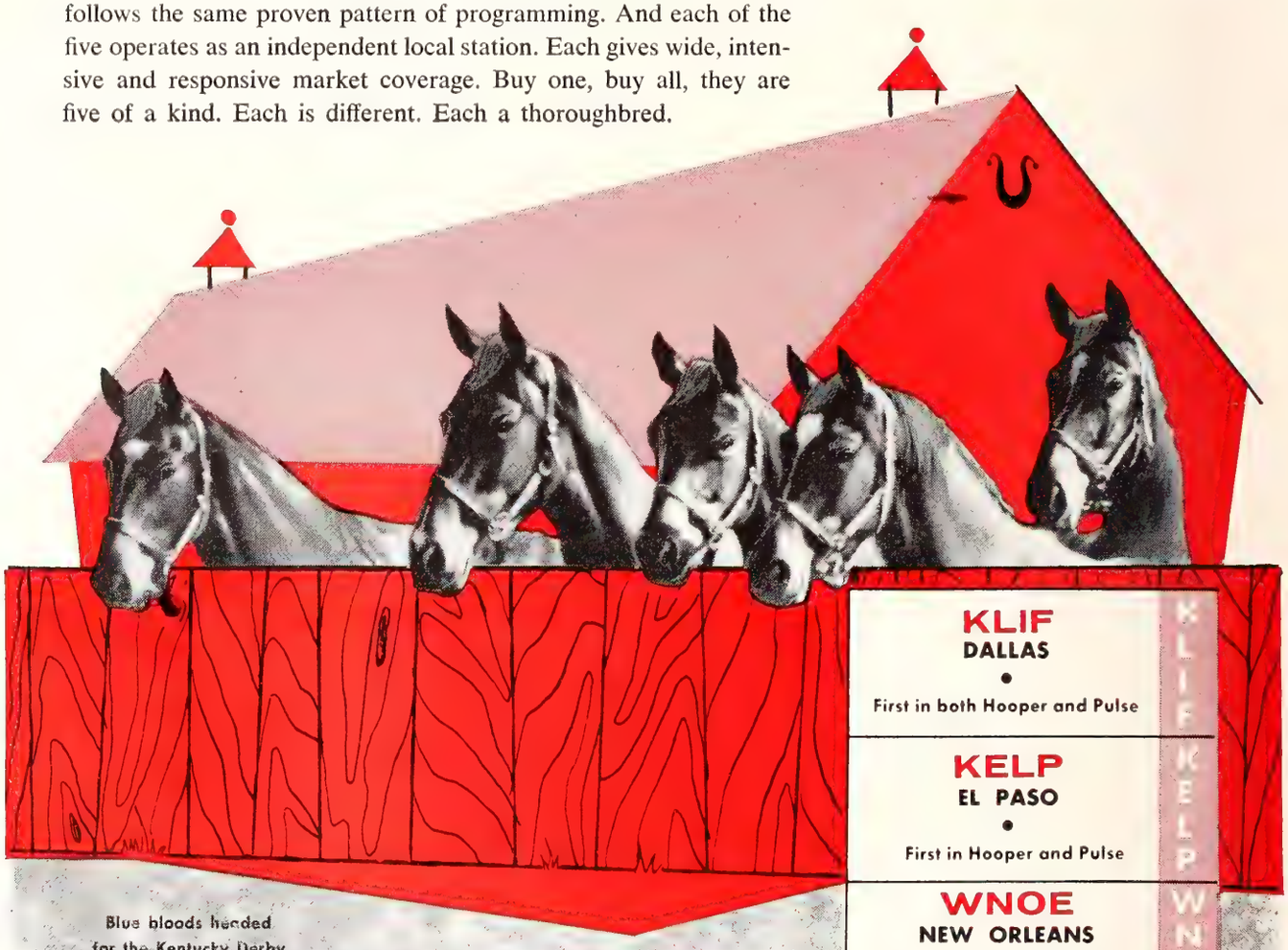
CHANNEL 4

represented nationally by THE KATZ AGENCY, INC.

FIVE OF A KIND....

ALL DIFFERENT...ALL THOROUGHBREDS

Radio stations, like race horses, should be judged by the record. It's no wonder that smart time buyers are selecting the NoeMac stations. Look at the ratings and market coverage facts . . . and you'll discover that in each of the rich five NoeMac markets, your best buy is the NoeMac station. Although under separate management, each follows the same proven pattern of programming. And each of the five operates as an independent local station. Each gives wide, intensive and responsive market coverage. Buy one, buy all, they are five of a kind. Each is different. Each a thoroughbred.



Blue bloods headed for the Kentucky Derby

KLIF
DALLAS
•
First in both Hooper and Pulse

KLIF

KELP
EL PASO
•
First in Hooper and Pulse

KELP

WNOE
NEW ORLEANS
•
Tops all independents in August Hooper

WNOE

WRIT
MILWAUKEE
•
The most talked about station in the midwest

WRIT

KNOE
MONROE, LA.
•
First by far in Hooperatings

KNOE

For Availabilities, Ratings and
Market Facts, call your H-R Man.

FIVE OF A KIND **NOEMAC** N M **STATIONS** ALL DIFFERENT

NEWS MUSIC

ECEMBER 5, 1955 35c PER COPY

BROADCASTING TELECASTING

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25TH year

THE NEWSWEEKLY OF RADIO AND TV



name your survey!

HOOPER?
NIELSEN?
PULSE?
TRENDEX?

all have
WHB FIRST!

WHB has run away with Kansas City's radio day!

10,000 watts—710 kc

All day average Hooper: 47.7%—FIRST PLACE!
All day average AREA Nielsen: 39.2%—FIRST PLACE!
Pulse—every daytime ¼ hour—FIRST PLACE!
All day average Trendex: 42.8%—FIRST PLACE!

Call the man from Blair or WHB General Manager George W. Armstrong.

MID-CONTINENT BROADCASTING COMPANY
President: Todd Storz

WTIX, New Orleans
Represented by
Adam J. Young, Jr.

KOWH, Omaha
Represented by
H-R Reps., Inc.

WHB, Kansas City
Represented by
John Blair & Co.

the South's FIRST tv station is
the ONLY tv station in

RICHMOND, VA.

WTVR

MAXIMUM POWER
100,000 WATTS

MAXIMUM HEIGHT
1049 FEET

CHANNEL 6

ABC—CBS
INTERCONNECTED

RICHMOND
VIRGINIA



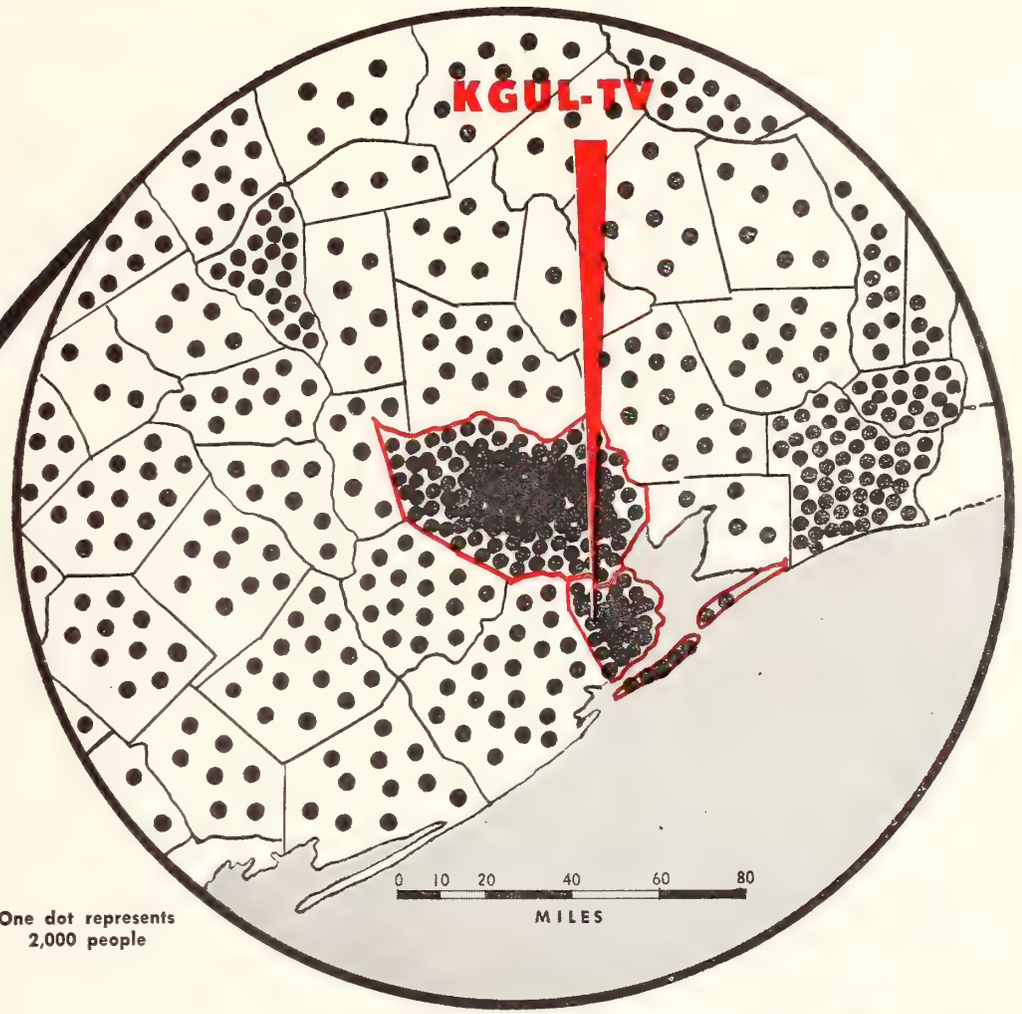
For over seven years BIG WTVR. "The Wide Area Station" has DOMINATED ITS AREA with coverage from Virginia's capital city which includes OVER 498,000 TV SET OWNERS . . . Top Coverage plus a top line-up of programs from both ABC and CBS, combined with Virginia's Favorite Local Personalities is the formula which is responsible for our RUN-A-WAY WITH VIEWERS.

It all adds up to ABSOLUTE SUPERIOR VALUE when it comes to DELIVERING CUSTOMERS and MOVING MERCHANDISE. These are the facts. Let us PROVE THEM with RESULTS.

WMBG AM WCOD FM WTVR TV

First Stations of Virginia
a Service of **Havens & Martin, Inc.**

WMBG REPRESENTED BY THE BOLLING COMPANY
WTVR REPRESENTED BY BLAIR TV, INC.



Area Coverage Means

More Viewers Per Dollar

The Texas Gulf Coast **Television Market** is nearly twice the size of the Galveston-Houston Metropolitan market alone.

	Galveston-Houston	Gulf Coast TV Market*
Families	333,000	544,800
Income	$2,075,371,000	$3,076,812,000
Sales	$1,347,228,000	$2,091,153,000

KGUL-TV—the CBS Basic Affiliate for the Gulf Coast Area—**completely** covers the fastest growing major market in the country.

More audience every day means your advertising dollar buys more . . . every day on KGUL-TV.

*Measured by Research Department of Television Magazine

YOU GET MORE ON

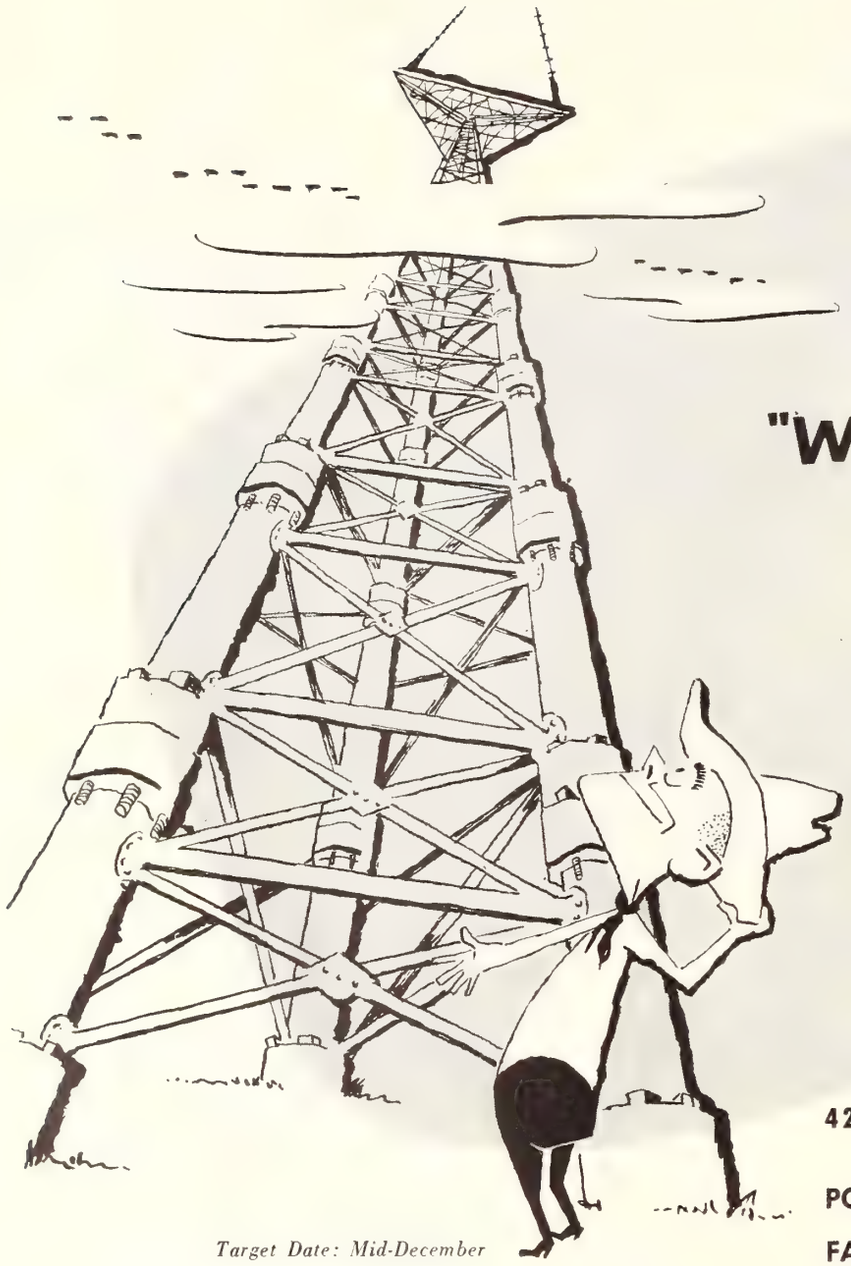
Represented Nationally by

CBS Television Spot Sales

kgul TV

Gulf Television Company Galveston, Texas

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Target Date: Mid-December

"We're spreadin' up and out"

WITH OUR NEW TOWER 1685 FEET ABOVE AVERAGE TERRAIN . . .

42 COUNTIES IN TEXAS AND OKLAHOMA

POPULATION	2,272,000
FAMILIES	687,600
RETAIL SALES	2,582,192,000

552,740 television sets

CITY GRADE COVERAGE IN DALLAS AND FORT WORTH
BASIC CBS STATION

KRLD-TV

The Times Herald Station
Owners and Operators of KRLD Radio, 50,000 Watts
The Branham Company, Exclusive Representative.

The BIGGEST buy in the BIGGEST market in the BIGGEST State

CBS

Channel 4, Dallas
MAXIMUM POWER

JOHN W. RUNYON
Chairman of the Board

CLYDE W. REMBERT
President

closed circuit®

AGENCY BILLING SWEEPSTAKES • With returns in annual B•T survey of agency billings entering final stages, Young & Rubicam leads in radio and television expenditures for second straight year—and by widening margin. In surprise development, McCann-Erickson is offering strong competition to BBDO in neck-and-neck race for second place. Complete line-up of major agencies will be featured in Dec. 12 issue of B•T.

B•T

WITH SCOPE of FCC's network study set [B•T, Nov. 28] Dean Roscoe L. Barrow, director of special project, will be spending more time in Washington and shortly hopes to complete his full-time and part-time staff, probably to total 20. Originally committed to two days per week in Washington, Dean Barrow has been spending three days at FCC. After first of year, however, he will relinquish his teaching duties at U. of Cincinnati Law School and plans to spend alternate weeks in Washington, confining his school activity to administrative supervision.

B•T

CHAIRMANSHIP TENURE • Question over chairmanship tenure of George C. McConnaughey on FCC is cleared up for first time by White House records. He will serve until March 21, 1956, at least. Mr. McConnaughey became chairman Oct. 4, 1954, and President Eisenhower then announced policy of rotation on independent agencies. But Senate didn't confirm Mr. McConnaughey at special session so nomination went to Senate again last Jan. 10. On March 22, President signed new commission naming Mr. McConnaughey chairman for "one year."

B•T

EXACT language of President Eisenhower's order naming Mr. McConnaughey chairman: "Pursuant to the provisions of the Communications Act of 1934, I hereby designate George C. McConnaughey as chairman of the Federal Communications Commission for a period of one year." By March 21, 1956, President will designate new chairman. He could re-name Mr. McConnaughey, since rotation is his own idea and not law, but presumably he's committed to rotating policy. Who would succeed? Best guesses: John C. Doerfer, of Wisconsin, or Robert E. Lee, of Illinois, both Republicans. Remaining Republican, Rosel H. Hyde, of Idaho, started rotation and served from April 18, 1953, until succeeded by Mr. McConnaughey.

B•T

UNWANTED ACCOUNT • Democratic chieftains are becoming increasingly irritated over reluctance of big advertising agencies to bid for 1956 presidential campaign account, while GOP is surfeited with top agency connections. Suspicion is that big-time agencies fear wrath of some of their pro-GOP accounts. Chairman Paul Butler may pop off soon over purported "advertiser domination."

B•T

DEFINITELY in running for all or part of Democratic National Committee account are Joseph Katz Co., New York-Baltimore (which handled 1952 campaign); Biow-Beirn-Toigo Inc., New York, and Norman, Craig & Kummel Inc. (successor to Wm. H. Weintraub & Co.). Chairman Butler may announce selection shortly after his return to Washington next week.

B•T

FULL SPEED AHEAD? That FCC majority intends to proceed with determination of tv hearing cases probably was illustrated by deed last Friday. One hoary case—ch. 12 for Richmond, Va.—saw daylight, with grant to Larus & Brother Co. Inc. (WRVA) over Richmond Newspapers Inc. (WRNL) by split vote. (Story page 9.)

B•T

AMONG other docket cases reportedly in works and nearing announcement: Madison, Wis. (ch. 3), Radio Wisconsin (WISC and Evening Telegram Co.) vs. Badger Broadcasting Co. (WIBA); Fresno, Calif. (ch. 12), KARM vs. KFRE; Corpus Christi, Tex. (ch. 10), grant expected to KRIS by virtue of drop-out and disposition of protests. In Madison and Fresno cases, strenuous effort is being made by present FCC minority to toss them into allocations rule-making proceeding on ground that since no vhfs are presently in either place, they are ripe markets for deintermixture consideration.

B•T

DOW FOR DAYTIME • Dow Chemical Co., currently co-sponsoring *Medic* on NBC-TV (Monday, 9-9:30 p.m. EST), is understood to be willing to relinquish show to another advertiser in order to put its total tv budget into daytime. MacManus, John & Adams, New York, is agency.

B•T

THERE is little likelihood of formation of formal committee to defend interests of established vhf stations during upcoming allocation rule-making proceeding. But individual stations will seek to acquaint FCC and Congress with old-line vhf-ers' position and problems. One such organizational effort was made within Vitapix through its executive committee at meeting last week, with result that informal approach was decided upon. Another approach, looking toward video counterpart of radio's Clear Channel Broadcasting Service, has been discussed but, according to informed opinion, shows no immediate sign of jelling.

NBC FOR DEINTERMIXTURE? NBC is seriously considering allying itself with deintermixture advocates on ground that overall it's better to have open potential competitive situations than constricted economy which might lay tv open to monopoly charges, possibly give public utility concept chance to grow in minds of commissioners and Congress.

B•T

ANNOUNCEMENT of appointment of new second man of Radio Advertising Bureau, with title of vice president, expected at RAB board session this week. Conversation has centered around either promotion from within or appointment of former executive familiar with operations. In latter connection, name most frequently heard is John L. Hardesty, eastern sales manager of Westinghouse Broadcasting Co. and former RAB director of local promotion.

B•T

SOCIAL NOTE • CBS Board Chairman William S. Paley, in Washington last week for White House Conference on Education, paid his first call in years at FCC. He visited all seven commissioners, to pay his respects, and lunched with Chairman McConnaughey Thursday.

B•T

MOVIES are riding high these days in free publicity on leading network programs, but Allied Artists' pitch Nov. 27 on NBC-TV's Wide, Wide World *for upcoming movie "Friendly Persuasion" left NBC holding bag. Normally gratis performance because of promotion, tv scene resulted in 11th hour AFTRA ruling that network must pay each actor $241.50 minimum.*

B•T

TO THE BARRICADES • Still in early "feeler" stage at NARTB is idea designed to strengthen broadcaster defenses against legislative attacks, nationally and stateside, as well as charges made by pressure groups. It would take form of Washington roundup for state association presidents at which common problems and ways of meeting them would be reviewed. Idea has been fostered by NARTB President Harold E. Fellows, with tentative date in February proposed.

B•T

LENTHERIC (perfumes and toiletries) Div. of Olin-Mathieson Chemical Corp., New York, currently being handled by Cunningham & Walsh, New York, is expected to move to Grant Adv., also New York, first of year. Lentheric, sponsor of Chance of a Lifetime *on ABC-TV for past year, probably will continue that show. Company may also increase tv spot campaign on national, co-op basis with U. S. drug chains.*

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in any language — sales results

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Representatives:

MEEKER TV, INC.

New York • Chicago • Los Angeles • San Francisco

Channel 8

Multi-City Market

WGAL-TV

LANCASTER, PENNA.

NBC and CBS

Profitable selling is the only translation when you study this unique market. Here is a vast, *multi-city* region with 3½ million people. Their prosperity is proven by a TV set ownership of 912,950 and an annual spendable income of $5½ billion.

STEINMAN STATION Clair McCollough, Pres.



at deadline

WRDW-AM-TV Sold Friday To Newspaper for $1 Million

SALE of WRDW-AM-TV Augusta, Ga., by Radio Augusta Inc. to Southeastern Newspapers Inc. (*Augusta Chronicle*) for $1 million announced Friday.

WRDW stations owned equally by Grover C. Maxwell Sr., Harry W. Jernigan Sr., Judge F. Frederick Kennedy, Allen M. Woodall, and W. R. Ringson. WRDW is 5 kw on 1480 kc. WRDW-TV began operating on ch. 12 in February 1954. Both are CBS affiliated and represented by Headley-Reed. William S. Morris is publisher of Southeastern Newspapers.

Other sale announcements:

KXOC Chico, Calif., from Harold T. Gibney by Jack O. Gross for $150,000. Mr. Gross is former owner of KFMB-AM-TV San Diego. Transaction handled by Blackburn-Hamilton Co.

KABQ Albuquerque, N. M., from Mrs. Helen Prince, Bert Arnold and associates by Mr. and Mrs. E. M. Sleighel for $110,000. Mr. Sleighel is former commercial manager of WTRY Troy, N. Y. Transaction handled by Blackburn-Hamilton Co.

Purchases are subject to FCC approval.

Meanwhile, application for FCC approval filed Friday for sale of KULA-AM-TV Honolulu from Pacific Frontier Broadcasting Corp. (William B. Dolph, Herbert L. Pettey and others) to Television Corp. of America Ltd. (Richard C. Simonton, Arthur B. Hogan, Albert Zugsmith and Jack A. Burnett) for $600,825. Buyers own KRKD-AM-FM Los Angeles. Messrs. Hogan and Zugsmith own Albert Zugsmith Corp., media broker. Mr. Burnett is present KULA 10% owner.

Also filed Friday for FCC approval was application in sale of ch. 6 KWFT-TV Wichita Falls, Tex., by Rowley-Brown Broadcasting Co. to KSYD Television Co., for $750,000, and of KWFT from Rowley-Brown licensee to Kenyon Brown for $75,000 [CLOSED CIRCUIT, Nov. 7]. New KWFT-TV owners own KSYD Wichita Falls. They are Sidney A. Grayson, 5%; Nat Levine, 20%; Murray and Irving Gold, 12.5% each; Ben, Roy and Leon Aaron, 6.67% each, and Theodore Shanbaum, 25%. Messrs. Grayson and Levine are Wichita Falls businessmen; others are Dallas businessmen.

First Touring Tv Opera To Be Initiated by NBC-TV

TELEVISION'S first touring opera company, to augment tv presentations of *NBC Opera Theatre,* was to be announced yesterday (Sun.) by Brig. Gen. David Sarnoff, chairman of board, NBC-RCA, during telecast of "Madame Butterfly" (1:15-3:30 p.m. EST).

Gen. Sarnoff said NBC Opera Company will make its first tour in fall of 1956, being on road minimum eight weeks, in major cities in U. S. and Eastern Canada.

Four-year contract with Judson, O'Neill & Judd, concert managers, signed jointly by Robert W. Sarnoff, executive vice president, NBC, and William M. Judd, vice president of concert firm. Tv presentations will continue on air (now about once each month) with personnel to be added to NBC Opera Company as part of expansion, Gen. Sarnoff said.

VERY MUCH IN BUSINESS

CBS TELEVISION Film Sales stands to wind up 1955 with billings approximately double 1954's and is getting ready to launch expansion of its properties to raise current 18 series to about 26 by next spring. Despite reports circulated to contrary, firm is not getting out of syndication business. Officials say they'll follow "balanced" policy of looking first—in some cases—for national or regional buyers before undertaking station-by-station sales, but also will still produce at least two series per year for syndication only.

DuMont Loses $2 Million In First 10 Months of 1955

LOSS of $2,019,000 for its operations in first 10 months of 1955 reported Friday by Allen B. DuMont Labs. Figure compares with net profit of $1,215,000 before taxes and $612,000 after taxes for comparable period of 1954.

Sales during 1955 period were $51,964,000 as compared with $67,593,000 for first 10 months of 1954. Included in 1954 sales totals were those of WDTV (TV) Pittsburgh, whereas 1955 sales include that station for only 10 days. DuMont sold WDTV to Westinghouse Broadcasting Co. early this year. Last year's figures also include sales of then-operating, now-defunct, DuMont Tv Network.

DuMont Labs had 2,361,054 shares of common stock outstanding during both 1954 and 1955 periods. Net profit per share, after preferred dividends, was 22 cents in 1954; net loss in 1955, 89 cents.

DuMont Completes Spin-off, Separates Broadcasting, Labs

ISSUE and transfer of stock in DuMont Broadcasting Corp. to common stockholders of Allan B. DuMont Labs now final and completes spin-off of DuMont's broadcasting properties, according to Allen B. DuMont, board chairman. Stockholders two months ago approved plan whereby one share of DuMont broadcasting stock was issued for each 2½ shares held in DuMont Labs, creating new corporation owned at outset by same stockholders as parent company. Its management has signified it will seek additional tv and/or radio stations [B•T, Oct. 17].

Approximately 944,000 shares and scrip of DuMont Broadcasting Corp. were mailed on basis of 1-to-2½ shares common stock in parent company as of record Nov. 14. Spin-off encompasses separation of broadcasting activity from company's electronics research, development and manufacturing operations, to clear way for independent managements and capitalization of each. DuMont Broadcasting owns and operates WABD (TV) New York, WTTG (TV) Washington and DuMont Tele-Centre, New York. Dr. DuMont is board chairman of both corporations. Bernard L. Goodwin (Paramount Pictures) is president.

• BUSINESS BRIEFLY

NU-ENAMEL NAMES K&K • Nu-Enamel Co. (paint products), Chicago, appoints Kuttner & Kuttner Inc., same city, to handle advertising effective Dec. 1. Radio will be used. Long-range plans call for consideration of color tv.

NAME CHANGE • Following surprise resignation of F. Kenneth Beirn as president of Biow-Beirn-Toigo Inc. (story page 39), it is expected that agency's corporate name will be changed after Jan. 6, when resignation becomes effective.

GENERAL FOODS BUYING • General Foods Corp. is buying radio-tv spot campaign in six newly created sales districts in Far West and Midwest to introduce Minute Potatoes (new shredded dehydrated potato product). Campaign, scheduled to start early in January, is handled by Young & Rubicam, N. Y.

NEW AGENCY FOR N. Y. COKE • Coca-Cola Bottling Co. of New York appoints Marschalk & Pratt Div. of McCann-Erickson, N. Y., to handle its advertising, effective Jan. 1. Account will be serviced by Arthur A. Bailey, M-E's executive vice president. William Esty & Co. previously handled Coca-Cola Bottling.

J-B NAMES GREY • Jacoby-Bender Inc. (watch attachments), N. Y., appoints Grey Adv., N. Y., to handle expanding advertising and promotion program, effective Jan. 1. J-B will return to sponsorship of *Stop the Music* on ABC-TV.

PORTABLE CAMPAIGN • Underwood Corp., N. Y., is set to launch extensive, one-week radio-tv spot announcement campaign throughout U. S. and Alaska on Dec. 12, utilizing 55 tv stations and 150 radio stations, to promote sales of its portable typewriters during holiday season. Brooke, Smith, French & Dorrance, N. Y., will supply stations with material for local dealer tie-ins.

TIMEBUYING • Time Inc. buying special, four-day radio promotion campaign for Christmas issue of *Life* magazine Dec. 21-26, in 25 major markets using minimum of 75 stations, through Young & Rubicam, N. Y.

RADIO, TV FOR SANKA • Maxwell House Div. (Instant Sanka), General Foods Corp., White Plains, N. Y., buying two separate radio and tv spot campaigns in major eastern and central markets. Radio spot campaign divided into two 4-day segments, Dec. 7-10 and 14-17 (Wed.-Sat.) using 25 stations. Tv campaign scheduled Dec. 11-25, using approximately 30 stations. Agency: Young & Rubicam, N. Y.

'QUEEN'S' CO-SPONSORS • Procter & Gamble and Boyle-Midway Div. of American Home Products reportedly signed as conditional co-sponsors for *Queen for a Day,* weekday serial which NBC-TV currently plans to place in 4:30-5 p.m. period, moving *Modern Romances* to 4-4:30 p.m. slot, starting tentatively Jan. 3.

WNBQ (TV), NABET Agree

AGREEMENT between NBC's o&o WNBQ (TV) Chicago and NABET in regard to staffing requirements for color tv operation was reached late Friday afternoon, NBC authorities confirmed. Details were not made known immediately. (See early story page 98.)

Sagebrush Shorty

TOPS IN DETROIT SUNDAY DAYTIME!

You may recognize the art work in this ad. It is the same we used when Sagebrush Shorty started on WJBK-TV last spring. But things are different! In 8 short months, Sagebrush Shorty, fresh from the plains of Texas, has taken over Detroit youngsters with a bang! In October's ARB, Sage and his Looney Tune cartoons were Number One of ALL DAYTIME SUNDAY SHOWS in Detroit with a whopping 10.6, much to the delight of sponsor Schafer Bread. Now Sage has a new Saturday show, 10 to 11 A.M., ready for participation, plus two one-minutes available Sunday. Need we say more?



Want to round up more sales than you ever dreamed possibl
in this rich Midwest area? Let Shorty rope and tie 'em for yo
as he has done so successfully for Kelloggs, Bordens, D
Pepper, Keds, Hostess ice cream and many others, with h
master handling of commercials on Detroit's CBS station wi
the 1,057-foot tower and all the far-reaching power
100,000 watts on Channel 2, serving 1,590,400 TV homes.

WJBK-TV

DETROIT CHANNEL 2

A STORER STATION

Represented Nationally by THE KATZ A

National Sales Director, TOM HA

118 E. 57th, New York 22, MURRAY HILL

at deadline

Richmond Tv Corp. Gets Final Grant for Ch. 12

FCC issued final decision Friday granting Richmond, Va., ch. 12 to Richmond Television Corp. (60% owned by WRVA that city and 40% by Morton G. Thalheimer interests). At same time Commission denied application of WRNL-AM-FM Richmond *(Richmond Times-Dispatch* and *News-Leader).*

Award followed examiner's initial decision issued earlier this year. Comr. Robert E. Lee dissented. Comrs. Rosel H. Hyde and Richard A. Mack did not vote. Comr. Robert T. Bartley issued concurring opinion.

In discussion of points of preference, Commission awarded only "one minor" preference to WRNL. This was for its more conveniently located studios. FCC also found against WRNL because of its newspaper-radio-tv interests. WRNL owners (Bryant family is major stockholder, Norfolk group is minority owner) control Richmond newspapers, *Petersburg* (Va.) *Progress-Index, Norfolk Virginian-Pilot* and *Ledger-Dispatch* (WTAR-AM-FM-TV and *Tampa* (Fla.) *Tribune* (WFLA-AM-FM-TV).

Nielsen Sets New System For Audience Measurement

MAJOR REVISIONS of Nielsen national tv ratings reports, designed to stress "average audience" equally with "total audience," due for announcement by A. C. Nielsen Co. this week. All tv "top tens" released by Nielsen in future will actually consist of two "top tens": one in terms of audience during average minute of program involved, and other, as in past, in terms of program's total audience, commonly known as "six-minute audience." (Nielsen full reports to subscribers have included "average" as well as "total" audience ratings but average audience figures have not been stressed in past.)

Principal effect of change will be that, under "average audience" concept, lengths of 60 and 90-minute programs will not give them rating advantage over shorter programs—for example, it was said, some hour-long and 90-minute shows have made "top tens" in total audience count but "wouldn't have come close" in terms of average audience (indicating high tune-in but also substantial tune-out).

FCC Questions Three More About Purported 'Imbalance'

THREE MORE am stations have been questioned about purported program "imbalance" by FCC's Broadcast Bureau, it became known Friday. This is in addition to 14 sent inquiries last week [CLOSED CIRCUIT, Nov. 28]. Stations come up for license renewal by regional grouping. They maintain license *status quo* pending determination.

Stations queried, including three new ones, were:

WAPL Appleton, Wis.; WATK Antigo, Wis.; WBBM Chicago, Ill.; WBEV Beaver Dam, Wis.; WCFL Chicago, Ill.; WEAU Eau Claire, Wis.; WEDC Chicago, Ill.; WEMP Milwaukee, Wis.; WGES Chicago, Ill.; WGEZ Beloit, Wis.; WHFC Cicero, Ill.; WHVF Wausau, Wis.; WIND Chicago, Ill.; WKRS Waukegan, Ill.; WMOK Metropolis, Ill.; WOKW Sturgeon Bay, Wis.; WPEO Peoria,

UPCOMING

Dec. 6-8: Mutual Affiliates Advisory Committee, Hollywood, Fla.
Dec. 8: CBS Radio Affiliates Assn. New York
Dec. 8-9: NBC-TV Affiliates, Chicago.
(For other Upcomings see page 125)

Omaha Stations Switch CBS-TV, NBC-TV Affiliations

SWITCH of CBS and NBC affiliations in Omaha Jan. 1 officially announced Friday with KMTV (TV) (ch. 3) becoming basic NBC-TV affiliate and WOW-TV (ch. 6) becoming primary basic affiliate of CBS-TV.

In joint announcement in New York, Robert W. Sarnoff, NBC executive vice president, and KMTV General Manager Owen Saddler said KMTV, which received programs from CBS-TV, ABC-TV and former DuMont Network, will carry full NBC-TV program service and continue some ABC-TV programs. At same time, Edward P. Shurick, CBS-TV national director of station relations, announced that WOW-TV, which formerly received NBC and DuMont programs, will join CBS-TV. Frank P. Fogarty is vice president and general manager of WOW-TV, which is owned by Meredith Pub. Co.

Detroit Stations Carry News For Struck Papers

DETROIT radio-tv stations increased news coverage Friday as newspaper shutdown entered second day. They jointly agreed to carry items from news reports prepared by Detroit Newspaper Publishers Assn. at newsroom in Hotel Fort Shelby. Striking stereotypers picketed WWJ-AM-TV building, across street from affiliated *News.* Supervisory workers operated stations Thursday but picket lines were described as not affecting WWJ operations Friday.

CIO newspaper guild members decided Friday to authorize union officials to publish their own daily newspaper during shutdown of three dailies.

Bashaw Succeeds Webb

THOMAS P. BASHAW, sales manager of KFH-AM-FM Wichita, Kan., Friday was appointed general manager to succeed late Frank V. Webb, who died last Monday of heart attack (see story page 86). Appointment was announced by Marcellus M. Murdock, publisher of *Wichita Eagle* and executive vice president of KFH-AM-FM.

RCA Declares Dividends

RCA Friday announced extra dividend of 50 cents and regular quarterly dividend of 25 cents per share on common stock, payable Jan. 23 to holders of record at close of business Dec. 16. RCA also reported dividend of 87½ cents per share was declared on first preferred stock for period Jan. 1-March 31, 1956, payable April 2, 1956, to holders of record March 12, 1956.

PEOPLE

DAVID HAYES, timebuyer and assistant to radio-tv director, appointed radio-tv director at W. E. Long Co., Chicago agency specializing in bakery accounts. He succeeds **E. C. FRITZ JR.,** resigned [B•T, Nov. 28].

SANTO FRANK PULISE, assistant art director, Scheideler, Beck & Werner Inc., N. Y., to Geyer Inc., same city, in a similar capacity.

TED LAZARUS has resigned as secretary-treasurer of George Blake Enterprises, N. Y., tv film producers.

BERNARD J. WIERNIK, general sales manager, Mogen David Wine Corp., Chicago, promoted to vice president in charge of sales and advertising.

KARL KNIPE, vice president and director, Anderson & Cairns, N. Y., elected secretary of agency by board of directors.

Technicians Get to Work On Channel-Swap Talks

TECHNICAL task force of government engineers met Friday with ODM officials to begin serious consideration of possibility of whittling out extra vhf channels for tv from present military and other government assignments. Technicians took over after *ad hoc* committee of top drawer interested government officials met day before to agree on policy. Believed favorable climate augurs announcement in week or two that couple of vhf bands have been cut loose for tv. In exchange, it's understood military is seeking other vhf frequencies not now used for tv.

Policy working group headed by Maj. Gen. Jerry Matejka, USA (Ret.), ODM telecommunications chief. Included is FCC Chairman George C. McConnaughey. Representing FCC on technical level are Chief Engineer Edward W. Allen, Asst. Broadcast Bureau Chief James E. Barr and Albert L. McIntosh, chief of allocations division in chief engineer's office.

Glover Heads New RCA Unit

NEW RCA UNIT, Semi-Conductor Div., handling transistors and related items, set up effective today (Monday) with Dr. Alan M. Glover as general manager. Dr. Glover, with RCA since 1936 in industrial tube work, had been manager of semi-conductor operations prior to formation of new division. RCA's action described as emphasizing importance corporation attaches to transistor field, according to W. W. Watts, RCA executive vice president, electronic products.

Three V.P.'s for ABC Film

APPOINTMENTS of three new vice presidents announced by ABC Film Syndication Inc., New York Richard P. Morgan, executive assistant to ABC Film Syndication President George T. Shupert, named vice president in charge of business affairs. John Burns, midwest manager in Chicago, promoted to vice president, and director of national sales. William Clark, western manager, appointed vice president and director of western sales division.

James W. Baldwin Retires

JAMES W. BALDWIN, former part owner of WGH Newport News-Norfolk, Va. and former managing director of old NAB (1935-37) last week retired after more than 28 years of government service. Mr. Baldwin was secretary of former Federal Radio Commission prior to joining NAB as assistant managing director in 1934. He was highest ranking civilian employe in Army Signal Corps at time of his retirement. He began government service in 1919.

the week in brief

WHEELING AND DEALING

Newhouse pays $18.7 million cash for Birmingham News *(WAPI, WAFM [FM], WABT [TV], and* Huntsville *(Ala.)* Times *(WHBS-AM-FM). Zeckendorf buys half of KBTV (TV). Other sales* *31*

RADIO-TV REVENUE TOPS BILLION

FCC financial figures for 1954 show tv getting $593 million, radio $449 million for $1,042,500,000 total ... *33*

BEIRN QUITS BIOW-BEIRN-TOIGO

Resignation as president follows assumption of greater responsibilities for agency's operations by Board Chairman Milton Biow *39*

HOOKER DECISION DELAYED

New York attorney general seeks injunction against film companies headed by West Hooker; he asks for dismissal; judge reserves decision *48*

ROACH ON TELEVISION

Hollywood studio head discusses what tv means to movies, and vice versa, in B•T interview *52*

NCAA URGES LIMITED TV IN 1956

Restrictions on football telecasts have worked well this year, collegiate athletic association says, proposing continued limitations for next fall ... *60*

TIMEBUYER DECIDES OWN STATUS

Job is whatever each individual makes it, George Polk, BBDO media liaison coordinator, tells RTES Timebuying & Selling Seminar *72*

TV REPLACING STUMP?

Strenuous cross-country campaign tours may be scrapped in favor of tv, which lets candidate meet more people more intimately and much more easily *76*

MAGNUSON DERIDES FCC

Lack of overall deintermixture policy is 'shameful situation', chairman of Senate Commerce Committee declares *78*

WWBZ LOSES LICENSE

FCC orders station to leave air within 60 days because of horse racing broadcasts *83*

WBC UPS PACK, TOOKE, LUND

National program manager, general managers of WPTZ (TV) Philadelphia and KDKA-TV Pittsburgh named vice presidents of Westinghouse Broadcasting Co. *84*

FIVE NEW V.P.'S FOR NBC

Culligan, Dann, Herbuveaux, Scott and Werner raised to vice-presidential status *100*

NETWORK AFFILIATES' SESSIONS

NBC-TV affiliates to meet in Chicago, Mutual Affiliates Advisory Board in Hollywood, Fla., and CBS Radio Affiliates board members in New York, all this week *102*

21 SPONSORS FOR PEP

NBC-TV's Program Extension Plan in eight weeks has brought orders from 21 advertisers for 19 programs to 47 small-market stations *106*

SYLVANIA HONORS TOP SHOWS

NBC-TV's Peter Pan *named 'show of year'; James C. Hagerty, White House news secretary, lauded for opening Presidential news conferences to tv 109*

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WESTERN SALES MANAGER: Wallace H. Engelhard
Toronto: 32 Colin Ave., HUdson 9-2694.
James Montagnes

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*Reg. U. S. Patent Office

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SLIDE RULE-ETTE?

You've heard those fanciful formulas for determining the value of a broadcasting property:

Three and one half times the net.

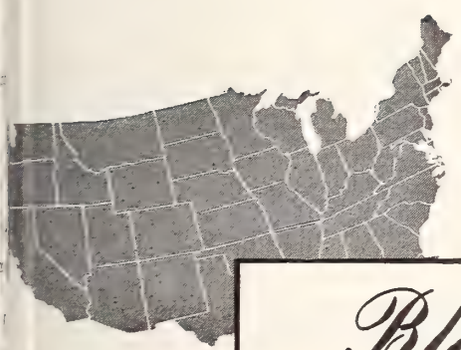
One times the gross.

Someone even said recently—facetiously, we trust—that a television station should be worth two and one half times its losses.

There is no magic formula for such appraisal. Business conditions vary from community to community. Real estate values differ. These and other factors govern worth.

Blackburn-Hamilton Company offers a low-cost, efficient and confidential appraisal service. It is based upon the Company's unique experience as the oldest nationwide firm specializing in this area of broadcasting.

You're worth more to your company if you know what your company's worth.



Blackburn-Hamilton Company

NEGOTIATIONS • FINANCING • APPRAISALS

RADIO TV NEWSPAPER BROKERS

WASHINGTON, D. C.
James W. Blackburn
Clifford B. Marshall
Washington Bldg.
Sterling 3-4341-2

CHICAGO
Ray V. Hamilton
Tribune Tower
Delaware 7-2755-6

SAN FRANCISCO
William T. Stubblefield
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111 Sutter St.
Exbrook 2-5671-2



NEW BQ-2A 3-SPEED TURNTABLE designed specifically for 33⅓, 45 and 78 RPM operation. Low in price, but retaining highest performance characteristics. Simple, sure-fire drive mechanism with self-compensating rim drive. Smooth half-turn starting at any speed for easy cueing.



BQ-70F DELUXE, 3-SPEED TURNTABLE. Newest edition of RCA's famous 70-series transcription turntables. Photo shows installation of Universal Tone Arm for Vertical and Lateral standard groove transcriptions and a lightweight tone arm for 45 and 33⅓ fine-groove recordings.



BC-4A AUDIO CONTROL. This new unit vides adequate control and switching fo studio, control booth, two turntables, work, 2 remotes, and tape recorder. Add of a second BC-4A doubles facilities, pe dual-channel operation. Ideal audio control for TV stations.

Everything in Audi

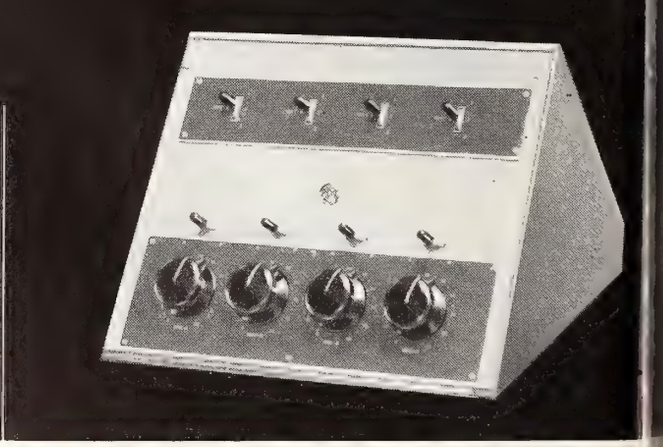
Pictured on these pages are just a few of the units—from the most complete line of professional audio equipment for AM, FM and Television.

Application-engineered to fit every Broadcast audio pick-up and reproduction situation in the station, this comprehensive line includes...microphones and microphone accessories...turntables...tape recorders...amplifiers...loudspeakers...custom-built equipment...plus hundreds of other audio items needed to meet each and every station requirement.

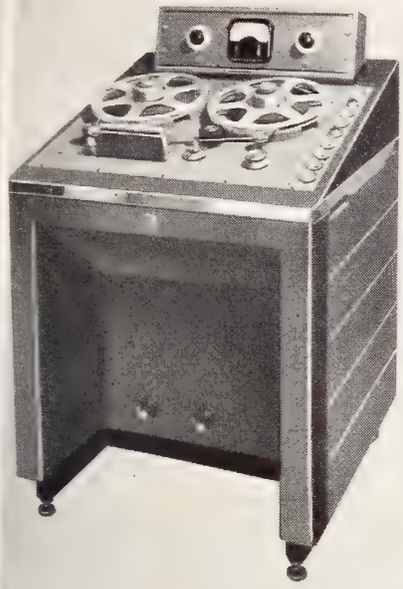
RCA audio equipment is imaginatively designed to exceed present-day station *requirements—competitively*. It makes possible new techniques in program handling—offers a new basic approach to greater operation economy. Ask your RCA Broadcast Sales Representative for complete technical information. In Canada, write RCA Victor, Ltd., Montreal.



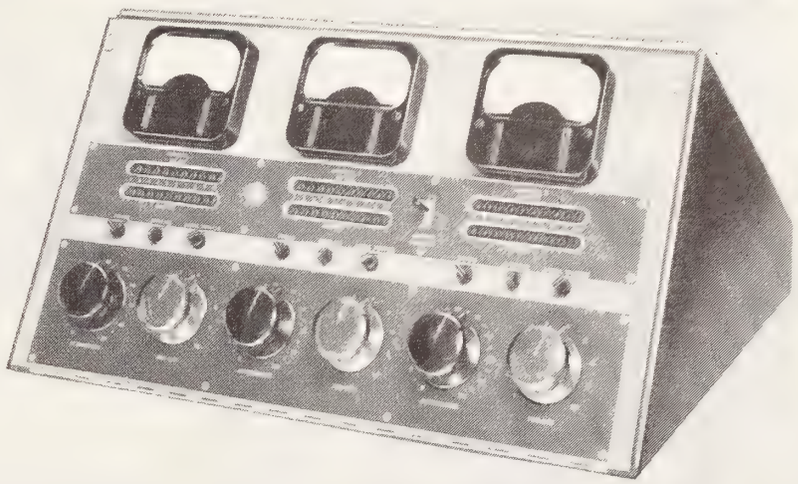
BC-2B STUDIO CONSOLETTE. "Low-boy" console offers deluxe, operation-proved features usually found in custom-built equipment—but at a standard "package" price. Includes complete high-fidelity speech input provisions for 2 studios, announce booth, 2 turntables, 5 remotes, and network.



BCM-1A AUXILIARY MIXER CONSOLE. For large AM an TV studios. It triples the microphone inputs of the BC-2B—up to microphones can be connected—8 can be used simultaneo ly. Enables you to "block-build" as required.



2B PROFESSIONAL TAPE RECORDER (CONSOLE TYPE). e as RT-11B and includes all the design features he rack-mounted unit—but is ideal for use near RCA Consolette or turntables in control rooms or ios where rack space is not available.



BCS-11A MASTER SWITCHING CONSOLETTE. For broadcast stations requiring master switching facilities for three channels. Can be used for pre-set master switching—up to 10 program sources.

..for AM or TV!

FREE technical brochures on RCA Broadcast Audio Equipments—from your RCA Broadcast Sales Representative. Ask for the bulletins you desire by the numbers given below:

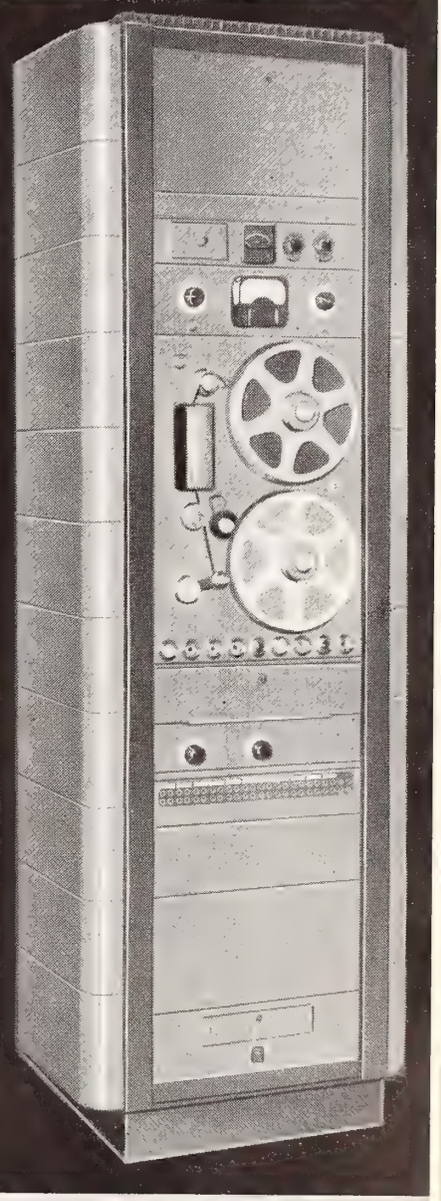
ITEM	NUMBER
BC-4A Audio Control	B.1112
BC-2B Studio Consolette	B.1100
BCM-1A Auxiliary Mixer Console	B.1108
BCS-11A Master Switching Consolette	B.1116
BQ-1A Turntable	B.1616
BQ-70F Deluxe, 3-speed Turntable	B.1600
RT-11B Professional Tape Recorder for Rack Mounting	B.1700
RT-12B Professional Tape Recorder (Console Type)	B.1700
BTC-1B Transmitter Control Console	2J 8256

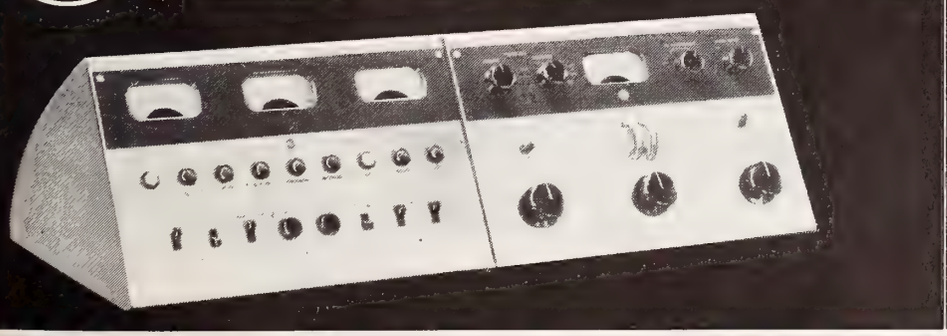


PIONEER IN AM BROADCASTING FOR OVER 25 YEARS

RADIO CORPORATION of AMERICA

ENGINEERING PRODUCTS DIVISION **CAMDEN, N.J.**





BTC-1B TRANSMITTER CONTROL CONSOLE. Handles all audio mixing and transmitter switching for AM station operation. Add-a-unit design does away with obsolescence—enables you to add control turrets and desk sections as your station grows.

RT-11B PROFESSIONAL TAPE RECORDER FOR RACK MOUNTING. Designed for applications where precision timing and reliability are prime factors. RT-11B provides push-button control, automatic tape lifters, quick starts and stops in 1/10 second, and easy cueing.

CAPITAL TYPES #16



THE FREE LOADER

Drinks to forget, but forgets what. Plenty metal. Brassy personality, nerves of steel, and a cast iron constitution. First got sick on pistachio ice cream and jelly beans at age of seven; has built up enormous tolerances since. (Still can't confront a jelly bean without paling.)

But Washington advertisers are confronted with nothing but success when they use WTOP Radio. WTOP gives them (1) the largest average share of audience (2) the most quarter-hour wins (3) Washington's most popular personalities and (4) ten times the power of any other radio station in the Washington area.

WTOP RADIO
Represented by CBS Radio Spot Sales

ASSIGNMENT: INDIA

THEY MIGHT have been the voices of Pilgrims telling the world of their struggles: "You cannot fathom what freedom really means to us" . . . "You are wrong to call us neutrals—we simply cannot afford the luxury of war" . . . "We want so very much to learn." But the voices came from India, the second largest democracy in the world, torn between tradition, time and power politics.

They were but fragments pointing up the largeness of NBC-TV's Thanksgiving Day project, *Assignment: India.* And within the short space of 60 minutes, narrator Chester Bowles, writer John Frederick Muehl and producer Ted Mills tried to piece together the jig-saw puzzle of the new India. In the hour allotted to them, these men had to convince U. S. viewers that "as India goes, so goes all of Asia." If the U. S. viewer was not convinced, he should have been, for it was one of the more lucid and admirable network documentaries.

Much of the credit for this must go to Chester Bowles, advertising executive turned state's governor turned diplomat-at-large. Between 1951 and 1953, Mr. Bowles, as U. S. Ambassador to India and Nepal, brought a unique shirtsleeve diplomacy to his job. His candor and friendliness won him the respect and confidence of every Indian, Brahmin or untouchable. This telecast was, in effect, an ambassador's report to the people. It stated flatly that loss of confidence in India ("trying to jam 100 generations into one while continuing to draw from its past heritage"), would be akin to surrendering 60,000 square miles of real estate to the Soviets.

The program was all the more memorable because it made no predictions, saw no trends, but merely reported facts as seen through the eyes of the Indians themselves. The juxtaposition of old India with the new was accomplished through the motion picture camera, yet the impact remained vocal. To hear one farmer declare in broken English that "since Ghandi, we are no longer afraid but hopeful and free" was perhaps the most potent message to come through our tv screens on a day set aside to honor our own pioneering forefathers.

A color spectacular, *Assignment: India* was not only a somber lesson in 20th Century history; it was journalism in the best of television's tradition.

Production costs: Approximately $90,000.
Telecast in color and black-and-white, sustaining, Nov. 25, 5-6 p.m. (EST), NBC-TV.
Narrators: Chester Bowles and Frank Blair.
Producer and Director: Ted Mills; field director and assoc. producer: Robert Graff; production manager: Don Cash; photographers: W. Suschitzsky, Malcolm Gasper, Margaret Bourke-White; writer: John Frederick Muehl; art director: Merle James; musical score: Alan Hevhaness; musicians: Ustad Ali Akbar Kahn, Pandit Chatur Lal; sound: Ching Mountenay.

DEAREST ENEMY

PASSING OVER the scintillating musical comedy scores Richard Rodgers and Lorenz Hart penned during the 1930's and '40's, producer Max Liebman dug up what must be the song writing team's most anemic effort, "Dearest Enemy," for his Nov. 26 NBC-TV color spectacular.

This long-buried item, first presented on the Broadway stage in 1925, hasn't one memorable tune ("Here in My Arms" comes closest to making the grade) and the Herbert Fields book (adapted for tv by William Friedberg and Neil Simon) is obvious and labored.

Based on an incident in early New York history, "Dearest Enemy" tells how Mrs. Margaret Murray, of Murray Hill, and her niece Betsy connived to captivate British General Sir William Howe and his staff during a tea party, thus delaying the Redcoats' departure long enough to allow General Putnam and 3,000 Continental troops to escape from the Battery to Harlem Heights, where they joined General Washington.

Doing their very best with what they had to work with were Anne Jeffreys, as the spirited Betsy; Robert Sterling, as her British boy friend and Cyril Ritchard as General Howe. Cornelia Otis Skinner, in the role of Mrs. Murphy, was up to her usual fine standard in the acting department but was far from being at ease in the musical portions.

Production costs: Approximately $145,000.
Sponsored by Oldsmobile Div., General Motors Corp. through D. P. Brother on NBC-TV Sat., Nov. 26, 9-10:30 p.m.
Producer-director: Max Liebman; associate producer-director: Bill Hobin; words & music: Rodgers & Hart; original book: Herbert Fields; tv adaptation: William Friedberg and Neil Simon; book director: Milton Lyon; choreography: James Starbuck; costumes: Paul Du Pont; scenic designer: Frederick Fox; musical director: Charles Sanford; choral director: Clay Warnick.

Seen and Heard

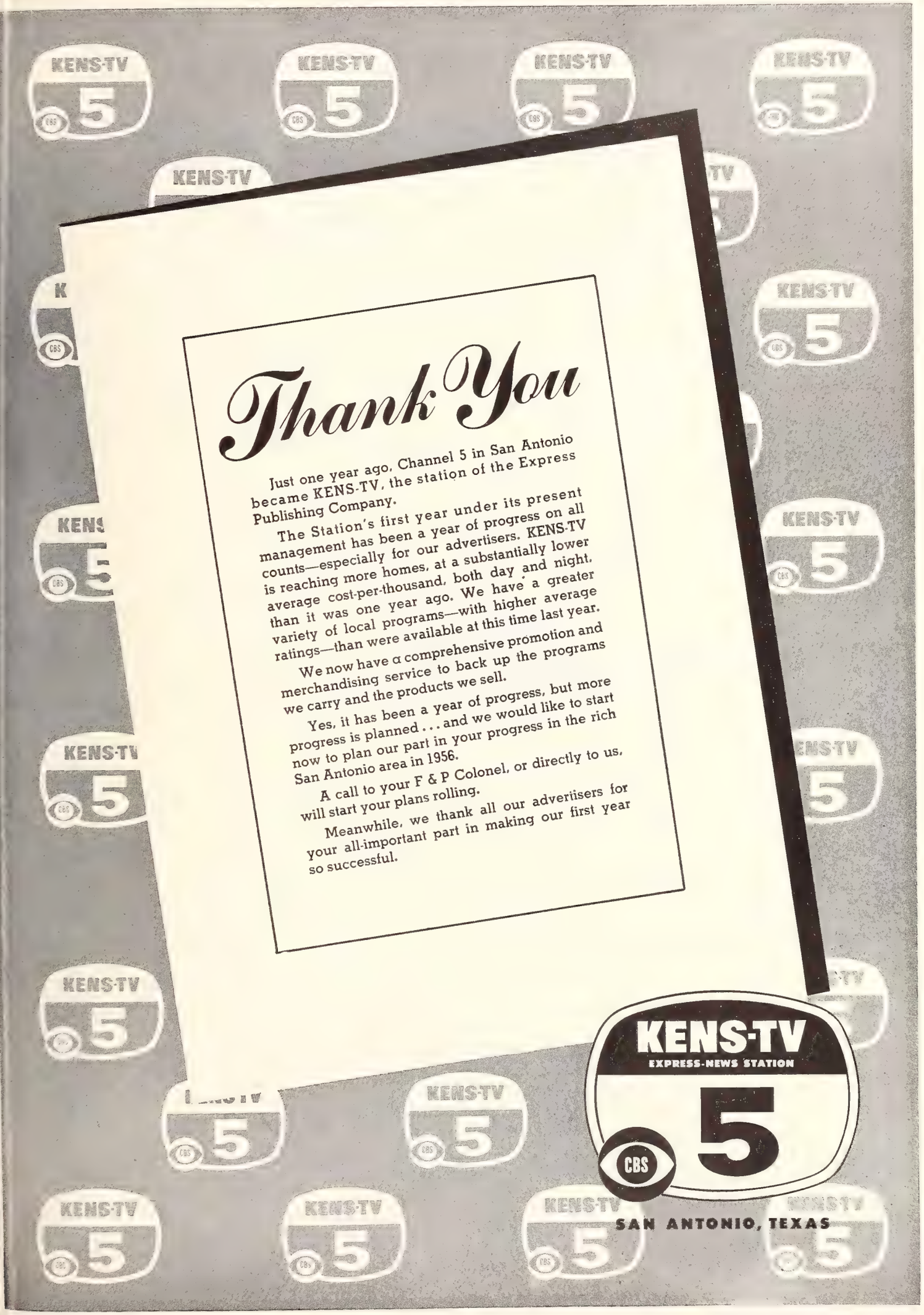
TO JUDGE by the telecast of the Army-Navy game Nov. 26, it is easy to believe that football was the reason for the invention of color television. Colorcasting gave the game clarity and drama that monochrome cannot match. But score one inexcusable fumble to NBC-TV and a sponsor. At the end of the game the West Point cadets began streaming on the field in a scene of magnificent color. Just as the scene began to develop it was blacked out by a monochrome commercial which dully and interminably pitched for White Owl cigars. Sales of rival brands must have been helped.

LIFE, some of our more *avant garde* intelligentsia say, mirrors art. It couldn't have been more true than in Ed Murrow's documentary on education (CBS, Nov. 27, 5-6:30 p.m.). In one segment, the television journalist had three homespun females of Pine, Colo., arguing bitterly with the school superintendent on the merits of a bond issue which would have closed down their two-room country schoolhouse in favor of a large, consolidated school building. If these women had been portrayed in a play critics would have hailed the exquisite characterization; in real life they were superb. P.S. The bond issue won.

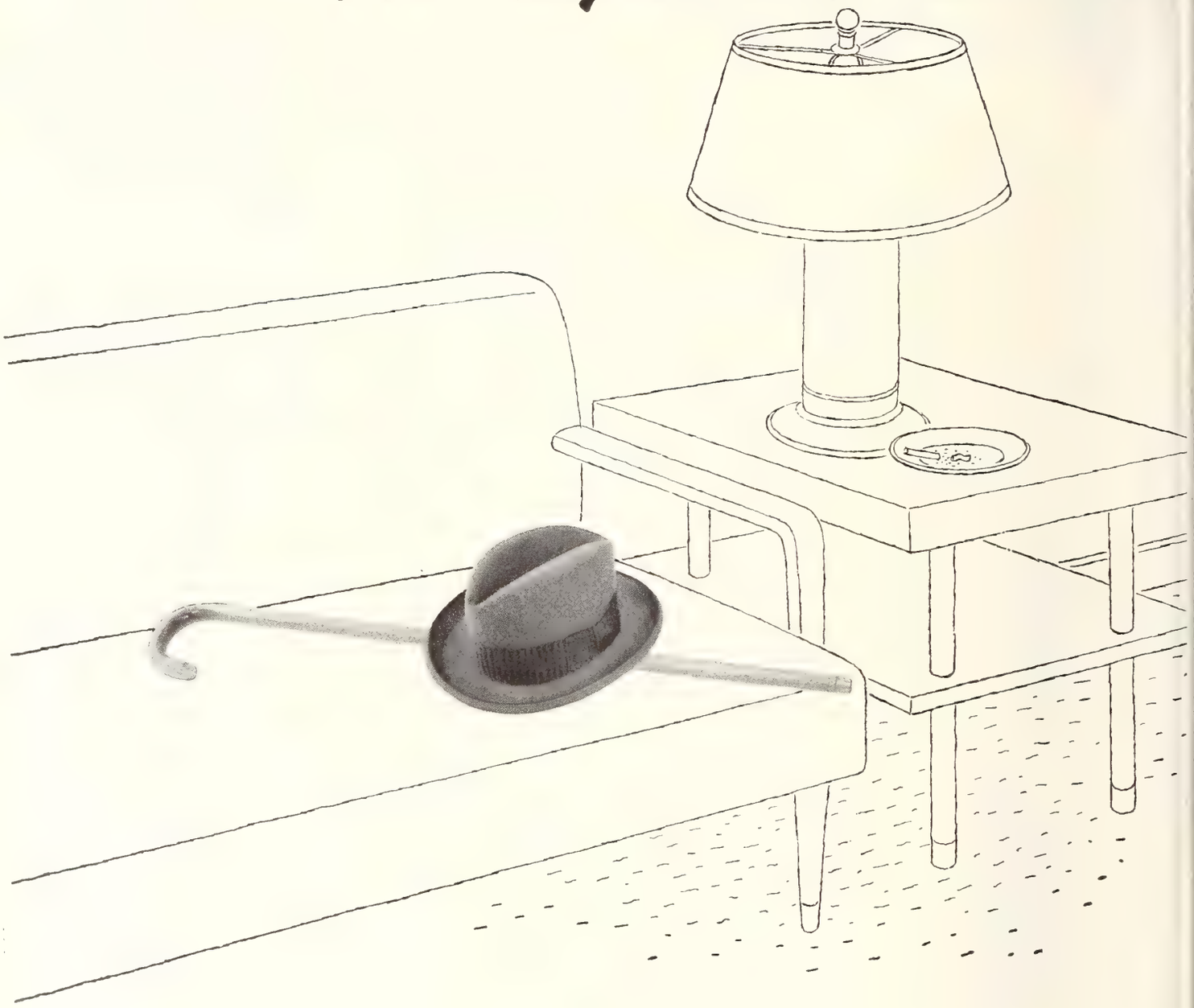
BROADCASTERS watching the *Alcoa Hour* on NBC-TV Nov. 27 must have been wryly amused at the plot of the drama, which made much of a televised hearing of a House of Representatives committee. For they know, as the author of "Thunder in Washington" obviously did not, that Speaker Sam Rayburn has expressly forbidden the telecasting of any House committee session.

A CHECK-LIST FOR MARKETING MANAGEMENT, by C. J. Courtney. 65 pp. $2.50.

DR. COURTNEY, director of the marketing department, College of Commerce, Creighton U. in Omaha, has prepared this mimeographed check-list of the business functions of marketing primarily for the use of his classes, but many a business man would find it of value in helping to find a solution to his marketing problems. As the business functions of marketing, Dr. Courtney lists advertising, marketing research, merchandising, sales management and sales promotion, using his own logical, if somewhat unorthodox system of assigning the responsibilities of each division.


Thank You
Just one year ago, Channel 5 in San Antonio became KENS-TV, the station of the Express Publishing Company.
The Station's first year under its present management has been a year of progress on all counts—especially for our advertisers. KENS-TV is reaching more homes, at a substantially lower average cost-per-thousand, both day and night, than it was one year ago. We have a greater variety of local programs—with higher average ratings—than were available at this time last year.
We now have a comprehensive promotion and merchandising service to back up the programs we carry and the products we sell.
Yes, it has been a year of progress, but more progress is planned . . . and we would like to start now to plan our part in your progress in the rich San Antonio area in 1956.
A call to your F & P Colonel, or directly to us, will start your plans rolling.
Meanwhile, we thank all our advertisers for your all-important part in making our first year so successful.
KENS-TV
EXPRESS-NEWS STATION
5
CBS
SAN ANTONIO, TEXAS

...He Says You Should



FREE & PETERS, INC.

Pioneer Station Representatives Since 1932

NEW YORK
250 Park Avenue
PLaza 1-2700

CHICAGO
230 N. Michigan Ave.
Franklin 2-6373

DETROIT
Penobscot Bldg.
Woodward 1-4255

ATLANTA
Glenn Bldg.
Murray 8-5667

FT. WORTH
406 W. Seventh St.
Fortune 3349

HOLLYWOOD
6331 Hollywood Blvd.
Hollywood 9-2151

SAN FRANCISCO
Russ Building
Sutter 1-3798

'IVE With The Lady!

THE lady who selects cartons and cans and bottles from the shelves of her Favorite Store has an unbelievable number of suitors . . . and every one of them tries every trick in the book to persuade her to pick up *his* package.

The Colonel has observed that one of the best tricks of all is to practically live with the lady at home . . . to call on her again and again and again at times when she's in the mood to think about soap or soup, or whatever you sell that she buys regularly. Moreover, the Colonel has a carefully worked out selection of Plans designed to turn that trick through daytime television — where rates are low and feminine interest is high.

These Plans are neither difficult to achieve nor expensive to buy, *and it costs absolutely nothing to find out how they work.* Your Free & Peters Colonel would like to drop his hat in *your* office and show them to you.



Representing VHF Television Stations:

		VHF CHANNEL	PRIMARY
EAST — SOUTHEAST			
WBZ-TV	Boston	4	NBC
WGR-TV	Buffalo	2	NBC
WWJ-TV	Detroit	4	NBC
WPIX	New York	11	IND
WPTZ	Philadelphia	3	NBC
KDKA-TV	Pittsburgh	2	NBC
WCSC-TV	Charleston, S. C.	5	CBS
WIS-TV	Columbia, S. C.	10	NBC
WDBJ-TV	Roanoke	7	CBS
WTVJ	Miami	4	CBS
MIDWEST — SOUTHWEST			
WHO-TV	Des Moines	13	NBC
WOC-TV	Davenport	6	NBC
WDSM-TV	Duluth-Superior	6	NBC
WDAY-TV	Fargo	6	NBC-ABC
WCCO-TV	Minneapolis-St. Paul	4	CBS
KMBC-TV	Kansas City	9	ABC
WBAP-TV	Fort Worth-Dallas	5	ABC-NBC
KFDM-TV	Beaumont	6	CBS
KENS-TV	San Antonio	5	CBS
WEST			
KBOI-TV	Boise	2	CBS
KBTV	Denver	9	ABC
KGMB-TV	Honolulu	9	CBS
KMAU—KHBC-TV	Hawaii		
KRON-TV	San Francisco	4	NBC



Guest
arrived,
Performer dead . . .

Forgot the name,
Was her face red!

BUT - not with
TELEPROMPTER
SERVICE

That's why —
ADVERTISERS PREFER
TelePrompTer stations like

WRGB
Channel 6
Schenectady, N. Y.

KTSM-TV
Channel 9
El Paso, Texas



TELEPROMPTER CORPORATION
300 W. 43 St., New York • JU 2-3800
LOS ANGELES CHICAGO WASHINGTON TORONTO

OPEN MIKE

EXecutives

EDITOR:

I think that this is the very first time that I have ever addressed a "letter to the editor." However, I had to write to hand you a great big kudo for the article in the Nov. 28 issue titled, "They Tell Me I'm Too Good To Hire" . . .

Since leaving ABC, where, as you know, I was a vice president and also general manager of WABC-TV and prior to that general manager of WABC, I've listened to more reasons why I don't get hired and have been given more free advice about how to go about getting hired than the time consumed by all the debates in the Security Council of the U. N. since its inception more than ten years ago . . .

Because the author of this article has had an experience that so closely parallels mine, you might be interested to know that at least a dozen people have called to compliment me on it. Pray, please pass these along to Mr. Anonymous. As a matter of fact, I should like to communicate with him in view to joining up with him, buying a radio station, and then start to make our own excuses.

Ted Oberfelder
New York

Planning Guide

EDITOR:

. . . I have read your informative magazine over many years and derive much important material that frequently guides me in my planning as to tv distribution.

Charles E. Skinner, Pres.
Charles E. Skinner Productions
New York

More In-Studio Training

EDITOR:

The news item under the educational category [B•T, Nov. 7] concerning WSTV-TV's instruction of television courses is not quite correct.

WTRF-TV has been doing this type of work with three area colleges for more than a year, and this year is presenting Speech 340 class at West Liberty State College, receiving three hours credit, for an on-the-job type course. During the semester each student must observe 15 actual hours in the WTRF studio working with the camera crew. . . .

C. Greg Van Camp, Prog. Dir.
WTRF-TV Wheeling, W. Va.

[EDITOR'S NOTE: B•T's story of the in-studio training course for Ohio State U. given by WSTV-TV Steubenville reported that this was "said to constitute" first such course at commercial station in Tri-State area.]

History Lesson

EDITOR:

Johnny Outler's article "Who Put the Mud on Radio's Shoes?" [B•T, Nov. 21], is so-o-o right! . . .

As he reports, way back before World War II there was a group of "tough-minded" broadcasters who brought forth a code of self-regulation as the only answer to the alternative of regulation by government (there are those who forget so quickly, and who still take this matter lightly).

I know how tough they were, because I worked for them as the first secretary of the original NAB Code Committee.

These gentlemen had the guts to face up to the programming problems of that day and in good order took on the problems of Father Coughlin, Doc Townsend, planned parenthood and contraceptive advertising on radio, and the commentaries of Elliot Roosevelt when his pappy was the resident at 1600 Pennsylvania Ave. . . .

They also took quite seriously the problems of "continuity acceptance" and "good taste," PI's and published a weekly list of the would-be chiselers. They met with every "segment" of the listening public—housewives, educators, religious leaders, parents and kids. They were not afraid to report their findings boldly to the agencies and sponsors without the benefit of Univac and all profited from the interchange of this grass roots information.

The boys used to pay a good deal of attention to multiple hitch hikes and cowcatchers in those days. Now, especially in television, we get a running commercial express that not only has double-whammy cowcatchers and hitch hikes, but the caboose and baggage car thrown in between two or three breathless station breaks that leave the listener and viewer resentful and the advertiser's identification lost.

To any student of this business, I think it is demonstrable that the continuous [use of the protection] of the NARTB Code of Fair Practices to cover up poor practices is being rejected by listener and viewer alike. And here is the danger point: such rejection inevitably leads to a rejection of all advertising claims made through the same transmitter—no matter how valid they may be. When this reaches Madison Ave., watch out. When this reaches Washington, it may be too late to see your nearest Congressman.

Edward M. Kirby
Washington, D. C.

Grateful Voice

EDITOR:

During the past year the Voice of America has had many milestones and I want to thank B•T for keeping the radio and television industry of this country informed about the major developments of our government's worldwide broadcasting service . . .

Good news coverage of the Voice of America activities by B•T and other publicatons serving the radio and television industry has helped to bring about the splendid cooperation we now enjoy with all domestic broadcasters.

Without this cooperation, a program such as our new daily show *Panorama—USA* (launched Oct. 31) would be virtually impossible. Much of the music and many of the special features of this 60 minutes of information about America, its people, its music and culture, is obtained through the cooperation of all four American radio networks, independent stations, individual artists and the various American unions.

We appreciate B•T's interests in the Voice of America and the good work you have done in our behalf.

J. R. Poppele, Asst. Dir., Radio & Tv
United States Information Agency
Washington, D. C.

Film Fan

EDITOR:

If every day were like yesterday [Thanksgiving], a day for eating, resting and thinking, I think I might be writing you a lot more of these letters.

What prompts me to write this is your issue of Nov. 21. I don't know when I've read a publication with such a variety of news and information of interest to our business and the industry as a whole. I had the opportunity yesterday morning to carefully read this issue and was again very much impressed with the service you are rendering.

R. R. Kaufman, Pres.
Guild Films Co., New York

Only WOWO covers the "Market Between"

bigger and richer than most big-city markets!

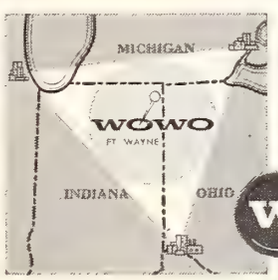
The facts about Southern Michigan, Eastern Indiana and Western Ohio—the area blanketed by WOWO and *not* covered fully by any other single medium—speak for themselves:

- 4 million people
- 6 billion spendable income (51% more than Detroit)
- $903 million spent for food last year
- $106 million spent for drug products
- $757 million spent for automotive products

By any measurement, "Market Between" is a *major* market, comparable with the cities of Boston, San Francisco and St. Louis *combined*. And only WOWO covers it. In the last 27-county Pulse, WOWO scored 476 firsts out of a possible 476! Get complete market data and availabilities from Tom Longsworth, WOWO Sales Manager at Fort Wayne, Anthony 2136, or Eldon Campbell, WBC National Sales Manager, at Murray Hill 7-0808, New York City.

WOWO Fort Wayne

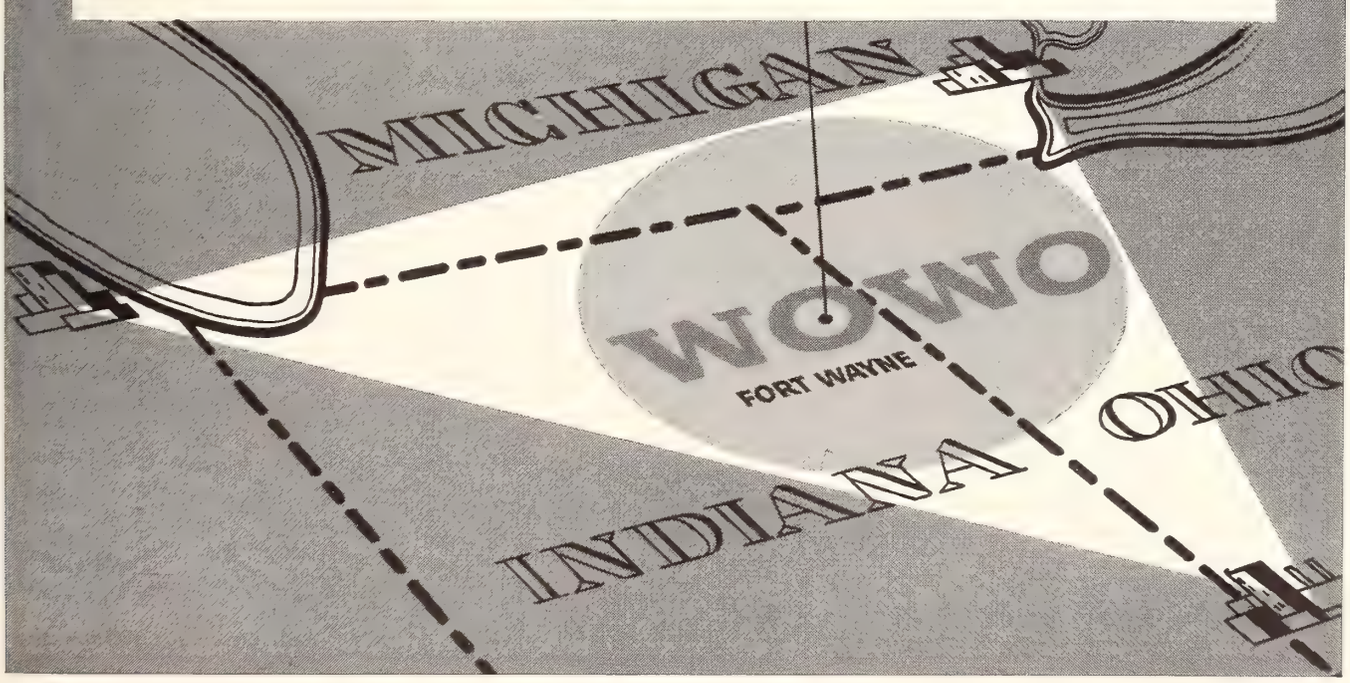
WESTINGHOUSE BROADCASTING COMPANY, INC.



RADIO
BOSTON—WBZ+WBZA
PHILADELPHIA—KYW
PITTSBURGH—KDKA
FORT WAYNE—WOWO
PORTLAND—KEX

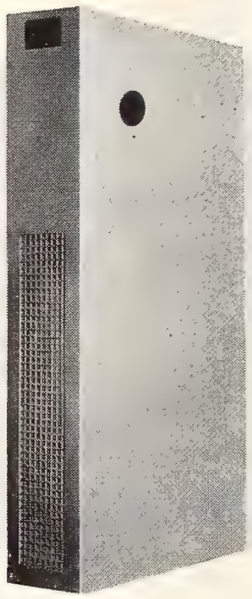
TELEVISION
BOSTON—WBZ-TV
PHILADELPHIA—WPTZ
PITTSBURGH—KDKA-TV
SAN FRANCISCO—KPIX

KPIX REPRESENTED BY THE KATZ AGENCY, INC.
ALL OTHER WBC STATIONS REPRESENTED BY FREE & PETERS, INC.



G.E.'s COLOR FILM CENTER FOR BOTH COLOR AND





G-E Scanner Pickup—serves the same function as the film camera now used with B&W projectors. Dichroic mirrors break the light from the projectors into primary colors—photo-electric pickup cells convert it to electric signals.

See... Compare... Decide...

G.E.'s Scanner System coupled with the Eastman Continuous Motion Projector result in exceptionally high light transmission for the brightest, cleanest, sharpest color television pictures.

Many times the light output of other CM optical systems make it possible to obtain the best pictures from your "problem" films or slides—regardless of age or density.

Automatic film shrinkage compensation—virtually guarantees the same quality of projection time after time regardless of film shrinkage.

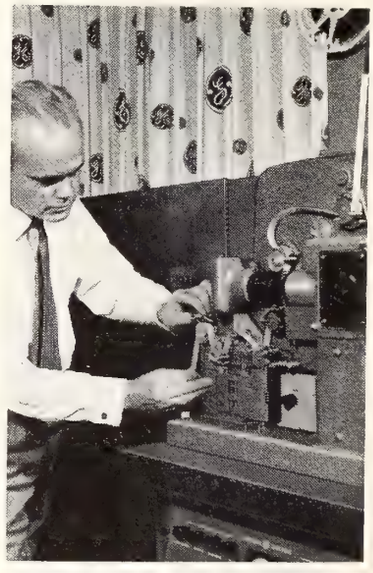
Double-duty—available for monochrome or color projection.

Block-Build. Start with 2x2 Dual Slide Scanner. Add one Continuous Motion Projector for limited film programming. Add a second projector, when needed, for monochrome or color film facilities.

Separate scanner tubes in each projector—assure reduced lost air-time in the event of tube failure.

Reduced maintenance and operating costs. Accessibility, simplicity of circuits, and minimum adjustments during operation cut manpower costs.

Masking amplifier actually can make the final picture better than original film.



Film threading of the Eastman Continuous Motion 16 mm Projector is fast and easy. Light compensating mirrors, behind window, are out of the focal plane—eliminating dust problem—and rotate at 770 rpm.

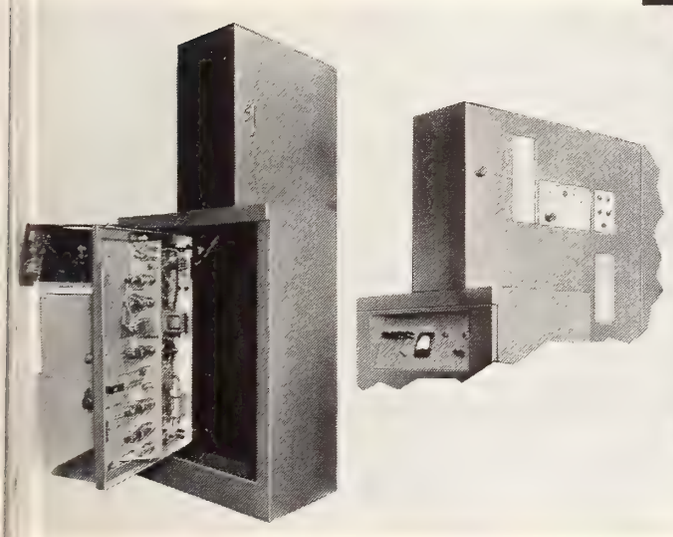
DELIVERS TOP FILM QUALITY MONOCHROME SERVICES

The Completely New G-E Color Film Center. A New System— A New Continuous Motion Projector. For Monochrome Service NOW— Color When You Want It!

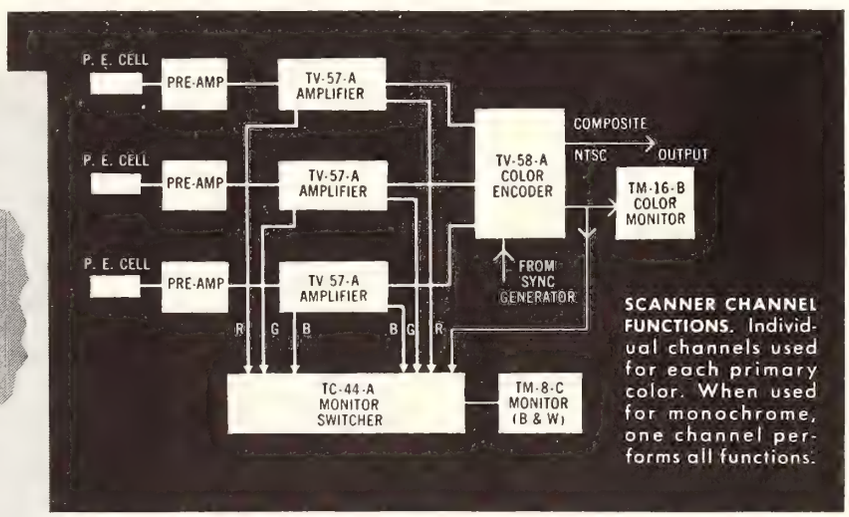
WHAT IT IS. The General Electric Film Center is a complete equipment package for your station projection room. It operates on the Scanner principle and consists of a 16 mm Continuous Motion Scanner; a 2x2 Dual Slide Scanner; and a Scanner Pickup. The entire equipment package is *newly designed,* specifically for color or monochrome operation—or both.

THE G-E SCANNER SYSTEM. G.E.'s Film Center, using the Scanner principle, features better picture quality, a simpler operating method, and, lower cost for operation and maintenance. No other type system offered today can match these high G.E. requirements. The G-E Scanner system gives your station the benefits of photo-electric pickup tubes which are simple, mass-produced, inexpensive—with a record of *dependable performance.* Sweep circuits or sync signals are not needed. Color registration, smear, or shading problems *do not exist.*

WHAT IT DOES FOR YOUR STATION. Your station can replace old equipment with a modern, G-E-designed package which will pay its way on monochrome service *now*—be on stand-by for color when you want it. With the G-E Film Center you can install basic units, block-build additional equipment as your needs and expansion plans dictate. Quality film and slide operations are assured, control monitoring is reduced. The overall operation is simplified and less costly than others. You owe it to the station to see this G-E system.



2 x 2 Dual Slide Scanner—handles up to 16 paper, metal, or cloth-bound slides with fast positive action change. Outside knobs provide quick focus control. Slide change controls can be at the scanner or at the console.



FREE BOOKLET, SPECIFICATIONS! For detailed information about the new General Electric Color Film Center see your local G-E Broadcast Equipment Manager, or, write to: *General Electric Company, Broadcast Equipment, Section X2125-5, Electronics Park, Syracuse, New York.* In Canada, write to: *C.G.E. Electronics, 830 Lansdowne Avenue, Toronto.*

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CASE HISTORY—AUTOMOBILES



ALL DAY is
Automotive Traffic Time in Southern California

Here's proof . . . . the K-BIG success story of Avalon Motors, Buick Dealer in Wilmington, California, as told by Jack Frost of Hunter-Willhite & DeSantis Advertising Agency.

"We can show a positive increase in volume of new Buicks sold at Avalon Motors; from 30 cars per month to 60 cars per month, in a period of approximately eight weeks. We and the dealer are very pleased, inasmuch as KBIG produced this 100% increase with a KBIG budget of only $1,200 per month, (100 spots). No other radio station was used, and the spots were placed with only small regard for strict automotive hours."

And the buyers came from the mountains, deserts, orange belt as well as Los Angeles and San Diego.

"Well, that's it . . . another smash success for KBIG. . . ."

In Southern California, you are "IN" when you are "ON" KBIG.

For more proof of KBIG successes, ask your KBIG representative or Robert Meeker man.



JOHN POOLE BROADCASTING CO.
6540 Sunset Blvd., Hollywood 28, California
Telephone: HOllywood 3-3205

Nat. Rep. Robert Meeker & Assoc. Inc.

our respects

to DAVID CHARLES ADAMS



A MAN could get ulcers, almost, just trying to describe David Adams' job in a few words that are both accurate and adequate.

His line in the NBC executive roster calls David Adams a staff vice president. Examination of the roster reveals only one other such, this being another man of diverse talents and responsibilities, Emanuel Sacks. For Mr. Adams, being staff vice president means handling a variety of NBC special projects and planning assignments that do not fall squarely within the jurisdiction of an operating vice president but may involve several operating fields. What makes it more difficult to define is that his job also takes him frequently into areas over which others have responsibility.

Mr. Adams operates without a staff. No organization reports to him. He himself reports to Executive Vice President Robert W. Sarnoff, whom he serves as a kind of project and planning officer. Among the projects on which he has worked, for example, are the NBC-TV Program Extension Plan for getting advertisers to add small markets to their NBC lineups (a project which involved three NBC departments primarily: sales, programming, station relations; certain aspects of NBC-TV's color planning (involving programming, production facilities, sales), and NBC Radio's *Monitor* concept (sales, programming, and station if not industry-wide relations). As another example of the duties that fall his way, he currently is coordinating the presentations which NBC will make at the semi-annual meeting of its television affiliates in Chicago this week.

Mr. Adams, who has had roving types of assignment for most of his eight years with NBC, might be said to have entered radio through the congeniality of strangers. In 1941, tired of the tedium of practicing law, he left his home in Buffalo and went job-hunting in Washington. After calling on 18 government agencies in three days without success, he was ready to shuffle back to Buffalo. Then, an hour before train time, he received three offers: from FCC, the Labor Dept., and what was then the Office of Price Administration. He elected to accept the FCC offer "mostly because the people I'd met there seemed congenial."

Thus he got into radio. But it was six more years before he got into radio broadcasting. From the time he started at FCC in September 1941 until he left to join NBC in December 1947, he worked exclusively in the common carrier division. He rose to the post of assistant to the FCC general counsel and during this tenure, again, he was a man of diverse duties.

He served as Commission counsel in numerous common carrier cases, as is usual for a Commission lawyer, and he also had key roles in several major proceedings, notably the long-drawn one which merged Postal Telegraph Co. with Western Union. He also was a member of the cable and radio committees of the old Board of War Communications and participated in several postwar international communications conferences. He was a member of the U. S. delegation to the Moscow five-power Telecommunications Conference in 1946 and, the same year, a U. S. observer at the London meeting of the International Telegraph Consultative Committee.

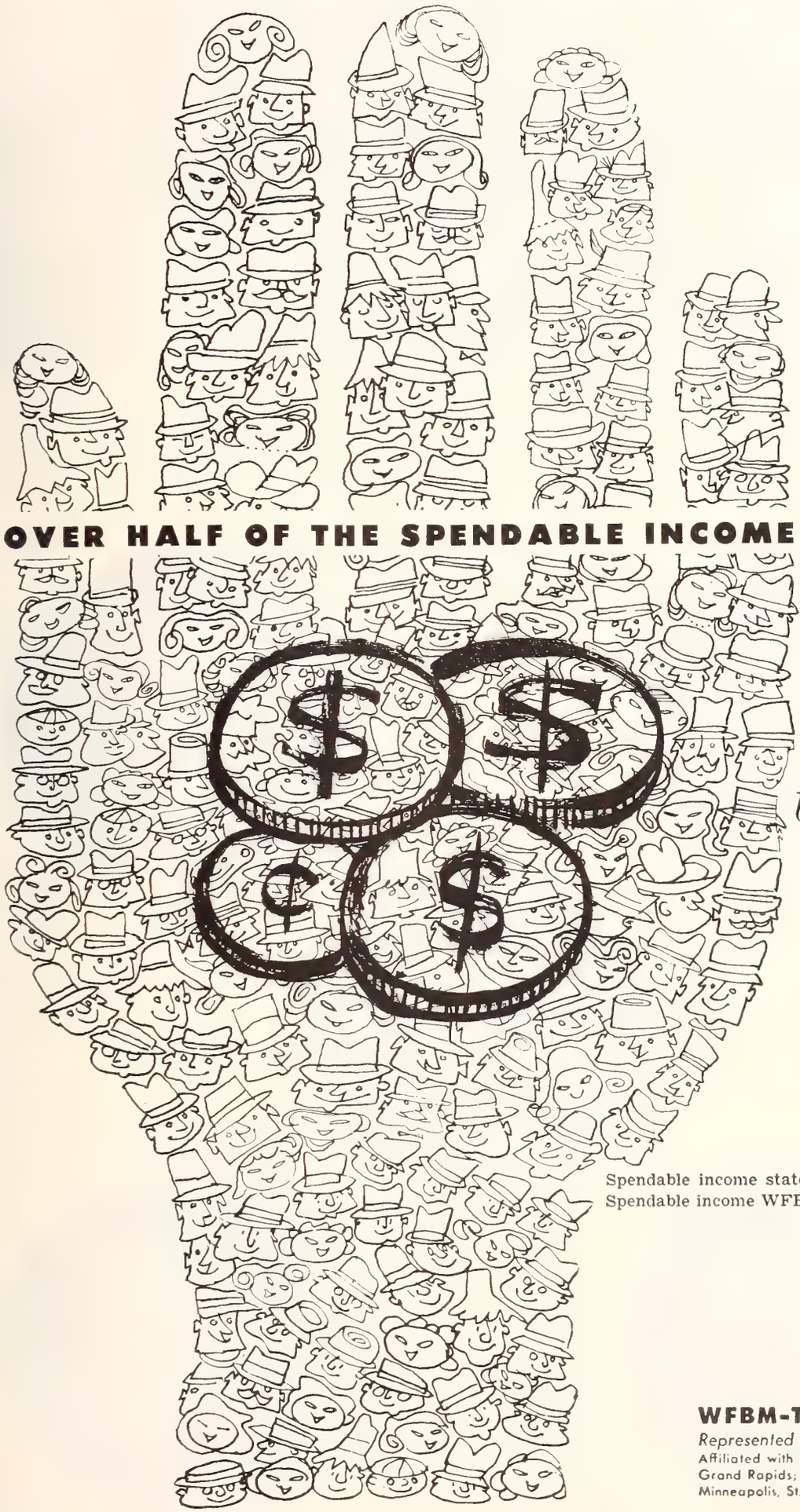
He counts as his most interesting government service, however, that which he put in as a member of the three U. S. delegations to the International Radio, Telecommunications and High Frequency Conferences at Atlantic City in the summer and fall of 1947. Shortly after they were completed he accepted an offer from NBC, where his workdays are still long and filled with enough of the complexities common to network operation to keep him happy.

David Charles Adams was born in Buffalo on March 5, 1913. He was educated in the Buffalo city schools and graduated, summa cum laude, from the U. of Buffalo in 1934.

Having his degree but with no notion of what he wanted to do for a living, he listened willingly when a Buffalo attorney offered to help put him through Buffalo U. Law School in exchange for clerking in the attorney's office in his spare time. Mr. Adams figured a law-school education wouldn't hurt, accepted the offer, and was graduated first in his class. Whereupon he entered practice with his benefactor and remained until, finding practice "too tedious," he moved on to Washington in 1941.

His FCC service was interrupted in 1943 for two years duty in the Army, and was terminated in 1947 with his acceptance of NBC's offer. He joined NBC eight years ago last Thursday as assistant general counsel under Mr. Denny, then general counsel. In July 1948 he was named vice president and general attorney of RCA Communications. Six months later he was called back to NBC as assistant to the executive vice president, to which post Mr. Denny had acceded. It was then that he first became what might be called, for want of a better phrase, a special assignments man. In this type of role he was named successively to the titles of NBC director of special projects (1952), vice president in charge of network administration (1953), and staff vice president (1954).

Mr. Adams was married Nov. 28, 1940, to May M. Grelick of New York. With their two sons, Donald, aged 10, and Jonathan, 5, they live in suburban Croton, N. Y. What leisure time he has he likes to spend with his family or in the enjoyment of books and music, and, in the summer, gardening.



OVER HALF OF THE SPENDABLE INCOME IN INDIANA

is in the hands of people served by WFBM-TV

Spendable income state-wide:	$7,005,872,727
Spendable income WFBM-TV-wide:	$3,853,232,000

WFBM-TV INDIANAPOLIS

Represented Nationally by the Katz Agency

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THE POINT WE TRIED TO MAKE











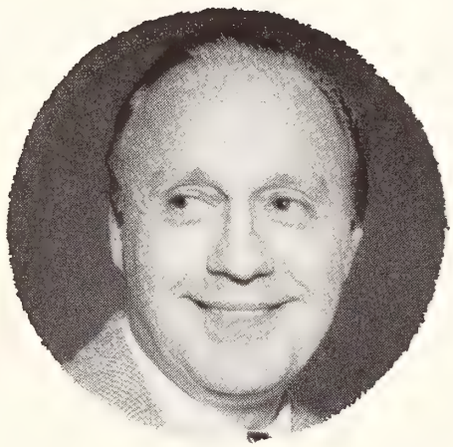
Trendex this month shows CBS Television with 9 of the 10 most popular programs. And the latest Nielsen gives CBS Television 6 of the 10 programs which reach the largest number of homes – twice as many as any other network.

We have said before that in the major markets where networks directly compete, CBS Television almost invariably wins out in terms of program popularity. And we have always believed that when CBS Television programs were carried into more and more of America's markets, these programs would inevitably gain the largest nationwide audiences.

This is exactly what has happened.

The network with the most popular programs – and the largest advertising investment – now delivers the largest television audiences. **CBS TELEVISION**











the SPOT heard 'round the world!

1866 people responded to one week's announcements on KSL Radio's "Music After Midnight." Letters poured in from 38 of the 48 states, Alaska, Hawaii, Mexico, Canada and as far away as Guadalcanal, over **6200** miles from Salt Lake City.

...and the spot heard 'round the world RESOUNDS in the 1¼ billion dollar Mountain West Market where each day two-thirds of all the radio families hear KSL Radio, and 9 out of 10 listen throughout the week.

KSL radio . . Salt Lake City

Represented by CBS Radio Spot Sales
50,000 Watt Voice of the West

***Mail Response maps available upon request.**



JAMES BEACH

on all accounts

IT'S DOUBTFUL that since 1940, when he started as a page-boy with CBS, James Caleb Beach, 36-year old radio-tv director of Donahue & Coe Inc., New York, has been able to treat himself to a three-hour hiatus.

Between the time he began writing scripts for the old CBS Radio Columbia Workshop 15 years ago and the present, Mr. Beach has been an actor, radio newscaster, nightclub publicity agent, tv packager, freelance magazine writer, agency producer and once Democratic candidate for mayor of Tarrytown, N. Y., where he, his wife and their four children make their home.

Before being drafted in 1942, Mr. Beach worked his way through the CBS music and continuity departments. In the Army, Jim Beach was assigned to the Armed Forces Radio Service's Far Eastern shortwave section in San Francisco.

On duty 24 hours a day (he also added announcing chores at KQW [now KCBS] San Francisco to his regular Army duties), he found the time, nevertheless, to court and marry Jayne McClelland, who was on the Office of War Information's radio staff. Upon discharge from the service, Mr. Beach returned to New York in 1946 as a newswriter on the AP radio desk but resigned that same year to write a book on football for Random House.

A glutton for extra-curricular activities, Mr. Beach also worked as a radio actor, on publicity campaigns "whenever I could get them," and boxed Ezzard Charles three rounds to gain "first-hand-flavor" for a magazine article.

When BBDO in 1949 asked him to handle production chores of the Brooklyn Dodger telecasts for Schaefer beer, he introduced to baseball tv coverage full utilization of the camera located at ground level. At BBDO, he also produced these tv shows: B. F. Goodrich's *Celebrity Time,* American Tobacco's *This Is Show Business,* and wrote parts of, as well as directed, *Rocky King, Detective.* In 1951, he joined Biow Co. and after two and a half years, left to become director of programming and production for ABC-TV's western division in Los Angeles, where he supervised the creation and development of *Make Room for Daddy, The Ray Bolger Show,* and *Ozzie and Harriet.*

Mr. Beach is still fighting the clock, particularly because of his freelance activities (scripts for CBS-TV's *Omnibus* and other Ford Foundation enterprises), his love for tennis and the Great Books discussion course which Mr. and Mrs. Beach conduct every other Monday night at the Hackley School library in Tarrytown.


CBS
radio has moved
to KCMO
50,000 watts
(10,000 watts night)
Kansas City, Missouri
KANSAS CITY
KCMO RADIO 810 kc. CBS
KCMO TV Channel 5 CBS
SYRACUSE
WHEN RADIO 620 kc. ABC
WHEN TV Channel 8 CBS
PHOENIX
KPHO RADIO 910 kc. ABC
KPHO TV Channel 5
OMAHA
WOW RADIO 590 kc. CBS
WOW TV Channel 6 NBC
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BLAIR TV, INC.
MEREDITH Radio and Television STATIONS
affiliated with Better Homes and Gardens and Successful Farming magazines

NOW! TV's Most C

"The Man Called

Based on material from the files of one of **AMERICA'S FOREMOST INTELLIGENCE EXPERTS!**

★ Chief Analyst, O.N.I.

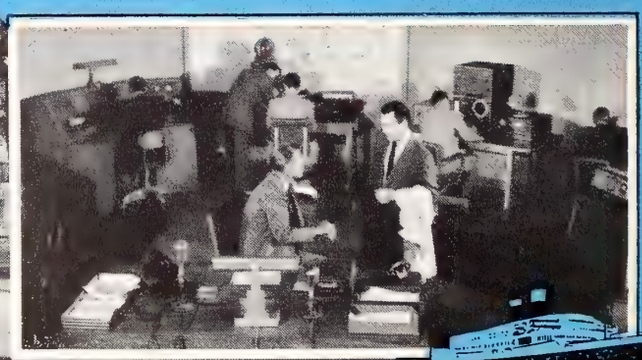
★ Special Consultant to the Joint Chiefs of Staff.

★ The man who penetrated the intelligence services of the World's Great Powers!

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DANGER is his constant companion!
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As Master of International Intrigue

NTRIGUE
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★ **SUSPENSE** Every adventure is a thrilling experience charged with constant danger!

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CP 10 month after month.



ZIV Television

NEW YORK
CHICAGO
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Inga's busy

"afternoon"



Inga

■ Please! Fellows! Don't bother Inga! WRC-TV's glamorous hostess is busy with a new kind of afternoon show called (unexpectedly?) "AFTERNOON".

Inga has a half-hour *full* . . . Tippy Stringer singing, Ray Haney singing and playing, Gene Archer baritoning, the indescribable Sam and Friends, WRC-TV's famous Muppetts, muppetting. All this in our new-look "AFTERNOON", the show that's changing Washington's concept of viewing pleasure on weekday afternoons (2 to 2:30).

Then Inga gets her viewers settled for a second (and different) half-hour, 2:30 to 3 . . . Ann Sothern's "Susie", "The Star and the Show", June Havoc's "Willy", Ronald Colman's "Halls of Ivy", Stu Erwin's "Trouble with Father". . . five different popular shows across the board, Mondays through Fridays. That's "AFTERNOON PLAYHOUSE". All followed by NBC's "Matinee" in color.

A package that makes friends of people who have time in the afternoons (and Washington has many). Could make friends for *you*, too, if *you* have the time (2 to 3 p.m., of course).

But *don't* bother Inga. She's busy. Just ask . . .



Tippy Stringer

Ray Haney



Gene Archer



Sam and Friends,

WRC-TV

CHANNEL 4

NBC *in Washington*

A SERVICE OF RCA

BROADCASTING TELECASTING

December 5, 1955 Vol. 49, No. 23

SURGE OF RADIO-TV BUYING SEES MILLIONS CHANGE HANDS

- **Newhouse gets Birmingham News Co. stations in newspaper buy**
- **Zeckendorf purchases half interest in KBTV (TV) Denver**
- **Newspaper grops buy Carman-Wrathall-Powers interests**
- **CBC considers approval of CKLW-TV (Windsor-Detroit) sale**

AS PART of the biggest, single newspaper sale ever recorded—$18.7 million cash—the Birmingham News Co. with its stations (WAPI, WAFM [FM] and WABT [TV]), along with the Huntsville (Ala.) Times Co. (WHBS-AM-FM Huntsville), were sold last Thursday. Purchaser is Samuel I. Newhouse, who, in the last few years, has blossomed into one of the nation's foremost publisher-broadcasters. The sale is contingent upon usual FCC approval, which will be sought before the year end.

In other tv and radio sales areas last week—

• Half ownership in ch. 9 KBTV (TV) Denver was sold to New York realtor William Zeckendorf, for $850,000, subject to FCC approval. Move marks 50-50 association with broadcaster John C. Mullins in seeking additional tv and radio properties, it was announced.

• Options on the purchase of radio and tv interests of Frank C. Carman, Grant R. Wrathall and Edna O. Powers will be exercised by the Standard Examiner Publishing Co. *(Ogden* [Utah] *Standard-Examiner)* and the Kearns-Tribune Corp. *(Salt Lake Tribune),* also subject to FCC approval.

• Board of Governors of the Canadian Broadcasting Corp. had under advisement sale of control of ch. 9 CKLW-TV Windsor, Ont. (Detroit), to Paramount Windsor Theatres Ltd., subsidiary of Famous Players Canadian Corp.

Mr. Newhouse, who has been one of the most active purchasers of newspapers (plus their station properties) in the past decade, told B•T he will leave both newspaper and station managements intact. Henry P. Johnston, president and managing director of the Alabama Broadcasting System, Mr. Newhouse said, will continue as the operating head of the broadcast properties. Clarence B. Hanson Jr., president of the Birmingham News Co. and Harry B. Bradley, vice president and general manager, likewise are expected to continue in their respective posts.

Attorneys for the two companies, along with Allen Kander, exclusive broker in the transaction, last weekend were finalizing the details of the transfer applications. The overall figure is $16,5000,000, plus absorption of a $2,200,000 indebtedness which will be paid in cash. In addition there is a leasehold with three Alabama colleges which originally owned WAPI, of $17,000 per year, which runs until 1972.

There were no precise allocations for the station properties, since the transaction involved purchase of all of the capital stock, which included the broadcast subsidiaries.

The Alabama properties were acquired by the Birmingham News Co., on July 1, 1953, for $2.4 million from Ed Norton, Alabama industrialist and former member of the Federal Reserve Board, and Thad Holt, then president and general manager of the stations. The Norton-Holt combine owned the television and fm stations outright, but WAPI was under lease from Alabama Polytechnical Institute and the U. of Alabama, each with 39%, and Alabama College, 22%. This same $17,000 per year leasehold was transferred to the Birmingham News group and now, with FCC approval, would become an obligation of the Newhouse enterprises.

WAPI operates on 1070 kc, with 10 kw day and 5 kw night, and was Alabama's first station. It is NBC-affiliated, as is its sister tv station, which also carries ABC. Ch. 13 WABT (TV), with operating power of 302 kw visual and 178 kw aural, began operating May 29, 1949. It is equipped for colorcasting.

Along with the Huntsville Times Co. *(Huntsville Times),* which is a subsidiary of the Birmingham News Co., goes WHBS, established in 1946, and also under the general management of Mr. Johnston. It operates on 1550 kc, with 5 kw day and 500 w night, and is ABC-affiliated.

Mr. Newhouse had been in intermittent negotiation for acquisition of the Birmingham newspaper for the past three years. Others, it is understood, also had negotiated from time to time. He had visited Birmingham a fortnight ago.

Representing him at last Thursday's closing was the general counsel of the Newhouse enterprises, Charles Goldman of New York. Other attorneys included Harry Doremus of Birmingham, for the newspaper group, and Benito Gaguine of the Washington law firm representing Alabama Broadcasting System.

The Birmingham News stations are represented by Blair and Blair-TV, while WHBS is represented by Gill-Perna.

The *Birmingham News* morning and evening editions have a combined daily circulation of 257,000, with the Sunday *News* reporting 230,000. The Scripps-Howard-owned *Birmingham Post-Herald,* with 84,000, is published under contract in the *Birmingham News'* plant.

Mr. Newhouse, who was called by *Time* magazine the "fastest rising newspaper publisher in the United States," is 59. In the post-World War II years, the short, chubby eldest son of immigrant parents has moved up to the top rank of U. S. publishers—along with Hearst, Scripps-Howard and the Knight newspapers—in combined circulation (more than 1¾ million daily copies).

The ex-$2 per week law clerk—he lost his first case after being graduated from law school and decided then that newspapering was his business—owns a string of newspapers from coast to coast. They are a group of New York City area dailies, of which the *Staten Island Advance* was his first purchase, bought for $98,000 from savings and borrowings from family and friends. Other New York area newspapers are the *Long Island Press* and *Star-Journal, Nassau Review-Star, Newark* (N. J.) *Star-Ledger,* and *Jersey City* (N. J.) *Journal.*

Mr. Newhouse bought the *Syracuse* (N. Y.) *Herald* and *Journal* right after the war, and followed that with the acquisition of the *Syracuse Post-Standard.* In 1948 he bought the *Harrisburg* (Pa.) *Patriot* and *News.*

In 1950, Mr. Newhouse reached across the continent and bought the *Portland Oregonian* for $5.6 million. He then backtracked to mid-America and last March bought the *St. Louis Globe-Democrat* for $6.25 million.

In Syracuse, Mr. Newhouse owns WSYR-AM-FM-TV. In Harrisburg, the newspaper owns WTPA (TV) on ch. 71. Through WSYR, Mr. Newhouse owns 50% of KOIN-AM-FM-TV Portland, Ore., and through the St. Louis newspaper, 23% of KWK-AM-TV there.

Mr. Newhouse's newspapers and radio-tv properties operate independently. In each case, local publishers and local broadcast executives are in complete charge of their operations. It is reported that all but the Newark newspaper are in the black.

A sturdy belief in the future of newspapers has been one of Mr. Newhouse's hallmarks. When he bought the Syracuse newspapers, combining the *News* and *Herald,* he offered to

OWNER AND MANAGER



MR. NEWHOUSE MR. JOHNSTON

Samuel I. Newhouse became owner of the Birmingham News radio and tv stations last week when he bought the newspaper for $18.7 million. Henry P. Johnston will continue as president and managing director of the stations.

rebate advertisers if circulation failed to go up. He never had to pay a cent in rebates.

Following graduation from grammar school, Mr. Newhouse went to work as a law clerk. When his employer took over the ailing *Bayonne* (N. J.) *Times,* young Newhouse began to run it, made it into a profitable operation.

Mr. Newhouse has two sons, Donald 25 (who applied for and received the uhf grant in Harrisburg in his own name, later turned it over to the newspaper) and S. I. Jr., 27.

In the Denver transaction, the nationally-known Mr. Zeckendorf and Mr. Mullins have joined forces to buy and operate five major market television stations and a number of big-city radio outlets, a KBTV announcement said. Negotiations for the acquisition of two additional tv properties are now underway, it was stated.

Mr. Zeckendorf, president of Webb & Knapp, New York, has property investments from New York to San Diego. His firm is currently involved in a $50 million real estate operation in Denver.

Early in the post-war years, Mr. Zeckendorf converted an old riding academy near Central Park into a tv studio. This was bought by ABC, and Edward J. Noble, then president of the network, invited Mr. Zeckendorf to become a director of ABC.

Mr. Mullins acquired his first television interests in KPHO-TV Phoenix, Ariz., in 1949. He later acquired majority interest in the KPHO properties and in 1952 sold them to Meredith Publishing Co. for $1.5 million. He and Nashville insurance executive Frank R. Leu bought KBTV early this year for $1 million. It is Mr. Leu's 50% interest that Mr. Zeckendorf has bought. Mr. Mullins has been the owner and manager of various entertainment enterprises for 20 years. He owned and ran amusement parks in Tulsa and Phoenix. He also has extensive real estate holdings.

The option on the Carman-Wrathall-Powers properties, held since last July, involves the purchase of ch. 2 KUTV (TV) Salt Lake City, KLIX-AM-TV Twin Falls, KGEM Boise, Ida., and KOPR Butte, Mont.

KUTV will be acquired by the Kearns-Tribune Corp., Standard Examiner Publishing Co. and Mr. and Mrs. George C. Hatch. The Kearns-Tribune Corp. is a 50% stockholder at present. KLIX stations will be owned by A. L. Glassman (*Ogden Standard-Examiner*) and members of his family. KGEM will be owned by KLO Ogden, also a Glassman enterprise (which includes KIMN Denver and 40% of KMON Great Falls, Mont.). KOPR will be acquired by KALL Salt Lake City, owned by Mr. and Mrs. Hatch. Mrs. Hatch is the daughter of Mr. Glassman.



REAL ESTATE tycoon William Zeckendorf (l) and broadcast enterpreneur John C. Mullins, president of KBTV (TV) Denver, complete agreement for Mr. Zeckendorf's purchase of a 50% interest in the Denver tv outlet for the sum of $850,000.

Other Carman group stations—KWIK Pocatello, Idaho, and KIFI Idaho Falls, both Idaho, are under option to the J. Robb Brady Trust.

Under an agreement with his partners, Mr. Carman became sole owner of KUTA Salt Lake City last September. He paid $150,000 for 66.5% interest to give him 100% ownership.

Decision on the purchase of control of CKLW-TV may be announced by CBC today (Monday). Management control will not change, J. J. Fitzgibbons, president of Famous Players Canadian Corp., Toronto, told the CBC board. Famous Players owns 50% of CFCM-TV Quebec and CKCO-TV Kitchener, Ont.

Of interest in this consideration is that CBC policy has been to deny increases in multiple ownership of radio and tv stations. Earlier this year, the CBC board turned down an appplication for the purchase of CKNW New Westminster by newspaper interests which already own part of two radio and tv stations.

Counsel for the station pointed out that the station receives 65%-70% of its commercial revenue from the United States.

BARTELL BUYS KRUX

BARTELL Broadcasters announced last week purchase of KRUX Phoenix, Ariz., for $100,000. Station, 250 w on 1340 kc, is being bought from Stan Norman and associates, subject to usual FCC approval. Bartell already owns WOKY Milwaukee, KCBQ San Diego, WAKE Atlanta, WAPL Appleton, Wis., and WMTV (TV) Madison, Wis. Transaction was handled by Jack Stoll & Assoc., station brokers.

With McLendon interests as majority stockholders, Republic Broadcasting System Inc. has bought WGLS Decatur, Ga., for $40,500. Purchase of the 1 kw daytimer (on 970 kc) was from Guy W. Rutland and is subject to FCC approval. Henry W. Lanham, former manager and part owner of WBGE Atlanta (now WAKE Atlanta), will be general manger and a stockholder of WGLS. B. R. McLendon is chairman and Gordon B. McLendon president of Republic. The McLendons own WRIT Milwaukee, KLIF Dallas and KELP-AM-TV El Paso.

Among 15 ownership changes approved by the Commission last week were the sales of KCUL Fort Worth and KERB Kermit, both Tex.

In a corporate change KCUL was assigned from East-West Broadcasting Co., the station's licensee, to its sole owner James G. Ulmer. Mr. Ulmer was then granted permission to assign the license to Dalworth Broadcasting Co. for $400,000. Dalworth principals include Kurt A. Meer (29.43%), 5% owner of WMIE Miami, Fla., and E. D. Rivers Sr. (68.23%), 61.5% owner of WMIE and 97% owner of WWPG-AM-FM Palm Beach, Fla. KCUL is an independent outlet operating on 1540 kc with 10 kw daytime and 1 kw at night.

KERB, independent on 600 kc with 1 kw, changed hands for $107,500. The new owners are: Earl S. Walden (50%), chinchilla raiser; Paul B. Greenwood (25%), KJBC Midland, Tex., salesman, and Homer V. Brinson (25%), owner of an oil field testing firm.

For other ownership changes see FOR THE RECORD starting on page 116.

ADV. OUTSTEPPING GENERAL ECONOMY

It's expected to increase over the years at a rate faster than that of the general economy, says Standard & Poor's survey.

"ADVERTISING expenditures over the years are expected to increase at a rate faster than that of the general economy," says the Nov. 24 issue of Standard & Poor's *Industry Surveys,* devoted to the publishing business.

Noting that "total advertising expenditures in 1954 were 5.3% greater than a year before, sparked by a 33% expansion for television," the report declares that "the rapid increase in importance of television in recent years has created serious problems for other advertising media, particularly radio and magazines; reading is indicated to fall off following purchase of a tv set.

"Large-scale telecasting in color would lend further attraction to advertising via television," Standard & Poor's comments, "but this is not expected to begin before late 1957 and pay-to-see tv could result in a diversion of some advertising outlays back to other media."

The report states that tv operating costs, which "generally are heavy," may rise 10% to 25% in connection with color. "However, widespread acceptance of tv advertising is permitting somewhat higher rates, indicating a sizable profit potential for companies engaged in the telecasting business. . . .

"Circulation of all magazines will be affected by the growth of television, particularly of color tv, since surveys indicate that magazine reading suffers following installation of sets. Should circulation of individual publications drop below guaranteed rates, advertising rates would necessarily be revised to conform to the lower circulation. . . . Greater discrimination in space purchases by large advertisers has and will continue to entail more concerted selling and promotional efforts, and foster higher unit editorial, circulation and production costs than formerly."

Speaking of newspapers, the report says: "Advertising usually accounts for over 70% of total newspaper revenues, and approximately three-quarters is aimed at local rather than national markets. Thus, the fortunes of an individual paper depend importantly on local business conditions. Fixed expenses are relatively heavy and place operating margins under severe pressure during periods of economic stress. In times of prosperity, advertising rates and newsstand prices usually lag behind increases in costs of paper, labor and other items."

As to radio, the S & P judgment is that "radio broadcasting is likely to obtain a declining share of the total advertising dollar, but may remain important for some time."

BROADCASTING MARKS FIRST OVER-BILLION-DOLLAR YEAR

Radio and television revenues in 1954 were $42 million above that mark, FCC financial figures reveal. Other firsts: tv topped radio in overall revenues, while radio (for the first time in 16 years) failed to set a new peak. (See additional tables pages 34, 35, 36.)

BROADCASTING: A $1 billion industry.

The FCC reported Friday in issuing 1954 radio and tv financial figures that for the first time the grand total revenues of the broadcasting industry passed the $1 billion mark—$1,042,500,000 to be exact.

Tv accounted for $593 million in revenues; radio for $449 million.

The year 1954 also was the first year in which tv passed radio in total revenues. In 1953, tv's total revenues were $432.7 million vs. radio's $475.3 million. The 1954 radio total the FCC said, was the first time in 16 years that radio failed to reach a new high; it was down 5% compared to its 1953 revenues.

The total $132 million in profits was 7.4% over 1953's income. Tv's net was $90 million, or 32.8% above the previous year. Radio's profits were $42 million, down 24% from 1953. These are before payment of federal income tax.

More than half tv's total revenues were attributed to the four tv networks and their 16 owned and operated stations. This amounted to $306.7 million, or 52% of the total. The remaining $286 million, or 48%, was taken in by 394 non-network-owned stations. The 92 pre-freeze, non-network-owned stations accounted for $201 million, or 70%, of this $286 million.

The FCC report also indicated that networks and stations paid $133 million in commissions to advertising agencies and station representatives, and that advertisers paid an estimated $193 million for talent and production to organizations which do not own stations or networks.

Thus, the FCC declared, the total advertising expenditures for radio and tv have been estimated at $1.4 billion.

Eighty per cent of radio's revenues came from 2,577 non-network-owned stations. This amounted to $361 million. Radio's seven networks (including three regionals) and their 21 owned and operated stations accounted for only 20% of this revenue—$89 million.

Bulk of tv's total time sales, $241 million or 45%, came from the sale of network time to national advertisers. There was $177 million, or 33%, from the sale of national spot, and $120 million, or 22%, from the sale of time to local advertisers.

In radio, the reverse, was true. Only $84 million, or 19%, came from the sale of network time to national advertisers; $120 million, or 27%, came from national spot, and $247 million, or 55%, from local advertisers.

In 1954, the four tv networks reported profits before federal taxes of $36.5 million, more than double the net of 1953. The profits of the 92 non-network, pre-freeze stations amounted to $67.6 million, or an average of $734,395 per station. Of the 302 post-freeze stations, 177 vhf outlets reported an overall loss of $3.8 million; and 125 uhf stations an overall loss of $10 million.

Profits of the four national and three regional radio networks (Don Lee, Yankee and Texas State networks) including their 21 owned stations totaled $8.2 million, or 22% below the previous year. The other 2,577 radio stations reported aggregate profits of $34 million, or 24.5% below 1953.

The number of radio stations reporting losses has been increasing, the Commission pointed out. In 1954, 780 radio stations, or 31%, reported net losses. In 1953 this figure was 23% and in 1952 it was 20%. Even among pre-war stations, the number of outlets in the red has increased. Of the 856 pre-World War II stations, 27% reported losses in 1954, compared with 18% reporting red ink in 1953.

Among other high spots of the FCC 1954 financial report:

• Average total broadcast revenues of the 92 non-network-owned, pre-freeze tv stations was more than $2 million. Expenses were almost $1.5 million—with technical expenses costing close to $285,000, program expenses more than $610,000, selling expenses almost $137,000 and general and administrative costs amounting to slightly more than $417,000. This leaves average broadcast income of

Unclouded Crystal Ball

IN THE BROADCASTING YEARBOOK-MARKETBOOK of 1955, published Jan. 24, the editors presented an annual estimate of 1954 radio net time sales after all frequency and promotional discounts but before deduction of commissions to agencies, station representatives, brokers and others. Here's how the YEARBOOK's estimates, which were prepared nearly a year ago, compare with the official FCC figures released last week:

Class of Business	B•T Estimates	FCC Report
National Network	$ 76,219,000	$ 78,917,000
Regional & Miscellaneous Network	4,666,000	4,767,000
National Spot	121,935,000	120,168,000
Local	250,565,000	247,478,000
Total	$453,385,000	$453,230,000*

* A total of $1.9 million in fm station revenue is included in the FCC total radio revenue figure but is not distributed among various classes of business in FCC reports. Fm revenue is considered throughout B•T estimates.

THE RADIO-TV FINANCIAL PICTURE

BROADCAST REVENUES, EXPENSES, AND INCOME OF NETWORKS AND STATIONS OF RADIO[1] AND TELEVISION BROADCAST SERVICES

1953-1954

Service	1954	1953	Percent Increase or (Decrease) in 1954
	($ Millions)		
Total Broadcast Revenues			
Radio	$ 449.5	$475.3	(5.4)
Television	593.0	432.7	37.0
Industry Total	$1,042.5	$908.0	14.8
Total Broadcast Expenses			
Radio	$ 407.7	$420.3	(3.0)
Television	502.7	364.7	37.8
Industry Total	$ 910.4	$785.0	16.0
Broadcast Income (before Federal Income Tax)			
Radio	$ 41.8	$ 55.0	(24.0)
Television	90.3	68.0	32.8
Industry Total	$ 132.1	$123.0	7.4

[1] Includes AM and FM broadcasting.

Note: 1954 radio data cover the operations of 4 nationwide networks and 3 regional networks, 2,555 am and am-fm and 43 independent fm stations. 1953 data are for the same networks and 2,434 am and am-fm and 45 independent fm stations. 1954 tv data cover the operations of 4 networks and 410 stations; 1953 data are for the same networks and 334 stations.

THE NETWORK PICTURE

COMPARATIVE DATA FOR AM AND TV OPERATIONS OF NETWORKS INCLUDING OWNED AND OPERATED STATIONS—1953-1954

($ Millions)

	Broadcast Revenues		Broadcast Expenses		Broadcast Income (Before Federal Income Tax)	
	1954	1953	1954	1953	1954	1953
AM	$ 84.5	$ 92.6	$ 77.0	$ 83.2	$ 7.5	$ 9.4
TV	306.7	231.7	270.2	213.7	36.5	18.0
Total	$391.2	$324.3	$347.2	$296.9	$ 44.0	$ 27.4

Note 1: Am data include the operations of 16 network-owned stations in 1953 and 1954.
Note 2: Tv data include the operations of 16 stations in 1953 and 1954.

HOW ALL RADIO FARED

BROADCAST REVENUES, EXPENSES, AND INCOME OF RADIO BROADCAST SERVICES 1953-1954

	1954	1953	Percent Increase or (Decrease) 1954
		($ Millions)	
Total Broadcast Revenues			
4 Nationwide networks and 3 regional networks (including owned and operated stations) [1]	$ 88.6	$ 97.3	(9.0)
Other radio stations [2]	361.0	378.0	(4.5)
Total	$449.6	$475.3	(5.4)
Total Broadcast Expenses			
4 Nationwide networks and 3 regional networks (including owned and operated stations) [1]	$ 80.4	$ 86.9	(7.4)
Other radio stations [2]	327.3	333.4	(1.9)
Total	$407.7	$420.3	(3.1)
Broadcast Income (Before federal income tax)			
4 Nationwide networks and 3 regional networks (including owned and operated stations) [1]	$ 8.2	$ 10.4	(21.7)
Other radio stations [2]	33.7	44.6	(24.5)
Total	$ 41.9	$ 55.0	(24.0)

[1] Includes the operations of 22 network-owned stations in 1953 and 21 network owned stations in 1954.
[2] Includes 2,457 am, am-fm or independent fm stations in 1953 and 2,577 in 1954.

RADIO

NETWORKS AND O&O'S

COMPARATIVE FINANCIAL DATA OF AM RADIO NATIONWIDE AND REGIONAL NETWORKS AND THEIR OWNED AND OPERATED STATIONS 1953-1954

($ Thousands)

Item	Amount 1954	Percent of Increase (Decrease)
Number of networks	7	
Number of stations	21 [1]	
A. Revenues from the sale of time:		
1. Network time sales to:		
a. Nationwide networks	$ 58,324	(10.8)
b. Regional networks	1,330	(15.3)
c. Miscellaneous networks and stations	....	....
Total	59,654	(11.0)
2. Non-network time sales to:		
a. National and regional advertisers and sponsors	14,964	(11.2)
b. Local advertisers and sponsors	8,364	3.6
Total revenes from non-network time sales	23,328	(6.4)
Total revenues from time sales	82,982	(9.7)
3. Deduct—Commissions to regularly established agencies, representatives, brokers and others	15,854 [2]	(13.1)
Net revenues from time sales	67,128	(8.9)
B. Revenues from incidental broadcast activities:		
Talent	17,497	(9.7)
Sundry broadcast revenues	3,968	(6.8)
Total revenues from incidental broadcast activities	21,465	(9.2)
Total broadcast revenues	88,593	(9.0)
C. Total broadcast expenses of networks and stations	80,444	(7.5)
D. Broadcast income (or loss) before federal income tax	$ 8,149	(21.7)

[1] Includes the operations of 22 network-owned stations in 1953.
[2] Of this amount $11,862,279 is applicable to the total sale of network time.

NETWORK AND STATIONS

COMPARATIVE FINANCIAL DATA OF AM RADIO NETWORKS AND STATIONS 1953-1954

($ Thousands)

Item	Amount 1954	Percent of Increase (Decrease)
Number of networks	7 [1]	
Number of stations	2,555 [2]	
A. Revenues from the sale of time:		
1. Network time sales to:		
a. Nationwide networks	$ 78,917	(15.0)
b. Regional networks	3,883	(8.3)
c. Miscellaneous networks and stations	884	(7.7)
Total	83,684	(14.7)
2. Non-network time sales to:		
a. National and regional advertisers and sponsors	120,168	(7.3)
b. Local advertisers and sponsors	247,478	(0.8)
Total revenues from non-network time sales	367,646	(3.0)
Total revenues from time sales	451,330	(5.4)
3. Deduct—Commissions to regularly established agencies, representatives, brokers and others	47,213	(7.8)
Net revenues from time sales	404,117	(5.1)
B. Revenues from incidental broadcast activities:		
Talent	30,528	(9.2)
Sundry broadcast revenues	14,140	(5.5)
Total revenues from incidental broadcast activities	44,668	(8.0)
Total broadcast revenues	448,785	(5.4)
C. Total broadcast expenses of networks and stations	406,334	(3.0)
D. Broadcast income (or loss) before federal income tax	$ 42,451	(23.9)

[1] Includes 3 regional networks, the Yankee Network, Inc., The Don Lee Broadcasting System and the Texas State Network, Inc.
[2] 2,434 stations reported in 1953.

THE STATIONS THEMSELVES

COMPARATIVE FINANCIAL DATA OF AM RADIO STATIONS 1953-1954

($ Thousands)

Item	Amount 1954	Percent of Increase (Decrease)
Number of stations	2,534 [1]	
A. Revenues from the sale of time:		
1. Network time sales to:		
a. Nationwide networks	$ 20,593	(24.9)
b. Regional networks	2,553	(4.2)
c. Miscellaneous networks and stations	884	(6.3)
Total	24,030	(22.6)
2. Non-network time sales to:		
a. National and regional advertisers and sponsors	105,204	(6.7)
b. Local advertisers and sponsors	239,114 [2]	(1.0)
Total revenues from non-network time sales	344,318	(2.8)
Total revenues from time sales	368,348	(4.4)
3. Deduct—Commissions to regularly established agencies, representatives, brokers and others	31,359	(4.8)
Net revenues from time sales	336,989	(4.4)
B. Revenues from incidental broadcast activities:		
Talent	13,031	(8.5)
Sundry broadcast revenues	10,172	(5.0)
Total revenues from incidental broadcast activities	23,203	(7.0)
Total broadcast revenues	360,192	(4.5)
C. Total broadcast expenses of stations	325,890	(1.8)
D. Broadcast income (or loss) before federal income tax	$ 34,302	(24.4)

[1] 2,412 stations reported in 1953.
[2] Some small amount of network and national non-network time sales may be included here since stations with less than $25,000 time sales for the year do not report detailed revenue breakdown.

HOW ALL TV FARED

BROADCAST REVENUES, EXPENSES, AND INCOME OF 4 TELEVISION NETWORKS AND 410 TV STATIONS
1952-1953-1954
($ Millions)

	1954	1953 [2]	1952 [1]
Broadcast Revenues			
4 Networks (including 16 owned and operated stations)	$306.7	$231.7	$180.2
92 Pre-Freeze television stations	200.9	174.5	143.4
Subtotal	507.6	406.2	323.6
Post-Freeze television stations:			
177 vhf stations	60.0	16.1	0.6
125 uhf stations	25.4	10.4	
Industry Total	$593.0	$432.7	$324.2
Broadcast Expenses			
4 Networks (including 16 owned and operated stations)	$270.2	$213.7	$170.3
92 Pre-Freeze television stations	133.3	114.0	97.6
Subtotal	403.5	327.7	267.9
Post-Freeze television stations:			
177 vhf stations	63.8	20.3	0.8
125 uhf stations	35.4	16.7	
Industry Total	$502.7	$364.7	$268.7
Broadcast Income (Before Federal Income Tax)			
4 Networks (including 16 owned and operated stations)	$ 36.5	$ 18.0	$ 9.9
92 Pre-Freeze television stations	67.6	60.5	45.8
Subtotal	104.1	78.5	55.7
Post-Freeze television stations:			
177 vhf stations	(3.8)	(4.2)	(0.2)
125 uhf stations	(10.0)	(6.3)	
Industry Total	$ 90.3	$ 68.0	$ 55.5

( ) Denotes loss.

[1] 1952 data covers 4 networks and 15 owned and operated stations; 93 pre-freeze and 14 post-freeze tv stations.

[2] 1953 data covers 4 networks and 16 owned and operated stations; 92 pre-freeze and 226 post-freeze stations (114 vhf and 112 uhf).

$25,000-AND-UP

BROADCAST FINANCIAL DATA OF 4 TV NETWORKS AND 393 TV STATIONS WITH $25,000 OR MORE TIME SALES [1]
1954
($ Thousands)

Item (1)	4 Networks and Their 16 o&o Tv Stations (2)	377 Other Tv Stations (3)	Total 4 Networks and 393 Tv Stations (4)
A. Revenues from the sale of time:			
1. Network time sales:			
a. Nationwide networks	$177,212	$ 64,013	$241,225
b. Miscellaneous networks and stations	....	....	....
Revenue from network time sales	177,212	64,013	241,225
2. Non-network time sales to:			
a. National and regional advertisers and sponsors	46,849	129,917	176,766
b. Local advertisers and sponsors	22,542	97,589	120,131
Total revenues from non-network time sales	69,391	227,506	296,897
Total revenues from time sales	246,603	291,519	538,122
3. Deduct—Commissions to regularly established agencies, representatives, brokers and others	47,504 [2]	38,413	85,917
Net revenue from time sales	199,099	253,106	452,205
B. Revenues from incidental broadcast activities:			
Talent	75,850	9,137	84,987
Sundry broadcast revenues	31,731	24,014	55,745
Total revenues from incidental broadcast activities	107,581	33,151	140,732
Total broadcast revenues	306,688	286,257	592,937
C. Total broadcast expenses of networks and stations	270,159	232,478	502,637
D. Broadcast income before federal income tax	$ 36,521	$ 53,779	$ 90,300

[1] Does not include 17 stations with less than $25,000 in time sales which are not required to report detailed revenue data.

[2] Of this amount $36,757,871 is applicable to the total sale of network time.

MAKING MONEY

PRE-FREEZE TV STATIONS CLASSIFIED BY INCOME GROUPINGS
1953-1954

Income (Before Federal Income Tax) of:	1954	1953
$1,500,000 and over	17	13
1,000,000-1,500,000	22	13
600,000-1,000,000	21	26
400,000-600,000	16	17
200,000-400,000	8	16
100,000-200,000	8	5
Less than 100,000	2	7
Total Stations	94	97
	($ Thousands)	
Median Income	$848	$654

AND LOSING IT

Loss of:		
Less than $100,000	5	3
100,000-200,000	4	3
200,000-400,000	1	1
400,000-800,000	2	4
800,000 and over	2	..
Total Stations	14	11
Median Loss	[1]	[1]

[1] Median loss not computed because of small number of stations involved.

TELEVISION

WHAT THEY SPENT

BROADCAST EXPENSES OF 4 TV NETWORKS AND 393 TV STATIONS WITH $25,000 OR MORE TIME SALES [1] — 1954

Type of Expense (1)	Networks and Their Owned and Operated Stations (2)	Other Stations (3)	Total (4)
No. of networks	4	..	4
No. of stations	16	377	393
	($ Thousands)		
Technical	$ 42,894	$ 45,798	$ 88,692
Program	180,204	93,921	274,125
Selling	17,469	23,713	41,182
General and Administrative	29,592	69,046	98,638
Total Broadcast Expenses	$270,159	$232,478	$502,637

[1] Does not include 17 stations with less than $25,000 in time sales which are not required to report detailed expense data.

STATUS OF PRE-FREEZE

NUMBER OF PRE-FREEZE TV STATIONS CLASSIFIED BY SIZE OF METROPOLITAN AREA SHOWING NUMBER REPORTING INCOME OR LOSS WIHIN EACH GROUP AND AVERAGE REVENUES, EXPENSES, AND INCOME [1] OF ALL STATIONS IN GROUP
1954

Population of Metropolitan Area [2]	Number of Stations Reporting Income	Number of Stations Reporting Loss	Average per Station Broadcast Revenues	Broadcast Expenses ($ Thousands)	Broadcast Income [1]
Under 250,000	12	1	$1,351	$ 829	$ 522
250,000-500,000	23	2	1,644	1,080	564
500,000-1,000,000	23	3	1,956	1,235	721
1,000,000-2,000,000	12	2	2,527	1,535	992
2,000,000 and over	24	6	4,697	3,184	1,513
Total	94	14	$2,646	$1,730	$ 916

[1] Before federal income tax.

[2] 1950 Census of Population.

[TV TABLES CONTINUE ON PAGE 36]

[TV TABLES CONTINUE FROM PAGE 35]

STATUS OF TV IN THREE-STATION-MINIMUM MARKETS

INDIVIDUAL TV MARKET DATA
1954

Tv Markets	No. of Tv Stations in Operation	No. of Tv Stations Reporting $25,000 or More Time Sales [1]	Sale of Station Time to: Networks	National Spot Advertisers [2]	Local Advertisers [2]	Total Tv Stations Reporting	Total Revenues [3]	Total Expenses	Income (Before Federal Income Tax)
(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)	(10)
Albany, Schenectady, Troy	3	2	**	**	**	2	**	**	**
Albuquerque, N. M.	3	3	137,481	223,151	545,531	3	938,668	1,155,029	216,361
Allentown, Bethlehem, Pa.	3	2*	**	**	**	3	72,569	605,379	532,810
Atlanta, Ga.	4	3*	1,176,271	1,599,867	1,226,308	4	3,813,210	2,536,230	1,276,980
Baltimore, Md.	3	3	2,075,288	2,355,549	2,589,974	3	6,534,490	3,989,355	2,545,135
Boston, Mass.	3	2	**	**	**	3	9,537,712	4,591,224	4,946,488
Buffalo, N. Y.	3	3*	1,135,467	1,637,985	1,664,779	3	4,065,746	2,717,488	1,348,258
Charleston, W. Va.	3	3*	105,798	98,615	150,454	3	363,627	620,772	257,145
Chicago, Ill.	4	4	4,308,979	10,957,387	7,529,390	4	24,924,357	16,696,508	8,227,849
Cincinnati, Ohio	3	3	1,930,707	2,352,241	1,645,258	3	6,370,629	4,676,533	1,694,096
Cleveland, Ohio	3	3	2,667,472	4,023,571	2,353,047	3	9,498,738	5,425,822	4,072,916
Columbia, S. C.	3	2	**	**	**	2	**	**	**
Columbus, Ohio	3	3	1,234,780	2,153,312	1,240,911	3	4,505,151	3,745,328	759,823
Denver, Colo.	4	4	728,292	1,373,676	1,370,017	4	3,213,681	3,594,379	380,698
Detroit, Mich.	3	3	2,728,943	5,878,879	4,638,423	3	12,523,110	6,812,250	5,710,860
Duluth, Minn.; Superior, Wisc.	3	3*	101,700	247,803	147,125	3	523,107	1,005,204	482,097
Fresno, Cal.	3	3*	179,191	573,627	344,049	3	1,015,642	1,537,451	521,809
Harrisburg, Pa.	3	3*	78,926	209,146	398,735	3	824,925	897,596	72,671
Honolulu, Hawaii	3	3*	112,185	326,124	685,266	3	1,062,900	1,297,519	234,619
Jackson, Miss.	3	2	**	**	**	2	**	**	**
Kansas City, Mo.	4	3*	1,504,373	2,837,946	780,226	4	4,777,942	3,448,054	1,329,888
Los Angeles, Cal.	7	7	3,051,222	11,268,819	11,145,267	7	23,718,677	22,106,745	1,611,932
Louisville, Ky.	3	2*	**	**	**	3	3,529,909	2,141,920	1,387,989
Milwaukee, Wisc.	4	3	1,020,039	2,974,004	1,666,407	3	5,267,122	2,984,020	2,283,102
Minneapolis, St. Paul, Minn.	3	3	1,769,694	2,864,656	2,135,703	3	6,679,505	5,166,159	1,513,346
Nashville, Tenn.	3	3*	401,125	539,520	794,331	3	1,739,561	1,725,672	13,889
New York & N.E. N. J.	7	7	7,860,203	26,321,042	8,557,788	7	42,035,793	28,165,581	13,870,212
Norfolk, Portsmouth, Va.	4 [4]	3*	692,875	1,192,379	549,221	4	2,284,784	1,682,807	601,977
Oklahoma City, Okla.	4	2	**	**	**	2	**	**	**
Palm Beach, Fla.	3	2	**	**	**	2	**	**	**
Philadelphia, Pa.	3	3	3,431,661	6,850,208	3,866,917	3	13,884,737	9,301,722	4,583,015
Phoenix, Ariz.	4	3	420,009	634,833	686,898	3	1,725,570	1,786,658	61,088
Pittsburgh, Pa.	4	3*	1,163,348	2,787,566	2,223,596	3	6,033,008	3,403,047	2,629,961
St. Louis, Mo.	4	4*	1,560,122	2,551,664	2,372,399	4	5,826,193	3,117,251	2,708,942
Salt Lake City, Utah	3	3*	664,154	816,040	914,603	3	2,260,446	2,041,244	219,202
San Francisco, Oakland, Cal.	4	4*	1,966,582	3,928,284	3,558,769	4	8,872,694	5,648,678	3,224,016
Scranton, Pa.	3	3*	163,552	144,638	184,741	3	421,034	779,598	358,564
Spokane, Wash.	3	3*	188,517	616,300	407,751	3	1,087,008	1,209,465	122,457
Washington, D. C.	4	4	1,875,730	3,064,502	1,814,753	4	6,593,868	5,183,969	1,409,899
Total 39 Tv Markets	136	122	51,936,959	112,826,694	74,308,354	128	233,241,838	167,535,084	65,706,754
220 Other Tv Markets	291	270	33,675,435	63,939,485	45,823,048	282	138,721,039	119,463,606	19,257,433
Total 259 Tv Markets	427	392	85,612,394	176,766,179	120,131,402	410	371,962,877	286,998,690	84,964,187

[1] Stations with less than $25,000 time sales report only total revenues and total expenses.
[2] Before commissions to agencies, representatives and others.
[3] Total revenues consist of time sales less commissions plus talent and program material sales.
[4] Includes Hampton, Virginia.

* Not all stations in this market operated a full year during 1954.
** Data not published for groups of less than three stations.

almost $735,000 per non-network-owned, pre-freeze station.

• Of the 108 pre-freeze tv stations, 94 reported income in 1954, 14 showed a loss. The red ink operations, classified by total revenues, numbered one in the less than $500,000 bracket, four in the $750,000-$1 million bracket, one in the $1-$1¼ million class, one in the $1¼-$1.5 million bracket, three in the $1.5-$2 million bracket, one in the $2-$2.5 million bracket, and three in the $3 million and over class.

• The investment in tangible property of the 410 operating tv stations amounted to more than $315 million as original cost, and close to $230 million as depreciated cost. The pre-freeze 108 stations figures were over $192 million as original cost and more than $124 million in depreciated cost, while the post freeze stations totaled more then $122.5 million in original cost and over $105 million in depreciated cost.

The post-freeze vhf investment was higher, both in original and in depreciated cost, than for uhf stations. The 177 post-freeze vhf stations' figures were more than $82 million original and above $71 million in depreciated costs, while the 125 uhf outlets were listed at close to $40.5 million original and almost $34 million in depreciated costs.

• The total number of employes for tv networks and 410 stations was 25,324 fulltime and 4,088 parttime. The networks and their 16 owned and operated stations accounted for close to 9,500 employes.

• The 43 fm stations not owned by an operators reported a loss of $600,000 fo 1954, compared with the similar stations loss of $800,000 in 1953. These 43 reporte total revenues of $1.9 million in 1954, com pared with the 45 reporting $2.1 millio in 1953. Of these 43 fm outlets, 35 reporte losses in 1954, compared to the 41 out o the 45 such licensees in 1954. Other fn figures were not available because most o the 528 fm operations are owned by an licensees and did not segregate fm expense and income. However, 355 fm stations owne by am broadcasters reported no revenue for 1954, while 130 in the same categor reported $1.1 million in revenues.

WHO IS IOWA'S FAVORITE RADIO STATION FOR NEWS!



WHO	WMT	KRNT	WOW	KGLO	KMA	KSCJ	WOC	KDTH	KROS
32.9%	14.8%	5.3%	3.7%	3.3%	3.0%	2.8%	2.5%	2.2%	1.8%

THE chart above is lifted intact from the authoritative 1955 Iowa Radio-Television Audience Survey — the 18th consecutive study by Dr. Forest L. Whan of Iowa audiences.

The 1955 Survey proves that except for working, listening to the radio is still the principal activity in the average Iowa home — *and that WHO still gets the biggest hunk of radio-listening in the State.*

Write us or ask Free & Peters for your complimentary copy. Except for rates and availabilities, it tells you ALL you need to know about radio and television in Iowa!

NBC Affiliate



FREE & PETERS, INC., National Representatives

BUY ALL of IOWA—
***Plus* "Iowa Plus"—with**

WHO

Des Moines . . . 50,000 Watts
Col. B. J. Palmer, President
P. A. Loyet, Resident Manager



In the rich market of

RICHMOND

Petersburg and Central Virginia

WXEX-TV has

1 Basic NBC-TV Network

2 Maximum power—316 K.W.

3 Maximum tower height—1049 ft. above sea level
943 ft. above average terrain . . . more than 100 ft.
higher than any station in this market.

4 415,835 TV families in coverage area

5 Channel 8

Ask your Forjoe man for full details about

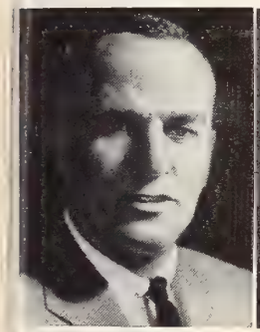
WXEX-TV

Tom Tinsley, President **Irvin G. Abeloff, Vice President**

BEIRN LEAVES BIOW-BEIRN-TOIGO JAN. 6

Joint statement by resigning president and Milton Biow points out latter has been resuming more responsibility in agency, prompting Mr. Beirn's resignation.

SUDDEN resignation of F. Kenneth Beirn as president of Biow-Beirn-Toigo Inc., New York, effective Jan. 6, was announced Wednesday. Mr. Beirn's departure will come almost exactly one year after the agency changed its name from The Biow Co. and established the firm that included Milton H. Biow, board chairman,



MR. BEIRN



MR. BIOW

John Toigo, executive vice president, and Mr. Beirn as principals.

In announcing his resignation to the agency staff, Mr. Beirn explained that he has no definite future plans, but expects to "spend some time studying various possible moves outside of the advertising agency field, as well as in it."

At the same time, a joint statement by Messrs. Beirn and Biow stated that Mr. Biow for some time has been "resuming more and more responsibility in actively heading the agency's operations . . . [and] it is for this reason that Mr. Beirn is leaving the company."

Since no successor had been designated as yet, an agency spokesman said that Mr. Biow would function as B-B-T's chief executive officer.

On Dec. 23, 1954, Mr. Biow, in announcing the formation of Biow-Beirn-Toigo to take place Jan. 1, 1955, had said, "I will be your chairman, and like you, I will be working here. The marked difference is that the company will turn around from having been a 'one-man agency' to an agency functioning on the broad base of organizational operations."

Mr. Beirn joined The Biow Co. in September 1948 as a vice president, in 1949 was elevated to executive vice president, and in February 1953 assumed the presidency of the agency. Before his Biow association, Mr. Beirn was a vice president of Dancer-Fitzgerald-Sample, and in earlier years with D-F-S' forerunner, Blackett, Sample & Hummert. He also had been with Grand Adv. Co. and Pedlar & Ryan.

LATEST RATINGS

ARB

Top 10 Tv Programs
Nov. 6-12

		Rating
1.	$64,000 Question (CBS)	57.3
2.	I Love Lucy (CBS)	52.1
3.	Ed Sullivan (CBS)	49.8
4.	Disneyland (ABC)	46.7
5.	You Bet Your Life (NBC)	40.7
6.	George Gobel (NBC)	40.1
7.	Jack Benny (CBS)	39.6
8.	I've Got a Secret (CBS)	38.8
9.	Climax (CBS)	37.5
10.	Your Hit Parade (NBC)	36.7

		Viewers (000)
1.	Ed Sullivan (CBS)	47,460
2.	$64,000 Question (CBS)	43,600
3.	Disneyland (ABC)	41,920
4.	I Love Lucy (CBS)	41,780
5.	Jack Benny (CBS)	35,640
6.	You Bet Your Life (NBC)	32,540
7.	George Gobel (NBC)	32,510
8.	Perry Como (NBC)	31,520
9.	Honeymooners—Jackie Gleason (CBS)	29,080
10.	Climax (CBS)	27,930

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More Participations Set For 'Famous Film Festival'

ADDITIONAL purchases of participations in *Famous Film Festival* on ABC-TV (Sundays, 7:30-9 p.m. EST) were announced last week by Slocum Chapin, vice president in charge of sales. Advertiser, number of participations and agency: American Chicle Co. (Dentyne), two participations, Dancer-Fitzgerald-Sample, New York; The Florists Telegraph Delivery Assn. of Detroit, one participation, Grant Adv., New York; Lewis-Howe Co. (Tums), St Louis, two participations, D-F-S, New York; National Presto Industries Inc. (Presto steam irons and pressure cookers), Eau Claire, Wis., three participations, Gourfain-Cobb & Assoc., Chicago; Procter & Gamble Co. (Shasta shampoo), Cincinnatti, one participation, Biow-Beirn-Toigo, New York; Toni Co.—division of Gillette Co.—(Bobbi Pin Curl permanent), two participations, Thatham-Laird Inc., Chicago; Zenith Radio Corp., Chicago, hearing aid division, two participations, BBDO, Chicago.

Three CBS-TV Advertisers Add More Periods on Network

PURCHASE of additional time periods on CBS-TV by Procter & Gamble Co., Scott Paper Co. and Pharmaceuticals Inc. was announced last week by William H. Hylan, CBS-TV vice president in charge of sales. Each of the advertisers sponsors other shows on CBS-TV.

Procter & Gamble, Cincinnati, through Compton Adv., New York, has added the Monday, 3:45-4 p.m. EST period of *Bob Crosby Show* (Mon.-Fri., 3:30-4 p.m. EST) starting today (Monday); Scott Paper Co., Chester, Pa., through J. Walter Thompson Co, New York, the Monday segment of *Valiant Lady* (Mon.-Fri., 12 noon-12:15 p.m. EST), starting today (Monday), and Pharmaceuticals Inc., Newark, N. J., through Edward Kletter Assoc., New York, the *Sunday News Special* (Sun., 11-11:15 p.m. EST), starting Jan. 8, 1956.

Pillsbury Names Burnett

LEO BURNETT Co., Chicago, has been appointed to handle advertising for five Pillsbury products, it was announced last week by Earl A. Clasen, director of marketing for consumer products, Pillsbury Mills Inc., Minneapolis. The products are caramel cake, chocolate angel food mix, kit cakes, brownie mix and cookie mixes. The agency already handles a number of other Pillsbury products, including those represented in network radio-tv sponsorship. Campbell-Mithun Inc. will handle a family flour account.

COLORCASTING

Advance Schedule Of Network Color Shows

(All times EST)

CBS-TV

Dec. 6 (9:30-10 p.m.) *Red Skelton Show,* S. C. Johnson & Son through Needham, Louis & Brorby, and Pet Milk Co. through Gardner Adv. on alternate weeks (also Dec. 20 and 27).

Dec. 8 (8:30-9:30 p.m.) *Climax,* Chrysler Corp. through McCann-Erickson (also Dec. 22).

Dec. 10 (7-7:30 p.m.) *Gene Autry Show,* William Wrigley Jr. Co. through Ruthrauff & Ryan (also Dec. 17, 24 and 31).

Dec. 15 (8:30-9:30 p.m.) *Shower of Stars,* "Christmas Carol," Chrysler Corp. through McCann-Erickson.

Dec. 17 (9:30-11 p.m.) *Ford Star Jubilee,* "I Hear America Singing," Ford Motor Co. through J. Walter Thompson.

NBC-TV

Dec. 5-9 (5:30-6 p.m.) *Howdy Doody,* participating sponsors (also Dec. 12-16, 19-23 and 26-30).

Dec. 5-9 (3-4 p.m.) *Matinee,* participating sponsors (also Dec. 12-16, 19, 22-23, 26-30).

Dec. 12 (8-9:30 p.m.) *Producers' Showcase,* "Sleeping Beauty Ballet," Ford Motor Co. through Kenyon & Eckhardt, and RCA through K & E, Grey and Al Paul Lefton.

Dec. 18 (3:30-4 p.m.) *Zoo Parade,* Mutual of Omaha through Bozell & Jacobs.

Dec. 20 (8-9 p.m.) *Milton Berle Show,* Sunbeam Corp. through Perrin-Paus Co., and RCA and Whirlpool Corp. through Kenyon & Eckhardt.

Dec. 24 (9-10:30 p.m.) *Max Liebman Presents,* "Babes in Toyland," Oldsmobile Div., General Motors Corp. through D. P. Brother.

Dec. 25 (3:30-4 p.m.) *Zoo Parade,* American Chicle Co. through Ted Bates.

[Note: This schedule will be corrected to press time of each issue of B•T]

Continental Buys Morton

CONTINENTAL Baking Co. (Wonder bread and Hostess cakes) lost week acquired the business and property of Morton Packing Co., Louisville, Ky., in its second diversification move of the year. Morton becomes a wholly-owned subsidiary of Continental under the name of Morton Frozen Foods Inc., with George E. Egger, president of the packing firm, to continue as president. Agency for Continental Baking Co. is Ted Bates Inc., New York.

TOP POSTS CHANGED AT CHICAGO AGENCY

Henri, Hurst & McDonald announces resignations of W. B. Henri and W. D. McDonald. Charles Pumpian becomes member of board of directors and two vice presidents leave positions with firm.

SEVERAL CHANGES in executive posts at Henri, Hurst & McDonald Inc. will be effected by the Chicago advertising agency Jan. 1, according to Martin Zitz, president.

Under the reshuffle, W. B. Henri, chairman of the executive committee, and W. D. McDonald, board chairman, will step out from active duty but will serve as counselors to the agency.

Charles Pumpian, vice president and media director, will become a member of the board of directors, serving with Mr. Zitz, Jack Arnold and Thomas Chadwick, the latter two vice presidents and senior partners. Two other vice presidents, R. E. White and D. N. Mainguy, have resigned.

Lee Random, the agency's radio-tv production manager, has become acting radio-tv director, replacing James T. Shaw, who resigned to join the Ziv organization in Chicago.

Henri, Hurst & McDonald currently bills between $9-10 million annually and numbers among its radio and tv accounts such firms as Armour & Co., Cooper's Inc., Gibson Refrigerator Co., Holloway House Frozen Foods Inc. and International Shoe Co.

R&R CO-FOUNDER F. B. RYAN DIES

SERVICES were to be held in New York Saturday in St. James Episcopal church for Frederick B. Ryan Sr., 72, co-founder of Ruthrauff & Ryan, who died Tuesday in Ft. Lauderdale, Fla., of a coronary thrombosis.



MR. RYAN SR.

A son, Frederick (Barry) Ryan is R & R's chairman of the board, and another son, Quincy Ryan, is vice president of R & R.

As partner of a two-man mail order advertising consulting service founded in 1912, the older Mr. Ryan, prior to his resignation earlier this year, had seen R & R grow to a 13-office, 650-man agency. Wilbur B. Ruthrauff, his partner, died in 1941.

During his years as an advertising executive, Mr. Ryan worked closely with some of the industry's biggest accounts, including American Tobacco Co., Lever Brothers Co. and the Chrysler Corp. Under his leadership, the agency claimed to have been among the first in radio to develop the full-hour dramatic program, the play-by-play sports broadcast, the daytime serial and movie star and celebrity testimonials.

Active in sports, Mr. Ryan was a member of the Yale Club, University Club, New York Yacht, Larchmont Yacht, Royal Bermuda Yacht, National Golf Links, Cloud, Everglades, and Maidstone Golf Clubs.

Besides his sons, he is survived by his wife, Lucy Layfield Laird Ryan.



MARYLAND — OHIO SOUTH CAROLINA

These preliminary state and county figures from the U. S. Census of Agriculture show the number of farms with television sets in October-November, 1954, when the census was made. Figures are projected from a survey covering 20% of all farms. B•T will present farm tv figures for each state as they are tabulated by the Census Bureau. Readers can clip and save these reports to accumulate a complete, county-by-county, state-by-state file.

	Total Farms	Farms With Tv	% Tv Farms
MARYLAND			
Allegany	864	348	40.3
Anne Arundel	1,187	828	69.8
Baltimore (Co. and city)	2,331	1,807	77.5
Calvert	1,248	752	60.3
Caroline	1,396	924	66.2
Carroll	2,571	1,729	67.3
Cecil	1,185	930	78.5
Charles	1,440	710	49.3
Dorchester	1,027	548	53.4
Frederick	2,792	1,903	68.2
Garrett	1,438	454	31.6
Harford	1,548	1,109	71.6
Howard	881	654	74.2
Kent	711	566	79.6
Montgomery	1,455	1,105	75.9
Prince Georges	1,786	1,329	74.4
Queen Annes	977	723	74.0
St. Marys	1,443	741	51.4
Somerset	801	247	30.8
Talbot	747	556	74.4
Washington	1,934	1,180	61.0
Wicomico	1,560	593	38.0
Worcester	1,178	363	30.8
TOTAL	32,500	20,099	61.8
OHIO			
Adams	2,304	1,059	46.0
Allen	2,097	1,010	48.2
Ashland	2,048	1,311	64.0
Ashtabula	3,376	1,955	57.9
Athens	1,734	755	43.5
Auglaize	1,963	1,251	63.7
Belmont	1,997	1,050	52.6
Brown	2,828	1,677	59.3
Butler	2,331	1,910	81.9
Carroll	1,557	870	55.9
Champaign	1,866	1,373	73.6
Clark	1,723	1,405	81.5
Clermont	2,487	1,831	73.6
Clinton	1,594	1,298	81.4
Columbiana	2,893	1,966	68.0
Coshocton	1,781	606	34.0
Crawford	1,746	1,108	63.5
Cuyahoga	1,145	920	80.3
Darke	3,885	2,880	74.1
Defiance	1,776	1,116	62.8
Delaware	2,045	1,735	84.8
Erie	1,151	915	79.5
Fairfield	2,514	2,168	86.2
Fayette	1,373	1,094	79.7
Franklin	2,051	1,802	87.9
Fulton	2,354	1,580	67.1
Gallia	2,212	1,105	50.0
Geauga	1,682	1,096	65.2
Greene	1,784	1,376	77.1
Guernsey	2,032	705	34.7
Hamilton	1,481	1,132	76.4
Hancock	2,338	1,517	64.9
Hardin	1,883	1,225	65.1
Harrison	977	534	54.7
Henry	2,072	1,606	77.5
Highland	2,555	1,705	66.7
Hocking	1,089	644	59.1
Holmes	2,104	611	29.0
Huron	2,018	1,324	65.6
Jackson	1,427	791	55.4
Jefferson	1,273	763	59.9
Knox	2,109	1,370	65.2
Lake	1,225	922	75.3
Lawrence	1,883	1,152	61.2
Licking	3,144	2,327	74.0
Logan	2,056	1,452	70.6
Lorain	2,644	2,096	79.3
Lucas	1,824	1,485	81.4
Madison	1,249	943	75.5
Mahoning	1,946	1,280	65.8
Marion	1,417	1,139	80.4
Medina	2,353	1,841	78.2
Meigs	1,757	990	56.3
Mercer	2,389	1,201	50.3
Miami	2,253	1,861	82.6
Monroe	1,709	580	33.9
Montgomery	2,583	2,156	83.5
Morgan	1,469	471	32.1
Morrow	2,085	1,550	74.3
Muskingum	2,584	1,427	55.2
Noble	1,457	481	33.0
Ottawa	1,392	945	67.9
Paulding	1,357	687	50.6
Perry	1,388	896	64.6
Pickaway	1,582	1,411	89.2
Pike	1,308	645	49.3
Portage	2,667	2,041	76.5
Preble	2,216	1,605	72.4
Putnam	2,379	1,400	58.8
Richland	2,394	1,591	66.5
Ross	2,176	1,440	66.2
Sandusky	1,953	1,550	79.4
Scioto	1,321	752	56.9
Seneca	2,288	1,555	68.0
Shelby	1,926	1,496	77.7
Stark	3,214	2,091	65.1
Summit	2,119	1,770	83.5
Trumbull	2,932	1,917	65.4
Tuscarawas	2,350	1,065	45.3
Union	1,775	1,281	72.2
Van Wert	1,800	840	46.7
Vinton	984	431	43.8
Warren	1,962	1,633	83.2
Washington	2,576	810	31.4
Wayne	3,080	1,668	54.2
Williams	1,959	1,105	56.4
Wood	2,766	2,246	81.2
Wyandot	1,537	989	64.3
TOTAL	177,074	115,363	65.1
SOUTH CAROLINA			
Abbeville	1,774	349	19.7
Aiken	2,657	752	28.3
Allendale	687	144	21.0
Anderson	5,043	1,316	26.1
Bamberg	1,239	285	23.0
Barnwell	1,353	377	27.9
Beaufort	1,201	140	11.7
Berkeley	2,965	475	16.0
Calhoun	1,403	273	19.5
Charleston	1,841	422	22.9
Cherokee	2,357	964	40.9
Chester	2,036	628	30.8
Chesterfield	3,240	702	21.7
Clarendon	3,813	298	7.8
Colleton	2,751	310	11.3
Darlington	3,887	582	15.0
Dillon	3,001	271	9.0
Dorchester	1,908	343	18.0
Edgefield	1,688	334	19.8
Fairfield	1,441	302	21.0
Florence	6,891	828	12.0
Georgetown	1,593	207	13.0
Greenville	4,520	1,512	33.5
Greenwood	1,540	237	15.4
Hampton	1,501	216	14.4
Horry	6,918	782	11.3
Jasper	971	110	11.3
Kershaw	2,233	477	21.4
Lancaster	2,119	860	40.6
Laurens	2,752	757	27.5
Lee	2,339	266	11.4
Lexington	2,526	540	21.4
McCormick	821	100	12.2
Marion	2,820	285	10.1
Marlboro	2,207	337	15.3
Newberry	2,223	551	24.8
Oconee	2,799	530	18.9
Orangeburg	5,237	923	17.6
Pickens	2,601	598	23.0
Richland	2,043	494	24.2
Saluda	1,964	322	16.4
Spartanburg	5,547	2,111	38.1
Sumter	3,441	392	11.4
Union	1,328	506	38.1
Williamsburg	5,875	520	8.9
York	3,109	1,133	36.4
TOTAL	124,203	24,861	20.0

OTHER 37 STATES REPORTED IN B•T

Arkansas	Oct. 10, 1955
Arizona	Oct. 24, 1955
Colorado	Oct. 17, 1955
Connecticut	Oct. 10, 1955
Delaware	Oct. 24, 1955
Florida	Oct. 24, 1955
Georgia	Nov. 21, 1955
Idaho	July 25, 1955
Illinois	Oct. 31, 1955
Indiana	Oct. 31, 1955
Iowa	Oct. 3, 1955
Kansas	Aug. 29, 1955
Maine	Oct. 10, 1955
Massachusetts	Oct. 17, 1955
Minnesota	Aug. 15, 1955
Mississippi	Oct. 31, 1955
Montana	Aug. 15, 1955
Nebraska	Sept. 12, 1955
Nevada	June. 13, 1955
New Hampshire	July 25, 1955
New Jersey	Oct. 3, 1955
New Mexico	Oct. 10, 1955
North Carolina	Oct. 24, 1955 (N. C. totals showing tv farms is corrected from 47.2% to read 26.3%).
North Dakota	Aug. 1, 1955
Oklahoma	Sept. 5, 1955
Oregon	Oct. 17, 1955
Rhode Island	Oct. 3, 1955
South Dakota	Aug. 15, 1955
Tennessee	Oct. 3, 1955
Texas	Oct. 10, 1955
Utah	Aug. 1, 1955
Vermont	July 25, 1955
Virginia	Nov. 28, 1955
Washington	Oct. 17, 1955
West Virginia	Nov. 7, 1955
Wisconsin	Aug. 29, 1955
Wyoming	Oct. 24, 1955

Cleveland Agency Changes

AFTER nine years as the BT Nationwide Advertising Service, Cleveland, the agency has changed its name to Stepien-Carr Advertising Inc., according to Theodore J. Stepien, president. A separate division bearing the old firm name has been formed to handle the classified placement services.

Norwich Buys Part of 'Ozzie'

NORWICH PHARMACAL Co. (Pepto-Bismol), Norwich, N. Y., will sponsor ABC-TV's *Adventures of Ozzie and Harriet* (Friday, 8-8:30 p.m. EST) every fourth Friday, starting Jan. 6. Agency: Benton & Bowles, New York. Other advertisers are Hotpoint Co., alternate week, Quaker Oats Co., every fourth week.



You Asked For It

KING-TV's late news show took viewers out of this world recently for a close-up look at the moon...using the KING-size telelens, naturally.

You've probably seen this super lens in action yourself. It was demonstrated Nov. 13 on the popular "You Asked For It" program. Kinescopes of the now famous flip of the hydroplane Slo-Mo-Shun V were shown to illustrate the tremendous power of the lens.

This Fall, both the ABC and NBC networks borrowed the Super KING-size lens to bring the nation's sports fans closer to the action of pro football from Detroit...the Ohio State-Stanford game from Palo Alto...jet speedboat thrills from Lake Mead.

KING-TV's own inventive engineering staff designed and built this exclusive close-up lens, to provide KING-TV viewers with far more dramatic coverage of sports and special events than ever before possible.

Such ingenuity is still another reason why Channel 5's audience is KING-size too, and why KING-TV is beginning its eighth year of dominance in the booming Pacific Northwest.

Channel 5—ABC
100,000 Watts
Blair-TV

FIRST IN SEATTLE-TACOMA

KING-TV

Cunningham Repeats Commercial Criticism

REMARKS about "commercial evils" in radio and tv—made by Cunningham & Walsh President John P. Cunningham Oct. 26 at an Ohio State U. advertising and sales promotion conference [B•T, Oct. 31]—stung an Ohio broadcaster into indignant reply.

But Robert T. Mason, WMRN Marion, appeared to be somewhat mollified last week after an exchange of letters with Mr. Cunningham in which the latter said his talk "must have sounded more critical than I meant to be." Mr. Cunningham, nevertheless, did not back down from his original charge of over-commercialism in radio and tv.

Here's what Mr. Cunningham said Oct. 26: ". . . Give radio and tv thinking a little brainwash. I have counted as many as five commercials at station break time, one right after the other. Besides, they don't own the airwaves. NBC and ABC do not own the airwaves. They belong to the people. The networks and the independent stations merely have a franchise."

In a letter to Mr. Cunningham, Mr. Mason, who had heard of the agency president's talk from a business acquaintance, said:

"Your reference to five or six commercials being run consecutively on radio and television is basically a sound criticism. To parlay that into a general castigation of the broadcasting industry by stating that the air waves belong to the people and not to the broadcasters, and that broadcasters had better be careful or they might lose their licenses, I believe was entirely uncalled for."

Mr. Mason admitted that "there are broad casters" who carry an excess of commercials but that at WMRN "we do not even doubl spot. I believe you will find most of the 3,00 radio broadcasters following the same practice. He said he thought it was "distinctly unfair be fore many of our advertisers and prospects t condemn the entire broadcasting industry fo a practice not generally pursued."

Mr. Mason said such criticism "is just as fal lacious as condemning all advertising agencie because some create copy which has been cite by the Federal Trade Commission or who hav created advertising offensive to good taste."

Mr. Cunningham in a replying letter said, " agree with you that the advertisers and agencie are also at fault with the broadcasters—excep that the broadcasters have the veto power."

The agency president said that a listener ca get as many as five commercials in successio if he is listening to a network show through sta tion break time. "As far as I know, this is tru in large instance across the country and ha been widely decried by leaders in your fiel [he mentioned NBC President Sylvester I Weaver] as well as in mine."

Mr. Cunningham cited Zenith Radio Corp. device to shut off tv commercials (also see ed torial page 126):

"When television set manufacturers are be ginning to advertise devices that will enable th viewer to tune out commercials—and whe these devices become an important selling argu ment in national magazines, such as the currer Zenith advertising—it shows that the situatio is worsening. For instance, a recent Zenith a says, "You can *shut off* long, boring commer cials".

Mr. Cunningham said he did not believ broadcasters would lose their licenses throug excessive commercialism. "They will just ge some legislation thrown at them which ma affect not only their independence of operation which is precious, but also their dollar volum and profits. I know this will affect us too."

Mr. Mason, in a further letter, told Mr Cunningham he was sure that "there was n intent on your part to castigate broadcasting a an industry. I am just as certain that close co operation between advertisers, agencies an broadcasters is needed to correct the abuse which have crept into our industry."

NEW YORK
CHICAGO
DETROIT
DALLAS
ATLANTA
CHARLOTTE
ST. LOUIS
MIAMI
MEMPHIS
LOS ANGELES
SAN FRANCISCO

representing **RADIO**
representing **TELEVISION**

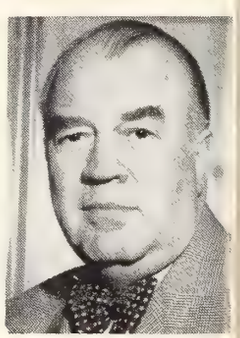
BRANHAM

national advertising representatives

11 OFFICES FROM COAST TO COAST. . . . .

Onetime Agency Head Vir Den Dies in N. Y.

FUNERAL services were held Wednesday a the All Saints Episcopal Church in Great Neck Long Island, N. Y., for Ray Vir Den, 59, for mer president of Lennen & Mitchell (now Len nen & Newell) advertising agency, who died Nov. 27 at North Shore Hospital in Great Neck.



MR. VIR DEN

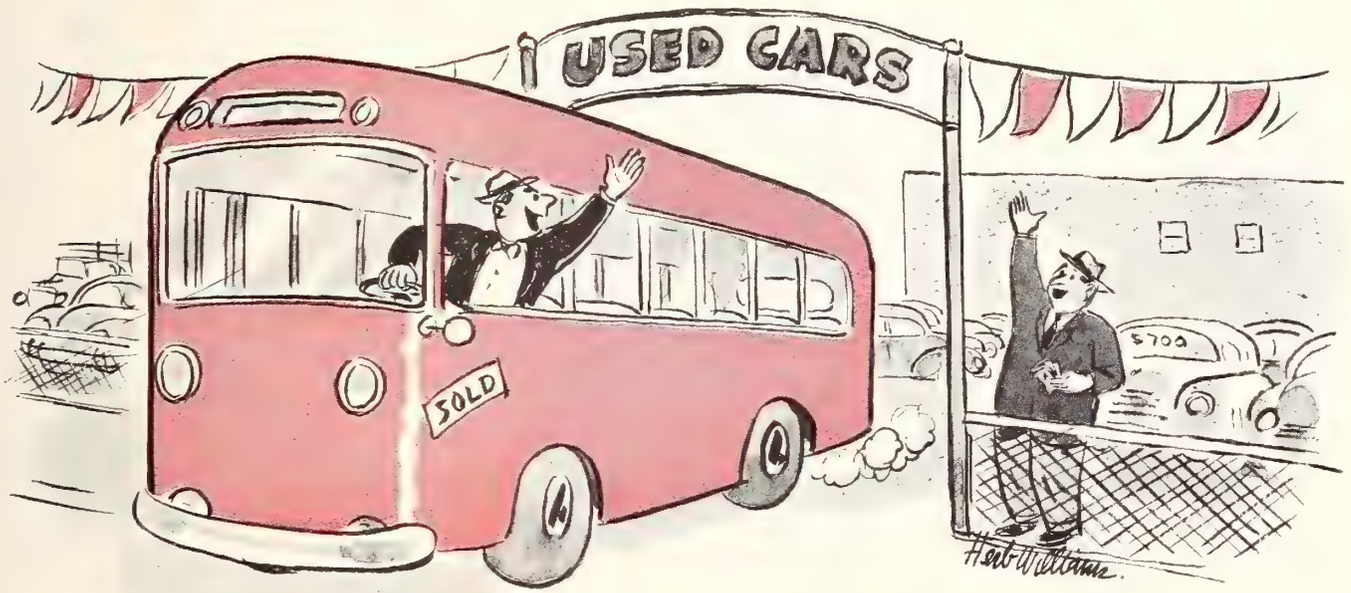
Mr. Vir Den, who purchased a controlling interest in the *The Rome Daily American,* an English-language newspaper published in the Italian capital, in 1954, two years after he had retired as the agency's president, suffered a coronary thrombosis nine weeks ago Another heart attack and pneumonia followed

The son of a Methodist minister from Okla

IN INLAND CALIFORNIA (AND WESTERN NEVADA)

Beeline RADIO

delivers more for the money



These *inland* radio stations, purchased as a unit, give you more listeners than any competitive combination of local stations . . . *and at the lowest cost per thousand!*

(SAMS and SR&D)

In this mountain-isolated market, the Beeline serves an area with over 2 million people and more retail sales than Colorado, Kansas or Kentucky! *(1955 Consumer Markets)*



McClatchy Broadcasting Company

SACRAMENTO, CALIFORNIA • Paul H. Raymer Co., National Representative

homa, Mr. Vir Den came to New York in 1919, after serving two years in the Navy, to study music and fine arts. He sang in light opera and did concert work from 1921-26, and was a partner in a stock exchange firm in the following four years.

In 1930, Mr. Vir Den joined Lennen & Mitchell Inc., becoming executive vice president in 1946 and president in 1947 and retiring from the agency in 1952. He married Frances Alda, a leading soprano of the Metropolitan Opera Company, in 1941. She died in 1952 while the couple was on a trip to Italy. In 1953 he married Lucilla Mara de Vescovi of Rome, former concert singer.

In the world of art, Mr. Vir Den is best remembered as president of the Dutch Treat Club of New York, made up of personages in the writing, illustrative, musical, dramatic and allied arts.

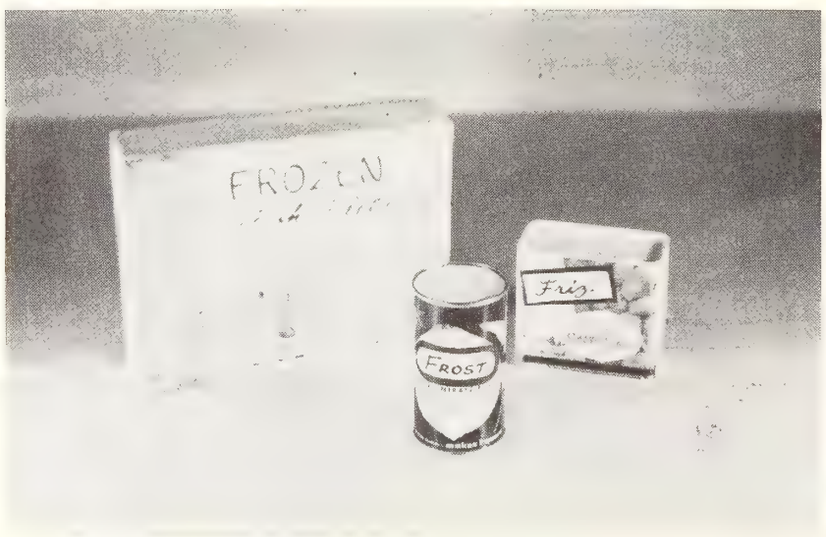
Surviving, in addition to his wife, is a brother, Earl Vir Den of Onawa, Iowa.

Newspaper Advertising Up

BUREAU OF ADVERTISING of the American Newspaper Publishers Assn. claimed a record for newspaper advertising in October. The bureau reported that national advertising (as measured in 52 index cities) set a new high for the month with a gain of 18.8% over October 1954, while the first 10 months of 1955 showed a 12.5% increase, claimed to be another record.

The bureau also reported that broadcast stations' newspaper use was up 10.9% in the 10 month period.

$1,171,715 in Frozen Foods!!



Just one package of your frozen foods sold to the radio homes in WGN's area at 25¢ a package would mean $1,171,715 in sales!*

WGN reaches more homes than any other advertising medium in Chicago, and our *Complete Market Saturation Plan* has proven it can sell your products to these homes.

*Nielsen Coverage Service

A Clear Channel Station Serving the Middle West

MBS

WGN

Chicago 11
Illinois
50,000 Watts
720
On Your Dial



Chicago Office: 441 N. Michigan Ave., Chicago 11
Eastern Advertising Solicitation Office: 220 E. 42nd Street, New York 17, N. Y., for New York City, Philadelphia and Boston
Representative: Geo. P. Hollingbery Co.
Los Angeles—411 W. 5th Street • New York—500 5th Avenue • Atlanta—223 Peachtree Street
Chicago—307 N. Michigan Avenue • San Francisco—625 Market Street

NEW BUSINESS

Sleep-Eze Co. (sleeping pills), L. A., is sponsoring CBS Radio's *Surprise Theatre* (Sat., 12:55-1 p.m.), effective Dec. 3. Program written, directed and narrated by actor-announcer Marvin Miller, was placed through Barton A. Stebbins Adv., L. A.

Denton Sleeping Garment Mills (Dr. Denton children's sleepers), N. Y., which recently named Mumm, Mullay & Nichols, N. Y., to handle advertising and currently is using radio and tv spots in New York and New Jersey, next year expects to sponsor network radio and/or tv show appealing to children.

RENEWALS

Lehn & Fink Products Corp. (cosmetics, disinfectants), N. Y., crediting CBS-TV's *The Lucy Show* (re-runs of original *I Love Lucy* series) with "a large part in building our sales to an all-time high," has renewed program for another season, effective Jan. 1. L&F initiated its sponsorship of Desilu Inc. program last April.

Contract, which calls for sponsorship of *Lucy* on behalf of L&F's Hinds Honey-Almond Fragrance cream, Etiquet deodorant and Lysol disinfectant, places show on 76 stations Saturday nights, with delayed telecasts scheduled for Sunday in midwest and far west. McCann-Erickson, N. Y., is agency.

Goodyear Tire & Rubber Co., Akron, through Kudner Agency, N. Y., has renewed *The Greatest Story Ever Told* (ABC Radio, Sun., 5:30-6:30 p.m. EST). Program, which has been sponsored as public service since 1947, omits commercials, with Goodyear restricting itself to sponsor identification required by FCC regulations.

AGENCY APPOINTMENTS

B. F. Goodrich Chemical Co., Cleveland, appoints McCann-Erickson for flooring division products (asphalt, rubber, koroseal floor tiles) effective Jan. 1. Account currently is handled by Henry A. Loudon Adv. Co., Boston. B. F. Goodrich footwear divisions, and Hood Rubber Co., Goodrich subsidiary, have been M-E clients since 1928.

Kenyon & Eckhardt Ltd., Toronto, appointed to service all RCA Victor Co. Ltd., Montreal, advertising in Canada.

Shaler Co. (Rislone oil alloy, automotive products). Waupun, Wis., appoints Walker B. Sheriff Inc., Chicago, for its advertising. Radio-tv will be used.

Brown & Williamson Tobacco Corp., Louisville, Ky., appoints Ruthrauff & Ryan Inc., N. Y., to handle advertising for its duMaurier cigarettes.

Allied Artists Productions Inc., Hollywood, appoints Buchanan & Co., N. Y., for "Crime in the Streets," motion picture by Lindbrook Productions. Budget of $200,000 covers radio, tv and other media.

Comfort Mfg. Co. (Anti-Terge protective hand cream), Chicago, appoints Olian & Bronner Inc., same city, to handle its advertising. Radio and tv will be used in selected markets.

Firestone Tire & Rubber Co., N. Y., appoints Foote, Cone & Belding there to handle announcement campaign on new, unrevealed product.

Faster Than Growing ~~Like~~ a Beanstalk

El Paso among nation's top 30 in Rate of growth



5th Metropolitan Area in Size in America's Biggest State... and growing faster and sounder all the time.

23rd in Population Growth in the U.S.A.

16th in Effective Buying Income Growth in the U.S.A.

22nd in Total Retail Sales Growth in the U.S.A.

19th in Food Sales Growth in the U.S.A.

21st in General Merchandise Sales Growth in the U.S.A.

17th in Automotive Sales Growth in the U.S.A.

23rd in Drug Sales Growth in the U.S.A.

KROD-TVland . . . an American "Bright Spot" Market
A MUST in Selling the Southwest.

And, as a bonus, KROD-TV delivers an additional 105,400 customers in the rich, growing Southern portion of New Mexico... 150,000 in Juarez, Mexico, just across the Rio Grande and over 25,000 in Military Personnel, which are not included in Sales Management population figures, but are in KROD-TV's coverage area.

Only KROD-TV effectively covers all of El Paso's Market!

KROD-TV

Owned and operated by the El Paso Times, Inc.

Roderick Broadcasting Company Affiliated with KROD — 600 kc — 5,000 watts

Represented Nationally by the Branham Co.

CBS and ABC Television Network

Channel 4 EL PASO, TEXAS

Dorrance D. Roderick, Pres.; Val Lawrence, V-P and Gen. Mgr.; Dick Watts, Gen. Sales Mgr.

SUNDAYS-MONDAYS and ALL DAYS WOLF has a lion's share of audience

Sundays (daytime)	32.6%	1st Place
Monday thru Saturday:	WOLF share of audience	
Mornings—8 A.M.-12 noon	16.9%	2nd Place
Afternoons—12 noon-6 P. M.	33.3%	1st Place
Evenings—6 P. M.-10:30 P. M.	29.7%	1st Place

RATING for RATING RATE for RATE in CENTRAL NEW YORK it's WOLF

FREE . . . Get the whole story (Spring 1955) covering home-auto-store listening, 4 and 8 year trends, TV operating hours. Included is the basic market facts on population, labor force, industrial work hours, automobiles, telephones, and monthly sales comparisons. Ask for your copy of the The Syracuse Inside Story.

Van Rensselaer and Kirkpatrick Streets
Syracuse, N. Y.
Phone 2-7211
1490 K. C. 250 Watts
ON THE AIR
6:00 am to 2:00 am
National Sales Representatives
THE WALKER COMPANY

A&A PEOPLE

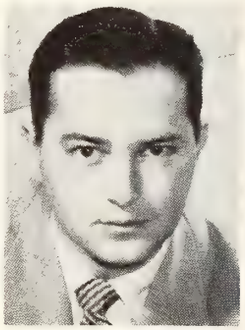

MR. FLANAGAN

Fred Flanagan, copy supervisor and copywriter, Kenyon & Eckhardt, N. Y., elected vice president of agency. With K & E for past six years, he formerly was with copy department of Calkins & Holden, N. Y. and McCann-Erickson.

Julian Field, named senior vice president and creative director of Lennen & Newell, N. Y. He held top creative post in William Esty Co. and Ted Bates Co. before joining L&N.

Clement H. Watson, assistant general manager of General Foods' Atlantic Gelatin Div., Woburn, Mass., appointed general manager. He succeeds **Joseph H. Cohen,** retiring vice president and general manager.

Arthur E. Duram, vice president and head of radio-tv, Fuller & Smith & Ross, N. Y., appointed to board of directors of the agency.


MR. BOEHMER

Kenneth H. Boehmer, merchandising-promotion manager, WJBK-TV Detroit, to Ralph Sharp Adv. Inc., that city, as vice president in charge of public relations. He will supervise Easter Seal campaign which agency coordinates.

Continental Baking Co., N. Y., board elected three new directors: **Joseph Klingenstein,** senior partner, Wertheim & Co., N. Y., investment consultants and bankers; **Ralph Owen,** president, Equitable Securities Corp., Nashville, Tenn. and **George E. Egger,** president, Morton Packing Co., Louisville, Ky. New directors bring total number on board to 13.

Donald B. Kraft, president of Kraft Advertising before its merger with Honig-Cooper, Seattle, in 1954, appointed vice president and assistant manager of Honig-Cooper Seattle Office.

Hal Stein appointed vice president in charge of creative writing, Rudio Productions, Chicago agency.

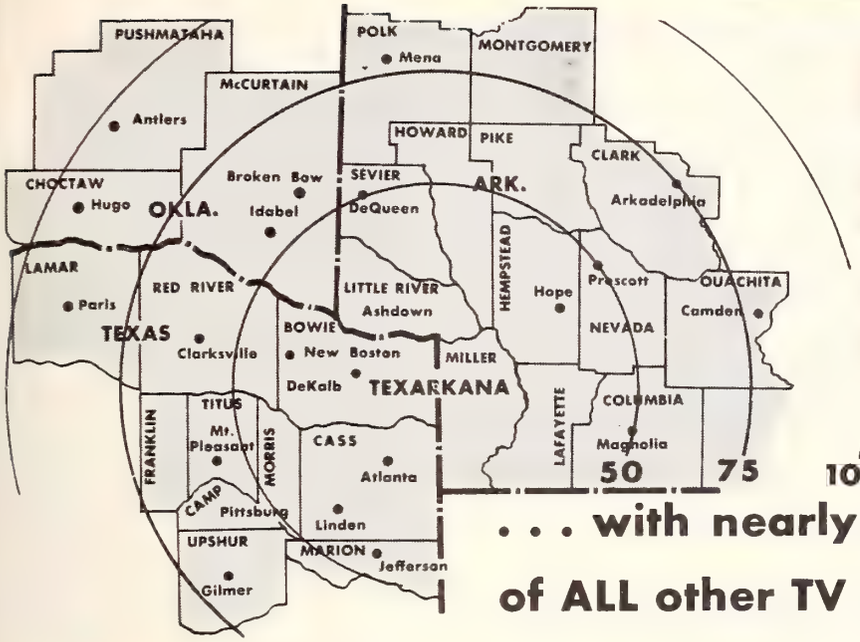
John Crawford and **David Wylie,** formerly with Leo Burnett Co., Chicago, to Kenyon & Eckhardt Inc., same city, as creative and art directors, respectively.

C. E. Ballard and **Mitch Lewis** to head new Dallas-Fort Worth operation of Ray Cormier Advertising, Los Angeles.

Herman L. Anderson, Benham Advertising Inc., to contact department of Gray & Rogers, Philalelphia.

Edward B. Ingman, formerly assistant director, CBS-TV, to N. W. Ayer, N. Y., on radio-tv traffic staff.

Joseph A. Schulte, national advertising manager of appliances for Crosley-Bendix Div. of Avco Mfg. Co., Cincinnati, Ohio, to Whirlpool-Seegar Corp., St. Joseph, Mich., effective Dec. 15, as assistant merchandising manager.



Pulse* Proves Dominance In 26 Counties

. . . with nearly TWICE the AUDIENCE of ALL other TV stations combined . . .

1st

In SHARE of AUDIENCE morning, afternoon and night for the entire area.

In EVERY SINGLE PROGRAM PERIOD day and night, seven days a week (7:00 a.m. to 12 midnight).

In TOTAL AUDIENCE in 19 of the 26 counties. Second in five counties; third in two counties.

Here Are the Facts that Make KCMC-TV the Powerhouse of the Southwest

*Area Telepulse September, 1955	MONDAY thru FRIDAY			SATURDAY			SUNDAY			TOTAL
	MORN.	AFTN.	NITE	MORN.	AFTN.	NITE	MORN.	AFTN.	NITE	AUDIENCE
KCMC-TV	**68**	**69**	**61**	**66**	**57**	**66**	**73**	**64**	**75**	**65**
Station "B"	6	11	12	12	14	13	12	17	17	12
All Others Combined	25	21	27	23	30	21	15	19	8	23

These counties form the primary core of the full KCMC-TV service territory. Your order buys complete dominance of this area — PLUS — substantial audience in 17 additional counties in 4 states.

Now Telecasting
Network Color

KCMC-TV

CHANNEL 6

TEXARKANA TEXAS - ARKANSAS

CBS INTERCONNECTED ABC

100,000
Watts

REPRESENTED BY
Venard, Rintoul & McConnell, Inc.

WALTER M. WINDSOR
General Manager

N. Y. Justice Holds Up Hooker Case Decision

State attorney general's office argues for permanent injunction against film companies headed by West Hooker, charging latter made unauthorized use of prominent names and misrepresented finances. Hooker asks dismissal of motion.

NEW YORK Supreme Court Justice Joseph A. Gavagan reserved decision last week on a show-cause procedure involving Film Network Inc. and Master Television Inc., both headed by West Hooker [B•T, Nov. 14].

Several weeks ago the New York state attorney general's office obtained a temporary injunction against the two companies on charges they had made "fraudulent statements" and used "unauthorized names" of individuals in the sale of stock.

Arguing for a permanent injunction against the two companies, Special Deputy Attorney General David Clurman said a prospectus sent by Mr. Hooker to prospective stockholders was "replete with misrepresentation." He charged that Mr. Hooker falsely had claimed to have raised more than $300,000 to be used for producing tv films; had used the names of Gen. Douglas MacArthur and actor Sterling Hayden in such a way as to len the impression they were associated with th project, and had indicated that various t stations were "ready to go" with films to b supplied by Mr. Hooker's companies.

Mr. Clurman said Mr. Hooker actually ha raised about $50,000, and some individua whom he had specified as contributors insiste they had made no investment in the tv fil project. He said both Gen. MacArthur an Mr. Hayden had written the attorney gener that they had no knowledge of Mr. Hooker companies, and Mr. Hayden threatened to begi a law suit against Mr. Hooker unless th actor-producer stopped making "unauthorized use of his name. The attorney general couns said his office had received a letter from Fran P. Schreiber, general manager of WGN-T Chicago, one of the stations Mr. Hooker sai was "ready to go" with his filmed show According to Mr. Clurman, Mr. Schreiber wro that the station had talked with a representativ of Mr. Hooker, but that "no commitment a all was made."

Mr. Clurman also told the court that h office had sworn statements from individual that they had received a prospectus from stoc salesmen employed by Mr. Hooker.

L. Ray Glass, counsel for Mr. Hooke pressed for a dismissal of the motion for permanent injunction against the two com panies, basing much of his argument on th contention that what the attorney general' office kept referring to as "a prospectus actually was a "preliminary draft" of a pros pectus, and therefore not binding upon th public and the defendant. He contended tha Mr. Hooker had not raised any money from th general public from this "preliminary draft and that some $50,000 raised for Film Networ Inc., envisaged as a tv film distributing com pany, resulted from private sales negotiate personally by Mr. Hooker. Mr. Glass sai Master Television Corp., organized as a tv filn production company, never has sold stock t the general public, the only sale being 1,00 shares at $1 per share to the parent company Film Network Inc.

Use of Well-Known Names

Mr. Glass said the names of Gen. MacArthu and Mr. Hayden were used in the "preliminar draft" to indicate the types of individuals wh would take part in programs to be produced b Mr. Hooker and did not refer to them specifi cally.

Mr. Glass requested that Mr. Hooker be give an opportunity to submit a revised final pros pectus and to adopt any change in procedur the attorney general suggested.

In an affidavit submitted to the court, Mr Hooker replied to certain questions raised b the attorney general's office. He said the $300, 000 mentioned in the "preliminary draft" di not refer to stock sales but to "commitments' for participation in film production. He also charged in the affidavit that the action agains him was inspired by the Anti-Defamation League of B'nai B'rith.

Introduced as evidence by the attorney gen eral's office at the time the temporary injunctio was granted was a newsletter allegedly sent b Mr. Hooker to prospective stock purchasers The newsletter asserted the tv and motion pic ture industries are controlled by "Eastern Euro pean Jews" and there is "no program outlet" for those who are "our kind of people."

Mr. Hooker charged in his affidavit last week that the ADL had wanted him to "play ball" with that organization, with ADL building him (Mr. Hooker) into a "scare personality." He claimed ADL wanted him to "go violently anti-Semitic" so that ADL could raise funds from

DAY AND NIGHT

WIBW-TV

IS

"MOST-

WATCHED!"

Throughout the small towns and farms that make up the vast Kansas Farm Market, WIBW-TV is the station most people watch most!

This was proved by Dr. Forest Whan's TV Study of the TopekAREA. Write us or call your Capper man for a free copy. It will give you hundreds of facts to help you squeeze more sales out of your TV dollars.

WIBW-TV
SEE YOUR Channel 13 CAPPER MAN
V H F
The Kansas View Point

CBS-ABC

TOPEKA, KANS.
Ben Ludy, Gen. Mgr.
WIBW & WIBW-TV in Topeka,
KCKN in Kansas City
Rep: Capper Publications, Inc.



The

SILVER DOLLAR NETWORK

KCSJ-TV Channel 5 Pueblo, Colo.

KRDO-TV Channel 13 Colorado Springs

KCSJ-AM — KRDO-AM

Announce

The Appointment effective December 1, 1955

of

JOHN E. PEARSON TELEVISION INC.

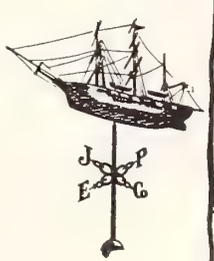
as National Representatives

TELERAD, Inc., Ray J. Williams, Pres.
General Manager, KCSJ & KCSJ-TV

Harry Hoth
President & Gen. Manager
KRDO & KRDO-TV

Walter L. Dennis
National Sales Director
Silver Dollar Network

. . . JEPCO knows how the wind blows



John E. Pearson Company

radio and television station representatives

New York Chicago Minneapolis Dallas
Atlanta Los Angeles San Francisco

"little Jews" throughout the country. Mr. Hooker said he refused to do this and planned to publish details of "all those things" in the "national party bulletin," which he edits. In his affidavit, Mr. Hooker charged that ADL officials threatened to "go after" him through the attorney general's office and attack Film Network Inc., if he published such a story. This material was published, Mr. Hooker said, and "thereafter the attorney general's office proceeded to investigate deponent through his friends and associates and other sources."

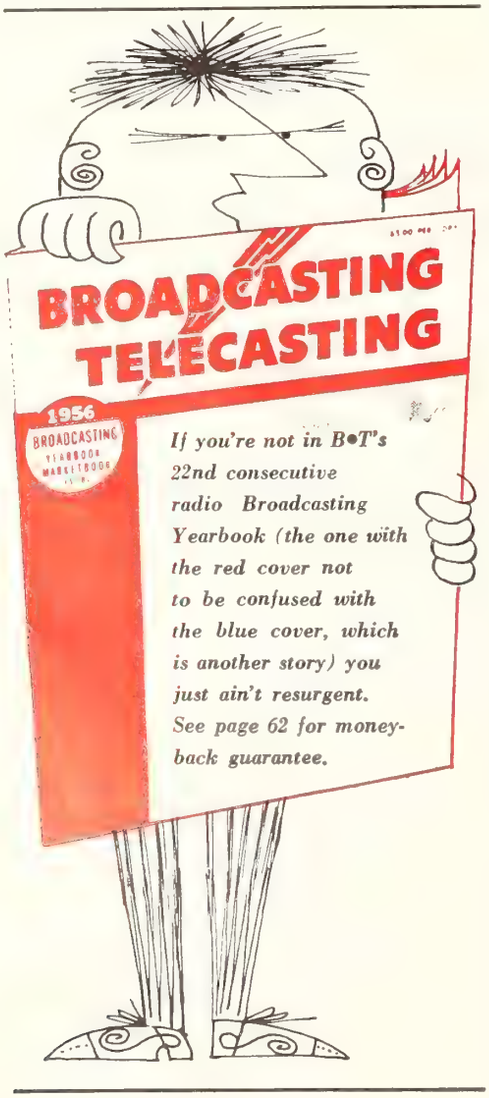
Leonard E. Russack, assistant attorney general, told the court at a time when Mr. Glass raised a similar question: "As the attorney general said a few weeks ago, we are not interested in Mr. Hooker's political views. This is and always has been a securities fraud claim."

Agreement Clears Filming Of Tom Mix's Life for Tv

THREE YEARS of litigation over tv rights to the life of Tom Mix, onetime idol of cowboy films, came to an end when his daughter, Mrs. Thomasina Mix Andre and his widow, Mrs. Mabel Mix, came to an agreement.

Los Angeles Superior Judge Clyde C. Triplett on Nov. 23 approved a contract under which a corporation, Tom Mix Inc., will make 13 tv films within the next 12 months, guaranteeing minimum payment of $6,500 to his estate.

Mrs. Mix, the late actor's fifth wife, is participating in the corporation, with Montie Montana, cowboy actor, scheduled to play Mr. Mix in the tv series.



MCA-TV Names Brill Eastern Sales Manager

FRANK BRILL last week was named eastern sales manager for MCA-TV Ltd., Film Syndication Div., it was announced by Wynn Nathan, vice president in charge of sales. He succeeds Tom McManus, who becomes international sales manager.


MR. BRILL

Mr. Brill, who has been with MCA-TV four years, will headquarter in New York and be in charge of the Boston, Philadelphia, Washington and Roanoke, Va., district offices of the organization.

Sharpe Relinquishes Duties In Four Star Expansion

DON SHARPE has resigned as president and exclusive sales representative of Four Star Productions but will continue with the company as sales and agency contact, it was announced last week.

Mr. Sharpe's resignation is the result of Four Star's current expansion plans, according to William Cruikshank, attorney for the company, who has been named acting president.

"Our plans, which include at least three new shows for the 1956-57 season and at least two feature-length motion pictures, would place an impossible burden on Mr. Sharpe because of his outside activities," said Mr. Cruikshank.

Four Star simultaneously announced that the William Morris Agency has been retained as exclusive sales representative for the Four Star Playhouse and for future properties to be produced by the company.

Carnation Buys Series For 16 Western Markets

CARNATION Co. (Albers Cereal Div., Los Angeles) has signed for MCA-TV's *Waterfront* filmed series in 16 western cities, starting early in 1956, it was announced last week by Bob Greenberg, vice president in charge of the West Coast for MCA-TV Film Syndication Div. and Bob Redd, vice president of Erwin Wasey Co., Los Angeles.

The transaction includes eight California markets—San Francisco, San Diego, Sacramento, Fresno, Stockton, Salinas, Bakersfield and San Luis Obispo—plus Seattle, Spokane and Yakima, all Washington; Portland and Eugene, both Oregon; Salt Lake City; Boise, Idaho, and Phoenix. Preston Foster, star of *Waterfront,* will make commercials for Albers and participate in a promotional campaign.

Firestone to Ziv Tv Post

PROMOTION of Len Firestone to New York City sales manager of Ziv Television Programs was announced last week by M. J. Rifkin, vice president in charge of sales. Mr. Firestone has been a Ziv Tv executive since last July, and previously was national sales manager of Unity Tv Corp., New York.



BILL SHOTT, president of Bavarian Brewing Co., Covington, Ky., signs a 52-wee contract with ch. 18 WHIZ-TV Zanesville Ohio, for sponsorship of five syndicate shows produced by NBC Film Sales (*Hi Honor, Homer Bell; The Falcon; The Bi Fight; The Great Gildersleeve,* and *Stev Donovan, Western Marshal).* Witnessin the contract signing is Nate Milder, direc tor of sales for WHIZ-TV.

RCA's 'The World Around U Available to Tv Stations

AS PART of its expansion into the tv fil field, RCA Recorded Program Services la week announced the first of its new 1956 fil series, *The World Around Us,* 26 quarter-ho programs dramatizing the struggle for exi ence in the world of animals and plants.

The series, available in color and black-an white, was packaged by Picture Film Cor which has arranged for distribution by RC Recorded Program Services. The series is bei made available to tv stations and sponsors a regional or local basis.

The series was filmed by John H. Store naturalist, motion-picture cameraman and w ter. Among the sequences in the series a ones showing a fight by a salmon to return its birthplace for spawning and the distance iceberg travels in two days.

Newsfilm Adds Six Stations

SIGNING of six additional stations as CBS-T Newsfilm clients, bringing the total station su scribers to 69, was announced last week Wilbur S. Edwards, general sales manager CBS-TV Film Sales Inc. Stations are WDBJ-T Roanoke, Va.; WBTW (TV) Florence, S. C WMT-TV Cedar Rapids, Iowa; KGLO-TV M son City, Iowa; KTVO (TV) Ottumwa, Iow and KTVI (TV) St. Louis.

CBS-TV Film Sales also reported renew from WJBK-TV Detroit, as well as stations Bogota, Colombia, and Brussels, Belgium.

Big 3 Weeks for ABC Film

ABC-TV Film Syndication made announceme that three-week sales campaign has resulted volume of sales totaling more than $1 millic in billings. Highlights of activity were sal of 39 weeks of *Passport to Danger* to Gra Adv., Toronto, for French Canadian networ and of 52 weeks of same show to Mennen C through McCann-Erickson, New York, in markets, starting in January.

W·GTO

FIGURES *BIG* IN THE FLORIDA MARKET



from Gulf To Ocean • Gainesville To Okeechobee

Here's why the scales are tipped so heavily in favor of the W•GTO advertiser. 95% of Florida's golden citrus belt lies well within the 0.5 m/v contour of W•GTO. That's a lot of vitamin C.

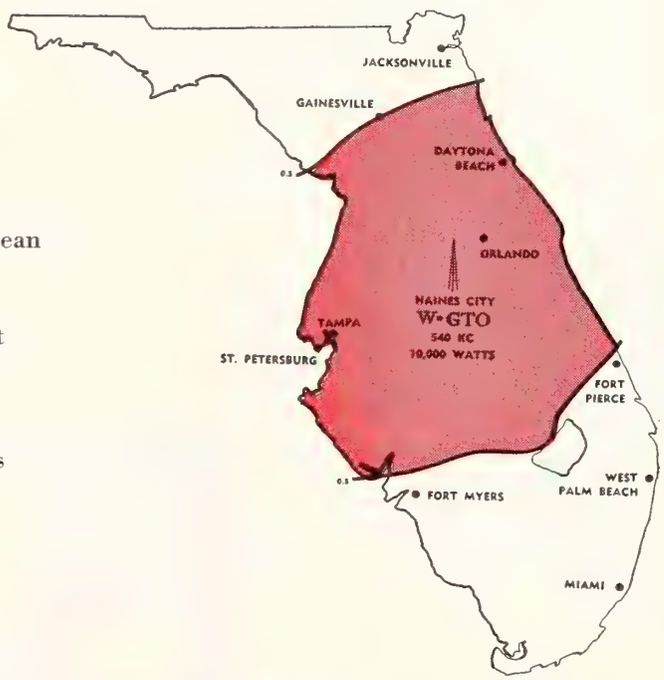
Florida has come into its own as a cattle producing state—800,000 graze in the lush pastures from Gulf to Ocean —Gainsville to Okeechobee! High in protein!

And in minerals, well, nobody anyplace produces more phosphate than the state of Florida and 79% of that lies almost at the feet of the W•GTO tower.

This and other diversified industry brings in an effective buying income of $1,869,606,000 annually. On top of this W•GTO is heard by hundreds of thousands of tourists who each year spend $650 million in the W•GTO area.

When these thousands of buyers return to their home states, they remember your message heard on W•GTO.

How can an advertiser reach so many people from so many different states at one low cost? Use W•GTO, of course.



10,000 WATTS

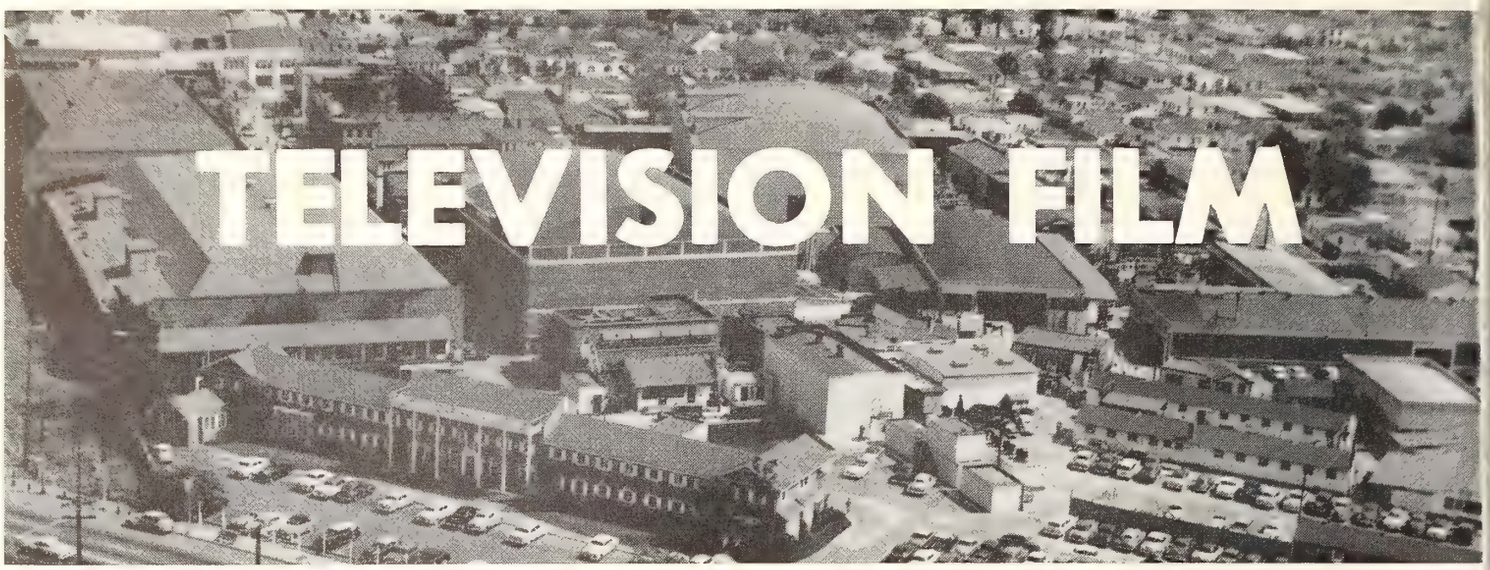
540 KILOCYCLES

W·GTO

HAINES CITY, FLA.
PHONE 6-2621

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Represented by
WEED & COMPANY



TELEVISION FILM

HAL ROACH JR. OFFERS SOME EDUCATED GUESSES ON ITS FUTURE

IS THE syndication market glutted? What about time clearances for film shows? Color? Magnetic tape? Film vs. live? New York or Hollywood? Mr. Roach, of the studios of the same name, gives his answers to these and other questions in this exclusive, recorded interview with B•T.

Q: There has been considerable discussion that the television film syndication market is flooded at the present time. Do you find that true?

A: That will be true in any business if you take a week-by-week survey. Television is so new a business that many of the long term implications are just now coming to be felt.

Q: What are some of these implications?

A: For instance, we've had a kind of a market in syndication where the producer could almost look to making a 100% profit.

Q: On the first run, or . . .?

A: Let's assume he broke even on the first run. He could almost look toward making the cost of the show again as a profit. Now that probably won't go on too long because of the competition. What you find is that an abnormal situation exists today which will shake itself down, in my opinion. In many areas the syndication market is influenced by a number of factors, such as the newness of television. In a one or two-station market there are a lot of people looking at television just to look at television. A sponsor just can't get more audience for a good show.

What's happened to the movies hasn't come up in television yet. You can make millions with a fine motion picture, lose your shirt with a bad one. As television settles down, you're going to have to have something very good.



MR. ROACH

Q: What are the other significant trends in syndication today?

A. Let me say this. There are two factors that are most interesting in developments. Television today is living off the national sponsor. Radio did that only partially. A great deal of radio income, and I'm talking of total radio income, came from the smaller sponsor, from the regional sponsor, from the local sponsor, from all kinds of different combinations of those people. Now if television is actually as potent a medium as it's developed to be, these people have a tremendous problem. . . .

Q: What is the problem?

A: I know of a soap company which had an original territory. They must compete with a national soap company and they have done very well in the market up to this time. But they are suffering now sales-wise because they haven't gotten their sales message across in the most vigorous advertising medium—television.

Q: There are good syndicated packages which they can afford and with which they can compete with the big shows, but they can't find station time or enough stations in a market to get their message on the air. Is that right?

A: I think what you're going to say is that at some point they're practically going to throw away the rule book as we know it now. There will be a natural evolution, not revolution, but you will see a lot more thinking clear up. This business, to me, is changing more and more from the radio thinking that went on for years. It's changing multiple sponsorship, it's changing the idea of the length of the shows, it's changing in so many different ways. Most of these are things we predicted a long time ago and they just used to throw me out of the window. The one big problem today, of course, is time on the air. Now, somebody will have to solve that.

Q: Will there be more stations built to provide that time?

A: That and all kinds of other answers. I don't know what they are.

Q: What about color?

A: We have done black-and-white and color. Of course, I haven't answered the question what our conversion problems are for color —the answer would take about 20 minutes. We can handle color, and do. We shot a great deal in color, commercial pictures, big features, We shot tv shows in color.

Q: Do you get a better effect making black-and-white films?

A: No. Actually you don't. You get a better effect by running a color print and it comes out black-and-white. However, the cost is more than the producer would like to absorb and it isn't practical

a top-drawer sales staff

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Lewis C. Radford, Jr.
5 Ocean Ave., Rockport (Pigeon Cove), Mass.
Frank A. O'Connell

SOUTHERN VIDEO BROADCASTING COMPANY, INC.
3628 Marquette Avenue, Dallas 25, Texas
George R. Winston
5226 Homer Street, Dallas, Texas
Harry Del Muro

KLINDWORTH-MIDWEST COMPANY, INC.
6117 St. John's Avenue, Minneapolis 10, Minn.
B. J. Klindworth

TELEVISION TRANSMITTER SUPPLY COMPANY, INC.
500 5th Avenue, New York, New York
Herbert Bloomberg James B. Tharpe

WESTERN TRANSMITTER EQUIPMENT COMPANY, INC.
7940 Fareholm Drive, Los Angeles 46, California
Robert J. Myers
King Tower Apartments, 901 S.W. King Avenue
Portland 8, Oregon
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AUTOMOTIVE TEST EQUIPMENT
SYSTEMS ENGINEERING
MULTIPLIER PHOTOTUBES
INDUSTRIAL TUBES
MOBILE COMMUNICATIONS
INDUSTRIAL TELEVISION



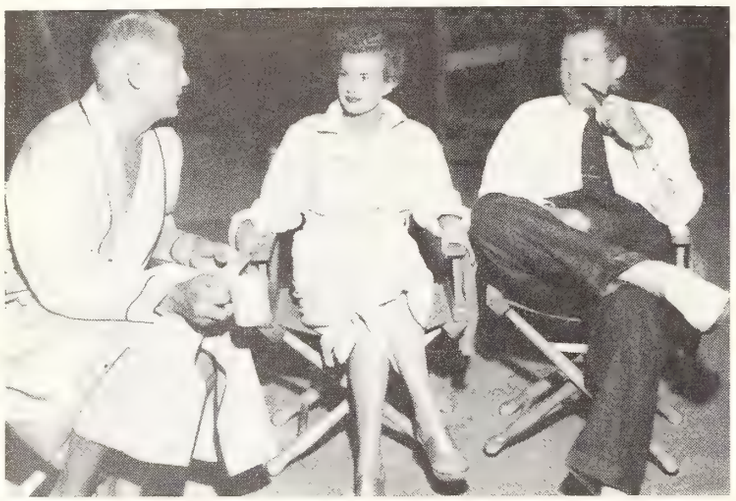
for the sponsor to absorb except under certain circumstances. Color is going to be an interesting kind of problem. I don't personally feel that the whole industry at some given time is going to switch over to color, which seems to be lurking in everybody's mind. Not every show need be in color.

Q: What is your reason?

A: We know this from the motion picture business. As a matter of fact, look over your Academy Award winners in the last few years and you'll find very few of them in color. Color is good for musicals, top westerns. We also found out in the picture business that you don't get another dime's revenue out of other kinds of pictures in color. But what is going to happen is that for a period there is going to be a great disturbance about color and then it will settle down this way—that a good show will be a good show whether it's in black-and-white or color. Then you'll be selective about what will be in color.

Q: Isn't there some re-run value?

A: Well, I put it this way. Take the sponsor. What he's really interested in from an advertising standpoint is his commercials in color. There is nothing that says you can't do a commercial in color. The audience is conditioned to that. You will go to a motion



BETWEEN TAKES on the set of *My Little Margie* stars Charles Farrell (l) and Gale Storm chat with producer Hal Roach Jr. Official Films last week guaranteed Mr. Roach $1,260,000 for distribution rights to 126 of the series' films (see story page 58).

picture theatre and you'll see a cartoon in color and a newsreel and feature in black-and-white. This doesn't stop anybody. I think after the first one second you're in the mood for the story. Nothing will ever transcend a good story, good production and good direction. These are the important factors. The others are assists.

Q: I saw magnetic tape at Crosby Enterprises last week. They expect it to be commercially practical within the next year or 18 months. Where does that put syndication?

A: I think the battle of the unions will take place first. And then, after that, if it comes about—wonderful. Anything that helps production values is good, because if it's a question of electronic cameras, or tape recorders or anything, it's only a matter of . . .

Q: . . . You're still producing a show. It does not matter how you make it?

A: That's right. The studios will raise and follow it. The valuable equipment we have in here and the valuable articles are the creators and the know-how that goes into a show. Whether it's going to be recorded all at one time . . . actually, strangely enough, that's almost not my problem. That's a problem which our engineering department will come in with one day, as it did when we decided to change from film recording to tape recording of our sound. They set down a presentation which proved that it was more efficient and economical to do it a certain way and we ok'd it and it was done. If it's a question of whether to do this on tape, we watch constantly all kinds of developments and as it becomes feasible, we'll do it.

Q: Magnetic tape could give you extreme flexibility. You could immediately erase and re-film what you just did and do it better. Or in making duplicates of the tape, it could be done much more quickly.

A: That's right. But again the key is what goes on it. The finest recording, or the finest technical development in the world won't mean a thing if the story stinks.

Q: What about the dispute over "live" technique, using multiple cameras and continuous action, versus the single-camera stop-and-go "film" technique in producing television shows?

A: As far as our organization is concerned, we consider whatever process we use to be secondary. When we went into television, we discussed whether we couldn't have electronic cameras and shoot the shows like a live show. The idea of multiple cameras is not a new one in the picture industry.

Q: It's been tried before?

A: That's right. The whole industry went through a phase at one time of multiple cameras. But the system waned and I think for some of the same reasons that we have certain objections to the so-called "live" technique of operation.

Q: What are they?

A: The problem is that when you have three or four cameras you cannot light properly and all the cameras must stay out of range of each other. Your close-up camera is farther back than it normally would be . . .

Q: Requiring a long-range lens?

A: That's right, and that would foreshorten your background behind your star. In other words, it wouldn't be motion picture quality. You move your field lights and all your shading lights and all your various lights as close to your star as the shot will permit in order to get the most perfect lighting on the star and the whole scene to create moods, to create effect, particularly in a dramatic show. Obviously in a live show you must light the whole stage pretty much for the half-hour operation. You can make certain changes, but they're not what we would call "finished" changes. Now it goes much deeper than that. It goes into economics and it goes into the dramatic presentation itself.

Q: Isn't it actually more expensive using the single camera system, stop-and-go filming, making repeated takes, stretching it out?

A: No. It's the other way. Because actually when you use three cameras you must rehearse for a longer period of time and you must rehearse everybody.

Q: Because the action has to be continuous through the half hour?

A: That's right. If you do a live half-hour show and you have a part that isn't the biggest part in the show, but it's a very meaty part and you need an excellent actor for it, that actor must report for rehearsals just as many days as everybody else. In our situation, because we don't shoot in continuity, he may come in and do this part in one day. Therefore you can afford to get an excellent actor and pay him for that one day for that particular part.

Q: The producers using multiple cameras and live technique make a lot out of the spontaneity factor.

A: All right. Take a live show. I don't think spontaneity helps a dramatic scene on top of a lighthouse when you can see the head of a prop man in a window. In the early days of television it might have provided a little bit of amusement for the audience. I think when you're trying to present a dramatic tale that calls for a certain type of mood or background, mistakes may injure it a



Television commercials represent creative energy expended during countless man-hours of hard work.

To let the slightest element in their presentation go wrong is a waste of talent, time and advertising dollars.

That is why WBEN-TV "guides your commercials" from copy checking to control-room shading . . . from film room to studio floor.

And no television station in Western New York is better equipped for this important job. Pioneer since 1948, WBEN-TV has developed skills and techniques to the point of perfection that counts most when *"you're* on the air."

You buy "QUALITY" when you buy WBEN-TV—and it costs you no more. In considering your next TV move in the Buffalo market, consider — first — WBEN-TV.

Your TV dollars count for more on CHANNEL 4.

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Western New York is the second richest market in America's richest State. And — WBEN - TV delivers this market as does no other television station.

WBEN TV

CBS NETWORK **BUFFALO, N. Y.**

WBEN-TV Representative

Harrington, Righter and Parsons, Inc., New York, Chicago, San Francisco

great deal. They talk about fresh performances. Well, it's always occured to me: what is a fresher performance, an actor who has been rehearsing something for five days and getting it down as letter perfect as possible, or an actor who has rehearsed a scene two or three times before a camera and then does it, a segment at a time? I think we get more freshness of performance this way on film.

Q: Are there other drawbacks in live technique?

A: Obviously you must restrict your sets. It goes through the whole economy of the business. You've got to restrict your whole operation a great deal.

Q: Albert McCleery, producer of *NBC Matinee Theatre,* believes in the cameo technique in which sets aren't too important. You use symbols, he says, and he made a strong pitch for the live play the other day in a script conference. He refuses to use any film on his series.

NEW, FRESH—BUT MODERATE

A: Let me say this. Any kind of entertainment medium which is going to use a tremendous amount of entertainment can use all kinds of new and fresh ideas. But you couldn't recommend the cameo theatre type operation for a whole evening's entertainment.

Q: There will always be live television shows?

A: I think so. Don't misunderstand me. I think there are a lot of things that should be live. The *Ed Sullivan Show* obviously is a live show. Certainly any contest show is. . . .

Q: Do you see a greater need for film in the trend to 90-minute shows?

A: The argument about film and live—to me, the battle ended some time ago. I think the whole cue was when sponsors decided that they must go on film for their commercials because of better quality, more flexibility and so forth. Well, the same thing is true of entertainment. In the 90-minute show you need all the elements that you need for a motion picture. Yes, much more. They are going to run out of parlor, bedroom and bath dramas pretty soon. They have to start moving around. . . .

Q: What about the trend of program originations moving from New York to Hollywood?

A: Of course, to me, that's the obvious development. When we first started with this studio—and this was the first major studio to convert to television . . .

Q: . . . When was that?

A: We started in 1947 to set our television plans and we started making programs, I believe, the latter part of 1948. I believe we did the first series that was done out here.

Q: What was that?

A: It was a show for Lucky Strike. Followed closely by the *Lone Ranger.* The business end of entertainment just doesn't register with people. It's a highly complex kind of an operation. We find it out making pictures in New York or in Paris or in Rome or anywhere. You have concentrated here in Hollywood the largest number of people with unusual and different skills and services that you'll find anywhere else in the world. The problems you have when you move away from here are just tremendous, time consuming and expensive. For instance, I sit here today and have 100 Revolutionary soldiers in full uniform and all their equipment ready to march tomorrow morning. You can call a place and say, "I want a 1918 car," and the fellow says, " Foreign or American?" That you can't do anywhere else.

Q: What about New York?

A: The problem of dressing sets in New York is enormous. Take wardrobe. Stage wardrobe is normally unsuitable for closeup operation. A uniform that has been designed for the stage—and this is particularly true of secondary characters in the show which, we have to admit, there are lots of—you will find that the design is built on the basis that the front row seats are a long way from the stage by comparison.

Q: Another subject. I've heard many complaints about the "canned" laughs in comedy film shows.

A: This is an argument that goes on and on and I can't give you the answer to it, except that there is no successful comedy show that I know of that doesn't have laugh reactions. However, what we do here, I think, is the honest way to get laugh reaction. We complete the film and then we take it into a theatre and show it to an audience with microphones focused toward the audience. Now, whatever sounds they make go right on the film. We don't tamper with them.

I think its been picked on much more by critics than it deserves to be. I don't think of myself as a man who laughs out loud, but I know I've found myself in a theatre full of people laughing and I'm laughing right along with them. I don't think people sit there and analyze it. But I'll tell you where it has had a great influence and that's on the sponsors, because unfortunately a sponsor is going to look at his show with an analytical mind. Well, you can't look at comedy with an analytical mind. You can't sit and say, "I wonder if this is worth 30,000 bucks a week" and get the jokes.

Q: The Roach Studios were in the movie production business for many years before you got into tv, were you not?

A: That's right. This studio was started in 1914 and moved out here in 1922.

Q: Have you continued movie production since entering tv?

A: We've made about six. We're going to do a "Racket Squad" feature in the next two months. We do them only when we have the proper story and the proper stars. One of the things that's been apparent to me from the beginning of television is that I believe the motion picture business and the television industry have a great deal more in common than they're willing to admit, and will eventually do a great deal more together than they do today.

Q: After so many years of successful theatre film production, why did you get so deep into television?

A: Well, that's a kind of an interesting question. It's got a multitude of answers to it. We have always been a large independent while we were one of the major producing firms. One of the ways you stay alive as a large independent—without theatres and without distribution organization, where you have purely made your money out of production—was to be fast on your feet and to move rapidly with new ideas and new types of thinking. It seemed to us early in 1946 and 1947 that the "B" picture was doomed. We made "A" pictures, "B" pictures, shorts; we made everything on this lot. We made everything from $6 million pictures to eight-second tv commercials. The "B" picture, of course, was our filler, as it was for everybody else.

Q: That was the bread and butter picture?

A: That's right. But when we looked at television, we had to ask ourselves a question which at that time was considered rather revolutionary but today is obvious. If people can get good entertainment at home without paying for it they'll stay home, and the entertainment normally will get better and better. When there is a demand somebody will supply it and, therefore, there are requirements for better productions all the time.

We have what we like to consider sort of an entertainment factory. Way beyond the use of equipment, it's made up of people who spend their lives in the production and creation of entertainment.

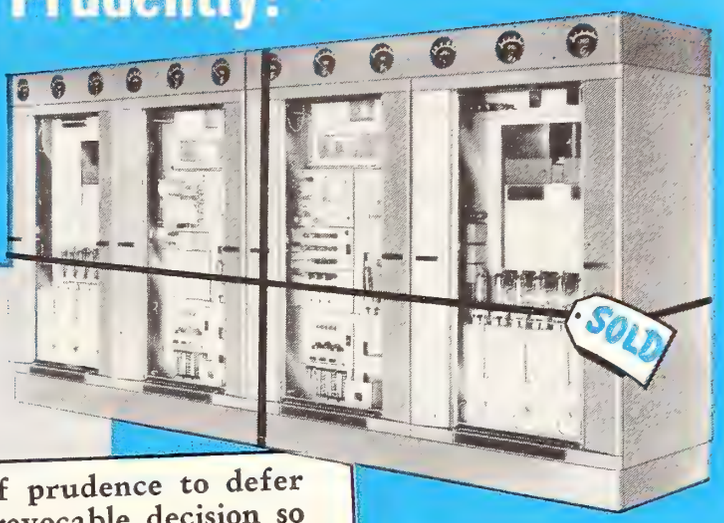
Q: Do you mean that it's not the facilities or medium, necessarily, but the show that counts?

A: That's right. Nobody ever went to the theatre to see the theatre. They went to see the show. You can have a turkey in a beautiful theatre and a terrific show in a tent next door, and you'll fill the tent every time. Therefore, your whole concentration is on what you are going to produce and we felt that anywhere that exhibits what we produce is our market. So being flexible and not worrying about theatre seats or distribution organizations, television seemed like a perfect spot for us to move toward. We had to take quite a gamble at it, but the gamble, so far, has paid off. I think the development has been sound.

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*"It would be the point of prudence to defer forming one's ultimate irrevocable decision so long as new data might be offered."
— *George Washington*

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Now . . . a lower cost transmitter with design and construction features far superior to any other in its power class! Amazingly low price is made possible by use of a newly developed, high efficiency, three phase AmerTran transformer . . . by relocating the power supplies to the cabinets containing the cavities . . . and by the elimination of unnecessary arc-back indicator circuitry (because all rectifier tubes are visible from the front). Low investment makes the transmitter ideally suited for new stations . . . offers a practical way for established stations to replace outmoded equipment.

OUTSTANDING TUBE LIFE . . . MORE THAN 7,000 HOURS!

Field-proven Amperex AX9904R tubes have demonstrated lives in excess of 7,000 hours in the final amplifier stages of S-E high power transmitters. This domestically produced, air-cooled tube, has a silver plated radiator for better electrical contact. It costs only $210 . . . (about 3¢ an hour to operate). Also, with similar tube types used throughout the transmitter, investment in spares to meet FCC requirements is considerably reduced!

33% LESS FLOOR SPACE

You save on construction and modernization costs as a result of the diminished floor space requirements and lower floor strength demands. The new model uses an area of only 51 square feet; its overall length is 15.6 feet. Practical design resulted in a new low weight of 7,000 pounds for the transmitter. Installation is simplified because smaller S-E frames can be moved easily through normal 3 foot doorways, passageways and elevators. And, the transmitter is adaptable to any station layout, conforming to desired or existing walls and floor areas. Because each unit is self-contained, no external blowers, vaults, trenches or plumbing are needed.

ADVANCED DESIGN FEATURES

Modern cabinet design by Dreyfuss utilizes full length tempered glass doors, thereby making all tubes easily accessible and visible from the front *at all times*. Impressive in appearance, the equipment has built-in safety interlocks to insure electrical neutrality when not operating. And safety control circuitry to protect the transmitter from overloads and power transients. Simplicity of operation is provided by ganged tuning. The RF input to the amplifier is designed as two quarter wave, tuned coaxial lines operating in a grounded grid, cathode-input circuit, resulting in excellent isolation of the input and output circuits. Complete metering equipment and visual control system provide for a continuous check on every major circuit during operation.

INSTANT PATCHOVER PLUS "ADD-A-UNIT" FLEXIBILITY!

Patchover is an S-E exclusive development which is used to route a TV signal in order to by-pass an amplifier. Should an emergency arise, in 30 seconds (without loss of air time) the 500 watt driver can be patched over to the antenna and used for transmission at reduced power. This is possible because the resistive input impedence is the same for the final amplifier and the antenna. The "Add-A-Unit" feature provides easy boosting of power output to 25, 40, or 50 KW. This is accomplished simply by adding an S-E amplifier — without obsoleting or replacing existing equipment.

ADDED S-E FEATURES

Completely air cooled • Single ended coaxial circuits provide exceptional freedom from spurious oscillations and parasitics • Built in sync stretcher permits adjustment of sync-to-picture ratio of the signal • Peak output power 14 KW • Meets and exceeds all applicable FCC requirements for monochrome and color transmission • 208/230 V three phase operation requires no special wiring or transformers • Low power consumption of 30.2 KW at 90% p.f. at black level.

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$2,360,000 Assured Roach on Tv Films

HAL ROACH Studios has been guaranteed $2,360,000 from syndication companies on three of its tv film series that went into local market operation this year, it was reported last week by E. H. Goldstein, studio's vice president in charge of syndication. (See B•T INTERVIEW with Mr. Roach on page 52.)

Official Films has guaranteed Roach $1,260,000 for distribution rights to 126 *My Little Margie* films, and $450,000 for 130 *Trouble With Father (The Stu Erwin Show)* films. Interstate Television Corp. took over distribution of the *Public Defender* series and guaranteed Roach $650,000 for 69 films.

These three deals brought to 462 the number of half-hour Roach-produced films currently in syndication, according to Mr. Goldstein. The producer turned out 39 *Passport to Danger* films exclusively for ABC Film Syndication, and previously, a deal was concluded with ABC for the syndication of 98 *Racket Squad* epsiodes for a guarantee of $950,000. Mr. Goldstein said that the *Racket Squad* deal already has gone beyond its guarantee.

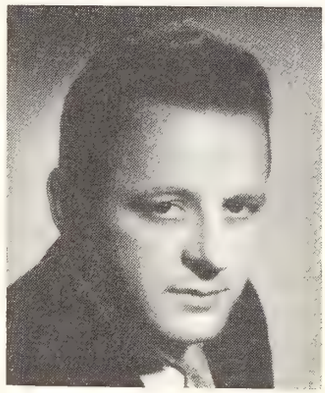
NTA Establishes Sales Div., Appoints Tabakin, Kaplan

ESTABLISHMENT by National Telefilm Assoc. of a national sales division to be headed by Bernard Tabakin was annuonced last week by Oliver A. Unger, executive vice president.

Mr. Tabakin, who will be responsible for sales to advertisers on a national basis, joined NTA's West Coast sales division two years ago. Previously he had headed the Hollywood division of MCA-TV. He will make his headquarters at NTA's Hollywood office.

Cy Kaplan, formerly an account executive with Television Programs of America, New York, has joined NTA's national sales division as eastern director. Mr. Kaplan also has served as midwest sales manager of World Broadcasting System and general sales manager of WGTH-TV Hartford, Conn.

film maker



A LIEUTENANT colonel in the U. S. Army at 29, Erwin H. Ezzes, vice president in charge of sales for Guild Films Co., New York, gives full credit to his "seven-year hitch" in the Army for his subsequent career in television.

It was during his tenure in London as secretary to the general staff of SHAEF that Mr. Ezzes became acquainted with Matthew Fox, then a warrant officer in public relations and later the guiding force of several tv film distribution and production companies. Mr. Fox, who already had won prominence in the motion picture field, recognized Mr. Ezzes' administrative skills and invited him to become an associate in various post-war tv film projects.

Mr. Ezzes' decision to embark upon a military career in 1938 (some years before Pearl Harbor and the military draft) was dictated by the economic conditions of the time. Born in New York in 1916 and educated at the New York Military Academy and the College of the City of New York, from which he was graduated in 1938, Mr. Ezzes elected to become a second lieutenant in the Army, rather than accept a $25-a-week job. That his military career was a distinguished one can be corroborated by the 13 decorations he earned, including the Croix de Guerre, the Legion of Merit and the Order of the British Empire.

Following his discharge from the Army in 1945, Mr. Ezzes joined Mr. Fox in the establishment of United World Films, which distributed 16 mm film to schools, churches and other groups, as well as tv. He served as vice president and sales manager of this company until 1950, when Mr. Fox extracted from United World the films suitable for tv and established Motion Pictures for Television. In the move, Flamingo Films and Associated Artists Productions became part of MPTV. Mr. Ezzes re-



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Buy All 4 Stations . . . Save 15%
Buy Any 3 Stations . . . Save 10%
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Get the Jack out of Jackson on

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Outstanding...

say the time buyers who know us best!*

*FOURTH IN A SERIES

WNHC

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COVERS CONNECTICUT COMPLETELY

316,000 WATTS MAXIMUM POWER

Pop. Served 3,564,150 - TV Homes 948,702

represented by the katz agency, inc.



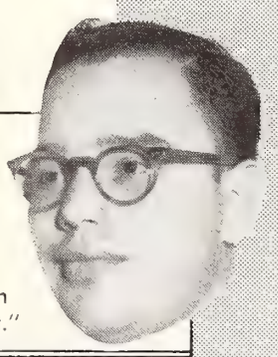
Bill Kennedy
TED BATES, INC.
says . . .
"Good things happen when the spot or program campaign begins on WNHC-TV."



Howard Spokes
CUNNINGHAM & WALSH
says . . .
"WNHC-TV's cost-per-thousand viewers is one of the lowest in the country."



Dorothy Hanley
MacMANUS, JOHN & ADAMS
says . . .
"WNHC-TV is dominant by every method of audience measurement."



Pete Bardach
FOOT, CONE & BELDING
says . . .
"WNHC-TV is an outstanding station in sales & management."

mained with MPTV as vice president in charge of sales until early this year, when Guild Films assumed the tv exhibition contracts of MPTV feature films.

In his years with Mr. Fox and in his current association with Guild Films, Mr. Ezzes always has tried to accentuate what he calls "creative selling." He explains this by saying that a tv film distributor must create "a profitable programming need." As examples, he cited a sales approach in which stations were shown that a feature film may be programmed during the morning and afternoon as well as the evening and build audiences, provided that the program slant for the time period is appropriate. At Guild, he said, some 191 *Looney Tunes* cartoons have been sold to stations as one package on a library basis, with stations permitted to use them as often as they want. Guild supplies program formats. Mr. Ezzes observes that *Looney Tunes* currently has tv exhibition contracts of approximately $2 million.

Mr. Ezzes married the former Thelma Dunleavy in 1941. They have two children, Steven, 9, and James, 5. The family home is in Westport, Conn.

Mr. Ezzes is a do-it-yourself fan and particularly enjoys woodworking. His favorite sport is skiing. He is a member of the Radio & Television Executives Society, the Sales Executive Club and International Variety.

NCAA AGAIN PLANS LIMITED TV GRID FARE

Association's outgoing television committee votes for 'national television program' for 1956 in resolution to be offered at national convention in January.

THE NATIONAL Collegiate Athletic Assn. is seeking continued limitation of the nation's football television fare in 1956—for the fifth consecutive year.

The association has declared that the 1955 program "in general worked well and was satisfactory" in its various districts and that no adverse action by the U. S. Dept. of Justice is anticipated.

Work toward some form of national limitation of live grid telecasts was begun in Chicago last week by NCAA's present tv committee. It voted for a "national television program" for 1956 in a resolution to be submitted to the association's national convention in Los Angeles Jan. 9-11, at which time a new tv committee will be named.

If the resolution is adopted on the convention floor, a new tv committee will be appointed by the NCAA council to draft a plan subject to approval in a mail referendum of council members (by two-thirds majority of those voting.)

Under the resolution the new committee could prepare a national-regional plan similar to the one brought forth this year or one along different lines. The association will vote in January for the ninth consecutive time on whether "to retain the principle of controlled telecasting of collegiate football games." As in the past, the new tv committee will be urged to study possibilities of "delayed, subscription and closed TV."

Nine of the NCAA tv group's 12 members, headed by E. L. (Dick) Romney, Mountain States Athletic Conference, and including Walter Byers, executive secretary, attended the Chicago meetings Monday and Tuesday. The committee sifted reports from eight NCAA districts and worked on its report and recommendations for the 1956 convention.

Mr. Byers stressed that the committee's appraisal of the 1955 program is based on "preliminary information" and any final analysis would have to hinge on attendance figures and other reports. Thus far, however, the 1955 program seems to have been a "successful one," he said.

Mr. Byers denied that NCAA was beset with any "disputes" in the closing weeks of the football season, or that there were any evidences of widespread dissatisfaction with NCAA policy.

Antitrust aspects emerged during the news conference in reference to WJIM-TV Lansing's dispute with the NCAA. The station charged restraint of trade under the Sherman Act in a blackout of the Michigan State U.-Illinois game and submitted an exchange of correspondence to the Justice Dept. [B•T, Nov. 21.]

Asa Bushnell, Eastern College Athletic Conference and NCAA tv program director for 1955, claimed "all our plans have always been submitted to the Justice Dept. for study and the department hasn't taken any action." Mr. Byers said he felt NCAA's program was "less restrictive" than practices of the National Professional Football League (blacking out home telecasts) in the past.

Suggestions To Be Made

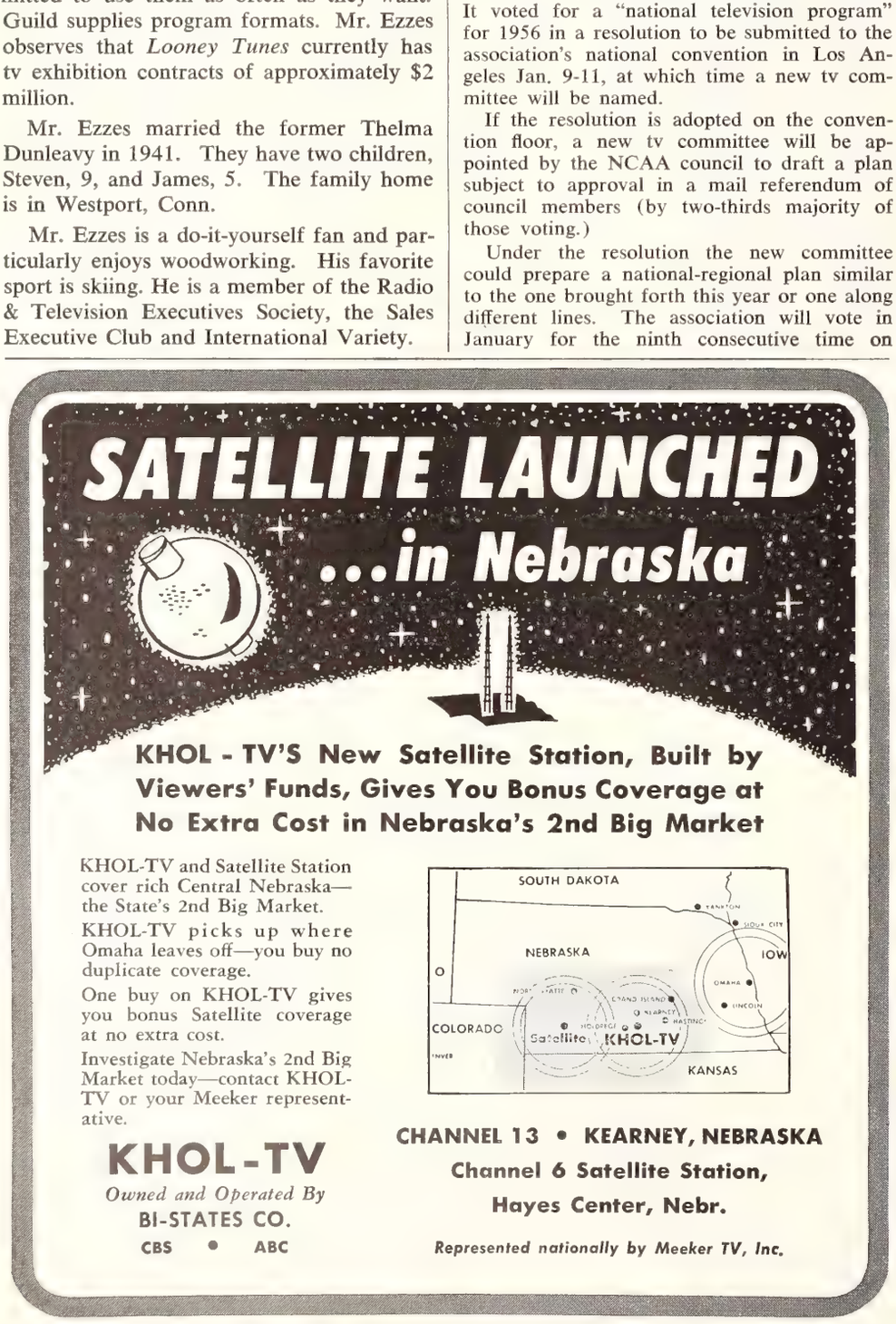
NCAA's outgoing television committee will pass along suggestions to the new group with respect to unauthorized pickups of NCAA games next year, Mr. Byers said. He alluded to the instance in which KRNT-TV Des Moines carried CBS-TV Big 10 regional coverage of the Iowa-Minnesota game Nov. 5. NCAA's Tv committee heard a report on the incident.

NCAA has referred the matter to legal counsel as a means of developing future "safeguards" against "pirating" rather than for the purpose of filing any lawsuit, Mr. Byers said, adding "we are not interested in suing anybody." The same holds true for CBS-TV's refusal to black out KVTV (TV) Sioux City on the Illinois-Wisconsin game Nov. 12 because of sponsor commitments, he added. Mr. Byers said the existing agreement with CBS-TV had been breached by the KRNT-TV incident and was no longer binding.

Permission was extended by NCAA under its "sellout game" and 90-mile radius rule provisions for nine contests this past season, Mr. Bushnell reported. Other requests were rejected, he added, under NCAA's "appreciable damage" rule. Mr. Bushnell said most athletic directors and coaches felt the 1955 national plan was "pretty successful." He added that arrangements calling for two-network coverage (NBC and CBS) also were "successful."

In response to a question, Mr. Byers denied claims that NCAA favors some form of subscription television as a solution to controlled football tv problems. He said the association has taken no official stand, one way or another, on toll tv.

Attending the meetings in Chicago were:
Dist. 2—Robert J. Kane, Cornell U.
Dist. 4—Douglas R. Mills, U. of Illinois.



The men who fill these boots...



REACH 88% OF OKLAHOMA'S FARM INCOME!



JACK STRATTON

WKY, WKY-TV Farm Director. Jack was born and raised on a farm and has had over fifteen years of experience in various phases of farming. Stratton has done considerable extension work and served for several years as a county agent before coming to WKY, WKY-TV. He is a man well qualified and well known in farming circles.

WESLEY TURNER

WKY, WKY-TV Associate Farm Director. Wesley, too, was born and raised on a farm, in fact he still owns and manages a 200 acre farm. Turner came to WKY, WKY-TV with 8½ years of vocational agriculture teaching experience, a background well suited to farm reporting.

Oklahoma farmers know these mud-caked boots and the men who wear them . . . and they know them personally. WKY and WKY-TV Farm Reporters wear these boots and with them they wear the honor of being "personal friends" with the most important share of Oklahoma's rural population. These friendships were won by our Farmer Reporters, not only through their radio and TV Farm Programs, but from meeting and talking to the farmer on his "home ground."

WKY and WKY-TV Farm Reporters travel more than 60,000 miles each year . . . make over 300 personal appearances . . . and spend countless hours "just visitin' with farmers."

These "circuit riding" trips pay dividends with a devoted and ever-growing audience for WKY and WKY-TV's Farm Programs. Programs that reach the people who make 88% of Oklahoma's farm income. A vast, fertile audience that is "sold" on WKY and WKY-TV. These Oklahoma farmers can be "sold" on your product, too . . . if you take advantage of the "personal" friendliness that they have for WKY, WKY-TV and their farm reporters.

AGRICULTURE IS OKLAHOMA'S NO. 1 INDUSTRY!

WKY RADIO DIAL 930 WKY-TV CHANNEL 4

OKLAHOMA CITY

Owned and Operated by The Oklahoma Publishing Company:
The Daily Oklahoman, Oklahoma City Times, WSFA, WSFA-TV, The Farmer-Stockman
Represented by The Katz Agency

Dist. 5—Earl S. Fullbrook, U. of Nebraska.
Dist. 7—E. L. Romney, Mountain States Athletic Conf. (Chairman.)

Dist. 8—Harvey Cassill, U. of Washington.

Small Colleges (East) — J. Shober Barr, Franklin and Marshall College.

Small Colleges (West)—Theodore Harder, Santa Barbara College.

At-Large—Asa S. Bushnell, Eastern College Athletic Conference.

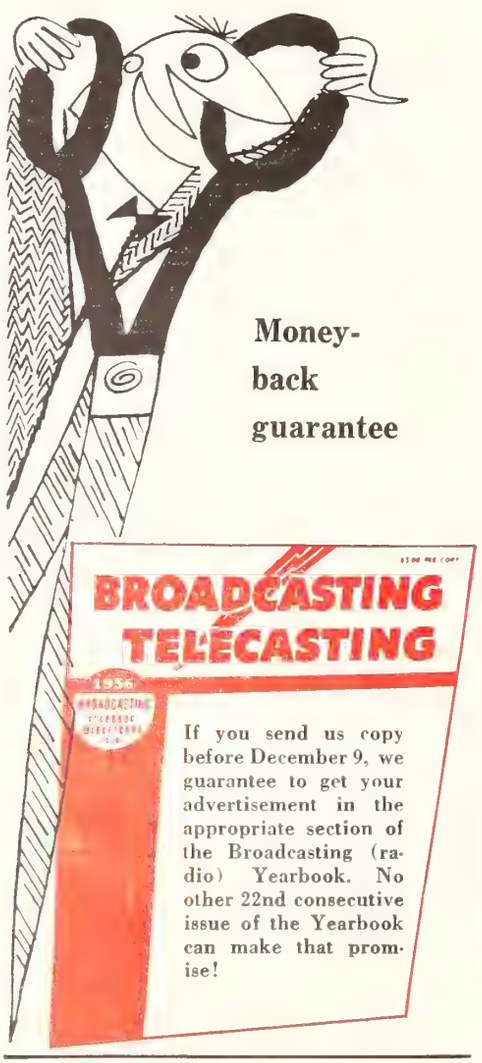
At Large—Walter Byers, NCAA executive secretary.

Engineers Study Papers

PROPOSED papers for the 10th annual Broadcast Engineering Conference to be held April 16-18 during the NARTB convention at the Conrad Hilton Hotel, Chicago, were reviewed Wednesday at a meeting of the NARTB Engineering Committee's conference program group.

Willard J. Purcell, WGY Schenectady, presided at the group session, held in Washington.

Others attending were E. K. Jett, WMAR-TV Baltimore, convention liaison; Raymond F. Guy, NBC; Phil Hedrick, WSJS Winston-Salem, N. C.; Frank Marx, ABC; C. G. Nopper, WMAR-TV Baltimore; Orrin W. Towner, WHAS Louisville; George Hagerty, Westinghouse Broadcasting Co.; A. Prose Walker, NARTB engineering manager; C. E. Arney Jr., NARTB secretary-treasurer; George W. Bartlett, assistant to Mr. Walker, and John F. Meagher, NARTB radio vice president.



New NARTB Units Begin Meeting Series

SERIES of meetings will be held during December and January by newly appointed NARTB committees. Starting off the series was the Insurance Committee which met last Tuesday in Washington.

Plans for a group life insurance program covering employes of radio and tv stations belonging to NARTB will be submitted to the association's board at its February meeting, according to Gilmore N. Nunn, WLAP Lexington, Ky., Insurance Committee chairman.

Attending the meeting besides Chairman Nunn were Carl J. Burkland, WAVY Portsmouth, Va.; Roger W. Clipp, WFIL Philadelphia; Robert W. Ferguson, WTRF-TV Wheeling, W. Va.; C. T. Lucy, WRVA Richmond, Va., and Robert T. Mason, WMRN Marion, Ohio. Taking part for NARTB were President Harold E. Fellows; John F. Meagher, radio vice president; Thad H. Brown Jr., tv vice president: Richard M. Allerton, research manager; Robert L. Heald, chief attorney; Joseph M. Sitrick, publicity-information manager, and Howard H. Bell, assistant to the president.

NARTB meetings scheduled during the next two months follow:

Dec. 6—Am Committee, Washington; Grover C. Cobb, KVGB Great Bend, Kan., chairman.

Dec. 7—Community Antenna Committee, Washington; William Fay, WHAM-TV Rochester, chairman.

Dec. 8—Membership Committee, Washington; J. Frank Jarman, WDNC Durham, N. C., and Kenneth Carter, WAAM (TV) Baltimore, co-chairmen.

Dec. 13—Sports Committee, Waldorf-Astoria, New York; George J. Higgins, KMBC-AM-TV Kansas City, chairman.

Dec. 16—Tv Viewer Reaction Committee, Washington; Ward Quaal, WLWT (TV) Cincinnati, chairman.

Jan. 5—Television Information Committee, Washington; Jack Harris, KPRC-TV Houston, chairman.

Jan. 10—Employe-Employer Relations Committee, Washington; Leslie C. Johnson, WHBF Rock Island, Ill., chairman.

Jan. 12—Tv Film Committee, Washington; Harold P. See, KRON-TV San Francisco, chairman.

Jan. 12-13—Radio Standards of Practice Committee, Washington; Walter E. Wagstaff, KIDO-TV Boise, Idaho, chairman.

Jan. 26-27—NARTB Tv Code Review Board, San Francisco.

Jan. 30-31—NARTB board committees, San Marcos Hotel, Chandler, Ariz.

Feb. 1-3—NARTB combined boards, San Marcos Hotel, Chandler, Ariz.

Frank Corbett Elected Head Of Tenn. Broadcasters Assn.

FRANK CORBETT, WGAP Maryville, was elected president of Tennessee Assn. of Broadcasters at its meeting last week in Memphis. He succeeds Henry W. Slavick, WMC Memphis.

Other officers elected were Carter Parham, WDEF-AM-TV Chattanooga, vice president and Jim Dick, WIVK Knoxville, secretary-treasurer. Elected directors were Mr. Slavick; Arthur Smith, WMTS Murfreesboro, and Irving Waugh, WSM Nashville.

Radio management is cashing in on the medium's forte—immediacy, economy and community service—and concentrating on local business, Ray V. Hamilton, partner in the Blackburn-Hamilton Co. brokerage firm, told the meeting. He traced radio's present economic health to this type of alert management.

"It is interesting to note that radio's re-emphasis on local markets in the last couple of years is beginning to again attract the attention of national and spot advertisers," he said, adding his belief that the depressed radio values of the early tv era have passed.

Mr. Hamilton said that in every community there is "a vast resource of goodwill which may be obtained by any radio or tv station willing to work for it."

Colorado Broadcasters Name Stepp First Exec. Secretary

T. ELLSWORTH STEPP, U. of Colorado radio-tv director, has been named as the first executive secretary of the Colorado Broadcasters & Telecasters Assn., according to Elwood Meyer, KYOU Greeley, CBTA president. Mr. Stepp had been with KOA Denver for 10 years in production, sales and promotion. He set up the university's radio production department in 1947. In announcing the appointment, Mr. Meyer said, "We feel that Mr. Stepp's close personal contacts and his knowledge of broadcasting activities make him the ideal selection for the position."


MR. STEPP

RETMA Head Asks Relief For Acute Nickel Shortage

RELIEF measures for the critical nickel shortage that threatens to curtail output of receiving tubes was asked Thursday by H. Leslie Hoffman, president of Radio-Electronics-Tv Mfrs. Assn. in a letter to Sinclair Weeks, Secretary of Commerce.

Unless more nickel becomes available, Mr. Hoffman declared, "a severe cutback" can be expected in production of electronic equipment using receiving tubes. He submitted a report outlining the electronic industry's nickel requirements and describing techniques devised to save the metal through use of substitutes. He listed 1956 nickel requirements of the tube industry at 262,000 pounds a month and observed that the figure would be 600,000 pounds had it not been for ingenious conservation techniques. Demand for electronics equipment continues to expand, he said, particularly in the military field.

WTAM Host to RAB Clinic

WTAM Cleveland was host Wednesday to a northern Ohio sales clinic of the Radio Advertising Bureau Inc., attended by 60 persons. The clinic was conducted by RAB President Kevin B. Sweeney, who was introduced to the group attending the clinic by WTAM Sales Manager Harold W. Waddell.



450% Increase in Sales*

for

HANOVER CANNED FOODS

with the SATURATED USE of

WCAE, WJAS and KQV RADIO

PITTSBURGH!

HANOVER CANNING COMPANY

Growers and Packers of Pennsylvania GUEST QUALITY *Foods*

HANOVER PA

November 11, 1955

Mr. Ed Walpert
Arndt, Preston, Chapin, Lamb & Keen, Inc.
160 North 15th Street
Philadelphia, Pennsylvania

Dear Ed:

In response to your inquiry about one of our test markets on saturated use of radio, I have just completed tabulating sales figures for Pittsburgh, Pennsylvania.

We have shown an outstanding increase in shipments of September, 1955, over same period in 1954. We show a 450% increase in sales.

The use of KQV, WJAS and WCAE radio was a wise choice. I have never seen such all-out cooperation on the part of any radio stations in my years in this business.

When you write these stations, give them my sincere thanks for an outstanding job.

Sincerely,

George Lawrence
Sales Manager

GL:c

ARNDT · PRESTON · CHAPIN · LAMB & KEEN · INC

160 NORTH FIFTEENTH STREET · PHILADELPHIA 2 · PENNSYLVANIA

AFFILIATED AGENCIES IN PRINCIPAL CITIES

ADVERTISING

General Managers
Stations KQV, WCAE, WJAS
Pittsburgh, Pennsylvania

November 14, 1955

Gentlemen:

The rumors you've heard are true;

It has been my intention to write you sooner. Here are the facts:

During the month of September 1955, Hanover Brand Canned Vegetables showed a 450% increase in sales over September last year in the Pittsburgh market.

We have always felt that a quality product will sell -- if enough people know about it.

We feel that aside from the excellent work done by our Hanover Broker -- Jack Ward Company of Pittsburgh -- the teamwork of your radio stations, the excellent selling radio personalities, the in-store merchandising and the unusual situation of local radio stations working together to achieve the end result -- a 450% increase in sales -- are responsible for a large portion of our success in your market.

You have proven to our client that saturated radio will work in Pittsburgh.

Congratulations, KQV, WCAE, WJAS, for a job well done.

Sincerely,

Ed Walpert
Account Manager

P. S. I have been informed that October and November sales are terrific.

MEMBER OF CONTINENTAL ADVERTISING AGENCY NETWORK

* September, 1955 Over September, 1954
in the "test" Pittsburgh Market

WJAS WCAE KQV

H-R Reps. | The Katz Agency | Paul H. Raymer Co.

WHAT WE DID FOR HANOVER, RADIO CAN DO FOR YOU—at moderate cost!

MCA TV FILM SHOWS



BILL WILLIAMS
Adventures of
KIT CARSON

20.7

Atlanta (ARB)
Dayton, 20.2 (ARB)
Rockford, 26.2 (ARB)

THE
RAY MILLAND
SHOW

40.1

Toledo (Videodex)
Philadelphia, 20.9 (Pulse)
Tulsa, 23.4 (ARB)

CHARLES BICKFORD
MAN BEHIND THE BADGE

32.5

Dayton (ARB)
Kalamazoo-Grand Rapids, 37.6 (Videodex)
Birmingham, 28.3 (Pulse)

A show for
every product . . .
every market . . .
every budget!

SCORE AGAIN!

GUY LOMBARDO
AND HIS
ROYAL CANADIANS

30.8

Birmingham (Pulse)
Pittsburgh, 40.9 (Videodex)
Shreveport, 29.4 (ARB)

JOHN HOWARD
DR. HUDSON'S SECRET JOURNAL

34.4

Pittsburgh (ARB)
St. Louis, 28.7 (Videodex)
Buffalo, 26.4 (Videodex)

FIRST CHOICE FOR ALL AMERICA!

Choose your rating service — ARB, Pulse, Videodex. One thing you'll find they all have in common: Film shows syndicated by MCA TV are top-rated* everywhere. Big audiences that spell big sales for you!

*September-October, 1955, ratings are shown.

WESTERN FEATURES STARRING GENE AUTRY

21.9

Phoenix (ARB)
Columbus, Sat. AM, 12.9 (ARB)
Indianapolis, Sat. AM, 11.6 (ARB)

WESTERN FEATURES STARRING ROY ROGERS

22.2

Phoenix (ARB)
Boston, Sat. aft., 13.9 (ARB)
Houston, Sat. Noon, 14.9 (ARB)

For both Western features: 27.1 weekly cumulative rating in L. A. Lowest cost per 1000 homes per comm'l minute in TV film programming—42 cents!

PRESTON FOSTER
WATERFRONT

40.5

Charlotte (Pulse)
San Francisco, 21.4 (ARB)
Toledo, 36.4 (Videodex)

FAMOUS PLAYHOUSE

45.8

New Orleans (Pulse)
Dallas-Ft.Worth, 26.0 (Videodex)
Atlanta, 16.6 (ARB)

PAUL HARTMAN
PRIDE OF THE FAMILY

44.2

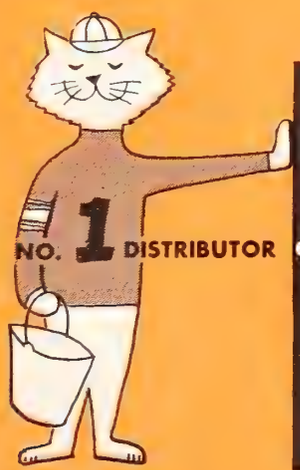
Norfolk (ARB)
Kalamazoo-Grand Rapids, 26.0 (Videodex)
Toledo, 18.8 (Videodex)

new show—pre-syndication network ratings shown

ROD CAMERON
CITY DETECTIVE

36.2

Buffalo (Pulse)
Columbus, 22.7 (ARB)
New Orleans, 39.0 (Pulse)



AMERICA'S NO. 1 DISTRIBUTOR OF TELEVISION FILM PROGRAMS

MCA TV
Film Syndication

Serving you with 30 offices in principal cities

Phone, wire or write your MCA TV office for your audition print today!



Here's Your Man!

FOR **SELLING** THE SMALL-FRY AUDIENCE IN **DENVER**

Sheriff Scotty . . . some of his advertisers have been with him since KLZ-TV went on the air . . . because his is Denver's top-rated multi weekly program—consistently . . . **And** because he's the salesdarndest merchandiser with success stories to prove it.

Ask your Katz man for the first available time.

CBS Television in Denver

KLZ TV Channel 7

Denver's Highest Powered Television Station

Sales Methods Studied At NATRFD Convention

Farm directors' Chicago meeting surveys methods to keep sponsors happy, gain new ones and sets up visual promotion designed to tell farm radio's story. Clay tells delegates to limit sales promotion to development of aids for use in farm broadcasting.

AWARE of the need for better means of presenting the farm broadcasting story in terms of results for advertising dollars, the National Assn. of Television & Radio Farm Directors canvassed sales techniques for winning new sponsors and keeping the old ones happy at the 12th annual NATRFD convention in Chicago's Conrad Hilton Hotel, Nov. 25-27.

Retiring President Frank Atwood, WTIC Hartford, Conn., in his keynote address noted that some advertisers have left radio-tv for printed media while others have jumped on the broadcasting bandwagon.

The need was apparent when 250 active and associate members present voted for NATRFD to set the wheels in motion for a visual presentation designed to tell farm radio's story and the assembling of data for farm tv as well. The association also allocated $1,000 for initial work on the projects, expected to provide Radio Adv. Bureau with more sales promotion ammunition to shoot at advertisers and their agencies. RAB was cited by Mr. Atwood for consenting to launch preliminary work on farm radio presentations, along with Station Representatives Assn.

Presentations Initiated

Decision to initiate presentations to boost the farm story followed prolonged discussions by NATRFD's executive committee over whether television should be included with the aural medium [AT DEADLINE, Nov. 28]. The action recognized that, in some instances involving major advertisers, there was a shortage of data at the disposal of agencies.

Executive and other committee meetings dominated opening day sessions Nov. 25, along with general panel discussions for new NATRFD members.

After business sessions Nov. 26, Hollis Seavey, Clear Channel Broadcasting Service, Washington, D. C., explained mechanics of recording and filming. Henry B. Clay, executive vice president and general manager, KWKH Shreveport, La., addressed the luncheon meeting (the convention's only outside speaker) on "Management Looks Us Over." Mr. Clay, also chairman of the NARTB Radio Board, noted that agriculture is within the coverage range of nearly all radio-tv stations. He explored sales promotion, competing accounts, service to advertisers and NARTB relations.

Mr. Clay felt the practice of radio farm directors handling commercials, while limiting the station's ability to acquire other accounts, "pays off for all concerned through a higher product sales level and likewise in renewals" in the long run. In general, he believes, farm directors and salesmen should handle their own sales promotion responsibilities.

NATRFD probably "should confine its sales promotion programs to the development of vital aids to be used by others in selling farm broadcasting," he asserted. Beyond that stage would require additional funds and duplication of station support on such projects, he said.

He also told delegates that NATRFD representatives at NARTB regional meetings did more to "cement" good relations with the national organization "than any other single act." A panel discussion of NARTB relations also took place in closing-day sessions. Earlier, Mr. Atwood described NATRFD participation in NARTB regional meets as 1955's "most significant event" for NATRFD.

Presentation of farm safety awards by the National Safety Council at a luncheon (see separate story) and talks on market reporting, commercials and U. S. Dept. of Agriculture services closed the formal meetings Nov. 27, followed by the annual banquet. Phil Alampi, WRCA New York, won the American Farm Bureau award, with Maynard Bertsch, WLS Chicago, and Bob Miller, WLW Cincinnati, receiving honorable mentions.

New officers elected at the Chicago convention, held concurrently with the International Livestock Exposition and 4-H Congress, were John McDonald, WSM Nashville, Tenn., president, succeeding Mr. Atwood; Jack Timmons, KWKH Shreveport, La., vice president; Dix Harper, WLS Chicago, secretary-treasurer; Herb Plambeck, WHO Des Moines, Iowa., historian (re-elected), and Wes Seyler, WIBW Topeka, Kan., editor of *Chats*, NATRFD organ.

RETMA Suggests Changes In Trade Commission Rules

SUGGESTED AMENDMENTS to two trade practice rules for the radio and television industry, which are to become effective Dec. 28, have been filed with the Federal Trade Commission by the Radio-Electronics-Television Mfrs. Assn.

RETMA's petition dealt with rules relating to measurement of tv screen sizes and to the "universal industry practice of re-using the outside container or envelope" in the manufacture of picture tubes.

The association said "that as promulgated by the FTC the rule offers 'perhaps 20 different methods of measurement' as opposed to one standard system of screen size designation now used by the industry."

In regard to the FTC contention that tubes containing repossessed glass should be marked "used" RETMA contends "there is no difference in the quality of picture tubes with re-used containers if both have all new functional parts and if both have been subjected to the same manufacturing processes and standards." Customer reluctance to purchase tubes so marked, RETMA said, would lead to higher tube prices.

Edward Thomas New Head Of NAM Public Relations

EDWARD F. THOMAS, vice president and public relations supervisor at J. Walter Thompson Co., New York, has been appointed vice president in charge of public relations of the National Assn. of Manufacturers, NAM Managing Director Kenneth R. Miller announced Thursday. Mr. Thomas succeeds John T. Thacher, who resigned last August.

Before he joined J. Walter Thompson in June 1954, Mr. Thomas held a similar position with Geyer Inc. and was associated for some time with Carl Byoir Assoc. In 1951-52, Mr. Thomas was public relations consultant in the office of the Defense Secretary in Washington and also was assigned to the U. S. foreign military aid program.

Holiday Gift Suggestions

What more appropriate gift than the gift of business knowledge, of latest news and events in radio-tv—spot news and exclusive how-to features—brightly wrapped into one complete weekly report.

BROADCASTING • TELECASTING is THAT gift. Wind up your holiday shopping now by listing your staff, clients, friends, associates on the attached.

Each gift to be announced with a full color card. The first issue will start December 26—and continue every Monday throughout 1956.



ONE FOR 7 DOLLARS

name _____ title _____

company _____

street _____

city _____ zone _____ state _____

Sign gift card _____

TWO FOR 13 DOLLARS

name _____ title _____

company _____

street _____

city _____ zone _____ state _____

Sign gift card _____

THREE FOR 19 DOLLARS

name _____ title _____

company _____

street _____

city _____ zone _____ state _____

Sign gift card _____

FOUR FOR 25 DOLLARS

name _____ title _____

company _____

street _____

city _____ zone _____ state _____

Sign gift card _____

LIST MORE AT 5 DOLLARS

BROADCASTING • TELECASTING
1735 DeSales Street, Washington 6, D. C.

Please send Holiday gift cards to the above and start service with the December 26th issue.

$.....enclosed ☐ Bill me in January

name _____ title _____

company _____

street _____

city _____ zone _____ state _____

REDUCED RATES GOOD ONLY THROUGH DECEMBER 1955

COMPARATIVE NETWORK AM SHOWSHEET

© 1955 by Broadcasting Publications Inc.

BROADCASTING

SUNDAY

	ABC	CBS	MBS	NBC
6:00 PM	First 5 Texaco Monday Morning Headlines	Wm. Wrigley Gene Autry (191) R	TWA Walter Winchell	Meet the Press
6:15	Lifetime Living	Wrigley News	Seeman Bros. Tomorrow's Front Page Headlines	
6:30	The Evening Comes	Liggett & Myers Gunsmoke (195)	Mutual Benefit Bob Considine	
6:45		News	Les Paul All Star Sports Time	
7:00	Show Time Review S	News Analysis		
7:15	George Sokolsky			
7:30	Valentino	Philip Morris Edgar Bergen Show (198)		
7:45	Henry Milo, Travel Talk S			
8:00		News	Stand By Round the World	
8:15	Co-op America's Town Meeting	Toni Our Miss Brooks (206)		Monitor *
8:30		P. Lorillard Two For The Money (200)		
8:45				
9:00	Paul Harvey (Burton-Dixie)	News		
9:15	Quincy Howe S	Mitch Miller Show S		
9:30	Sammy Kaye		Manion Forum Dean Clarence Manion	
9:45		Sports	Co-op Keep Healthy	
10:00	Overseas Assignment S	News	Billy Graham Evangelist Assn. Hour of Decision	
10:15	Dick Hayes Sings	Face the Nation		
10:30	The Assemblies of God ("Revival Time")	Church of the Air S	Little Symphonies	American Forum
10:45				
11:00	Moods in Melody	News	Repeat of Billy Graham Hour of Decision	Monitor *
11:15 PM		U.N. Report		

MONDAY

	ABC	CBS	MBS	NBC
	Not in Service	Metro. Life Ins. Allan Jackson (29)	Stand by With Bob & Ray	No Network Service
	Budweiser Bill Stern	No Service		
	No Service	Delco Batteries Lowell Thomas (198) R	Les Paul General Sports Kraft News	Sun Oil & Co-op 3-Star Extra (34)
	Vandercook CIO	Longines News Tennessee Ernie S (121)	Co-op Fulton Lewis, Jr.	Alex Drier Man on the Go Co-op
	Co-op Quincy Howe		Amer.'s Business Dinner Date	No Network Service
	Events of the Day	Bing Crosby	American Home Prod. Gabriel Heatter	Miles Labs News of World (166)
	Mayflower News	Am. Oil Ed. R. Murrow (89)	Les Paul Special Edition	One Man's Family ****
	The World & You	My Son Jeep	True Detective Mysteries *	Gen. Motors Henry J. Taylor
	News S	Yours Truly Johnny Dollar		
	Voice of Firestone	Lipton & Toni (alt. wks.) Godfrey Talent Scouts (171) R	John Steele	Boston Symphony Orchestra
	Sound Mirror	Viceroy News	Esso Reporter Jackson Brewing Jax World of Spts	Bell Telephone Telephone Hour (185) R
	ABC News	Jack Carson Show S	Behind the Iron Curtain	
	Offbeat	Kools Amos 'n' Andy Music Hall (204)	Reporters' Roundup	Cities Service Band of America (113)
	News	Chevrolet News		
	AFL Edw. Morgan News	Dance Orchestra	Virgil Pinkley	Fibber McGee & Molly ******
	How To Fix It Co-op		Dance Orchestra	B&W News
	News			Heart of the News
	Martha Lou Harp		Dick La Salle's Orchestra	TBA
	Songs by Dini	News Analysis	Mutual Reports The News	No Network Service
	Sports Report S	Dance Orchestra	U N Radio Review	News of the World Morgan Beatty

TUESDAY

	ABC	CBS	MBS	NBC	ABC
	Not in Service	Metro. Life Ins. Allan Jackson (29)	Stand by with Bob & Ray	No Network Service	Not in Service
	All State Budweiser Bill Stern	No Service			Budweiser Bill Stern
	No Service	Delco Batteries Lowell Thomas (199)	Les Paul General Sports Kraft News	Sun Oil & Co-op 3-Star Extra (34)	No Service
	Vandercook CIO	Longines News Tennessee Ernie (121)	Fulton Lewis Jr.	Alex Drier Man on the Go Co-op	Vandercook CIO
	Co-op Quincy Howe		Amer.'s Business Dinner Date	No Network Service	Co-op Quincy Howe
	Events of the Day	P. Morris Hallmark Bing Crosby (204 R)	Gabriel Heatter	Miles Labs News of World (166)	Events of the Day
	Mayflower News	Ed. R. Murrow S	Coca-Cola Co. The Eddie Fisher Show (245)	One Man's Family ****	Mayflower News
	The World & You	My Son Jeep	Treasury Agent *	People Are Funny Net Work Participations only	The World & You
	News S	Yours Truly Johnny Dollar			News S
	Red Benson's Hideaway	Suspense	Broadway Cop	Dragnet Network Part. Only	Life is Worth Living
	Admiral News		Esso Reporter Jackson Brewing Jax World of Spts		Admiral News
	Sound Mirror	Jack Carson Show S	This is Civil Defense	Radio Theatre Participations Biographies On Sound Participations	Sound Mirror
	ABC News				News S
	Offbeat	Kools Amos 'n' Andy Music Hall (204)	The Army Hour		Offbeat
	News	Chevrolet News			News
	AFL Edw. Morgan News	Revlon $64,000 Question (204)	Virgil Pinkley	Fibber McGee & Molly ******	AFL Edw. Morgan News
	How To Fix It Co-op		(Co-op) Men's Corner	News	
	News			Joseph C. Harsch	
	Take Thirty S	Dance Orchestra	Dance Time	Nightlife with Nordine	Pabst Fights
	Singing with the Stars	News Analysis	Mutual Reports The News	No Network Service	Singing with the Stars
	Sports Report S	Dance Orchestra	U N Radio Review	News of the World Morgan Beatty	Sports Report S

SUNDAY

	ABC	CBS	MBS	NBC
9:00 AM	ABC News	News S	Dr. Wyatt Wings of Healing (306)	World News Round-Up Co-op
9:15	Great Moments of Great Composers	Music Room		Monitor *
9:30	Prophecy, Inc. Voice of Prophecy (99)	Church of the Air	Christian Ref. Church Back to God (268)	
9:45				Monitor Art of Living
10:00	Message of Israel *	Chev. News Invitation To Learning S	Radio Bible Class (291)	National Radio Pulpit
10:15				
10:30	Negro College Choirs S	Leading Question S	Voice of Prophecy (307)	
10:45				
11:00	Sunday Melodies	News	Dawn Bible Frank & Ernest (362)	
11:15	Marines in Review	E. Power Biggs S	First Church How Christian Science Heals	Monitor *
11:30	The Christian In Action S	Salt Lake City Tabernacle S	Northwestern U. Review S	
11:45				
12:00 N	No Net Service	Chevrolet News Washington Week S	As I See It Frank Kirkpatrick	
12:15 PM		World Affairs Report S		
12:30	The World Tomorrow Radio Church of God	Guy Lombardo Orchestra S	Bill Cunningham Co-op	The Eternal Light
12:45			First Church How Christian Science Heals	
1:00	Churches of Christ Herald of Truth (108)	F. W. Woolworth 1-2 p m Woolworth Hour (200)	Les Paul Basil Heatter	Monitor *
1:15			Co-op Merry Mailman	

MONDAY - FRIDAY

	ABC	CBS	MBS	NBC
	Breakfast Club Beltone Bristol-Myers Union Frigidaire Pharmaceutical General Foods Glamorene Drackett Sandura	Co-op News	Co-op Robt. Hurleigh	No Network Service
		No Service	Easy Does It Cecil Brown Real News of the Morning Johnny Olsen Show	
	Sterling MWF My True Story	Arthur Godfrey ††	Co-op Cecil Brown	**M. M. McBride Doeskin Co. Dr. N. V. Peale
	Carnation Whispering Streets (224)		Guest Time M-T-Th-F	
	Carter When A Girl Marries (165)		Kraft News	Weekday ***
	TBA		Johnny Olsen Show	
	MWF Pharmaco Companion S		Kraft News	
	Paging The New S		Story Time	
	Albert L. Warner News S	Contnl. Baking Make Up Your Mind (58)	Queen for a Day P. Lorillard (551)	Miles Fibber McGee & Molly
	Your Neighbors Voice S	Wrigley Howard Miller (145)		
	Valentino	Bishop, Gen. Fds. (195) Wendy Warren	Kraft News L. Higbie	Weekday ***
	Luncheon at Astor	Backstage Wife	Here's Hollywood	
	Sunshine Boys	Toni MWF Helen Trent (187)	Jean Shepherd Show	
	How To Fix It	Our Gal Sunday S	No Service	
	No Network Service	P&G Ivory Road of Life (131)	Co-op Cedric Foster	
	Co-op Paul Harvey	P&G Oxydol Ma Perkins (162)	Footnotes to History	
	Co-op Ted Malone		Health	

SATURDAY

	ABC	CBS	MBS	NBC
		Co-op News		
		Farm News		
	Co-op No School Today	St. Louis Melodies	No Network Service	
		Garden Gate		
	(10-10:30) Table Products Inc.	Chev., A. Jackson		8 a.m. Through Midnight Sunday Monitor *
		Galen Drake S Father John's Medicine		
	Moppets and Melodies		Good News (Religious)	
		Calmer S	Conference Call	
	ABC News*			
	The Inner Circle	Robt Q. Lewis (185) S	Lucky Pierre Show	
			Philco Corp Phonorama Time	
	All-League Clubhouse S	Milner		
	ABC News	Chev., A. Jackson	Les Paul	
	How To Fix It			Allis-Chalmers National Farm & Home Hour (Eastern Stand. Stations Only)
	101 Ranch Boys S	Romance S	Tex Fletcher's Wagon Train	
	American Farmer S	Liggett & Myers Gunsmoke (198)	Fifth Army Band	Monitor *
	ABC News	Chev., A. Jackson	Basil Heatter	
	Navy Hour S	City Hospital		Chalmers Home Hour (Central Sta's)

1:30 PM
1:45
2:00
2:15
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3:00
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4:00
4:15
4:30
4:45
5:00
5:15
5:30
5:45 PM

THURSDAY

NBC	ABC	CBS	MBS	NBC
No Network Service	Not in Service	Metro.Life Ins. Allan Jackson (29)	Stand by With Bob & Ray	No Network Service
	Budweiser Bill Stern	No Service		
Sun Oil & Co-op 3-Star Extra (34)	No Service	Delco Batteries Lowell Thomas (199)	Les Paul	Sun Oil & Co-op 3-Star Extra (34)
Alex Drier Man on the Go Co-op	Vandercook CIO	Longines News	General Sports Kraft News	Alex Drier Man on the Go Co-op
No Network Service	Co-op Quincy Howe	CBS-Columbia (204) R Tenn. Ernie (204)	Fulton Lewis Jr.	No Network Service
Miles Labs News of World (188)	Events of the Day	P. Morris Hallmark Bing Crosby	Amer.'s Business Dinner Date	Miles Labs News of World (168)
One Man's Family ****	Mayflower News	Ed. R. Murrow S (89)	Amer. Home Gabriel Heatter	One Man's Family ****
X Minus One	The World & You	My Son Jeep	Coca-Cola Co. Eddie Fisher Show	News
	News S	Yours Truly Johnny Dollar	Official Detective *	The Great Gildersleeve Network-local participations
College Quiz Bowl	Your Better Tomorrow	Bristol-Myers Arthur Godfrey Digest (200) R	Crime Fighters	The Goon Show
B&W News	Mayflower News	News S	Esso Reporter	News
DeSoto Plymouth Dealers, You Bet Your Life (191)	Sound Mirror	Jack Carson Show S	Jackson Brewing Jax World of Spts The Book Hunter	American Adventure
	News S	Kools Amos 'n' Andy Music Hall (204)	Co-op State of the Nation	Conversation
Truth or Consequences Network Participations Only	Offbeat	Chevrolet News	Virgil Pinkley	Fibber McGee & Molly ******
Fibber McGee & Molly ******	ABC News AFL Edw. Morgan News	Dance Orchestra	Here's Hayes	News
B&W News	How To Fix It Co-op		Music for You	Carling Cons. Club
This Is Moscow	ABC News		Mutual Reports The News	Jane Pickens Show
Keys to the Capitol	Front & Center		U N Radio Review	No Network Service
No Network Service	Singing with the Stars	News Analysis		News of the World Morgan Beatty
News of the World Morgan Beatty	Sports Report S	Dance Orchestra		

FRIDAY

ABC	CBS	MBS	NBC
Not in Service	Metro. Life Ins. Allan Jackson (29)	Stand by With Bob & Ray	No Network Service
Budweiser Bill Stern	U.N. on the Record S		Richard Harkness Co-op
No Service	Delco Batteries Lowell Thomas (199)	Les Paul	No network Service
Vandercook CIO	Longines News	General Sports Kraft Five Star	Sun Oil Co-op 3-Star Extra (34)
Co-op Quincy Howe	Philip Morris Tennessee Ernie (204)	Fulton Lewis Jr.	Alex Drier Man on the Go Co-op
Events of the Day	Bing Crosby	Amer.'s Business Dinner Date	No Network Service
Mayflower News	Am. Oil Ed. R. Murrow (89)	Amer. Home Gabriel Heatter	Miles Labs News of World (168)
The World & You	My Son Jeep	Les Paul Special Edition	One Man's Family ****
News S	Yours Truly Johnny Dollar	Counterspy *	News
Red Benson's Hideaway	21st Precinct S	Co-op City Editor	National Radio Fan Club
Mayflower News	Viceroy News	Esso Reporter	NBC Job Clinic
Sound Mirror	Jack Carson Show S	Jackson Brewing Jax World of Spts American Travel Guide	Fan Club-Network & local participations
News S	Amos 'n' Andy Music Hall (204)	Musical Caravan	
Offbeat	Chevrolet News	Virgil Pinkley	News
Anahist News	Herman Hichman	Here's Hayes	Gillette Boxing
AFL Edw Morgan News	Dance Orchestra	London Studio Melodies	Sports Digest
How To Fix It Co-op		Mutual Reports The News	Fibber McGee & Molly ****
ABC News		U N Radio Review	Sports Highlights
Indoors Unlimited			Time to Come
Songs By Dini	News Analysis		No Network Service
Sports Report	Dance Orchestra		News of the World Morgan Beatty

SATURDAY

ABC	CBS	MBS	NBC
Pan American Union	Make Way for Youth	John T. Flynn	
		Les Paul	
Co-op Sports Kaleid	Young Ideas Fred Robbins	Airmen of Note	
Co-op Sports Afield With Bob Edge		Report from Washington	
At Ease	Longines News	Jax World of Sports With Bob Nise	
Overseas Assignment	Juke Box Jury	Pop the Question	
As We See It (CIO)			Monitor *
This Week In Washington		Magic of Music	
ABC News	Chevrolet News		
Dancing Party S	Saturday Night Country Style	Musical Wheel of Chance	
		Quaker City Capers	
	Viceroy News		
	Philadelphia Orchestra	I Ask You	
		Lombardoland U.S.A. S	R. J. Reynolds & Co-op Grand Ole Opry (93)
Ozark Jubilee	News S	Oklahoma City Symphony Orchestra	
Lawrence Welk Army Show	Basin Street Jazz		Monitor *
	Guy Lombardo Orchestra		
Statler Orchestra	News Analysis	Country Jamboree	
	Dance Orchestra		

6:00 PM · 6:15 · 6:30 · 6:45 · 7:00 · 7:15 · 7:30 · 7:45 · 8:00 · 8:15 · 8:30 · 8:45 · 9:00 · 9:15 · 9:30 · 9:45 · 10:00 · 10:15 · 10:30 · 10:45 · 11:00 · 11:15 PM

NDAY

MBS	NBC
Lutheran Hour (479)	Monitor *
	The Catholic Hour
Music From Britain	
Bandstand U.S.A.	
Salute to the Nation	Monitor *
Hopalong Cassidy	
Natl. Biscuit Adventures of Rin Tin Tin	
(Co-op) Wild Bill Hickok	
John Price	

MONDAY - FRIDAY

ABC	CBS	MBS	NBC
Closed Circuit	Toni TuTh Sleep-Eze MWF Dr. Malone	Luncheon with Lopez	Weekday ***
	P&G Duz Guiding Light (128)	Kraft News	
No Network Service	Pharmaco T & Th Mrs. Burton	A Letter to Lee Graham	
	P&G Tide MWF P. Mason (163)		
	Toni & Bristol-Myers Nora Drake (200)	America's Front Door	
	Brighter Day S		
The Martin Block Show	Houseparty† (183) R	Mutual Reports	
	Fred Robbins (S)	Mutual Matinee with Ruby Mercer	Hotel for Pets Coast Fisheries *****
			Doctors Wife
	Chef Boy	Mutual Reports	P&G Right to Happiness
Manhattan Matinee	No Service	Mutual Matinee Bruce & Dan	Sterling Drug MWF Stella Dallas
		M. Military Band Tues & Thurs Bandstand USA Wed. R. Hayes Fri. Salute to Nation	Sterling Drug MWF Young Widder B.
Treasury Bandstand			P&G Pepper Young
	News		Miles Woman in My House
Musical Express		[Stand By With Bob & Ray	Presenting Claude Rains
Bobby Hammack & His What Four			Gen. Mills & Amer. Bakeries Lone Ranger
Gloria Parker	No Service		
Wall St. Final (Harris, Upham)		Les Paul Gen. Sports Time Kraft News	Production Five

SATURDAY

ABC	CBS	MBS	NBC
Gridiron Salute	Kathy Godfrey Show S	College Football	Monitor 8 a.m. Saturday through Sunday Midnight *
		Camel Football Scoreboard R. J. Reynolds (Five Minutes after Game)	
ABC News	News S		
	Spring Serenade		
	Dance Orchestra	Parade of Sports	
	News S		
Texas Co. Metro. Opera	Richard Hayes Army Show		
	Basin Street Jazz	Country Jamboree	
	News S		
	Jerry Gray Orchestra		
Pop Concert		Bandstand USA	
	Treasury Show		
The World Tourist			
	News S		
Dinner at the Green Room S	New Orleans Jazz	Teenagers, USA	
	Saturday at the Chase		
		Les Paul	

December 5, 1955

Explanation: Listings in order: Sponsor, name of program, number of stations; R repeat; S sustaining; TBA to be announced. Time EST.

ABC—

7:55-8 p.m., Les Griffith & The News. (332). Weekend news now sponsored by Texas Company. In each of four time zones, 13 times on Sat., 11 times on Sun.

It's Time, 5 min., unsponsored, 10 times on Sat., 8 times on Sun.

CBS—

8:55-9 a.m. Sun. Gen. Fds.—Galen Drake (111)
11:30-11:35 a.m. Sun. Lou Cioffi—News (S)
† Houseparty.
3:15-3:30 p.m. MWF Lever.
3:15-3:30 p.m., Tu-Th., Kellogg.
Gen. Motors — Allen Jackson.
Sat.—News 10:00-10:05 a.m.; 10:55-11.00 a.m.; 12 Noon-12:05 p.m. 126 Sta.
Doug Edwards—Pall Mall Wed.-Th. Fri. 8:25-30 p.m.
G. Drake—Tasti Diet Sat. 1:25-30 p.m., 203 Sta.
Football Roundup, starts Sats., 2-6 p.m., beginning Sept. 17.
†† Arthur Godfrey Time
10-10:15 a.m., Hartz Mountain—Th. & Fri., alt. each week, G. H. Hartman; Lewis-Howe—Tu. & Wed., alt. each week, R & R; Pet Milk—M.-F., alt. days each week, Gardner Adv.
10:15-30 a.m., Bristol-Myers—alt. Fri., DCSS; Campana—M.-Th., alt. days, FDH; R & R; A. E. Staley—M.-Th., alt. days, R & R.
10:30-45 a.m., Amer. Home Fds—Tu., every 4th Fri., Y & R; Dow Chemical—Thur., every 4th Fri., MacManus, J & A.
10:45-11 a.m., Bristol-Myers—M. & W., DCSS; Minn. Mining—Tu. Burnett; Dow Chemical—Th., R&R.
11-11:15 a.m., Campana—alt. Fri., FDH; Kellogg—Tu. & Th., FC&B; Lever Bros.—M.-W., alt. Fri., McCann-Erickson.
11:15-30 a.m. Pillsbury Mills—M.-Th., L. Burnett; Kellogg—alt. Fri., L. Burnett.
Amos 'n' Andy Music Hall
Brown & Williamson, M. F. S., Ted Bates

MBS—

Mon.-Fri. 8:00-8:30 p.m. Programs—Multi-Message Plan Participants—Monday thru Friday: R. J. Reynolds; MTWF—Grove Laboratories; MWF—Quaker Oats; M—Curtiss Candy; M-W-Th—Norwich Pharmacal; TWThF—Florida Citrus; T-Th—Esquire; Th-Fri.—Pearson Pharmacal.

NBC—

* Monitor—participating sponsors: Chesebrough, Charles Antell, RCA, Gruen.
** Mary Margaret McBride—Q-Tips; Mon., Wed.; Sust; Tues.; Gen. Foods; Thurs.: Am. Molasses: Fri.
*** Weekday—participating sponsors to be advised.
**** One Man's Family—local and network participating. W.: Carter Prods.; Thur.: Anahist.
***** Hotel For Pets—MWF: Coast Fisheries with stations not ordered commercial taking program on sustaining basis. Tu., Thur.: Completely sustaining.
****** Fibber McGee & Molly—local & network participations. Collier, Viceroy, RCA, Anahist, Carter.

Increased Radio Billings Up for Review by RAB Board

RADIO ADVERTISING BUREAU's board of directors meets Tuesday at New York's Waldorf-Astoria Hotel to review plans for increased radio billings next year, Joseph E. Baudino, Westinghouse Broadcasting Co. and RAB board chairman, announced last week.

Among matters to be discussed are the election of officers for next year; a report from RAB President Kevin Sweeney on expanded efforts in sales and services for the coming year, and an expected board action on Mr. Sweeney's recommendation for creation of a new vice president of the corporation, who if elected would assume office Jan. 1. Annual meeting of the membership will be conducted that morning with the election of officers held after consideration of a report by the nominating committee, headed by Charles C. Caley, WMBD Peoria, Ill., former RAB board chairman.

According to RAB, it is expected that the budget will take a "sizable upward jump" in 1956 because of an increase in membership fees effective the first of the year. Mr. Sweeney is scheduled to outline a plan for using these added funds for sales tools serving the industry, RAB said.

Sherwood Goes to RAB

ALEX SHERWOOD, former vice president of Standard Radio Transcription Services Inc., last week was named to the station relations staff of Radio Advertising Bureau, replacing Richard Allen, resigned. Mr. Sherwood will report to Arch Madsen, RAB director of station relations.

Walter Brown Promoted To New Position at RAB

WALTER BROWN was promoted last week to the newly-created Radio Advertising Bureau post of sales development manager.

Mr. Brown, with RAB for the past three and one-half years, has been serving as a sales executive in charge of developing appliance, radio and tv manufacturer business.

In announcing the new post, Kevin Sweeney, RAB president, said Mr. Brown will work toward accelerating development of new sales tools for use of RAB's six sales executives who call on national advertisers.

RAB Promotes McKenna

ADVANCEMENT of Carroll R. McKenna from assistant director of national promotion to sales executive at Radio Advertising Bureau was announced last week by Kevin Sweeney, RAB president. In his new position, Mr. McKenna will be in charge of developing business from several categories of advertisers, with emphasis on the wearing apparel and amusement fields. Before joining RAB, he was director of sales promotion and research for ABC in Hollywood.

RAB Members Boosted to 820

RADIO ADVERTISING BUREAU last week announced the addition of 19 members bringing the total to 820.

Included in the list of new members are: WHAM Rochester, N. Y.; WIBW Topek Kan.; KCKN Kansas City; KFRO Longvie Tex.; KRGV Weslaco, Tex.; KROD a KTSM El Paso, Tex.; WALL Middletow N. Y.; WBOW Terre Haute, Ind.; WCB Corning, N. Y.; WHUC Hudson, N. Y WKDA Nashville, Tenn.; WLAN Lancaste Pa.; WHBO Sulphur Springs, Fla.; WND South Bend, Ind.; WSPN Saratoga Spring N. Y.; CFPL London, Ontario (Canada 2UE Sydney, Australia, and the Caribbe Network, New York.

Tv Seen 'Unobtrusive' At Bar Assn. Meeting

TELEVISION, radio and news photographe can operate unobtrusively in courtroom judging by the consensus of attorneys followi a court coverage panel held during the nin state regional meeting of the American B Assn. last week in New Orleans. Part of t meeting was covered by WDSU-TV New Orl ans, with two cameras operated by one camer man using remote gear and by two *Time Picayune* photographers using 35 mm camer without lighting equipment.

Taking part in the panel discussion of t photo coverage problem were Robert Swezey, WDSU-TV executive vice preside and general manager, and chairman of t NARTB Freedom of Information Committe George W. Healy Jr., editor of the *Time Picayune,* and Associate Justice James Simon of the Louisiana Supreme Cou Moderator was Edwin M. Otterbourg, Ne York, past president of the New York Coun Lawyers Assn.

Mr. Swezey, an attorney, contended radi tv and press should always be admitted to t courtroom unless there is sound reason believe that their presence might prevent orderly trial. He said the trial judge has t right to turn out a disorderly public a conceded that, in some circumstances, obtrusi camera equipment and bright lights might d turb court operations.

Commenting that modern cameras can cov almost any court proceeding without distur ance, he observed, "I don't know wheth you've noticed it, but this meeting is bei covered by television film cameras." Can 35, an ABA policy barring cameramen fro courtrooms, is outmoded, he said.

Mr. Otterbourg said presence of camer might increase the normal nervousness witnesses. Justice Simon said anything th might deprive the defendant of a fair tri "is dangerous and deadly," with the trial jud obligated to protect the rights of the accus

Mr. Healy said courts belong to the peop adding, "It is the duty of the media of pub expression to watch over them. Public knov edge of what goes on at a trial, or free acc to insure that knowledge, is in my opinion check on the accuracy of witnesses."

WDSU-TV plans to show actual court scen in the future, having been allowed to opera in some city and state courts.

Ad Federation Plans Meets

ADVERTISING Federation of America a nounced last week that arrangements have be made to hold its 1957 national convention the Hotel Fontainebleau, Miami Beach, fro June 9-13, and the 1958 convention at t Hilton-Statler Hotel in Dallas from June 8-1 The 1956 convention is set for June 10-13 the Bellevue-Stratford Hotel, Philadelphia.

FINANCING

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ARE YOU HALF-COVERED IN NEBRASKA'S OTHER BIG MARKET?

42-COUNTY LINCOLN-LAND AREA TELEPULSE Share of Audience — September, 1955				
	KOLN-TV	"B"	"C"	"D"
MONDAY THRU FRIDAY:				
1:00 — 6:00 p.m.	50	21	13	11*
6:00 — 11:00 p.m.	53	18	14	11*
SATURDAY:				
1:00 — 6:00 p.m.	52	15	15	8
6:00 — 11:00 p.m.	50	13	15	17
SUNDAY:				
1:00 — 6:00 p.m.	34*	36	13	16*
6:00 — 11:00 p.m.	35	22	14	23

*Does not broadcast for complete period and the share of audience is unadjusted for this situation.

KOLN-TV delivers Lincoln-Land—42 counties with 200,000 families, 125,000 of them unduplicated by any other TV station.

95.5% OF LINCOLN-LAND IS OUTSIDE THE GRADE "B" AREA OF OMAHA! This important market is as independent of Omaha as South Bend is of Fort Wayne . . . Syracuse of Rochester . . . or Hartford of Providence.

New Pulse figures prove that KOLN-TV gets 194.4% more night-time Lincoln-Land viewers than the next station—138.1% more afternoon viewers.

Avery-Knodel has all the facts on KOLN-TV—the official CBS-ABC outlet for South Central Nebraska and Northern Kansas.

CHANNEL 10 • 316,000 WATTS • 1000-FT. TOWER

KOLN-TV

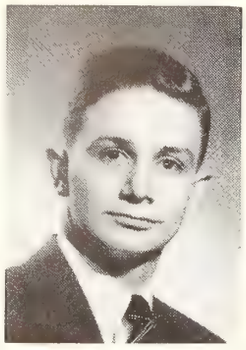
COVERS LINCOLN-LAND — NEBRASKA'S OTHER BIG MARKET

Avery-Knodel, Inc., Exclusive National Representatives

AM – TV – FM

The Fetzer Stations

WKZO-TV — GRAND RAPIDS-KALAMAZOO
WKZO RADIO — KALAMAZOO-BATTLE CREEK
WJEF RADIO — GRAND RAPIDS
WJEF-FM — GRAND RAPIDS-KALAMAZOO
KOLN-TV — LINCOLN, NEBRASKA
Associated with
WMBD RADIO — PEORIA, ILLINOIS



SHACKLED TIMEBUYER CAN BLAME HIMSELF

THE REMARKS reproduced in condensed text on this page were made by George Polk, media liaison coordinator of BBDO, to last Tuesday's Timebuying & Selling Seminar of the Radio-Television Executives Society in New York. They obviously were inspired in part by a speech made by Roger C. Bumstead, media director of David J. Mahoney Inc., at the Radio Advertising Bureau's first annual advertising clinic Oct. 14 [see "Lets Unshackle the Timebuyer," B•T, Oct. 24].

OCCASIONALLY, I see a crusade to elevate the unappreciated, underpaid and, only recently, the shackled timebuyer, with controversies as to whose responsibility it is to correct the wronged situation wherever it exists. Is it up to agency management, the media director, or the industry itself?

It is my firm belief that if *you* are a shackled timebuyer, a Class AA chainbreak selector or an automaton for collecting minutes between 7 and 8 a.m., it is nobody's fault but your own! Timebuying is no different from any other business or profession in that its success is directly related to the individual's initiative. The level at which you stand as a timebuyer on your accounts is the level that you have created for yourself and is solely dependent upon the contributions you make toward decisions in purchasing time.

Besides the daily routine of actual buying, the timebuyer should be involved in all phases of media planning and certainly in all broadcast buys, whether it is sponsorship of a Max Liebman spectacular on NBC or a participation in a local cooking show in Sioux City, Iowa. If this is not the case, don't throw up your hands and write off your agency as being impossible. It's not up to the agency or the industry to change your job level, I'm afraid I'm getting repetitious—but, it is strictly *up to you!*

Just like a good rep, a good timebuyer is a good salesman. Convinced that an idea or plan is sound, he won't let up until it is adopted, or at least given serious consideration. Now it isn't always easy to sell an account man or client, and understandably so. Most of them are not as familiar with broadcast media as you, and many of them have been buying print media for 20, 30 and even 40 years and have seen it pay off. What's more, they understand it thoroughly. So it's understandable that they should be reluctant to enter a realm of uncertainty, putting large budgets into media they are not so familiar with. They're not stupid, they just haven't been exposed to your wares—broadcast media.

That's where you fit in as an expert in these relatively new media that use air instead of paper. Present your ideas simply and factually, leaving no questions unanswered . . .

In this respect the rep can usually help tremendously, donating both time and material to your cause. He can supply readily available data or even have special projects done to support your proposal. For example, he might have a special rating tabulation made to show how much unduplicated audience is reached in a given period of time; or perhaps he can supply success stories; or in the case of programs and personalities, it might be desirable for him to supply a kine to help get over the emotional aspect of an emotional medium.

While on the subject of reps, you can broaden your own reach within your agency by putting salesmen to work for *you*. You can't be everywhere at once, selling all the time. But the various reps can. Encourage a rep with a sound idea to follow it through. After having come to you with his idea initially, you can guide him as to which account might possibly be able to use what he has, and the best way to present it. Perhaps the best way might be to have him go directly to the account man or client. The salesman invariably knows more of the details than you; he can probably present it more enthusiastically, and he usually has more time to do so.

On the other hand, if you feel that the account personalities involved might object to this approach or not give the proposal the serious attention it deserves, then it's your responsibility to suggest an alternative way—perhaps accompanying the rep, or leaving him out completely and presenting it yourself. Certainly if the proposal is sensational, you *should* play an active part in its presentation, if for no other reason than to add credence. Procedure is a delicate subject and should always be handled with the utmost care.

Another problem in selling tv within the agency is the unfortunate connotation of spot tv as being for the client who cannot afford the luxury of network. Again, it's up to the timebuyer to point out that agencies are in the advertising business, not show business. Often dollar for dollar, spot announcements are a more logical buy, especially where emphasis on frequency is an important part of the effort. Don't bank on generalities or assume that anything is known about timebuying.

In the case of evening television announcements, perhaps the money will go farther (that is, more frequency) if only ID's are used rather than chainbreaks. [ID's] as you know, generally cost only half as much. Or maybe you anticipate trouble in chainbreak availabilities. Try getting together with the copywriter. Perhaps the story *can* be told in 10 seconds, and if you explain the cost ratio and availability situation to him, he may come up with something that he never even tried before.

Incidentally, copywriters are often a terrific help in creating interest in radio and television. Most of them, if it is at all possible to generalize, have strong beliefs and convictions and are usually not shy about expressing themselves. It is very possible that a clever copy theme—an impressive story-board or jingle—can initiate an entire campaign. Work with these creative people, and in turn they too will be selling broadcast media with you. This is a very sound way to stimulate interest in radio and television and may help you get many a former print advertiser into broadcast media.

What do you do when you run into clients or account men who insist on reviewing all availabilities themselves, making their own selection? This circumstance in generally directly traceable to a delinquent timebuyer somewhere along the line, whose ability and judgment did not warrant complete confidence. If you inherit such a situation, it behooves you to pass along the mass of availabilities, *but not without your own recommendation* with clearly outlined reasons for your selection. By merely passing along availabilities without careful screening and selection, you automatically put yourself in the class of a clerk, or the rep who mails in availabilities instead of submitting in person.

Very briefly I've tried to point out how important a timebuyer's position can be. Whether it is or not is up to the timebuyer. There are no limitations that cannot be overcome by ability, imagination, and ambition. Laziness or simple inertia will surely reduce the job to mere mechanics. But if you want to be an important factor in the radio and television decisions on your accounts, you must first be respected by the account people and clients you work with, most of whom will learn to be guided by your knowledge and good judgment.

SOLD-OUT IN MAJOR MARKETS

TO MAJOR STATIONS

that's why we call it "FABULOUS 40"

HERE IS A PARTIAL LIST OF STATIONS

KOA	DENVER, COLO.	WJAR	PROVIDENCE, R. I.	KING	SEATTLE, WASH.	KLIX	TWIN FALLS, IDAHO
KONA	HONOLULU, HAWAII	WPTZ	PHILADELPHIA, PA.	WCTV	TALLAHASSEE, FLA.	KCSJ	PUEBLO, COLO.
WFBM	INDIANAPOLIS, IND.	WGBI	SCRANTON, PA.	KDRO	SEDALIA, MO.	KFBC	CHEYENNE, WYO.
WMT	CEDAR RAPIDS, IOWA	WCAX	BURLINGTON, VT.	KVTV	SIOUX CITY, IOWA	WKRC	CINCINNATI, OHIO
KRNT	DES MOINES, IOWA	WTVN	COLUMBUS, OHIO	KBOI	BOISE, IDAHO	WMBR	JACKSONVILLE, FLA.
KAKE	WICHITA, KAN.	WNDU	SOUTH BEND, IND.	KHQA	QUINCY, ILL.	WHEN	SYRACUSE, N. Y.
KPLC	LAKE CHARLES, LA.	WBEN	BUFFALO, N. Y.	WKBT	LACROSSE, WIS.	WUSN	CHARLESTON, SO. CAR.
KTBS	SHREVEPORT, LA.	WNBK	CLEVELAND, OHIO	WTOP	WASHINGTON, D. C.	KOLN	LINCOLN, NEB.
WWLP	SPRINGFIELD, MASS.	KRLD	DALLAS, TEXAS	WBZ	BOSTON, MASS.	WABI	BANGOR, MAINE
WXYZ	DETROIT, MICH.	KGUL	GALVESTON, TEXAS	WSUN	ST. PETERSBURG, FLA.	WFMJ	YOUNGSTOWN, OHIO
WTCN	MINNEAPOLIS, MINN.	WBAY	GREEN BAY, WIS.	WOOD	GRAND RAPIDS, MICH.	WFBC	GREENVILLE, SO. CAR.
KROC	ROCHESTER, MINN.	WTAR	NORFOLK, VA.	WDSU	NEW ORLEANS, LA.	WAKR	AKRON, OHIO
WDAF	KANSAS CITY, MO.	KGNC	AMARILLO, TEXAS	KRDO	COLORADO SPRINGS, COLO.	XETV	SAN DIEGO, CALIF.
KMTV	OMAHA, NEB.	CBS	NEW YORK, N. Y.	WEAU	EAU CLAIRE, WIS.	WITI	MILWAUKEE, WIS.
KGGM	ALBUQUERQUE, N. MEX.	KGLO	MASON CITY, IOWA	KTVT	SALT LAKE CITY, UTAH	WDEF	CHATTANOOGA, TENN.
WVET	ROCHESTER, N. Y.	KTVK	PHOENIX, ARIZ.	KTLA	HOLLYWOOD, CALIF.	WJAC	JOHNSTOWN, PA.
WDAY	FARGO, NO. DAK.	KPIX	SAN FRANCISCO, CALIF.	KTBC	AUSTIN, TEXAS		

When NTA acquired the "Fabulous 40" package . . . we billed it as the greatest package of feature films for television in the industry. *It has exceeded our greatest expectations!*

in 90 major markets . . ."Fabulous 40" has been breaking time-sales records (participations) for feature films.

in 90 major markets . . ."Fabulous 40" has been breaking audience-rating records for feature films.

in 90 major markets . . ."Fabulous 40" has been breaking selling records for major sponsors.

For buying participations in "Fabulous 40," contact these television stations.

For obtaining these fine films for your market, Call—Write—Wire Today . . . for audition prints, details, availabilities and prices.

There's no risk — they're already successful!

N T A

National Telefilm Associates, INC.

60 West 55th Street, New York, N. Y. · PLaza 7-2100

Follow Through Buy, RTES Seminar Told

THE SAME TEAMWORK between timebuyer and station salesman that went into the original buy of a schedule should continue in the follow up of the purchase, Jack Schneider, eastern sales manager of CBS Spot Sales said last week.

Mr. Schneider and George Polk, media liaison coordinator, BBDO, New York, spoke on "Follow-through on the Buy" at a weekly luncheon session of the Radio & Television Executives Society timebuying and selling seminar in New York. (For condensed text of Mr. Polk's talk, see page 72.)

The advertiser receives the service coming to him when buyer and seller work constantly to improve existing schedules, Mr. Schneider said. He was critical of the buyer who, in failing to check on the creative people at the agency, discovers belatedly that copy is not ready for the campaign's start and then has to hold the schedule. Many details such as number of stations, types of buys, number of prints and how they should be sent to stations should be provided the agency's traffic department, he said.

Noting peaks and valleys in the July to July broadcast year, Mr. Schneider suggested that in a given campaign time be taken throughout the year to check on what is happening in the industry and that attention be given to the valleys when existing schedules can be improved.

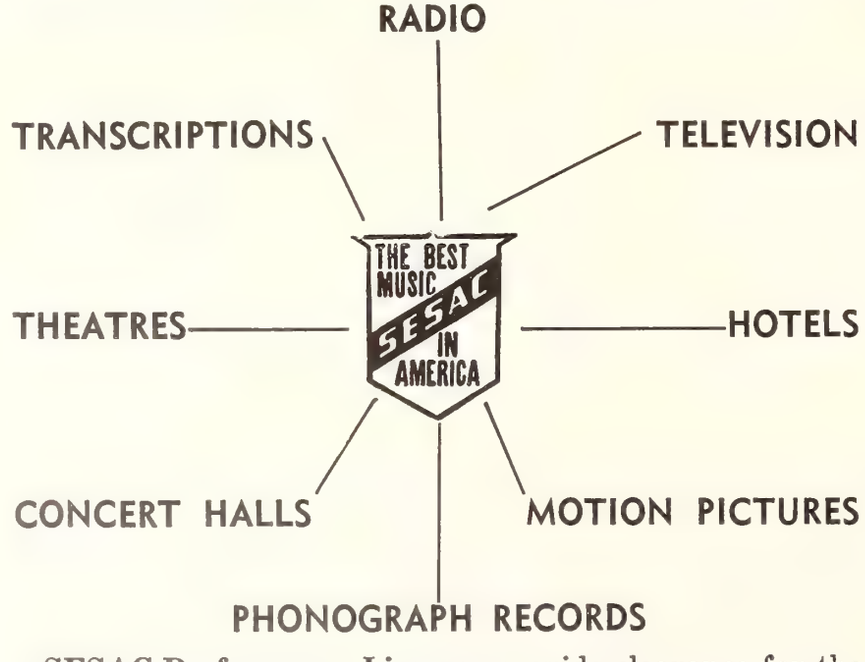
It probably will be time to think of getting "your chips in" by July, he said, noting that the trend has been toward earlier campaign starts.

Broadcasters Appoint Embry

R. C. EMBRY, WITH Baltimore, has been named chairman of the Legislative Committee of Maryland-D. C. Radio & Tv Broadcasters Assn. by Ben Strouse, WWDC Washington, association president. Other members are Leslie Peard, WBAL Baltimore; Malcolm Campbell, WNAV Annapolis; Jason Pate, WASA Havre de Grace; Karl F. Steinmann, WCUM Cumberland, and Charles Truitt, WBOC Salisbury. *Ex officio* members are William Paulsgrove, WJEJ Hagerstown, vice president; Robert B. Cochrane, WMAR-TV Baltimore, secretary-treasurer, and Mr. Strouse. Committee is to be concerned primarily with Maryland state legislation affecting broadcasters.

Jewish Drive Holds Dinner

A SPECIAL fund-raising dinner for the 1955-56 Federation of Jewish Philanthropies drive will be held Wednesday at the Waldorf-Astoria Hotel in New York by representatives of the radio-tv, advertising and publishing industries. Heading arrangements will be Louis G. Cowan, CBS radio-tv producer; Emanuel Sacks, NBC-RCA vice president; Arthur C. Fatt, executive vice president, Grey Adv. Co.; Monroe Greenthal, president, Monroe Greenthal Adv. Co.; S. O. Shapiro, vice president, *Look* magazine, and Ned L. Pines, president, Pines Publications Inc. Barney Balaban, president of Paramount Pictures Inc., will deliver the keynote address.



SESAC Performance Licenses provide clearance for the use of SESAC music via Radio, Television, Hotels, Films, Concert Halls and Theatres.

The ever growing SESAC repertory now consists of 283 Music Publishers' Catalogs — hundreds of thousands of selections.

SESAC INC.

Serving The Entertainment Industry Since 1931

475 FIFTH AVENUE **NEW YORK 17**

Proposed TelePrompTer Network Demonstrated

TELEPROMPTER Corp., New York, last Monday demonstrated its proposed Program Communications Network at a luncheon session workshop held in New York.

Irving B. Kahn, president of TelePrompTer, told the audience of executives from tv stations, networks, advertising agencies and allied fields that the system would "save thousands of dollars in time and money" for persons engaged in tv broadcasting. Mr. Kahn said that the specific cost of the service to clients probably would be announced after the beginning of the year and added that it would be "substantially less than for present twx service."

The system, using leased Western Union lines would interconnect tv stations, networks, program sources, station representatives, agencies and advertisers. The FCC has told TelePrompTer that its proposed network would constitute a communication common carrier operation.

In the demonstration, an actual sample message was sent from a "station representative's office" to a "television station" and a television commercial was sent from an "advertising agency" to "a station." In both cases acknowledgements were returned over the system by the mock station, with the total exchange achieved in a matter of seconds.

Included on the workshop program was a demonstration of the company's TeleMation System, in which cues and effects are created automatically as the "reading copy" of the performer is read. Douglas Edwards, CBS newscaster, delivered a five-minute program in the demonstration to illustrate TeleMation's application.

Mr. Kahn predicted that a nationwide system could be in actual operation within six months of the time that the first equipment is installed. Subsequent demonstrations of the equipment, he said, are planned in other areas of the country.

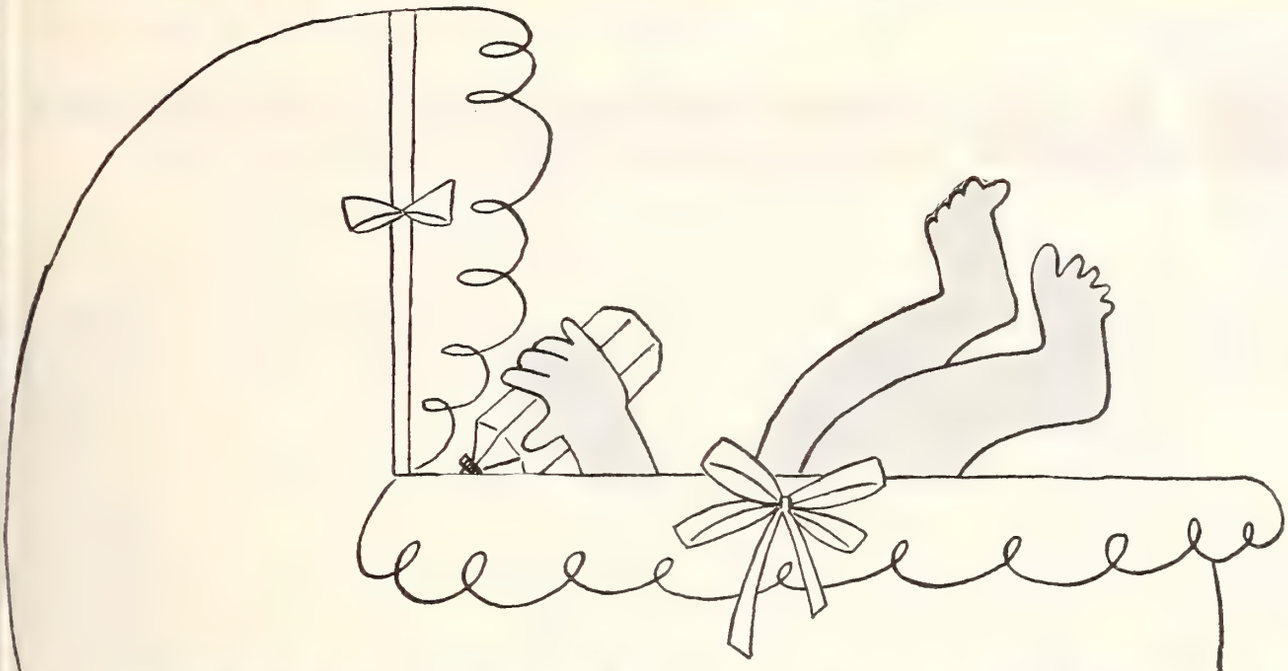
Concurrent with the demonstration, Herbert W. Hobler, TelePrompTer vice president for sales, announced the introduction by the company of a new plan for "packaged national spot advertising." The company, using its basic unit, the TelePrompTer, will distribute "full copy and cueing packages of national spot advertising to stations for broadcast by local personalities," according to Mr. Hobler.

Pay Television Will Break Network Control—Leitzell

NETWORK "control" of television poses a situation that "could not possibly exist among newspapers" today and subscription tv would break that control by aiding independent stations, Ted Leitzell, public relations director of Zenith Radio Corp., told the Poor Richard Club in Philadelphia Tuesday.

"The healthy competition that has always existed between newspapers has almost no counterpart in television," he insisted. Mr. Leitzell said stations have become "subservient" to the major networks and claimed toll tv would free them from "network domination" and "will free you advertisers from the burden of supporting the entire cost of advertising."

Mr. Leitzell said a comparable situation in the newspaper business "would be regarded as utterly fantastic." He reiterated Zenith's charge that television is dominated by NBC and CBS and asserted it places "too much power" in the hands of those network presidents.



"DIAL 970" is growing fast..

WAVE *is its Mother!*

MONITOR *is its Father!*

WEEKDAY *is its Kissin' Cousin!*

WAVE

LOUISVILLE

5000 WATTS • NBC AFFILIATE

NBC **SPOT SALES**
Exclusive National Representatives

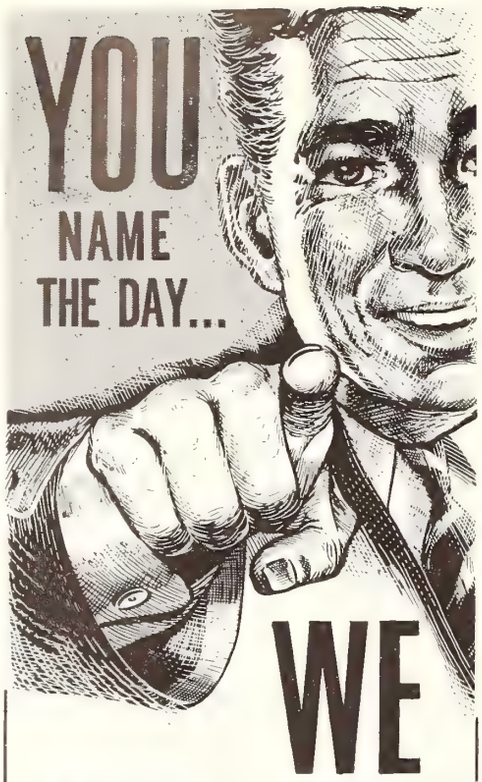
ALTHOUGH only a few weeks old, WAVE's exciting new radio service — DIAL 970 — has already made a BIG name for itself in the Louisville Area!

Listeners love its Monitor-like format . . . its informality . . . its immediacy. Advertisers love DIAL 970's "new look in radio" — its freshness and vitality — *and the way it stirs people to action!*

DIAL 970 is a coordinated group of programs that's skillfully blended with *Weekday* to provide a continuous flow of music, news, weather and traffic reports, interviews, sports and household features. It's heard eleven sparkling hours each weekday, with participations and spots available as early as 6 a.m., or as late as midnight.

Better hurry! Ask NBC Spot Sales for full details.

DIAL 970—
WAVE'S DYNAMIC NEW RADIO SERVICE
FOR A DYNAMIC NEW LOUISVILLE!



WE
HAVE THE AUDIENCE!*

HERE'S WKBN-TV'S SHARE OF AUDIENCE!*

Time Period	WKBN TV	Stations B	C	D	E	F
Mon.-Fri. 7 a.m.-Noon	**44**	31	14	3	3	5
Noon-6 p.m.	**44**	29	11	3	8	6
6 p.m.-Midnight	**45**	33	7	3	9	3
Saturday Noon-6 p.m.	**50**	31	6	3	3	7
6 p.m.-Midnight	**47**	35	6	2	4	6
Sunday Noon-6 p.m.	**52**	17	12	6	8	6
6 p.m.-Midnight	**49**	34	6	2	5	3

Station B is Youngstown. Stations C, D & E are Cleveland. Station F is Pittsburgh.

CLEVELAND OR PITTSBURGH STATIONS DO NOT COVER THE YOUNGSTOWN MARKET! WKBN-TV SHARES OF AUDIENCE FAR SURPASS LOCAL AND OUTSIDE OPPOSITION. WHAT'S MORE, CHANNEL 27 HAS THE 16 TOP RATED PROGRAMS* IN YOUNGSTOWN AND 366 OF 442 QUARTER HOUR FIRSTS.*

*Source: Telepulse, September 18-24, 1955.

WKBN
YOUNGSTOWN, OHIO
TV 170,000 WATTS CHANNEL 27 CBS · ABC
Represented Nationally by the Paul H. Raymer Co.
CHANNEL 27

TV MAY REPLACE POLITICAL WHISTLESTOPS IN 1956 CAMPAIGNS, GOP LEADER SAYS

Republican Chairman Hall raises possibility that President Eisenhower might be able to campaign for re-election if he went to the people via tv rather than in person. He says tv has revolutionized politics.

THE FEASIBILITY and practicality of curtailing "whistlestop" excursions, with Presidential candidates meeting the electorate "face to face" via television instead of at train platforms, may well be put to the first significant political-tv test during the 1956 national campaign.

And it may have a major impact on the political fortunes of President Dwight D. Eisenhower—because of health considerations—should he decide to run for a second term.

These implications may be read into the views enunciated by Leonard W. Hall, Republican National Committee chairman, during the GOP's two-day political rally in Chicago last week. A host of subcommittees of the national committee met at the Conrad Hilton Hotel, along with the major parent group.

Mr. Hall told newsmen that "never again" will there be another national convention like that held in midsummer in Chicago in 1952. Television has "revolutionized" not only conventions, but campaigning, and obviated the need for extensive and debilitating campaign travel.

"The major part of campaigning will be done by radio and television," Chairman Hall told a news conference Wednesday. Thus, in effect, he substantiated conjectures of key Republicans and Democrats alike in 1952 that political whistlestops of the future would be geared to broadcast media, particularly television.

Tv in Every Nook

"Television penetrates every nook and cranny and when a candidate comes into the living rooms of people, he meets the people face to face and they can judge his sincerity for themselves," Mr. Hall asserted.

Asked by a syndicated columnist whether he felt this would prove out as a replacement or substitute for meeting the voters person to person, Mr. Hall revealed the implications of a discussion he had with President Eisenhower at Gettysburg, Pa., a fortnight ago.

The GOP National Committee chairman, recalling the 52,000 miles he traveled four years ago, said he had informed Mr. Eisenhower at Gettysburg that he was currently negotiating for some $2 million worth of tv time for the 1956 drive [B•T, Oct. 31]. He indicated he had advised the President that with television, the forthcoming campaign would not be nearly as strenuous as in 1952. Recounting his discussion with Mr. Eisenhower, Mr. Hall told reporters:

"You had to come away with this thought—that you had talked to a man who was informed about the campaign, concerned about it and had a real continuing interest in it."

Mr. Hall said he figures that while the cost of television time has mounted, the $2 million that will be spent should "buy more time than in 1952." Of that sum, he added, "some will be absorbed by other committees." The figure represents a sharp increase for tv alone, not to mention any radio expenditures the Republicans may incur.

Mr. Hall had indicated at a previous Chicago GOP parley that, in any event, the Democrats will be enabled to call on more sources through various additional organizations.

A relatively short convention—three or four days with shorter floor hours—is anticipated by the GOP chairman. A radio-tv-motion pictures subcommittee of the GOP National Committee arrangements units—one of many meeting in Chicago—received a "progress report" on convention planning for the San Francisco conclave next August. It approved recommendations for a suggested code for network sponsorship, camera placements, streamlined roll call procedures and other topics.

Cameras will be set up at four extreme corners of the Cow Palace (forming a square) and on a three-level scaffold down front of stage about a third back on the floor, according to Alvin Cast (Indiana), subcommittee chairman. A sponsorship code substantially the same as that used in 1952 has been approved and dispatched to network executives for their approval, it was reported by L. Richard Guylay, GOP National Committee public relations chief.

The political standards of practice are designed to maintain the "high level" of the proceedings and raise the standards of the convention as a "tv show." It would, in effect, permit commercial sponsorship by advertisers subject to approval by both parties; limit use of commercials to lulls or recesses during proceedings; require good taste, brevity and standards of dignity in the presentation of those commercials; and provide for certain disclaimers with respect to the endorsement of the "product" by either party.

WGTH-AM-TV Purchase May See FCC Hearing

THE FCC told CBS and General Times Tv Corp. last week that the application for FCC approval of the $650,000 purchase by the network of General Times' WGTH-TV Hartford indicated the necessity of a hearing.

In its McFarland letter to the applicants, the Commission referred to the purchase agreement's terms forbidding WGTH-TV to make changes in its contracts with networks or others without 28-day cancellation clauses pending the outcome of the sale approval application. This, the Commission said, was in conflict with rules forbidding contracts preventing stations from making arrangements to broadcast programs of other networks.

The Commission also raised the question of "undue concentration"—CBS owns tv stations in five cities serving "30 million people," the FCC said—and of overlap between CBS-owned WCBS-TV New York and the Hartford ch. 18 outlet. It also raised the issue of restraint of competition since Hartford has only one operating station at present.

General Times is owned by General Teleradio Inc.

Ironwood Ch. 12 Granted

ITS FIRST tv grant was acquired by Upper Michigan-Wisconsin Broadcasting Co. last week as the FCC approved the company's application for ch. 12 in Ironwood, Mich. Upper Michigan-Wisconsin is 51% owner of WIKB Iron River, Mich., and licensee of WATW Ashland, Wis., and WJMS Ironwood. The new station is to have an effective radiated power of 794 w visual and 397 w aural with an antenna 540 ft. above average terrain. William L Johnson and associates own Upper Michigan-Wisconsin.

"PASSPORT TO DANGER"



FLASH! The Mennen Company has just ordered "Passport to Danger" for 30 key markets—adding to the 100-plus already sold.

Still available—first run of these exciting half-hour adventures in over 150 markets.

Other prestige sponsors include—

- Anheuser Busch, Inc.
- Sears-Roebuck Co.
- Wise Potato Chip Co.
- Thom McAn Shoes
- Strietmann Biscuits Co.
- Donovan Coffee Co.
- Blatz Brewing Corp.
- Welch Grape Juice Co.
- Socony Mobil Oil Co.
- Pearl Brewing Co.

NOVEMBER 19, 1955

The Billboard Scoreboard

SYNDICATED FILM PROGRAMS

- **Pulse Top 25 Non-Net Shows**

September Rating of Leading Film Shows

Rank	Show & Distributor	Avg. Sept. Rating
1.	Passport to Danger (ABC)	15.0
2.	Douglas Fairbanks Presents (ABC)	14.1

ABC FILM SYNDICATION, INC.

NEW YORK	CHICAGO	HOLLYWOOD	DALLAS	ATLANTA	SAN FRANCISCO	NEW ENGLAND
10 E. 44 St. SU 7-5000	20 N. Wacker Dr. AN 3-0800	1539 N. Vine St. HO 2-3141	3123 McKinney Ave. RA 6302	267 Colonial Homes Dr. N.W. • EM 4621	277 Golden Gate Ave. UN 3-0077	Reed St. Western Circle Westfield, Mass. LO 2-3487

MAGNUSON HITS FCC'S UHF-VHF MOVES

Washington Senator says that an overall deintermixture policy is necessary so everyone will know where and what type of channels are assigned. Sen. Pastore asks the Commission to explain its deintermixture action.

SENATE Commerce Committee Chairman Warren G. Magnuson (D-Wash.) last week criticized the FCC for failing to establish "an overall policy which would assure a realistic nationwide competitive tv service." He called it a "shameful situation."

Sen. Magnuson made the statement in a news release Wednesday in which he also released the contents of a Nov. 17 letter from the FCC to the Senate committee explaining the FCC's reasons for denying all pending uhf-vhf deintermixture petitions [B•T, Nov. 14].

The Washington Democrat said an overall FCC policy on deintermixture is desirable "so that all segments of the public, the licensee, the applicant and the viewers would know, once and for all, where and what type of channels are assigned." He added: "This critical situation must be solved and our committee proposes to see that it is done as quickly as possible."

The FCC, in the letter released last week, reiterated that in the Commission's view, "the problem of deintermixture could not be approached on the piecemeal basis of scattered communities but, along with all other remedies, must be considered in the general proceeding which will explore the matter from a national standpoint." The FCC document was in answer to inquiries from Sen. Magnuson on the deintermixture question, which Sen. Magnuson said last week he had first asked about 10 months ago.

Other replies have been forwarded by the FCC to Sen. John O. Pastore (D-R.I.), chairman of the Communications Subcommittee of the Senate Commerce Committee. Sen. Pastore, after the FCC action on the deintermixture petition, had asked the Commission for an explanation of its actions on the deintermixture cases.

Sen. Pastore did not confine his questions to the FCC to the deintermixture denial actions, but the Rhode Island Democrat declined to reveal the nature of his other queries or the FCC answers.

The FCC, in its Nov. 10 decision on deintermixture, instituted a rule-making proceeding to consider all possible overall solutions to intermixture problems on a nationwide basis. Deadline for comments is Dec. 15, with counter comments due Jan. 6, 1956.

The Senate Commerce Committee is scheduled to open hearings Jan. 17, 1956, in its investigation of networks and uhf-vhf troubles. A full report will be expected from the FCC at that time, Sen. Magnuson said last week.

In its decision on deintermixture, the FCC denied five bellwether deintermixture petitions and 30 others. The five argued cases were for selective deintermixture of uhf and vhf channels at Peoria, Ill.; Evansville, Ind.; Madison, Wis.; Hartford, Conn.; and Albany, N. Y.

At the same time the FCC authorized the "drop-in" of ch. 10 at Vail Mills, N. Y., on grounds this assignment meets all the criteria of the present standards.

In its letter to the Senate Commerce Committee, the FCC said it had concluded that the public interest would be served by the Vail Mills assignment, which "differs from the request for deintermixture, or for the assignment of additional channels at sub-standard spacings, in that the latter proposals involve basic departures from the present television structure."

The FCC concluded by expressing its "firm belief that its [FCC's] recent action represents a significant step toward the realization of a truly nationwide competitive television service."

Comrs. Rosel H. Hyde and Robert T. Bartley dissented in the Nov. 10 FCC action.

Joint U-V Operation Sought in Rochester

BOLD plan which applicants believe may get uhf on the road was suggested to the FCC Friday by sharetime ch. 10 WHEC-TV and WVET-TV Rochester, N. Y.

The two vhf stations filed an application asking for ch. 27 in Rochester, to be used jointly with ch. 10. They propose to share time on the uhf facility, just as they do on the vhf channel.

Basic idea, according to the applicants, is that the move would bring three full-time tv operations to the upstate New York city. When WHEC-TV is operating on ch. 10, WVET-TV would operate on ch. 27. When WVET-TV is operating on ch. 10, WHEC-TV would operate on ch. 27.

Both stations are affiliated with CBS and ABC. They have been the target of litigation by Gordon Brown (WSAY Rochester), who has been seeking to force the FCC to accept a protest against the 1952 grant of ch. 10 to the present occupants. The vhf stations, facing an order taking them off the air, have appealed a lower court ruling that Mr. Brown should have had a hearing, and have asked the Supreme Court of the U. S. to review the case.

The applications seek 20 kw, estimate $74,350 for construction and $60,000 for first year's operations. All costs are to be shared. Antenna will be mounted on the present shared tower (with ch. 5 WHAM-TV Rochester), 405 ft. above average terrain. Grade B service will extend 17-24 miles, applicants said.

The WHEC Inc. balance sheet for Oct. 31 showed total assets of $750,217, of which $301,108 were current assets. Current liabilities were listed at $199,617, and earned surplus at $519,727.

The WVET balance sheet as of Sept. 30 showed total assets of $659,846, of which $326,562 were current assets. Current liabilities amounted to $215,834, long term liabilities to $59,500, earned surplus was listed as $114,791 and net worth put at $384,512.

WHEC reported its net earnings in 1953 were $43,486, and in 1954 were $137,286. WVET reported net earnings in 1954 of $65,203, and in the first nine months of 1955 of $105,247.

Ervin F. Lyke, president of Veterans Broadcasting Co. Inc., which owns and operates WVET-AM-TV, said in a statement Friday:

"The proposal made by stations WVET-TV and WHEC-TV for reversed share-time operations on an available uhf channel in conjunction with their current share-time operations on ch.

NEW LOWEST PRICED

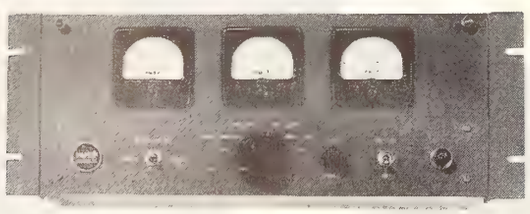
REMOTE CONTROL SYSTEM

MEETS FCC REQUIREMENTS OF SINGLE TRANSMITTER STATIONS

Here's a new, reliable system with sufficient capacity to meet FCC requirements for single transmitter stations. Engineered with the same quality components and workmanship as more elaborate Rust systems, its simplicity of design minimizes installation and maintenance work. Thousands of dollars can be saved annually with this economical remote control. Why not investigate the possibility for *your* station?

GET THE FACTS! WRITE US TODAY!

RUST industrial co., inc.
130 SILVER STREET
MANCHESTER, N.H.



MODEL 108 SERIES E

Complete with control relays for filament and plate power, motorized plate rheostat, all FCC required tower light and transmitter remote metering units.

$695.00



May we be serious a moment?



Bob Johnson
News Editor

This is the big gold traveling trophy which has just been awarded to WMT by the Radio-Television News Directors Association.

Named "The Outstanding Radio News Operation in 1955," WMT salutes the newsmen who earned this award.

The WMT Radio news staff consists of 7 newsmen with a combined total of 100 years in news reporting. The operation also includes 50 news-gathering correspondents throughout Eastern Iowa, and 6 major leased-wire news services.

All the news that's fit to hear—including much heard nowhere else—thanks to complete local, regional, national and international coverage. That's WMT's objective. We believe that our staff comes pretty close to achieving it.



Bob Bruner



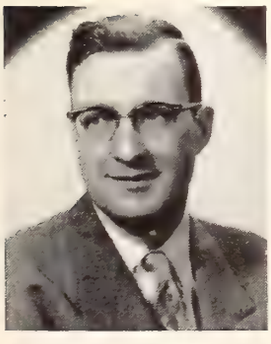
Jim Shirek



Henry Lippold



Dick Cheverton
News Director



Bill Roberts



Cole McMartin

Time Buying
CHECK LIST
FOR THE
DURHAM-RALEIGH
MARKET
1. TOP COVERAGE
☑ WTVD
now 280,540 sets
2. TOP PROGRAMS
☑ WTVD
best of NBC-ABC
WTVD
Channel 11
DURHAM-RALEIGH
Call Edward Petry Co.

KVWO
RADIO
Wm. T. Kemp
Box 926 2-6433
CHEYENNE
Wonderful Wyoming
Jos. Hershey McGillvra
NEW YORK, CHICAGO, ATLANTA
SAN FRANCISCO, LOS ANGELES
Mary Briley
DENVER
Hooper & other
Surveys Prove
KVWO
Wonderful Wyoming's
Most Listened-To Station

10, if extended nationwide, could substantially ameliorate the problem the industry faces in developing television in mixed uhf and vhf markets."

In addition to the two vhf channels, Rochester has three uhf channels assigned. In 1953 WRNY Rochester received a grant for ch. 27 but surrendered the permit last summer. WBBF Rochester holds a grant for ch. 15, and the State of New York holds a permit for educational ch. 21. Neither is on the air.

Pittsburgh Ch. 11 Case Ordered for Rehearing

REHEARING in the Pittsburgh ch. 11 case was ordered by the FCC last week. This involves the July 20 grant of the Pittsburgh vhf channel to WWSW Inc., the result of a merger agreement between the *Pittsburgh Post-Gazette* and WJAS that city.

Basis of the rehearing, according to the FCC order, is whether ownership changes have taken place in the grantee (WIIC [TV]) in violation of Commission rules. Also in issue are financial qualifications and overlap considerations.

The Commission's action was taken on a plea for reconsideration by ch. 16 WENS (TV) Pittsburgh. The uhf station's request for a stay of the grant was denied by the Commission. WENS has waged an unsuccessful attempt to file an application in competition to WWSW Inc. for the vhf facilities.

In October, WENS secured an appellate court order staying the effectiveness of the Pittsburgh grant until five days after the Commission disposed of the then pending petition for rehearing. There is disagreement among attorneys whether last week's FCC action constitutes "disposition." It is believed one of the adversaries will ask the court to clarify its intent.

The Appeals Court, on Thursday, refused to modify its stay order to permit construction to continue.

Under the merger agreement, WWSW Inc. received the grant. After WJAS-AM-FM is disposed of, stockholders will become 50% owners of the ch. 11 station. WWSW radio properties have already been transferred to the parent Post-Gazette Co.

The FCC questioned whether some of the provisions of the agreement have not already gone into effect. Reference was made to employment contracts with WJAS executives and veto power of WJAS stockholders over WWSW Inc. corporate affairs.

Although these provisions have been eliminated, the Commission said it was not satisfied that the problems have been resolved.

The Commission also raised the question of overlap between WWSW and WHJB Greensburg, Pa. WHJB is owned by WJAS principals.

WENS was made a party to the rehearing. Its request that its application for ch. 11 be accepted was again denied.

Bible Won't Run Again

SEN. ALAN BIBLE (D-Nev.), who joined the Senate Interstate & Foreign Commerce Committee last January [B•T, Jan. 17], said last week he will not seek re-election next fall. The Nevada Democrat was elected Nov. 2, 1954, to fill the unexpired term of the late Sen. Pat McCarran (D-Nev.) which ends Jan. 3, 1957.

Friends of Sen. Bible said he feels he is unsuited for the rough-and-tumble of politics and that his family doesn't like Washington. They say he has been particularly annoyed at the often unthinking and frequently bitter criticisms leveled at those in politics.

ZONE 1 TOWER RULE RESCINDED

FCC's tall towers decision reversed and made part of other pending rule-making proceeding. Ch. 9 permitted in Elmira.

THE FCC took two more steps last week in its drive to unlock its jammed tv calendar.

It rescinded its decision last July to permit Zone I vhf stations to broadcast with maximum power from antennas 1,250 ft. above average terrain. And it authorized the drop-in of ch. 9 to Elmira, N. Y.

At the same time, the Commission's Broadcast Bureau filed objections to uhf petitions for intervention in pending vhf hearing cases.

The week also saw the second appeal filed with the U. S. Court of Appeals against the FCC's decision to assign ch. 10 to Vail Mills, N. Y., outside of Albany, N. Y. [B•T, Nov. 14]. This was filed by ch. 19 WMGT (TV) Pittsfield, Mass. Two weeks ago, ch. 35 WTRI (TV) Albany also filed an appeal against the Vail Mills drop-in [B•T, Nov. 28].

In vacating its Zone I order, the Commission made this proceeding part of the general allocations rule-making proceeding—the deadline for comments on which still remains Dec. 15.

However, the Commission added a footnote to the present antenna height-power rule to permit vhf stations in Zone I which had received permission to relocate their transmitters and build towers in excess of 1,000 ft. after the issuance of the Third Notice (March 1951) and had completed or substantially completed such construction prior to the issuance of the Sixth Report (April 1952) to use maximum power at the height specified in such authorization. This applies to WBEN-TV Buffalo, N. Y., which built its 1,210 ft. antenna at Colden, N. Y., under such an authorization.

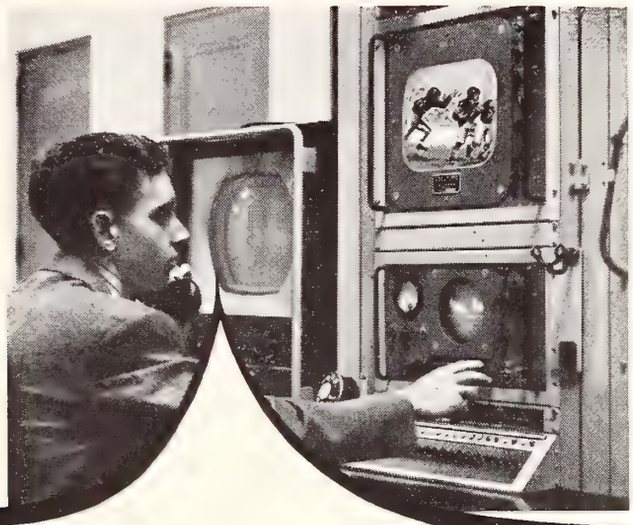
In making the Zone I antenna height matter part of the general allocations proceeding, the Commission said this will also include suggestions that certain stations in Zone II be permitted to operate at maximum power regardless of antenna height.

Under present rules, vhf stations in Zone I are made to cut back from maximum power if their antennas are more than 1,000 ft. above average terrain. In Zones II and III, 2,000 ft. towers are permitted without power penalty.

Although the revised Zone I antenna height rule was authorized last summer, the effective date has been postponed successively because of objections by the Defense Dept., airlines and pilots associations, WNHC-TV New Haven and the Uhf Industry Coordinating Committee.

In assigning ch. 9 to Elmira, the Commission found that this move met all criteria, including mileage separations, under present rules. This was similar to the reasoning in the Vail Mills drop-in. The move of ch. 9 to Elmira had been asked by ch. 24 WTVE, which also requested that a show cause order be issued to permit the uhf station to move to the vhf channel. This latter request the FCC denied, making ch. 9 available for any applicant. It also turned down a request by WWPA Williamsport, Pa., for the allocation of ch. 9 to Blossburg, Pa. Elmira was a larger city and needed the vhf facility more, the Commission said.

In filing its appeal, WMGT also asked for an injunction against the effective date of the ch. 10 Vail Mills assignment. WMGT claimed that this allocation drop-in meant its demise. WMGT said it had invested $676,847 in capital and had $295,021 in losses operating ch. 19.



They talk of Pigeons and Glitch

"Pigeons" are not birds to a Bell System technician. They are impulse noises causing spots which seem to fly across the TV picture. And when he talks of "glitch" with a fellow technician, he means a low frequency interference which appears as a narrow horizontal bar moving vertically through the picture.

It is important that our technicians can describe the quality of their signals in terms which mean the same to Bell System technicians in television operating centers along the line.

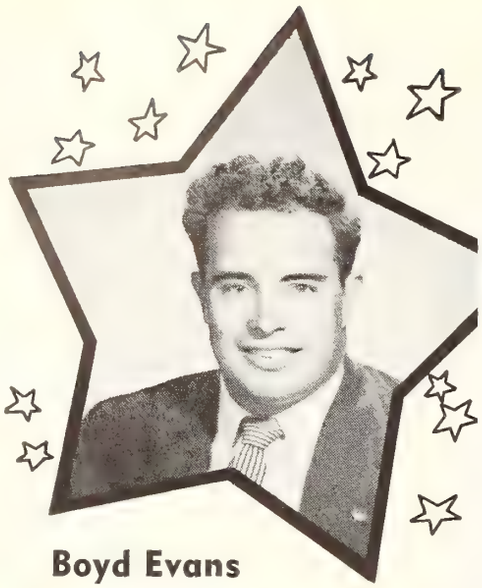
They continually check their monitors and oscilloscopes to guard the quality of the signal as it wings across the nation. If one of them notes any defect in the picture, he may want to compare the signal he is receiving with those received by monitors back along the line. It is important that they talk a uniform language with precise definitions. That way they quickly isolate the point of interference and correct it.

This teamwork along Bell System lines is another item which assures the network that the signals represent the best possible service that Bell System ingenuity can provide.



BELL TELEPHONE SYSTEM

PROVIDING TRANSMISSION CHANNELS FOR INTERCITY TELEVISION TODAY AND TOMORROW



Boyd Evans

Star of

Alabama Farmers' Journal
WAPI 5:45 to 6 a.m.

Alabama Farmers' Time
WAFM 12 to 12:15
(fed Statewide Network)

NOON EDITION
WABT 12:18 to 12:23
—all Monday through Friday

These programs of Farm Service (not "Farm Entertainment") are heard and heeded by substantial farmers all over Alabama. Boyd is well fitted for this work. He attends about 2 farm meetings a week and speaks to more than 100,000 farmers every year.

Stars **Sell** on Alabama's greatest radio station

WAPI
Birmingham
Represented by John Blair & Co.
Southeast, Harry Cummings

greatest TV station

WABT
Birmingham
Represented by BLAIR-TV

facility. It also indicated that if ch. 10 were permitted to be moved into Vail Mills, it (WMGT) would apply for it.

The appeal also said: "The Report and Order, in allocating ch. 10 to Vail Mills, aggravates the present intermixture problem in the Pittsfield-Capital [Albany] area at a time when the Commission has ordered a general rule-making proceeding professedly designed to study deintermixture on a nationwide basis and if need be to shift existing vhf operations to uhf. Unless the Report and Order is construed as only 'tentatively' allocating ch. 10 to Vail Mills, the Commission would stand accused of prejudging the general rule-making proceeding now in progress and the weight it intends to give to city-by-city allocation data. . . ."

The Broadcast Bureau's oppositions to the uhf petitions to intervene in pending vhf cases claimed the filings were "much too late" and the intervention if granted would be "fruitless."

The uhf petitions [B•T, Nov. 28] not only asked for intervention, but also asked that final decisions in the pending vhf hearing cases be stayed.

The Broadcast Bureau charged that the petitioners were not interested in the outcome of the hearings, but only "in preventing a grant to either applicant."

The Bureau chided the petitioners for suggesting that the Commission might be influenced in considering deintermixture between a situation where there was no vhf operating and where there was one in existence.

"This argument," the Bureau said, "implies that the Commission will be less than diligent in considering the overall uhf-vhf problem in pursuing the true public interest . . . (furthermore) the Commission in adopting its Notice of Proposed Rule-Making made it clear that deintermixture is only one of a number of possible solutions. . . ."

In situations where oral argument has not yet been held, the Bureau said that a stay would result in jeopardizing the losing applicant's right of appeal. It would also be unfair to the winner, the Bureau said.

TV MUST RAISE PUBLIC TASTE—McCONNAUGHEY

It's not enough just to serve public taste, FCC chairman says in addressing Sylvania Awards dinner. He blasts 'bar-room' material and over-commercialism.

AMERICAN telecasters must judge the "good taste" of what goes out over the air from their stations, FCC Chairman George C. McConnaughey said last week.

". . . With unforgivable frequency the American living room is being fed material more appropriately reserved for the bar-room or midway," the FCC chairman told an audience assembled at the Sylvania Television Awards dinner in New York (see separate story on page 109).

Mr. McConnaughey, who also referred to bait-and-switch advertising as offensive, told broadcasters that "the job is not only to serve the public taste, but to raise it a little."

"The best guidance and discipline is self-guidance and self-discipline," Mr. McConnaughey said. He declared that he hoped the industry will solve its own program problems and maintain high standards.

"Do not for a minute relax vigilance," he added. "The heritage is so vital to our continued existence as a free people that there ought to be screams any time your government gets close to the prize."

The Commission is forbidden to exercise censorship over program content, Mr. McConnaughey recalled.

". . . Not one of us, I am sure, would trust any other commissioner or combination of commissioners, past, current or future with the power to control what comes out of a radio or television receiver," Mr. McConnaughey said. "This has got to be in the hands of the public . . ."

Lengthy commercials also came in for admonishment by Mr. McConnaughey. "I do not believe that the long commercial carries greater selling impact than the short, punchy message," the FCC chairman said. "Nor do I believe that piling up commercials is a significant accomplishment. Listeners who have heard one program and are waiting for another have to expect a plug to intervene. But when they have one or more announcements, they have a reasonable right to expect a program to intervene."

Expressing his "bullish" attitude toward color tv, Mr. McConnaughey said:

"I am a color enthusiast. . . . It makes a picture look sharper and more life-like and will open up to television whole new areas in programming and in attracting business."

Color production should really get going next year, Mr. McConnaughey declared, "and usher in an era where the color set will be as common place in the home as black-and-white is now."

BASEBALL MEN TOLD PAY TV NOT AT HAND

PAY TV is not around the corner. That is what FCC Chairman George C. McConnaughey—college varsity pitcher (Denison U., 1920)—told the National Assn. of Professional Baseball Leagues last week in Columbus, Ohio.

"Whatever course pay-as-you-see or free television might take," Mr. McConnaughey told the baseball delegates, "there is at least a strong possibility, if not probability, that it will not be included in tomorrow's headlines."

After reviewing the unprecedented volume of comments and correspondence on subscription tv received by the FCC (25,000 filling nearly 70 reference volumes), he referred to "a great deal of opinion" that the matter of pay tv cannot be authorized by the Commission without legislation by Congress. "If that develops," he added, "I am sure you know the added difficulties that would be presented to any speedy action."

The FCC chairman spoke out on the "confusion and misinformation" regarding the ability of a tv station to broadcast free and fee programs on the same channel. "At the present stage of the television art," he said, "this simply is not possible. Any given channel or television station at any particular time must be utilized wholly either for toll tv or free tv programs."

The convention also heard minor league President George M. Trautman call for additional curbs to be placed on the broadcasting and telecasting of major league games into minor league territory.

He told big league baseball "to quit broadcasting us to death or some day you may be out of business yourselves."

"I have a memory of a basic economic principle I learned in college," Mr. Trautman said. "It is simply that you can't put a superior product out for free in competition with an-

her product which isn't quite as good and large money for it.

"Well, that's the way it is in minor league baseball. The fans in many cities get their superior product, which is major league baseball, right in their living rooms by switching dial on their radio or changing the channel on their tv."

WWBZ REVOKED FOR RACING NEWS

FCC withdraws license of Vineland, N. J., station for horse racing broadcasts; orders WWBZ off air within 60 days.

THE LICENSE of WWBZ Vineland, N. J., was revoked by the FCC last week on grounds the station broadcast horse racing information. The station was given 60 days in which to cease operation. Comr. Robert E. Lee dissented and Comr. Richard A. Mack abstained.

The Commission found that the horse racing broadcasts were used by gamblers. WWBZ discontinued broadcasting race results last March following an initial decision by FCC Chief Hearing Examiner James D. Cunningham recommending that the station's application for renewal of license he denied [B•T, March 14].

The proceedings date back to February 1952 when the FCC set for hearing WWBZ's application for renewal of license. Subsequent changes in WWBZ's programming policy with respect to horse racing broadcasts came too late and paralleled "too closely the movement of the adjudicatory proceeding," the Commission said.

Although the FCC has initiated actions against other stations because of overemphasis on horse racing broadcasts, in only one of those cases has the Commission issued a revocation order (WTUX Wilmington, Del.). Renewal was granted, however, following a review of the case.

The FCC said the reputations of the WWBZ owners were excellent and that there was no evidence of a tie-in with the gambling interests. Likewise, the Commission declared that sponsors of the programs featuring race results were reputable businesses and in no way identifiable with the illegal activities.

WWBZ, whose final recourse to the FCC decision is an appeal to the courts, received some encouragement in the lone dissent to the revocation order. Comr. Lee said he was convinced that "this precedent-making decision will not stand up in court. . . ." Comr. Lee said that while there was a certain "inbalance" in WWBZ's programming, he did not consider it "inordinate."

Exemption of Radio-Tv From Lobbying Act Pushed

SEN. JOHN F. KENNEDY (D-Mass.), author of a bill to exempt radio and tv stations from the provisions of the Federal Lobbying Regulation Act, last week reiterated his intention of holding hearings on the measure (S 2308) early in the next session of the 84th Congress. Newspapers and published periodicals already are exempt from the present act's provisions.

Sen. Kennedy, who introduced his bill last summer [AT DEADLINE, June 27], said he has asked more than 200 registered lobbyists to testify at hearings next year by the Senate Government Operations Reorganization Subcommittee, of which he is chairman.



IT'S Col.-Comr. Robert T. Bartley (r) from now on. The Texas commissioner receives his "commission" as a Kentucky Colonel from Gilmore N. Nunn, president-elect of the Kentucky Broadcasters Assn. and president and 51% owner of WLAP-AM-FM-TV Lexington, Ky. The presentation took place in Mr. Bartley's office in Washington last week.

Council of Churches Opposes Cutting Educational Channels

NOTICE was given to the FCC last week that any moves to delete educational tv reservations will meet with opposition from the National Council of Churches of Christ in the U.S.A.

The National Council, through its Broadcasting & Film Commission, filed with the FCC objections to petitions which called for the deletion of educational chs. 5 at Weston, W. Va., and 3 at College Station, Tex. The former was asked by WJPB-TV Inc., Fairmont, W. Va., the latter by John M. Lawrence II.

The Council, which through its groups represents about 36 million people, called tv "the most effective medium of mass communication yet devised by man." As democracy depends on communication, the Council said, upon the ability to use tv successfully ". . . may depend our survival as a democratic community."

Army Names Maj. Clagett Chief of Radio-Tv Branch

MAJ. THOMAS B. CLAGETT was announced as the new chief of the Army public information division's radio-tv branch last week upon the reassignment of Lt. Col. Tom O. Mathews, in that position for the past 3½ years, to Brooke Army Medical Center at Ft. Sam Houston, Tex.

Lt. Col. Mathews, known in the agency and network fields as Army contact for national radio and tv network shows requiring Army assistance or cooperation, will leave soon for his new assignment, the Dept. of the Army announced. Lt. Col. Mathews acted as executive supervisor for *The Big Picture*, weekly Army tv film series distributed by the Signal Corps Pictorial Center and currently seen on more than 360 U. S. tv stations.

Maj. Clagett, who has been acting as assistant to Lt. Col. Mathews at the Pentagon in Washington since 1953, has been assigned to Army radio and tv for a number of years. During the Korean conflict he headed the radio-tv division of the Far East and United Nations Command.

Commissioners Given Pilots' View of Towers

Quick air trip to Dayton gives FCC first hand report of pilot's problem in avoiding tall towers when flying without visual contact with ground.

FIVE FCC commissioners got a "pilot's eye view" of tall tv towers last week when the Air Force flew them and half-dozen staff personnel from Washington to Wright Field, Dayton, Ohio, and back again in one day.

The trip, by Convair, took place last Tuesday. The flight was in sunny weather at the start, but hit clouds and snow in its second half. Among the half-dozen towers viewed were the 1,000-ft. above ground radiator of WSAZ-TV Huntington, W. Va., and the WHIO-TV Dayton, Ohio, tower. The pilot made several approaches to these towers, causing one commissioner to state, "Now I can appreciate what a pilot feels when he's flying in soupy weather and cannot find a tall tower." He added, "Now I can understand the tall tower problem; much better than from the ground."

Aboard the flight were FCC Comrs. Rosel H. Hyde, Edward M. Webster, Robert E. Lee, John C. Doerfer and Richard A. Mack. Among the staff members were John R. Evans, aviation division chief; Curtis B. Plummer, Safety & Special Service Bureau chief, and James E. Barr, Broadcast Bureau assistant chief. Comr. Robert T. Bartley remained on duty at the FCC; Chairman George C. McConnaughey was out of town.

Pending before the FCC are two tall tower cases where the Dept. of Defense has objected to over-1,000 ft. towers. They are KGEO-TV Enid, Okla., and WSLA-TV Selma, Ala. Earlier in the year, the FCC, over Defense Dept. objections, authorized KSWS-TV Roswell, N. M., to erect an over-1,000-ft. tower.

The military has been objecting to towers more than 1,000 ft. above ground. This led to the formation of a joint industry-government committee which drew up a set of recommendations seeking more stringent criteria for FCC approval of tv towers more than 1,000 ft. above ground. The FCC has not yet acted on these recommendations.

Also in existence is another joint industry-government committee which is working on methods to make towers more visible to pilots. Various tests on marking and lighting are being carried out by this committee at the present time.

Newburyport Favored For First Local Am

GRANT of a first station to Newburyport, Mass., would be in the public interest even though the new service would cause interference to existing stations in the area, FCC Hearing Examiner Annie Neal Huntting found last week.

In an initial decision recommending Theodore Feinstein for 1470 kc, 500 w day at Newburyport, Examiner Huntting declared that the need for a first service in that city outweighed the loss of service which will be experienced by WHAV Haverhill, Mass., and WLAM Lewiston, Me.

Examiner Huntting noted that the interference which would be caused to WHAV (1490 kc, 250 w unlimited) by the proposed station would be insignificant. In the case of WLAM (1470 kc, 5 kw directional unlimited),

however, co-channel interference involved would deprive 11,219 persons of service within WLAM's normally protected contour, the examiner pointed out. Against these losses, the examiner said, a first station for Newburyport would bring locally originated programs to 14,111 people and a new service to 58,629 people.

Sarnoff Sees Selling Job In Youth Reserve Program

BRIG. GEN. DAVID SARNOFF, chairman of the board of RCA-NBC and new chairman of the National Security Training Commission [B•T, Nov. 21], said in Washington last week that a job of selling the new reserve program—to both the youth of the country and the public—must be accomplished before the program will be successful. He blames the public's lack of understanding for the slow reception the program has received.

Gen. Sarnoff said there are no definite plans to use radio and/or tv in promoting the program, but there is a possibility one or both may be used in the future.

The NSTC is charged with administering the new reserve program, which provides that a youth may spend six months on active duty and complete his military obligations by serving 7½ years in the ready reserve. The reserve law became effective Aug. 9 but at the present time there are only 4,093 taking the six-month training.

WBC NAMES THREE VICE PRESIDENTS

Richard M. Pack, Rolland V. Tooke and Harold C. Lund promoted to new positions by broadcasting company.

THREE key executives of Westinghouse Broadcasting Co. were elected to vice presidencies last week.

President Donald H. McGannon announced Thursday that Richard M. Pack, national program manager, had been named vice president in charge of programming; Rolland V. Tooke, general manager of WBC's WPTZ (TV) Philadelphia, had been named WBC vice president-Philadelphia, and Harold C. Lund, general manager of KDKA-TV Pittsburgh, had been named WBC vice president-Pittsburgh.



MR. PACK

Mr. Tooke will supervise all WBC activities in the Philadelphia area and the managers of WPTZ and KYW in that city will report to him. Mr. Lund will have a similar position in the Pittsburgh area, with managers of KDKA-AM-TV reporting to him. W. C. Swartley was elected vice president-Boston some time ago, his duties including supervision of WBZ-WBZ/ and WBZ-TV.

"The growth of television and radio dail imposes upon the broadcaster increasing re sponsibility," President McGannon said. "With in WBC we are meeting this responsibility b expanding our top management staff to includ these new capacities of regional vice president For the present, this expansion is now com pleted in the three cities where we have bot



MR. LUND



MR. TOOKE

radio and television stations."

WBC also operates WOWO Fort Wayne Ind.; KEX Portland, Ore., and KPIX (TV) San Francisco.

Mr. Pack's election, Mr. McGannon ex plained, reflects WBC's continuing emphasis on improvement of local programs on the com pany's owned stations.

Announcement of the new vice presidencie followed a board meeting which coincided with a three-day session of general managers o WBC stations and headquarters executives and staff in New York. In a dinner meeting, mean while, Mr. McGannon's predecessor, Chris J Witting, now vice president in charge of con sumer products for the parent Westinghouse Electric Corp., was awarded the Westinghouse Order of Merit for his work as WBC presiden (story, page 110).

In the management meeting Monday morn ing, presiding as president for the first time Mr. McGannon told the general managers tha the impact of both tv and radio "is so far reaching that we professional broadcasters are unable to estimate the long-range effect on Americans, and more specifically, on the youth of our nation." It is necessary, he said, to "come to certain common understandings and sharpened focus on what are our true objec tives."

He summarized radio and tv in this manner

"Radio today is a vastly different art than that which existed seven to ten years ago. In 1955, radio is a medium that is predominantly local and relies almost entirely on the creative abilities of local staffs and a minimum on net work feeds. This is in sharp contrast to the op posite condition which existed prior to the arrival of television. Radio lives on revenue received from local and national clients par ticipating in station-produced shows. The radio operation is today streamlined by necessity and the format is largely service, news and music revolving about strong local personalities.

"The penetration of this new radio is impres sive and effective and listeners numbering mil lions, during broad periods of the day, have been attracted to these local personalities Profits are to be realized, but in limited amounts and only by able, alert and aggressive manage ment.

"Television, despite its amazing advance, is



From Governor to Gardening Expert . . .
Drue knows 'em all!

The Fabulous *"Girl on the Go"*
DRUE SMITH

Leading CHATTANOOGA RADIO PERSONALITY for **many** years! Drue knows everybody, everywhere, and everybody knows . . . and LISTENS to DRUE.

Limited Participations are available. 10:05-10:30 a.m., 2:15-2:30 p.m., Monday thru Friday.

This is a hot tip!
Ask ***BRANHAM!***

WDEF RADIO
NBC AFFILIATE IN CHATTANOOGA, TENN.

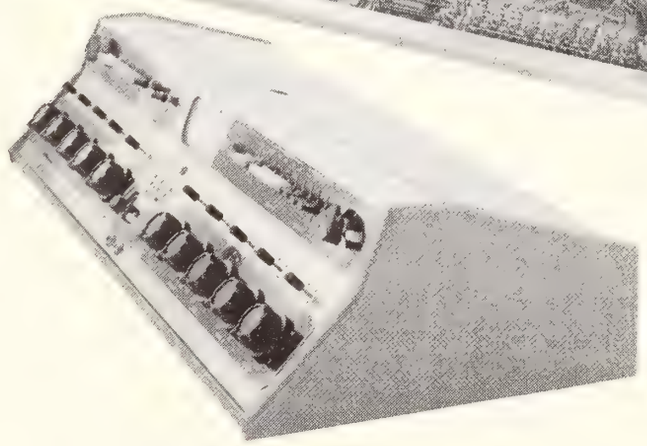
CARTER M. PARHAM, President • KEN FLENNIKEN, General Manager

The "GATESWAY"

IS BROADCASTING'S NEWEST . . . MOST MODERN CONSOLE

GATES Hi-WATTER SERIES
MORE WATTS PER DOLLAR INVESTMENT





This is new:

- Inbuilt cue/intercom with front panel speaker for both talking and listening on all major circuits without disrupting house monitoring system.
- Inbuilt variable Hi-pass equalizer with front panel control to instantly correct or improve unlooked for program deficiencies.
- 4 tape/projector/turntable channels with individual cue position on each attenuator.
- New era in serviceability. Reach every part in as much time as it takes to move a hinged panel or chassis.
- Printed wiring for greater reliability — lower cost.
- More of everything—circuit facilities, mixing channels, amplifiers and performance. At least 20 exclusively new or greatly improved upon features.

In the continuing parade of new, modern and up-to-date broadcast equipment, comes the new "Gatesway"—a speech input console that is *new* all the way! *New* functional design, *new* features never before incorporated in standard designs, *new* performance standards and *new* manufacturing methods, manufacturing engineering is the correct wording, that provides far more equipment for each dollar invested. — A brochure on this wonderful new product is ready for you now. Better yet—you can have a new Gatesway *now!*

GATES

GATES RADIO COMPANY - QUINCY, ILLINOIS, U.S.A.

Manufacturing Engineers Since 1922

OFFICES IN .... NEW YORK, WASHINGTON, ATLANTA, HOUSTON, and LOS ANGELES



JOINING FORCES to finalize a St. Louis, Mo., television program deal calling for 624 half hours of tv films are these nine men. L to r: seated, George M. Burbach, general manager of KSD-TV St. Louis, and H. V. McNamara, Chicago, president of the National Tea Co.; standing, W. H. Sievert, general manager of National Food Center Stores, St. Louis, National Tea Co. subsidiary; Carl McIntire, host on the film series; Guy Yeldell, KSD-TV sales manager; Jack Garrison, central division sales manager of Official Films Inc.; Jimmy Allen, KSD-TV account executive; Richard Kirckhoff, president of Pevely Dairy Co., St. Louis, and Granville (Pick) Rutledge, president of Rutledge & Lilienfield, agency for the National Tea Co., National Food Center Stores, and Pevely Dairy Co.

still to mature finally and be stabilized. Our technical staffs have yet to evolve the full potential of this medium, but we can be confident that its future success and public effectiveness relies on the automation that must come. The people of our nation have taken to television with a zest never previously encountered. The appetite of this medium is, in turn, insatiable, and legions of writers, scripts and talent are being regularly absorbed. This is creating no small concern among the industry program producers.

"Broadcasting is a highly 'styled' business. If our product, intangible though it may be, fits the tastes and needs and desires of our audience, we achieve acceptance. If it does not, we are unacceptable. Such tastes are generally more similar than dissimilar, but tire readily. Our industry must anticipate these changes and constantly afford variations to our public that will be of interest to them. This requires investment and research without which the patient and tolerant public we serve will soon become intolerant of our complacency. This is our responsibility if the true stature of both of these media is to be preserved and not dissipated."

In another session of the management conference, held Monday through Wednesday, National Sales Manager Eldon Campbell reported that gross time sales of WBC's five radio stations will be 5% higher this year than in 1954 while those of its four tv stations will be up 13.5% [B•T, Nov. 28].

Mr. Campbell and his sales staff were praised for "phenomenal" performance by President McGannon, who also commended Engineering Vice President Ralph N. Harmon, Mr. Pack and Assistant National Program Manager Bill Kaland, and Advertising-Sales Promotion Manager David Partridge and their respective staffs, and the heads of these departments at the various stations.

Baskerville Appointed WALT General Manager

CHARLES G. BASKERVILLE, former general manager of WNAO-AM-TV Raleigh, N. C., and WFLA Tampa, Fla., has been appointed general manager of WALT Tampa, Harold Kaye, president, announced last week. Mr. Baskerville, a native North Carolinian, has lived in Tampa for over 20 years and only recently returned from a three-year tour of duty with WNAO.

Approval for the sale of WALT to Mr. Kaye and Emil J. Arnold was given by the FCC in October [B•T, Oct. 10].

Crosley Stations Name Three

THREE APPOINTMENTS involving promotion duties were announced by Crosley Broadcasting Corp. last week for WLW and WLWT (TV) Cincinnati. Ray Shannon joined Crosley as director of promotion for WLWT; Robert H. Kimball was appointed promotion director for WLW, and Jack P. Reeder was promoted to director of promotional media for the Crosley stations.

WOR-FM Returns to Air After Two Year Absence

WOR-FM New York was set to return to the air last Friday after a two-year absence, duplicating WOR-AM's programming from 11 a.m. to 1 a.m. EST. WOR-FM will broadcast on 98.7 mc (ch. 254) with 1.7 kw. In announcing the move, Gordon Gray, general manager of WOR-AM-FM-TV, said the fm operation went off the air in December 1953 because fm equipment in use at WOR-TV's transmitter in New Jersey was dismantled when the transmitter was relocated atop the Empire State Bldg. WOR-FM broadcasts, Mr. Gray said, will now emanate from the Empire State Bldg. with a signal receivable by fm listeners located within a 65 mile radius of the skyscraper.

Mr. Gray said the WOR management had received "numerous requests" from listeners that it reinstate fm broadcasts. He said "the renewed interest in fm stems partially, at least, from the highly stimulated interest in high fidelity equipment." He observed that fm broadcasts will be in the form of "a bonus" to WOR-AM advertisers as no additional charge will be made for fm coverage.

FRANK WEBB DIES OF HEART ATTACK

FRANK V. WEBB, 48, vice president-general manager of KFH-AM-FM Wichita, Kan., died unexpectedly last Monday following a heart attack. Mr. Webb worked a full day at the station Monday and KFH staffers said he appeared to be in good health. He was stricken at his home about 6:30 p.m. and was taken to Wesley Hospital where he was pronounced dead at 6:45.



MR. WEBB

Mr. Webb entered radio in 1938 at KTSM Santa Barbara, Calif. (*Santa Barbara News Press*), following 10 years in advertising and newspaper work. He moved to KTSM from the *News-Press* advertising department. He ran KTSM almost single-handedly, performing as newsman, salesman, writer and broadcaster.

In 1940, he joined Westinghouse as assistant sales manager in charge of advertising and promotion for its then six stations. He was promoted to sales manager of KDKA Pittsburgh and later was named manager of WGL Fort Wayne, Ind., then a Westinghouse outlet. In 1944, Mr. Webb was elected to the sales managers executive committee of the National Assn. of Broadcasters (NAB), predecessor to the NARTB.

From 1946 to 1948, Mr. Webb served as vice president-general manager of KULA Honolulu. In September of 1948, he moved to Wichita to assume operation of KFH.

Mr. Webb is survived by his wife Isabella and a daughter, Barbara.

Quick Sale

A TWO-HOUR sales episode last week at WXIX (TV) Milwaukee underscores at least one sponsor's hunger for good sports tv in the Midwest—whether on uhf or vhf. At 9:30 a.m., the CBS-owned ch. 19 station was advised it would have Saturday Big Ten regional basketball telecasts from Dec. 10 on. At 10:30 a.m., word was passed to CBS Spot Sales that the pickups were available for sponsorship. At 11:30 a.m., WXIX flashed Spot Sales to cease selling. First Wisconsin National Bank, Milwaukee, had snapped up the whole series through Cramer-Krasselt in that city.

(Stations continues on page 95)

T TELESTATUS

A monthly situation report on present and planned tv stations and television network shows

BER 1955

Total U. S. Stations on Air: 454
(Commercial: 437; Educational: 17)
otal Cities With Tv Stations: 292
Total Tv Homes: 32,000,000
(U. S. Census Bureau, June 1955)

OW TO READ THIS LISTING

ch station or grantee is listed in the where licensed.
iangle (►): station on air with reg- programming. Date of grant is vn for permittees, followed by ned starting date.
hannel number is in parentheses, fol- d by national network affiliations sales representatives, estimated sets overage area and station's highest time hourly rate.
t figures are provided by stations. ries on set figures should be directed ations.
sterisk (*): non-commercial outlet.
agger (†): not interconnected.
ata on station color equipment: N, pped for network color; LS, local r slides; LF, local color film; LL, l live color.

ALABAMA

USIA†—
Q (*2) 3/9/55-Unknown
GHAM—
T (13) NBC, ABC; Blair; 366,400; N; $750
Q (*10)
C-TV (6) CBS; Katz; 360,000; N; $750
N-TV (48) 12/10/52-Unknown
R†—
SL-TV (23) CBS, NBC; Walker; 31,200; $150
N—
Y (9) CBS, ABC; Young; 26,310; $150
—
A-TV (10) NBC, ABC; Headley-Reed; 000; N; $450
G-TV (5) CBS; Avery-Knodel; 187,580; $400
AB-TV (48) See footnote
OMERY—
V-TV (20) CBS, ABC; Raymer; 76,550; N; 0
A-TV (12) NBC; Katz; 116,500; N; $350
RD†—
Q (*7)
†—
A (8) 2/24/54-Unknown

ARIZONA

(PHOENIX)—
R (12) NBC; Raymer; 141,060; N; $450
IX—
L-TV (10) CBS; Hollingbery; 141,060; N; 0
O-TV (5) Katz; 141,060; N; $450
K (3) ABC; Weed; 167,000; LF, LS; $400
N—
O-TV (13) CBS; Hollingbery; 50,100; $250
A-TV (4) ABC, NBC; Raymer; 50,500; $250
WI-TV (9) 4/19/55-Unknown
†—
A (11) CBS, NBC; Raymer; 27,313; $200

ARKANSAS

RADO†—
BB (10) NBC; Pearson
SMITH—
A-TV (22) NBC, ABC, CBS; Pearson; 36,- 4; $150
AC-TV (5) Rambeau; 6/3/54-Unknown
BORO†—
TM-TV (8) 1/12/55-Unknown
ROCK—
RK-TV (4) NBC; Petry; 118,694; N; $400
TV (7) (See Pine Bluff)
HV (11) CBS; Branham
BLUFF—
TV (7) CBS, ABC; Avery-Knodel; 118,694; ; 3450
RKANA—
MC-TV (6) See Texarkana, Tex.

CALIFORNIA

BAKERSFIELD—
► KBAK-TV (29) ABC; Weed; 95,000; $275
► KERO-TV (10) NBC, CBS, Hollingbery; 200,000; N; $500
BERKELEY (SAN FRANCISCO)—
► KQED (*9)
CHICO—
► KHSL-TV (12) CBS, ABC, NBC; Avery-Knodel; 68,100; $250
CORONA†—
KCOA (52), 9/16/53-Unknown
EUREKA—
► KIEM-TV (3) CBS, ABC, NBC; Hoag-Blair; 27,000; $200
FRESNO—
►KJEO (47) CBS, ABC; Branham; 169,000; N; $500
► KMJ-TV (24) NBC; Raymer; 169,000; N, LF, LS; $500
KARM (12) Bolling; Initial Decision 8/3/54
KBID-TV (53) See footnote
LOS ANGELES—
► KABC-TV (7) ABC; Petry; 2,240,384; $1,750
► KCOP (13) Weed; 2,240,384; $1,250
► KHJ-TV (9) DuM; H-R; 2,240,384; N; $1,200
► KNXT (2) CBS; CBS Spot Sls.; 2,240,384; N, LS, LF, LL; $2,700
► KRCA (4) NBC; NBC Spot Sls.; 2,240,384; N, LS, LF, LL; $3,600
► KTLA (5) Raymer; 2,240,384; LS, LF, LL; $1,500
► KTTV (11) Blair; 2,240,384; $1,750
KBIC-TV (22) 2/10/52-Unknown
MODESTO†—
KTRB-TV (14) 2/17/54-Unknown
SACRAMENTO—
► KBET-TV (10) CBS; H-R; 381,328; N, LF, LS; $600
► KCCC-TV (40) ABC, NBC; Weed; 165,000; $400
► KCRA-TV (3) NBC; Petry; 371,000; $650
SALINAS (MONTEREY)—
► KSBW-TV (8) CBS, ABC, NBC; H-R; 110,850; $350
SAN DIEGO—
► KFMB-TV (8) CBS, ABC; Petry; 407,092; N; $800
► KFSD-TV (10) NBC, ABC; Katz; 407,000; N; $700
SAN FRANCISCO—
► KGO-TV (7) ABC; Petry; 1,163,810; $1,200
► KPIX (5) CBS; Katz; 1,163,810; N; $1,250
► KRON-TV (4) NBC; Free & Peters; 1,163,810; N, LS, LF, LL; $1,500
► KSAN-TV (32) Stars National; 325,000; $225
KBAY-TV (20) 3/11/53-Unknown (granted STA 9/15/54)
SAN JOSE†—
► KNTV (11) Bolling; 548,159; $350
SAN LUIS OBISPO—
► KVEC-TV (6) ABC, CBS; Grant; 96,420; $200
SANTA BARBARA—
► KEYT (3) ABC, CBS, NBC; Hollingbery; 227,- 918; $450
STOCKTON†—
► KOVR (13) DuM; Blair; 1,162,340; $700
► KTVU (36)
TULARE (FRESNO)—
► KVVG (27) 150,000; $325
VISALIA†—
KAKI (43) 10/6/54-Unknown

COLORADO

COLORADO SPRINGS—
► KKTV (11) CBS, ABC; Bolling; 60,688; $200
► KRDO-TV (13) NBC; Pearson; 45,000; $125
DENVER—
► KBTV (9) ABC; Free & Peters; 317,901; $600
► KLZ-TV (7) CBS; Katz; 317,901; N; $650
► KOA-TV (4) NBC; Petry; 317,901; N; $650
► KTVR (2) DuM; Hoag-Blair; 317,901; N; $400
KRMA-TV (*6) 7/1/53-Jan. '56
GRAND JUNCTION†—
► KFXJ-TV (5) NBC, CBS, ABC; Holman; 14,923; $120
PUEBLO—
► KCSJ-TV (5) NBC; Avery-Knodel; 57,350; $150

CONNECTICUT

BRIDGEPORT—
► WICC-TV (43) ABC, DuM; Young; 72,340; $200
WCTB (*71) 1/29/53-Unknown

SAVE this monthly TELESTATUS section which is perforated for your convenience. Additional copies are available. Write Readers Service Dept., BROADCASTING • TELECASTING, 1735 DeSales St., N. W., Washington 6, D. C.

HARTFORD—
► WGTH-TV (18) CBS; H-R; 351,000; $500
WCHF (*24) 1/29/53-Unknown
Travelers Bcstg. Service Corp. (3) Initial Decision 5/31/55
NEW BRITAIN—
► WKNB-TV (30) NBC; Bolling; 337,536; N; $500
NEW HAVEN†—
► WNHC-TV (8) ABC, CBS; Katz; 948,702; N, LF, LS; $800
WELI-TV (59) H-R; 6/24/53-Unknown
NEW LONDON†—
WNLC-TV (26) 12/31/52-Unknown
NORWICH†—
WCNE (*63) 1/29/53-Unknown
STAMFORD†—
WSTF (27) 5/27/53-Unknown
WATERBURY—
► WATR-TV (53) ABC; Stuart; 215,400; $200

DELAWARE

WILMINGTON—
► WPFH (12) NBC, DuM; Meeker; 2,051,000; N, LS, LF; $1,000

DISTRICT OF COLUMBIA

WASHINGTON—
► WMAL-TV (7) ABC; Katz; 600,000; $750
► WRC-TV (4) NBC; NBC Spot Sls.; 752,000; N; $1,250
► WTOP-TV (9) CBS; CBS Spot Sls.; 688,880; N, LS; $1,500
► WTTG (5) DuM; H-R; 670,000; $600
WETV (20) 10/21/54-Unknown
WOOK-TV (14) 2/24/54-Unknown

FLORIDA

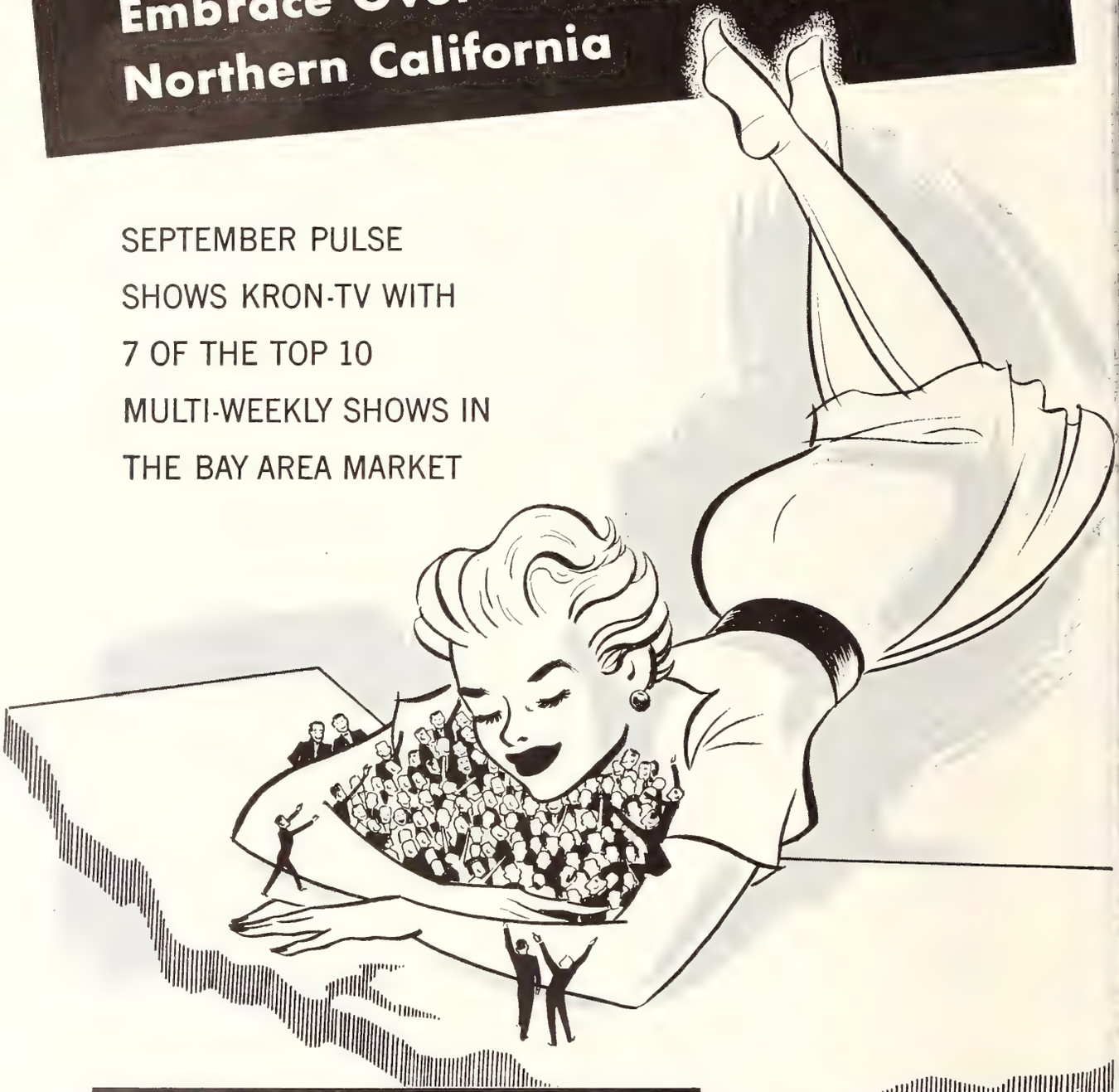
CLEARWATER†—
WPGT (32) 12/2/53-Unknown
DAYTONA BEACH†—
WESH-TV (2) McGillvra; 7/8/54-Jan. 1, '56
FORT LAUDERDALE—
► WITV (17) ABC; Forjoe; 244,120 (also Miami); $400
FORT MYERS†—
► WINK-TV (11) CBS, ABC; McGillvra; 16,140; $150
FORT PIERCE†—
WTVI (19) 4/19/55-Unknown
JACKSONVILLE—
► WJHP-TV (36) ABC, NBC; Perry; 98,896; N; $200
► WMBR-TV (4) CBS, ABC; CBS Spot Sls.; 308,385; N; $700
WOBS-TV (30) Stars National; 8/12/53-Fall '55
Jacksonville Bcstg. Corp. (12) Initial Decision 4/4/55
MIAMI—
► WGBS-TV (23) NBC; Katz; 250,381; N; $500
► WTHS-TV (*2) 290,000;
► WTVJ (4) CBS; Free & Peters; 339,600; N; $900
► WITV (17) See Fort Lauderdale
WMFL (33) 12/9/53-Unknown
Biscayne Tv Corp. (7) Initial Decision 1/17/55
MIAMI BEACH†—
WKAT Inc. (10) Initial Decision 3/30/55
ORLANDO—
► WDBO-TV (6) CBS, ABC, NBC; Blair; 111,875; N; $250
WORZ Inc. (9) Initial Decision Aug. 10
WEAL-TV (18) 9/21/55-Unknown
PANAMA CITY—
► WJDM (7) ABC, CBS, NBC, DuM; Hollingbery; 30,100; $150
PENSACOLA—
► WEAR-TV (3) ABC, CBS; Hollingbery; 107,000; $250
► WPFA (15) McGillvra; 32,500
ST. PETERSBURG†—
► WSUN-TV (38) ABC; Weed; 175,874; $325
TAMPA—
► WFLA-TV (8) NBC; Blair; 214,589; N, LF, LS; $500
► WTVT (13) CBS; Avery-Knodel; 214,000; N, LF, LS; $500
WEST PALM BEACH—
► WEAT-TV (12) ABC, CBS; H-R; 301,875; $200
► WIRK-TV (21) Cooke; 48,000; $150
► WJNO-TV (5) NBC, CBS, DuM; Venard; 301,875; $250

GEORGIA

ALBANY†—
► WALB-TV (10) ABC, NBC, DuM; Burn-Smith; 45,000; $200
ATLANTA—
► WAGA-TV (5) CBS; Katz; 577,900; N, LF, LS; $1,000
► WLWA (11) ABC; WLW Sls.; 506,475; $800
► WSB-TV (2) NBC; Petry; 516,140; N, LS, LF; $900
WQXI-TV (36) See footnote

The Loving Arms of Miss KRON-TV Embrace Over 4 Million People in Northern California

SEPTEMBER PULSE
SHOWS KRON-TV WITH
7 OF THE TOP 10
MULTI-WEEKLY SHOWS IN
THE BAY AREA MARKET



San Francisco
KRON TV
AFFILIATED WITH THE S. F. CHRONICLE
AND THE NBC-TV NETWORK ON CHANNEL 4

Represented Nationally
by Free & Peters, Inc.

No. 7 in the series, "What Every Time Buyer Should Know About KRON-TV"

TELESTATUS

(6) NBC, ABC; Hollingbery; 184,000; N;

-TV (12) CBS; Headley-Reed; 154,400;

-TV (28) NBC, ABC, DuM; Headley-
136,959; N; $220
-TV (4) CBS, ABC; Hollingbery; 187,327;
300

-TV (13) CBS, ABC; NBC (per program
); Avery-Knodel; 108,103; N; $300
(47) See footnote

-TV (9) McGillvra; 174,330; $150

-TV (11) CBS, ABC; Avery-Knodel; 150,-
$250
-TV (3) 1/26/55-Unknown

(6) CBS, NBC, ABC; Meeker; 60,000; $200

IDAHO

-TV (2) CBS; Free & Peters; 54,350; $150
-TV (7) ABC, NBC; Hoag-Blair; 49,800;

-TV (3) CBS, ABC, NBC; Gill-Perna;
; $175

-TV (3) 2/9/55-12/1/55

-TV (11) CBS, ABC; Gill-Perna; Moore
und; 13,900
Valley Tv Corp. (13) 11/9/55-Unknown

ILLINOIS

(15) McGillvra; 113,242; $200

(3) CBS, NBC; Hollingbery; 335,560; N;

-TV (2) CBS, CBS Spot Sls.; 2,323,200;
3,300
(7) ABC; Blair; 2,237,900; $2,200
-TV (9) Hollingbery; 2,325,000; $1,500
(5) NBC; NBC Spot Sls.; 2,286,000; LS,
$3,700
(*11)
-TV (26) 1/8/53-Unknown
-TV (20) 3/9/53 Unknown
(44) 2/10/54-Unknown

-TV (24) ABC; Everett-McKinney; 50,-
$150

(17) ABC, NBC; Bolling; 171,500; $300

(32) 8/12/53-Unknown

-TV (22) ABC; Walker; 30,000; $150

-TV (43) NBC; Headley-Reed; 244,420;
400
(19) CBS, ABC; Petry; 231,056; N; $350
Tv Co. (8) Initial Decision 11/5/54
(HANNIBAL, MO.)—
-TV (10) ABC, NBC; Avery-Knodel;
00; N; $200
-TV (7) See Hannibal, Mo.

-TV (13) CBS, ABC; H-R; 260,050; N;

(39) NBC; Headley-Reed; 116,000; $250
(DAVENPORT, MOLINE)—
-TV (4) CBS, ABC; Avery-Knodel; 273,-
N; $700

(20) ABC, NBC; Young; 103,580; $250
mon Valley Tv Corp. (2) Initial Decision
0/54

-TV (*12)

INDIANA

-TV (61) 2/2/55-Unknown

(4) ABC, NBC; Meeker; 684,201; (also
ianapolis); N; $800

(52) ABC; H-R; 216,135; $300

(62) ABC, NBC, DuM; Venard; 100,273;

(50) See Henderson, Ky.
sville Tv Inc. (7) Initial Decision 10/4/54

-TV (33) NBC; Raymer; 144,230; N; $400
(15) See Waterloo
-TV (69) Bolling; 9/29/54-Unknown

-TV (6) NBC; Katz; 660,000; N, LL, LF,
$960
-TV (8) CBS; Bolling; 660,000; N; $1,000
(4) See Bloomington
-West Tv Corp. (13) Initial Decision 6/7/55

-TV (59) CBS; Rambeau; 115,000; $200

MUNCIE—
► WLBC-TV (49) ABC, CBS, NBC, DuM; Holman, Walker; 107,250; N; $225
PRINCETON†—
WRAY-TV (52) See footnote
SOUTH BEND—
► WNDU-TV (46) NBC; Meeker; 176,700; N; $500
► WSBT-TV (34) CBS, DuM; Raymer; 206,363; N; $400
TERRE HAUTE—
► WTHI-TV (10) CBS, ABC, NBC; Bolling; 191,760; N; $400
WATERLOO (FORT WAYNE)—
► WINT (15) CBS, ABC; H-R; 139,625; N; $300

IOWA

AMES—
► WOI-TV (5) ABC; Weed; 316,000; N; $500
CEDAR RAPIDS—
► KCRG-TV (9) ABC; Hoag-Blair; 288,660; $325
► WMT-TV (2) CBS; Katz; 317,160; N; $500
DAVENPORT (MOLINE, ROCK ISLAND)—
► WOC-TV (6) NBC; Free & Peters; 307,070; N; $800
DES MOINES—
► KRNT-TV (8) CBS; Katz; N; $650
► WHO-TV (13) NBC; Free & Peters; 280,500; N; $650
KGTV (17) See footnote
FORT DODGE—
► KQTV (21) NBC; Pearson; 42,870; $150
MASON CITY—
► KGLO-TV (3) CBS, DuM; Weed; 135,932; $200
OTTUMWA†—
► KTVO (3) Bolling
SIOUX CITY—
► KTIV (4) NBC; Hollingbery; 187,743; N; $300
► KVTV (9) CBS, ABC; Katz; 154,642; N; $300
WATERLOO—
► KWWL-TV (7) NBC, DuM; Avery-Knodel; 162,159; $400

KANSAS

GOODLAND†—
KWGB-TV (10) 5/11/55-Unknown
GREAT BEND—
► KCKT (2) NBC; Bolling; 144,350; $225
HUTCHINSON (WICHITA)—
► KTVH (12) CBS, DuM; H-R; 228,230; N; $450
► KAKE-TV (10) See Wichita
► KEDD (16) See Wichita
MANHATTAN†—
KSAC-TV (*8) 7/24/53-Unknown
PITTSBURG—
► KOAM-TV (7) NBC, ABC; Katz; 138,300; $250
TOPEKA—
► WIBW-TV (13) CBS, ABC; Capper Sls.; 479,815; N; $400
WICHITA (HUTCHINSON)—
► KAKE-TV (10) ABC; Katz; 260,000; N; $425
► KARD-TV (3) Petry; 265,430; N, LF, LS; $350
► KEDD (16) NBC; Young; 160,968; $425
► KTVH (12) See Hutchinson

KENTUCKY

ASHLAND†—
WPTV (59) Petry; 8/14/52-Unknown
HENDERSON (EVANSVILLE, IND.)—
► WEHT (50) CBS; Meeker; 92,859; N; $250
LEXINGTON†—
► WLEX-TV (18) NBC, ABC, DuM; Forjoe; $150
WLAP-TV (27) 12/3/53-Unknown
LOUISVILLE—
► WAVE-TV (3) ABC, NBC; NBC Spot Sls.; 498,495; N; $925
► WHAS-TV (11) CBS; Harrington, Righter & Parsons (last reported set count in July 1952 was 205,544); N; $850
WKLO-TV (21) See footnote
WQXL-TV (41) Forjoe; 1/15/53-Unknown
NEWPORT†—
WNOP-TV (74) 12/24/53-Unknown
PADUCAH†—
Columbia Amusement Co. (6) Initial Decision 4/11/55

LOUISIANA

ALEXANDRIA†—
► KALB-TV (5) NBC, ABC, CBS, DuM; Weed; 107,600; $250
BATON ROUGE—
► WAFB-TV (28) CBS, ABC; Young; 96,450; $250
► WBRZ (2) NBC, ABC; Hollingbery; 171,180; N; $250
LAFAYETTE—
► KLFY-TV (10) CBS; Venard; 71,175; $200
LAKE CHARLES—
► KPLC-TV (7) NBC, ABC; Weed; 66,781; $200
► KTAG (25) CBS; DuM; Young; 62,167; $150
MONROE—
► KNOE-TV (8) CBS, ABC, NBC; H-R; 267,000; N; $300
NEW ORLEANS—
► WDSU-TV (6) ABC, CBS, NBC, DuM; Blair; 364,679; N, LF, LL; $850
► WJMR-TV (20) ABC, CBS, DuM; Bolling; 139,000; $250

New Tv Stations

THE following tv stations started regular programming within the past month:

KTVO (TV) Ottumwa, Iowa (ch. 3);
KTHV (TV) Little Rock, Ark. (ch. 11);
KRBB (TV) El Dorado, Ark. (ch. 10).

WCKG (26) Gill-Perna; 4/2/53-Unknown
Times-Picayune Pub. Co. (4) Initial Decision 7/7/55
SHREVEPORT—
► KSLA-TV (12) ABC, CBS, NBC, DuM; Raymer; 93,500; $300
► KTBS-TV (3) NBC; Petry; 167,135

MAINE

BANGOR—
► WABI-TV (5) ABC, NBC, DuM; Hollingbery; 98,000; N; $150
► WTWO (2) CBS; Venard; $250
LEWISTON—
WLAM-TV (17) See footnote
POLAND SPRING—
► WMTW (8) ABC, CBS, DuM; Harrington, Righter & Parsons; 272,923; $300
PORTLAND—
► WCSH-TV (6) NBC; Weed; 184,085; N; $350
► WGAN-TV (13) CBS; Avery-Knodel; 185,000; N; $350
WPMT (53) See footnote

MARYLAND

BALTIMORE—
► WAAM (13) ABC, DuM; Harrington, Righter & Parsons; 627,380; $975
► WBAL-TV (11) NBC; Petry; 627,380; N, LS, LF, LL; $1,100
► WMAR-TV (2) CBS; Katz; 627,380; N, LF, LS; $1,100
WITH-TV (72) Forjoe; 12/18/52-Unknown
WTLF (18) 12/9/53-Unknown
SALISBURY†—
► WBOC-TV (16) ABC, CBS; Burn-Smith; 53,495; $200

MASSACHUSETTS

BOSTON—
► WBZ-TV (4) NBC; Free & Peters; 1,361,830; N, LS, LF; $2,250
► WGBH-TV (*2) 1,332,379; N, LL, LF, LS
► WNAC-TV (7) CBS, ABC, DuM; H-R; 1,361,830; N; $2,000
WJDW (44) 8/12/53-Unknown
WHMB (38) 10/12/55-Unknown
BROCKTON†—
WHEF-TV (62) 7/30/53-Unknown
CAMBRIDGE (BOSTON)—
► WTAO-TV (56) ABC, DuM; Keller; 219,000; $250
PITTSFIELD†—
► WMGT (19) ABC; Walker; 175,886; $250
SPRINGFIELD—
► WHYN-TV (55) CBS; Branham; 198,000; $300
► WWLP (22) NBC, ABC; Hollingbery; 198,000; N; $400
WORCESTER—
WWOR-TV (14) See footnote
WAAB-TV (20) Forjoe; 8/12/53-Unknown

MICHIGAN

ANN ARBOR—
► WPAG-TV (20) DuM; Everett-McKinney; 27,000; $150
WUOM-TV (*26) 11/4/53-Unknown
BAY CITY (MIDLAND, SAGINAW)—
► WNEM-TV (5) NBC; Headley-Reed; 312,555; N; $545
CADILLAC—
► WWTV (13) CBS, ABC; Weed; 333,577; $300
DETROIT—
► WJBK-TV (2) CBS; Katz; 1,590,400; N; $2,000
► WTVS (*56)
► WWJ-TV (4) NBC; Free & Peters; 1,580,000; N, LF, LS; $2,000
► WXYZ-TV (7) ABC; Blair; 1,568,000; N; $1,800;
► CKLW-TV (9) CBC; Young; 1,550,000; $1,100. See Windsor, Ont.
WBID-TV (50) 11/19/53-Unknown
EAST LANSING†—
►WKAR-TV (*60) 58,000
FLINT†—
WJRT (12) CBS; Harrington, Righter & Parsons; 5/12/54-Dec. '55
GRAND RAPIDS—
► WOOD-TV (8) NBC, ABC; Katz; 549,149; N; $1,050
WMCN (23) 9/2/54-Unknown
KALAMAZOO—
► WKZO-TV (3) CBS, ABC, NBC; Avery-Knodel; 595,375; N; $1,000
LANSING—
► WJIM-TV (6) NBC, CBS, ABC; Petry; 435,980; N; $800
► WTOM-TV (54) ABC; McGillvra; 60,850; $200
MARQUETTE†—
WDMJ-TV (6) 4/7/54-Unknown
SAGINAW (BAY CITY, MIDLAND)—
► WKNX-TV (57) CBS, ABC; Gill-Perna; 152,000; N; $375
TRAVERSE CITY—
► WPBN-TV (7) NBC; Holman; 48,203; $120

MINNESOTA

AUSTIN—
► KMMT (6) ABC; Avery-Knodel; 89,270; $200
DULUTH (SUPERIOR, WIS.)—
► KDAL-TV (3) CBS, ABC; Avery-Knodel; 106,500; $325
► WDSM-TV (6). See Superior, Wis.
WFTV (38) See footnote
MINNEAPOLIS-ST. PAUL—
► KEYD-TV (9) H-R; 630,000; $450
► KSTP-TV (5) NBC; Petry; 615,000; N, LS, LF; $1,450
► WCCO-TV (4) CBS; Free & Peters; N, LL; $1,100
► WTCN-TV (11) ABC; Katz; 600,000; $750
ROCHESTER—
► KROC-TV (10) NBC; Meeker; 110,927; N; $200

COMPARATIVE NETWORK SHOWSHEET

SUNDAY

	ABC	CBS	NBC
Noon		Ideal Toy Winky Dink 12:15-30 p.m. Sust. Monsanto 12/11&12/18	Hartz Capt. Hartz L
12:15			
12:30	Faith for Today Seventh Day Adventist Conference	Kellogg Wild Bill Hickok F	
12:45			
1:00	*College Press Conference*		American Forum L
1:15			
1:30	*Dean Pike*		*Frontiers of Faith* L
1:45			
2:00			*American Inventory* L
2:15			
2:30		*Report Card*	Gen. Dynamics Corp. Youth Wants To Know L
2:45			
3:00		*Talkaround*	*Dr. Spock* L
3:15			
3:30		*Adventure*	*Zoo Parade* L
3:45			
4:00		*Face the Nation*	12/11 only Hallmark Hall of Fame
4:15			
4:30		*Let's Take Trip*	12/18 only Wide, Wide World
4:45			
5:00			12/25 only Special Christmas Show
5:15	Roto Broil Chunky Choclate Super Circus L		
5:30			Heinz Capt. Gallant F
5:45			
EVENING			
6:00			Johns Manville Pan Amer. Meet the Press L
6:15			
6:30		Electric Cos. (Alt. wks.) Prudential You Are There L	Gen. Foods Roy Rogers F
6:45			
7:00	Skippy Peanut Butter You Asked For It	Campbell Soup (Alt. wks.) Kellogg Lassie F	Chrysler It's A Great Life F
7:15			
7:30		(Am. Tobacco Prvt Sectry. (Alt. wks.) Jack Benny	Reynolds Metals Frontier F
7:45			
8:00	Famous Film Festival (Participating)	Lincoln-Mercury Dealers The Ed Sullivan Show L	Colgate-Palmolive Variety Hour L
8:15			
8:30			7:30-9 p.m. (1 wk. of 4) Color Spread Spectaculars
8:45			
9:00	Emerson Drug Lentheric Chance of a Lifetime	Gen. Elect. G E Theatre F	Goodyear Corp. (alt. with) Alcoa TV Playhouse L
9:15			
9:30	Pharmaceuticals Ted Mack Amateur Hour	Bristol-Myers Hitchcock Presents F	
9:45			
10:00	Pharmaceuticals Life Begins at 80	P. Lorillard (Alt. wks.) Revlon Appt. with Adventure	Kleenex P&G Loretta Young F
10:15		Jules Montenier (Alt. wks.) Remington What's My Line L	
10:30			American Tobacco Justice L
10:45			

MONDAY

	ABC	CBS	NBC
Noon		Valiant Lady	*Tennessee Ernie Ford* L
12:15		Amer. Home Products Love of Life	
12:30		P&G Search for Tomorrow	Colgate-Palmolive Feather Your Nest L
12:45		P&G Guiding Light L	
1:00		*Jack Paar Show* F	
1:15			
1:30		P&G Love Story	
1:45			
2:00		Robert Q. Lewis (See Footnote)	
2:15			
2:30		Art Linkletter's House Party (See Footnote)	
2:45			
3:00		Colgate Big Payoff MWF Sus. Tu, Th	NBC Matinee Theatre (Participating) Color L
3:15			
3:30		Bob Crosby (See Footnotes)	
3:45			
4:00		P&G The Brighter Day	Borden Co. Date With Life L
4:15		Am. Home Pr. Secret Storm	Jergens Co. First Love L
4:30		P&G On Your Account	Frnch. Mstd. World of Mr. Sweeney L
4:45			Col.-Pal. Modern Romances L
5:00			*Pinky Lee Show* L
5:15	Mickey Mouse Club (see footnote)		
5:30			Howdy Doody (See Footnote)
5:45			
EVENING			
6:00			
6:15			
6:30		Whitehall News L	
6:45			
7:00	*Kukla, Fran & Ollie*	Whitehall News L	Asso. Prods. Webcor Tony Martin
7:15	Tidewater Daly-News		
7:30	Standard Brands (Alt. wks.) Topper	Johnson & Johnson (Alt. wks.) Wildroot Rob. Hood F	Camel Caravan L
7:45			
8:00	Studebaker Packard TV Readers Digest F	Carnation (Alt. wks.) Gen. Mills Burns & Allen F	Ford Motor Co., RCA Producers' Showcase (8-9:30 1 wk. of 4) Rem. Rand Amer. Chicle Helene Crts Caesar's Hr. L
8:15			
8:30	Firestone Voice of Firestone L	Lvr.-Lptn. (Alt. wks.) Toni Co. Talent Scouts	
8:45			
9:00	*Dotty Mack Show* L	P&G (Alt. wks.) Gen. Foods I Love Lucy	GE Dow Chmcl Medic F
9:15			
9:30	CIBA Medical Horizons	General Foods December Bride	Johnson Wax alt. with Schick
9:45			
10:00	*The Big Picture*	Westinghouse Studio One L	Robert Montgomery Presents L
10:15			
10:30			
10:45			

TUESDAY

	ABC	CBS	NBC
Noon		Wssn Oil Valiant Lady	*Tennessee Ernie Ford* L
12:15		Amer. Home Products Love of Life	
12:30		P&G Search for Tomorrow	Colgate-Palmolive Feather Your Nest L
12:45		P&G Guiding Light L	
1:00		*Jack Paar Show* F	
1:15			
1:30		P&G Love Story	
1:45			
2:00		Robert Q. Lewis (See Footnote)	
2:15			
2:30		Art Linkletter's House Party (See Footnote)	
2:45			
3:00		Colgate Big Payoff MWF Sus. Tu, Th	NBC Matinee Theatre (Participating) Color L
3:15			
3:30		Bob Crosby (See Footnotes)	
3:45			
4:00		P&G The Brighter Day	Borden Co. Date With Life L
4:15		Am. Home Pr. Secret Storm	Jergens Co. First Love L
4:30		P&G On Your Account	Frnch. Mstd. World of Mr. Sweeney L
4:45			Col-Pal. Modern Romances L
5:00			*Pinky Lee Show* L
5:15	Mickey Mouse Club (see footnote)		
5:30			Howdy Doody (See Footnote)
5:45			
EVENING			
6:00			
6:15			
6:30		Pall Mall News L	
6:45			
7:00	*Kukla, Fran & Ollie*	Pall Mall News L	Chevrolet Dinah Shore Show L
7:15	Miles Labs Daly-News		
7:30	L&M Gen. Elec. Monsanto Warner Bros. Presents	Whitehall Name That Tune	Camel News Caravan L
7:45			
8:00		R.J. Reynolds (Alt. wks.) Amana Phil Silvers F	Sunbeam RCA Whirlpool M. Raye Show
8:15			
8:30	Gen. Mills Parker Pen (Alt. wks.) Wyatt Earp	Maytag Co. (Alt. wks.) Sheaffer Navy Log F	M. Berle Show
8:45			Chevrolet Chevy Show L
9:00	American Tobacco alt. Dodge Danny Thomas Show	Carter Prod. (Alt. wks.) Pharmctcls. Meet Millie L	P&G J. Wyman's Fireside Theatre F
9:15			
9:30	duPont Cavalcade Theatre	S.C. Johnson (Alt. wks.) Pet Milk Red Skelton L	Armstrong Cork Armstrong Circle Th'tre Pontiac Playwrights Hour L
9:45			
10:00	*Outside U.S.A.*	Revlon The $64,000 Question L	
10:15			
10:30		G.M. Frigidaire My Favorite Husband	Lever Bros. A.C. Spark Plug Big Town F
10:45			

WEDNESDAY

	ABC	CBS
Noon		Gen. Mills Valiant Lady
12:15		Amer. Home Products Love of Life
12:30		P&G Search for Tomorrow
12:45		P&G Guiding Light L
1:00		*Jack Paar Show* F
1:15		
1:30		P&G Love Story
1:45		
2:00		Robert Q. Lewis (See Footnote)
2:15		
2:30		Art Linkletter's House Party (See Footnote)
2:45		
3:00		Colgate Big Payoff MWF Sus. Tu, Th
3:15		
3:30		Bob Crosby (See Footnotes)
3:45		
4:00		P&G The Brighter Day
4:15		Am. Home Pr. Secret Storm
4:30		P&G On Your Account
4:45		
5:00		
5:15	Mickey Mouse Club (see footnote)	
5:30		
5:45		
EVENING		
6:00		
6:15		
6:30		Ronson News L
6:45		
7:00	*Kukla, Fran & Ollie*	
7:15	Miles Labs Daly-News	Ronson News L
7:30	American Motors American Dairy Derby Foods Disneyland	*Brave Eagle*
7:45		
8:00		Toni Co. (8-8:30) (Alt. wks.) CBS Clmba. Godfrey and His Friends Kellogg (8:30-9) (Alt. wks.) Pillsbury
8:15		
8:30	Gen. Foods American Tobacco M-G-M Parade	
8:45		
9:00	Pharmaceuticals Inc. Knomark Masquerade Party	Colgate The Millionaire F
9:15		
9:30	Dodge Break the Bank L	R. J. Reynolds I've Got A Secret L
9:45		
10:00	Wednesday Night Fights Pabst Brewing Co. Mennen Co. (Alt. wks.) L	General Electric 20th Cntry. Fox Hour (Alt. wks.) U. S. Steel U. S. Steel Hour F
10:15		
10:30		
10:45		

THURSDAY

CBS	NBC	ABC
Toni Valiant Lady	*Tennessee Ernie Ford* L	
Amer. Home Products Love of Life	Colgate-Palmolive Feather Your Nest L	
P&G Search for Tomorrow		
P&G Guiding Light L		
Jack Paar Show F		
P&G Love Story		
Robert Q. Lewis (See Footnote)		
Art Linkletter's House Party (See Footnote)		
Colgate Big Payoff MWF Sus. Tu, Th	NBC Matinee Theatre (Participating) Color L	
Bob Crosby (See Footnotes)		
P&G The Brighter Day	Borden Co. Date With Life L	
Am. Home Pr. Secret Storm	Jergens Co. First Love L	
P&G On Your Account	Frnch. Mstd World of Mr. Sweeney L	
	Col-Pal. Modern Romances L	
	Pinky Lee Show L	Mickey Mouse Club (see footnote)
	Howdy Doody (See Footnote)	
Pall Mall News L		
Pall Mall News L		*Kukla, Fran & Ollie*
Quaker Oats Sgt. Preston of the Yukon F	Dinah Shore Show Chevrolet L	Miles Labs Daly-News
R. J. Reynolds Bob Cummings Show F	Camel News Caravan L	National Biscuit Rin Tin Tin F
Chrysler Motors Climax—Shower of Stars L	DeSoto-Plymouth You Bet Your Life F	Telechron Hotpoint Quaker Oats Ozzie and Harriet
	Borden Co. The People's Choice F	Chevrolet Crossroads F
	Chesterfield Dragnet F	Wine Corp. Dollar A Second
Singer Sew'g. (Alt. wks.) Brstl. Myrs. Four Star Playhouse F	Ford Theatre F	Sterling Drug The Vise
General Foods Johnny Carson L	Lever Bros. Lux Video Theatre L	Ralston Ethel & Albert
American Home Prod. "Wanted" L		

FRIDAY

CBS	NBC	ABC
Gen. Mills Valiant Lady	*Tennessee Ernie Ford* L	
Amer. Home Products Love of Life	Colgate-Palmolive Feather Your Nest L	
P&G Search for Tomorrow		
P&G Guiding Light L		
Jack Paar Show F		
P&G Love Story		
Robert Q. Lewis (See Footnote)		
Art Linkletter's House Party (See Footnote)		
Colgate Big Payoff MWF Sus. Tu, Th	NBC Matinee Theatre (Participating) Color L	
Bob Crosby (See Footnotes)		
P&G The Brighter Day	Borden Co. Date With Life L	
Am. Home Pr. Secret Storm	Jergens Co. First Love L	
P&G On Your Account	Frnch. Mstd World of Mr. Sweeney L	
	Col-Pal. Modern Romances L	
	Pinky Lee Show L	
	Howdy Doody (See Footnote)	
Ronson News L		
Ronson News L		
Adventures of Champion	Coca-Cola Eddie Fisher Show L	
	Plymouth News Caravan L	
General Foods Mama L	P. Lorillard Truth or Consqnces. F	
General Foods Our Miss Brooks	Gulf Life of Riley F	
R. J. Reynolds The Crusader F	Simoniz & Amer. C&C Big Story F	
Schlitz Brewing Playhouse of Stars F	Ponds Campbell Soup Star Stage F	
Brown & Williamson (Alt. wks.) P&G Lineup F	Gillette Cavalcade of Sports L	
Amer. Oil Hamm Elgin Person to Person L	State Farm Red Barber's Corner L	

SATURDAY

ABC	CBS	NBC
	National Dairy The Big Top L	
	Gen. Mills The Lone Ranger F	
	Uncle Johnny Coons L	
	Amana Refrig. Inc. Intercollegiate Football Games L	NBA Pro Basketball Games L
Chas. Antell & Co-op Ozark Jubilee L	Lehn & Fink The Lucy Show F	Oldsmobile Max Liebman Presents 9-10:30 p.m. (once a mo.) L
Ralston Grand Ole Opry (Every fourth week)	Wrigley Gene Autry Show F	
	Sylvania Beat the Clock L	Speidel Purex The Big Surprise L
	Nestle Stage Show L	Gold Seal Dormeyer Noxzema Kleenex Armour Perry Como Show L
	Buick Jackie Gleason in Honeymooners	
Dodge Div. The Lawrence Welk Show L	P. Lorillard (Alt. wks.) Sheaffer Two for the Money L	Toni Papermate People Are Funny F
	P&G It's Always Jan F (3 of 4 wks.)	Texaco Star Theatre J. Durante F
Tomorrow's Careers L	Liggett & Myers Gunsmoke (3 of 4 wks.) F	Armour (alt.) Pet Milk Geo. Gobel Show L
	Anheuser-Busch Runyon Theatre (3 of 4 wks.)	Am. Tobacco Warner Lambert Your Hit Parade

AFTERNOON / EVENING

Noon, 12:15, 12:30, 12:45, 1:00, 1:15, 1:30, 1:45, 2:00, 2:15, 2:30, 2:45, 3:00, 3:15, 3:30, 3:45, 4:00, 4:15, 4:30, 4:45, 5:00, 5:15, 5:30, 5:45, 6:00, 6:15, 6:30, 6:45, 7:00, 7:15, 7:30, 7:45, 8:00, 8:15, 8:30, 8:45, 9:00, 9:15, 9:30, 9:45, 10:00, 10:15, 10:30, 10:45

MORNING

SATURDAY

CBS: Winky Dink and You, Monsanto (12/10 & 12/17 only 10:30-11 p.m.; Capt. Midnight (Wander Co.), 11-11:30 a.m.; Tales of Texas Ranger (Curtis Candy, General Mills, alt. weeks), 11:30-12 noon.
NBC: Pinky Lee Show, 10-10:30 a.m.; Paul Winchell Show (Tootsie Rolls), 10:30-11 a.m.; Fury (General Foods), 11-11:30 a.m.; Mr. Wizard, 11:30-12 noon.

SUNDAY

CBS: Lamp Unto My Feet, 10-10:30 a.m.; Look Up And Live, 10:30-11:15 a.m.; Carnival Contest, 11:15-12 noon.

MONDAY-FRIDAY

CBS: The Morning Show, 7-8 a.m.; Captain Kangaroo, 8-9 a.m. (participating sponsors); Garry Moore and Arthur Godfrey Time, 10-11 a.m. (see footnotes); Strike It Rich, 11:15-12 noon.
NBC: Today, 7-9 a.m. (participating sponsors); Ding Dong School, 10-10:30 (see footnotes); Search For Beauty (Antell), 10:30-11 a.m.; Home, 11-12 noon (participating sponsors).

FOOTNOTES:

Explanation: Programs in italics, sustaining; Time, EST; L, live; F, film; K, kinescope recording; E, Eastern network; M. Midwestern.

ABC—Am. Par., Armour Bristol-Myers, Campbell Soup, Carnation, Coca-Cola, Gen. Mills, S. C. Johnson & Son, Lettuce Inc., Mattel, Mars, Miles Labs, Minnesota Mining, Morton Salt, SOS, Tv Time Foods, Welch, Vick, sponsor Mickey Mouse Club, Mon.-Fri., 5-6.

CBS—Garry Moore M.—Thu. 10-10:30 a.m. Fri. 10-11:30 a.m. 10-10:15 Mon. Bristol Myers, Tue. Miles Labs, Wed. Lever Bros., Thu. Scott Paper, Fri. General Mills.
10:15-30 Mon. Serta alt. wks. A. E. Staley, Tue. Kellogg, Wed. Chevrolet Thu. Toni alt. wks. Chun King, Fri. Lever Bros.
10:30-45 Fri. S.O.S. alt. CBS-Hytron
10:45-11 Fri. Converted Rice, alt. wks. Prudential.
11-11:15 Fri. Yardley.
11:15-11:30 Fri. Masland alt. wks. Ralston-Purina.

Arthur Godfrey
10:30-10:45 a.m. Tue. Corn Prod.; Thurs., Chef Boy-ar-Dee (last 12/8)
10:45-11 a.m. Mon. & Wed., Bristol-Myers; Tue., Minnesota Mining & Mfg.; Thurs. Dow Chemical (last 12/8) Chef Boy-Ar-Dee (st. 12/15)
11-11:15 a.m. Mon. & Wed., Lever; Tue. & Thurs., Kellogg. 11:15-11:30 a.m. Mon. & Thurs, Pillsbury.

Robert Q. Lewis—2-2:15 p.m. Thu., Ralston alt. wks. Fri. Brown & Williamson alt. wks. 2:15-30 p.m. Mon.—Lanolin plus

House Party
2:30-45 Mon., Wed., Fri. Lever Bros., Tue.-Thu. Kellogg.
2:45-3 p.m. Mon.-Thu. Pillsbury, Fri. Hawaiian Pineapple.

Bob Crosby—3:30-45 p.m. Mon. Scott Paper Co., Tue. alt. wks. Carnation, Thu. Toni, Fri. S.O.S., alt. wks. Gerber. 3:45-4 p.m., Wed., Fri.—General Mills. Tue.-Miles Labs, Thu.-Scott Paper Co.

NBC—Howdy Doody Mon.-Fri. 5:30-6 p.m.—Campbell Soup Co., Colgate-Palmolive Co., Continental Baking Co., International Shoe Co., Kellogg Co., Luden's Inc., Standard Brands Inc., Welch Grape Juice Co.
Ding Dong School—Mon.-Fri. 10-10:30 a.m. Colgate Palmolive Co., General Mills Inc., Gerber Products Co., International Shoe Co., Manhattan Soap Co., Procter & Gamble Co., Wander Co.

1955 by Broadcasting Publications, Inc.

BROADCASTING TELECASTING
December 5, 1955

B·T TELESTATUS

MISSISSIPPI

BILOXI†—
Radio Assoc. Inc. (13) Initial Decision 7/1/54 (case has been reopened)

COLUMBUS†—
WCBI-TV (4) McGillvra; 7/28/54-March '56

HATTIESBURG†—
WDAM-TV (9) 5/4/55-Unknown

JACKSON—
► WJTV (12) CBS, ABC; Weed; 125,000; $300.
► WLBT (3) NBC; Hollingbery; 146,000; N; $300

MERIDIAN—
► WTOK-TV (11) ABC, CBS, NBC, DuM; Headley-Reed; 60,000; $200
WCOC-TV (30) See footnote

TUPELO†—
WTWV (9) 12/8/54-Dec. '55

MISSOURI

CAPE GIRARDEAU—
► KFVS-TV (12) CBS, NBC; Headley-Reed; 154,000; N; $300

CLAYTON†—
KFUO-TV (30) 2/5/53-Unknown

COLUMBIA—
► KOMU-TV (8) NBC, ABC; H-R; 99,320; $200

HANNIBAL (QUINCY, ILL.)—
► KHQA-TV (7) CBS, DuM; Weed; 174,712; N; $250
► WGEM-TV (10) See Quincy, Ill.

JEFFERSON CITY—
► KRCG (13) CBS; Hoag-Blair; 123,783; $200

JOPLIN—
► KSWM-TV (12) CBS; Venard; 101,750; N; $200

KANSAS CITY—
► KCMO-TV (5) CBS, ABC, DuM; Katz; 530,363; N; $1,000
► KMBC-TV (9) CBS; Free & Peters; 530,363; N, LS, LF, LL; $540 (half-hour)
► WDAF-TV (4) NBC; Harrington, Righter & Parsons; 530,363; N, LS, LF; $860

ST. JOSEPH—
► KFEQ-TV (2) CBS, DuM; Headley-Reed; 143,850; $350

ST. LOUIS—
► KETC (*9) 500,000
► KSD-TV (5) ABC, CBS, NBC; NBC Spot Sls.; 839,370; N, LS, LF; $1,200
► KTVI (36) ABC, CBS; 408,714; $400
► KWK-TV (4) CBS, ABC; Katz; N; $1,200

SEDALIA†—
► KDRO-TV (6) Pearson; 57,000; $200

SPRINGFIELD—
► KTTS-TV (10) CBS, DuM; Weed; 87,774; N; $200
► KYTV (3) NBC; Hollingbery; 102,570; N; $240

MONTANA

BILLINGS†—
► KOOK-TV (2) CBS, ABC, NBC, DuM; Headley-Reed; 25,000; $150
KGHL-TV (8) 11/23/55-Unknown

BUTTE†—
► KXLF-TV (6) ABC; No estimate given; $50

GREAT FALLS†—
► KFBB-TV (5) CBS, ABC, NBC, DuM; Hoag-Blair, 25,000; $150

MISSOULA†—
► KGVO-TV (13) CBS, ABC; Gill-Perna; 21,250; $150

NEBRASKA

HASTINGS†—
KHAS-TV (5) NBC; Weed; 2/11/55-12/15/55

HAYES CENTER†—
KHPL-TV (6) 9/21/55-Unknown

KEARNEY (HOLDREGE)—
► KHOL-TV (13) CBS, ABC; Meeker; 83,655; $200

LINCOLN—
► KOLN-TV (10) ABC, CBS; Avery-Knodel; 132,527; $300
► KUON-TV (*12) 82,036

OMAHA—
► KMTV (3) ABC, CBS, DuM; Petry; 312,530; N, LS, LF, LL; $800
► WOW-TV (6) NBC, CBS, DuM; Blair; 322,792; N; $800
Herald Corp. (7) Initial Decision 4/6/55

SCOTTSBLUFF†—
► KSTF (10) Satellite of KFBC-TV Cheyenne, Wyo.

NEVADA

HENDERSON (LAS VEGAS)—
► KLRJ-TV (2) NBC, ABC; Pearson; 32,000; N; $225

LAS VEGAS—
► KLAS-TV (8) CBS; Weed; 30,000; $250
► KLRJ-TV (2) See Henderson
Moritz Zenoff (13) 9/28/55-Unknown

RENO—
► KZTV (8) CBS, ABC, NBC, DuM; Pearson; 20,500; $225
KAKJ (4) 4/19/55-Unknown

NEW HAMPSHIRE

KEENE†—
WKNE-TV (45) 4/22/53-Unknown

MANCHESTER—
► WMUR-TV (9) ABC, CBS, DuM; Weed; 469,017; $350

MT. WASHINGTON†—
► WMTW (8) See Poland Spring, Me.

NEW JERSEY

ASBURY PARK†—
WRTV (58) See footnote

ATLANTIC CITY—
WFPG-TV (46) See footnote
WOCN (52) 1/8/53-Unknown

CAMDEN†—
WKDN-TV (17) 1/28/54-Unknown

NEWARK (NEW YORK CITY)—
► WATV (13) Petry; 4,730,000; $2,000

NEW BRUNSWICK†—
WTLV (*19) 12/4/52-Unknown

NEW MEXICO

ALBUQUERQUE—
► KGGM-TV (13) CBS; Weed; 66,400; $300
► KOAT-TV (7) ABC; Hollingbery; 58,678; $200
► KOB-TV (4) NBC; Branham; 66,400; $325

CARLSBAD†—
KAVE-TV (6) 6/22/55-Unknown

ROSWELL—
► KSWS-TV (8) NBC, ABC, CBS; Meeker; 32,044; $150

NEW YORK

ALBANY (SCHENECTADY, TROY)—
► WROW-TV (41) ABC, CBS; Harrington, Righter & Parsons; 175,000; N, LL, LF, LS; $300
WPTR-TV (23) 6/10/53-Unknown
WTRI (35) See footnote
WTVZ (*17) 7/24/52-Unknown

BINGHAMTON—
► WNBF-TV (12) CBS, ABC, NBC, DuM; Blair; N; 400,970; $600
WQTV (*46) 8/14/52-Unknown
WINR-TV (40) 9/29/54-Unknown

BUFFALO—
► WBEN-TV (4) ABC, CBS, DuM; Harrington, Righter & Parsons; 484,726 (plus 561,067 Canadian coverage); N, LS, LF, LL; $800
► WBUF-TV (17) ABC, NBC; H-R; 170,000; $350
► WGR-TV (2) NBC, ABC; Free & Peters; 972,320 (includes Canadian coverage); N; $950
WTVF (*23) 7/24/52—Unknown
Frontier Tv Inc. (59) 11/23/55-Unknown

CARTHAGE (WATERTOWN)—
► WCNY-TV (7) CBS, ABC, DuM; Weed; 76,990; $200

ELMIRA—
WTVE (24) See footnote

ITHACA†—
WHCU-TV (20) CBS; 1/8/53-Unknown
WIET (*14) 1/8/53-Unknown

LAKE PLACID† (PLATTSBURG)—
► WIRI (5) NBC, ABC; McGillvra; 97,150 (plus 350,000 Canadian coverage); $250

NEW YORK—
► WABC-TV (7) ABC; Weed; 4,730,000; $3,750
► WABD (5) DuM; Avery-Knodel; 4,730,000; N, LL, LF, LS; $2,200
► WCBS-TV (2) CBS; CBS Spot Sls.; 4,730,000, N, LS, LF, LL; $6,000
► WOR-TV (9) WOR-TV Sls.; 4,730,000; $1,500
► WPIX (11) Free & Peters; 4,730,000; $1,500
► WRCA-TV (4) NBC; NBC Spot Sls.; 4,730,000; N, LS, LF, LL; $6,200
► WATV (13) See Newark, N. J.
WGTV (*25) 8/14/52-Unknown
WNYC-TV (31) 5/12/54-Unknown

POUGHKEEPSIE—
► WKNY-TV (66) ABC, CBS, NBC, DuM; Meeker; 40,600; $100

ROCHESTER—
► WHAM-TV (5) NBC; Hollingbery; 325,000 (includes 75,000 Canadian coverage); N; $800.
► WHEC-TV (10) CBS, ABC; Everett-McKinney; 295,500; N; $700
► WVET-TV (10) CBS, ABC; Bolling; 295,500; N; $700
WCBF-TV (15) 6/10/53-Unknown
WROH (*21) 7/24/52-Unknown

SCHENECTADY (ALBANY, TROY)—
► WRGB (6) NBC; NBC Spot Sls.; 460,200; N; $950

SYRACUSE—
► WHEN (8) CBS, ABC, DuM; Katz; 372,160; N; $700
► WSYR-TV (3) NBC; Harrington, Righter & Parsons; 372,160; N, LS, LF; $800
WHTV (143) 9/18/52—Unknown

UTICA—
► WKTV (13) NBC, ABC, CBS, DuM; Cooke; 198,750; N; $475

NORTH CAROLINA

ASHEVILLE—
► WISE-TV (62) CBS, NBC; Bolling; 42,000
► WLOS-TV (13) ABC; Venard; 372,556; $3

CHAPEL HILL†—
► WUNC-TV (*4) 377,350

CHARLOTTE—
► WBTV (3) CBS, ABC, NBC; CBS Spot 526,630; N, LS, LF; $1,000
WQMC (36) See footnote
Piedmont Electronics & Fixture Corp. (9 tial Decision 8/2/55

DURHAM—
► WTVD (11) NBC, ABC; Petry; 285,690; N

FAYETTEVILLE†—
► WFLB-TV (18) CBS, NBC; Young; 25,000

GASTONIA†—
WTVX (48) 4/7/54-Unknown

GREENSBORO—
► WFMY-TV (2) CBS, ABC; Harrington, R & Parsons; 364,501; N, LF, LS; $650

GREENVILLE—
► WNCT (9) CBS, ABC; Pearson; 143,050;

NEW BERN†—
WNBE-TV (13) 2/9/55-Unknown

RALEIGH—
► WNAO-TV (28) CBS, ABC, DuM; A Knodel; 125,000; N; $250
Capitol Bcstg. Co. (5) Initial Decision 4

WASHINGTON†—
► WITN (7) NBC; Headley-Reed; 142,820; N

WILMINGTON—
► WMFD-TV (6) NBC, ABC; Weed; 91,985; $
WTHT (3) 2/17/54-Unknown

WINSTON-SALEM—
► WSJS-TV (12) NBC; Headley-Reed; 656,6 $550
► WTOB-TV (26) ABC; H-R; 113,749; $200

NORTH DAKOTA

BISMARCK—
► KFYR-TV (5) NBC, ABC, CBS; Hoag- 29,750; $200
KBMB-TV (12) Weed; 5/18/55-12/15/55

FARGO†—
► WDAY-TV (6) NBC, ABC; Free & Peter 660; $300

GRAND FORKS†—
KNOX-TV (10) Rambeau; 3/10/54-12/15/5

MINOT—
► KCJB-TV (13) CBS, NBC, ABC; Weed; $200
KMOT (10) 10/5/55-Unknown

VALLEY CITY—
► KXJB-TV (4) CBS; Weed; 94,000; N, LF $400

OHIO

AKRON—
► WAKR-TV (49) ABC; Weed; 174,066; $300

ASHTABULA†—
► WICA-TV (15) 116,285; $200

CANTON†—
Tri-Cities Telecasting Inc. (29) Initial De 11/17/54

CINCINNATI—
► WCET (*48) 2,000
► WCPO-TV (9) ABC; Branham; 767,729;
► WKRC-TV (12) CBS; Katz; 662,236; N; $1
► WLWT (5) NBC; WLW Sls.; 440,000; N;
WQXN-TV (54) Forjoe; 5/14/53-Unknown

CLEVELAND—
► WEWS (5) ABC; Branham; 1,186,990; N;
► WNBK (3) NBC; NBC Spot Sls.; 1,216,00 LS, LF; $1,300
► WXEL (8) CBS; Katz; 1,100,460; N; $1,7
WERE-TV (65) 6/18/53-Unknown
WHK-TV (19) 11/25/53-Unknown

COLUMBUS—
► WBNS-TV (10) CBS; Blair; 472,702; N; $
► WLWC (4) NBC; WLW Sls.; 350,800; N;
► WTVN-TV (6) ABC, DuM; Katz; 381,451;
WOSU-TV (*34) 4/22/53-Winter '55

DAYTON—
► WHIO-TV (7) CBS, DuM; Hollingbery; 63 N; $800
► WLWD (2) ABC, NBC; WLW Sls.; 332,0 $800
WIFE (22) See footnote

ELYRIA†—
WEOL-TV (31) 2/11/54-Unknown

LIMA—
► WIMA-TV (35) NBC, CBS, ABC; H-R; 8 $150

MANSFIELD†—
WTVG (36) 6/3/54-Unknown

MASSILLON†—
WMAC-TV (23) Petry; 9/4/52-Unknown

STEUBENVILLE (WHEELING, W. VA.)—
► WSTV-TV (9) CBS, ABC; Avery-Kn 1,074,415; $400
► WTRF-TV (7) See Wheeling

—
D-TV (13) CBS, ABC, NBC; Katz; 358,740; $1,000
H-TV (79) 10/20/54-Unknown

STOWN—
J-TV (21) NBC; Headley-Reed; 180,076; N;

N-TV (27) CBS, ABC, DuM; Raymer; 348; N; $350
V (73) 11/2/55-Unknown

ILLE—
L-TV (18) ABC, CBS, NBC, DuM; Pear- 45,000; N; $150

OKLAHOMA

N (10) ABC; CBS, NBC (per program s); Venard; 88,590; N; $225

RE†—
-TV (12) 5/12/54-Unknown

D-TV (5) ABC; Pearson; 223,000; N; $225

N†—
D-TV (7) ABC, DuM; Pearson; 71,000; $150

GEE†—
K (8) ABC, DuM; Avery-Knodel; 248,750; $400

OMA CITY—
Q (25) ABC; McGillvra; 167,381; $225
V (9) CBS, ABC; Avery-Knodel; 350,500; $750
-TV (4) NBC, ABC; Katz; 363,285; N, LS, LL; $800
(*13) 12/2/53-Unknown

V (6) CBS; Petry; 305,912; N; $750
D-TV (2) NBC; Blair; 305,912; N; $700
D-TV (*11) 7/21/54-Unknown
(23) See footnote
(17) 2/4/54-Unknown

OREGON

—
L-TV (13) NBC, ABC; Hollingbery; 61,430;

TH FALLS†—
-TV (2) Grant; 12/2/54-Early '56

RD—
S-TV (5) ABC, CBS, NBC; Hoag-Blair; 00; $200

ND—
R (12) ABC; Hollingbery, 340,000; N; $600
I-TV (6) CBS; CBS Spot Sls.; 340,000; N;

V (27) NBC; NBC Spot Sls.; 342,070; N, LF, $700
V (8) North Pacific Tv Inc. 6/23/55-Unwn

RG†—
(4) Hollingbery; 6/8/55-May '56

—
I-TV (3) 9/30/53-Unknown

PENNSYLVANIA

OWN†—
Z-TV (67) See footnote
Y (39) Weed; 8/12/53-Unknown

NA—
G-TV (10) CBS, ABC, NBC; H-R; 537,452;

HEM—
V-TV (51) NBC; Meeker; 89,307; N; $200

I†—
V (57) ABC, DuM; Headley-Reed; 90,210;

J (12) NBC, ABC; Petry; 218,500; N; $700
E (35) CBS, ABC; Avery-Knodel; 85,000; $200

BURG—
B-TV (27) Forjoe; $200
-TV (55) CBS; Bolling; 241,449; $325
A (71) ABC, NBC; Headley-Reed; 241,449; $350

ON†—
L-TV (63) Meeker; 12/18/52-Unknown

TOWN—
D-TV (56) ABC, CBS, DuM; Weed; $200
C-TV (6) NBC, CBS, ABC; Katz; 924,809; LS, LF; $825

STER—
L-TV (8) NBC, CBS, DuM; Meeker; 950; N, LS, LF; $1,200
A (21) 5/7/53-Unknown

ON†—
R-TV (15) See footnote

ASTLE—
T-TV (45) See footnote

ELPHIA—
U-TV (10) CBS; CBS Spot Sls.; 2,094,852; LF, LS; $3,000
L-TV (6) ABC, DuM; Blair; 2,105,636; N, LF; $2,875
Z (3) NBC; Free & Peters; 2,088,318; N; 200
HD (23) 9/28/55—Unknown

PITTSBURGH—
► KDKA-TV (2) ABC, CBS, NBC; Free & Peters; 1,200,000; N; $1,700
► WENS (16) ABC, CBS, NBC; Branham; 375,000; $450
► WQED (*13)
WTVQ (47) Headley-Reed; 12/23/52-Unknown
WKJF-TV (53) See footnote
WIIC (11) CBS; Blair; 7/20/55-12/23/55

READING—
► WHUM-TV (61) CBS, ABC; H-R; 253,467; N; $450
WEEU-TV (33) See footnote

SCRANTON—
► WARM-TV (16) ABC; Hollingbery; 200,000; $225
► WGBI-TV (22) CBS; Blair; 260,000; $400
► WTVU (73) Everett-McKinney; 195,000; $200

SHARON†—
WSHA (39) 1/27/54-Unknown

SUNBURY†—
WKOK-TV (38) 2/9/55-Unknown

WILKES-BARRE—
► WBRE-TV (28) NBC; Headley-Reed; 272,000; N; $450
► WILK-TV (34) ABC; Avery-Knodel; 280,000; N; $300

WILLIAMSPORT†—
WRAK-TV (36) Everett-McKinney; 11/13/52-Early '56

YORK—
► WNOW-TV (49) DuM; Keller; 106,700; $200
► WSBA-TV (43) ABC; Young; 106,700; $200

RHODE ISLAND

PROVIDENCE—
► WJAR-TV (10) NBC, ABC; Weed; 1,404,002; N; $1,000
► WPRO-TV (12) CBS; Blair; 1,404,002; $1,000
WNET (16) See footnote

SOUTH CAROLINA

ANDERSON—
► WAIM-TV (40) CBS; Headley-Reed; 127,550; N; $200

CAMDEN†—
WACA-TV (15) 6/3/53-Unknown

CHARLESTON—
► WCSC-TV (5) CBS, ABC; Free & Peters; 218,220; N; $300
► WUSN-TV (2) NBC, DuM; H-R; $300

COLUMBIA—
► WCOS-TV (25) ABC; Headley-Reed; 96,000; $200
► WIS-TV (10) NBC; Free & Peters; 175,085; N; $400
► WNOK-TV (67) CBS; Raymer; 101,000; $200

FLORENCE—
► WBTW (8) CBS, NBC, ABC; CBS Spot Sls.; 153,810; $300

GREENVILLE—
► WFBC-TV (4) NBC; Weed; 387,044; N; $525
► WGVL (23) ABC, CBS; H-R; 130,000; $200

SPARTANBURG†—
WSPA-TV (7) CBS; Hollingbery; 11/25/53-1/1/56

SOUTH DAKOTA

FLORENCE†—
► KDLO-TV (3) Satellite of KELO-TV Sioux Falls

RAPID CITY†—
► KOTA-TV (3) CBS, ABC, NBC; Headley-Reed; 11,075; $150

SIOUX FALLS—
► KELO-TV (11) NBC, ABC; H-R; 173,586; $425

TENNESSEE

CHATTANOOGA —
► WDEF-TV (12) NBC, ABC, CBS; Branham; 158,994; N; $400
Mountain City Tv Inc. (3) Initial Decision 7/5/54

JACKSON—
► WDXI-TV (7) CBS, ABC; Burn-Smith; 96,585; N; $200

JOHNSON CITY—
► WJHL-TV (11) CBS, ABC, NBC, DuM; Pearson; 185,316; $250 (film)

KNOXVILLE—
► WATE (6) NBC, ABC, Avery-Knodel; 228,670; N; $400
► WTSK-TV (26) CBS, ABC; Pearson; 171,900; N; $250
WBIR-TV (10) Initial Decision 1/5/55

MEMPHIS—
► WHBQ-TV (13) CBS, ABC; Blair; 379,747; $700
► WMCT (5) NBC; Branham; 387,724; N; $900
WREC-TV (3) Katz; 5/26/55-1/1/56
Memphis Community Tv Foundation (10) 11/23/55-Unknown

NASHVILLE—
► WLAC-TV (5) CBS; Katz; 429,441; N; $550
► WSIX-TV (8) ABC; Hollingbery; 276,040; $425
► WSM-TV (4) NBC; Petry; 276,040; N; $600

TEXAS

ABILENE—
► KBRC-TV (9) NBC, ABC, DuM; Pearson; 58,260; $225

AMARILLO—
► KFDA-TV (10) CBS, ABC; H-R; 79,237; $250
► KGNC-TV (4) NBC, DuM; Katz; 79,237; $300

AUSTIN—
► KTBC-TV (7) CBS, ABC, NBC; Raymer; 141,128; N; $350

BEAUMONT†—
► KBMT (31) ABC, NBC, DuM; Forjoe; 40,000; N, LL, LF, LS; $200
► KFDM-TV (6) CBS, ABC; Free & Peters; 104,000; $300

BIG SPRING†—
KBST-TV (4) CBS; Pearson; 7/22/54-12/25/55

CORPUS CHRISTI†—
► KVDO-TV (22) NBC; ABC, CBS (per program basis); Young; 51,750; $200
Gulf Coast Bcstg. Co. (6) Free & Peters; Initial Decision 6/17/54
K-Six Tv Inc. (10) Initial Decision 1/20/55

DALLAS —
► KRLD-TV (4) CBS; Branham; 554,392; N; $1,100
► WFAA-TV (8) ABC, NBC; Petry; 554,392; N; $1,000
KLIF-TV (29) 2/12/53-Unknown

EL PASO—
► KROD-TV (4) CBS, ABC; Branham; 82,335; N; $375
► KTSM-TV (9) NBC; Hollingbery; 79,379; N; $250
KOKE (13) H-R; 3/18/54-1/1/56

FT. WORTH—
► WBAP-TV (5) ABC, NBC; Free & Peters; 510,000; N, LL, LF, LS; $900
► KFJZ-TV (11) H-R

GALVESTON (HOUSTON)—
► KGUL-TV (11) CBS; CBS Spot Sls.; 458,500; $700

HARLINGEN† (BROWNSVILLE, McALLEN, WESLACO)—
►KGBT-TV (4) CBS, ABC; H-R; 81,089; $250 (plus 8,000 Mexican coverage)

HOUSTON—
► KPRC-TV (2) NBC; Petry; 458,650; N; $900 (film)
► KTRK (13) ABC; Blair; 458,650; N, LF, LS; $700
► KUHT (*8) 450,000
KNUZ-TV (39) See footnote
KXYZ-TV (29) 6/18/53-Unknown
► KGUL-TV (11) See Galveston

LAREDO†—
KHAD-TV (8) CBS; Pearson; 7/20/55-Unknown

LONGVIEW†—
► KTVE (32) Forjoe; 55,268; $175

LUBBOCK—
► KCBD-TV (11) NBC, ABC; Raymer; 104,782; N; $300
►KDUB-TV (13) CBS; Avery-Knodel; 111,025; N, LF, LS; $300 (film)

LUFKIN—
► KTRE-TV (9) NBC; Venard; 40,332; $150 (Station receives NBC programs from KPRC-TV Houston but is not an NBC affiliate.)

MIDLAND†—
► KMID-TV (2) NBC, ABC, CBS, DuM; Venard, Brown; 51,720; $200

ODESSA†—
KOSA-TV (7) 7/13/55-Dec. '55

SAN ANGELO—
► KTXL-TV (8) CBS, NBC, ABC, DuM; Venard; 42,903; $200

SAN ANTONIO—
► KCOR-TV (41) O'Connell
► KENS-TV (5) CBS, ABC, DuM; Free & Peters; 280,759; N; $700
► WOAI-TV (4) NBC, ABC; Petry; 281,995; N, LL, LS, LF; $700
Mission Telecasting Corp. (12) Initial Decision 6/16/55

SWEETWATER†—
KPAR-TV (12) CBS; Avery-Knodel; 8/26/53-Unknown

TEMPLE (WACO)—
► KCEN-TV (6) NBC; Hollingbery; 131,444; N; $300

TEXARKANA (ALSO TEXARKANA, ARK.)—
► KCMC-TV (6) CBS, ABC; NBC (per program basis); Venard; 161,360; N; $260

B·T TELESTATUS

TYLER—
► KLTV (7) NBC, ABC, CBS, DuM; Pearson; 102,957; $250
KETX (19) See footnote

WACO (TEMPLE)—
► KANG-TV (34) CBS; Raymer; 55,783; $150
► KWTX-TV (10) ABC; Pearson; 113,905; N; $200

WESLACO† (BROWNSVILLE, HARLINGEN, McALLEN)—
► KRGV-TV (5) NBC; Pearson; 74,698 (plus 8,000 Mexican coverage); $200

WICHITA FALLS—
► KFDX-TV (3) NBC, ABC; Raymer; 118,600; N; $300
► KWFT-TV (6) CBS; Hoag-Blair; 104,680; $250

UTAH

SALT LAKE CITY—
► KSL-TV (5) CBS; CBS Spot Sls.; 193,000; N; $575
► KTVT (4) NBC; Katz; 183,000; N; $600
► KUTV (2) ABC; Hollingbery; 192,750; $585

VERMONT

BURLINGTON—
► WCAX-TV (3) CBS; Weed; 130,000; $300

VIRGINIA

BRISTOL†—
Appalachian Broadcasting Corp. (5) Initial Decision 2/1/55

DANVILLE†—
WBTM-TV (24) See footnote

HAMPTON (NORFOLK)—
► WVEC-TV (15) NBC; Avery-Knodel; 165,000; N; $350

HARRISONBURG—
► WSVA-TV (3) ABC, CBS, NBC, DuM; Pearson; 122,534; $200

LYNCHBURG—
► WLVA-TV (13) ABC, CBS, DuM; Hollingbery; 225,000; N; $300 (film)

NEWPORT NEWS—
WACH-TV (33) See footnote

NORFOLK—
► WTAR-TV (3) CBS, ABC, DuM; Petry; 378,425; N; $875
► WTOV-TV (27) 210,000; McGillvra; $180
► WVEC-TV (15) See Hampton
Beachview Bcstg. Corp. (10) Initial Decision 12/23/54

PETERSBURG—
► WXEX-TV (8) See Richmond

RICHMOND—
► WTVR (6) ABC, CBS; Blair; 498,747; N, LF, LS; $875
► WXEX-TV (8) NBC; Forjoe; 421,835; N, LF, LS; Richmond Tv Corp. (12) Initial Decision 2/21/55
WOTV (29) 12/2/53-Unknown

ROANOKE—
► WDBJ-TV (7) CBS; Free & Peters
► WSLS-TV (10) ABC, NBC; Avery-Knodel; 378,930; N, LF, LS; $600

WASHINGTON

BELLINGHAM—
► KVOS-TV (12) CBS; Forjoe, 199,891; $300

EPHRATA†—
KBAS-TV (43) 5/4/55-Unknown

PASCO—
► KEPR-TV (19) 57,750 (satellite of KIMA-TV Yakima)

SEATTLE (TACOMA)—
► KCTS (*9)
► KING-TV (5) ABC, Blair; 471,800; N, LF, LS; $900
► KOMO-TV (4) NBC; NBC Spot Sls.; 471,800; N, LF, LS; $950
► KTNT-TV (11) CBS, DuM; Weed; 471,800; N; $1,000
► KTVW (13) Hollingbery; 471,800; $425
Queen City Bcstg. Co. (7) Initial Decision 4/5/55

SPOKANE—
► KHQ-TV (6) NBC; Katz; 152,229; N, LF, LS; $550
► KREM-TV (2) ABC; Petry; 145,080, N, LF, LS; $350
► KXLY-TV (4) CBS, DuM; Avery-Knodel; 155,914; $525

VANCOUVER†—
KVAN-TV (21) Bolling; 9/25/53-Unknown

YAKIMA—
► KIMA-TV (29) CBS, ABC, NBC; Weed; 60,400; $400
KRSM (23) 3/30/55-Unknown

WEST VIRGINIA

BLUEFIELD—
► WHIS-TV (6) NBC; Katz; 184,851; N; $250

CHARLESTON—
► WCHS-TV (8) CBS; Branham; 402,584; N, LF, LS; $550
WKNA-TV (49) See footnote

CLARKSBURG†—
WBLK-TV (12) Branham; 2/17/54-Spring '56

FAIRMONT†—
WJPB-TV (35) See footnote

HUNTINGTON—
► WHTN-TV (13) ABC, DuM; Petry; 202,000; N; $450
► WSAZ-TV (3) NBC; Katz; 599,230; N, LF, LS; $800

OAK HILL (BECKLEY)†—
► WOAY-TV (4) ABC; Pearson; 357,230; $200

PARKERSBURG—
► WTAP (15) NBC, ABC, CBS, DuM; Pearson; 35,902; $150

WHEELING (STEUBENVILLE, OHIO)—
► WTRF-TV (7) NBC, ABC; Hollingbery; 313,400; N; $450
► WSTV-TV (9) See Steubenville, Ohio
WLTV (51) 2/11/53-Unknown

WISCONSIN

EAU CLAIRE—
► WEAU-TV (13) NBC, ABC; Hollingbery; 82,373; $200

GREEN BAY—
► WBAY-TV (2) CBS; Weed; 235,000; $400
► WFRV-TV (5) ABC, CBS, DuM; Headley-Reed; 239,230; $300
► WMBV-TV (11) See Marinette

LA CROSSE—
► WKBT (8) NBC, CBS, ABC; H-R; 103,000; $250

MADISON—
► WHA-TV (*21)
► WKOW-TV (27) CBS; Headley-Reed; 125,000; N; $250
► WMTV (33) ABC, NBC; Bolling; 125,000; $280
Badger Television Co. (3) Initial Decision 7/31/54

MARINETTE (GREEN BAY)—
► WMBV-TV (11) NBC, ABC; Venard; 211,440; $250

MILWAUKEE—
► WISN-TV (12) ABC, DuM; Petry; 700,000; N, LF, LS; $800
► WTMJ-TV (4) NBC; Harrington, Righter & Parsons; 781,222; N, LL, LF, LS; $1,150
► WXIX (19) CBS, CBS Spot Sls.; 398,255; N; $800
WCAN-TV (25) See footnote
WFOX-TV (31) 5/4/55-Unknown

SUPERIOR (DULUTH, MINN.)—
► WDSM-TV (6) NBC; Free & Peters; 123,000; $325
► KDAL-TV (3) See Duluth, Minn.

WAUSAU—
► WSAU-TV (7) CBS, NBC; ABC, DuM (per program basis); Meeker; 81,700; $250

WHITEFISH BAY†—
WITI-TV (6) 6/29/55-Unknown

WYOMING

CHEYENNE—
► KFBC-TV (5) CBS, ABC, NBC, DuM; Hollingbery; 46,100; $150

ALASKA

ANCHORAGE†—
► KENI-TV (2) ABC, NBC; Fletcher, N. Y., Day, Seattle; 18,300; $150
► KTVA (11) CBS, DuM; Alaska Radio-Tv Sls.; 20,000; $150

FAIRBANKS†—
► KFAR-TV (2) NBC, ABC; Fletcher, Day; 6,500; $100
► KTVF (11) CBS; Alaska Radio-Tv Sls.; 6,350; $135

JUNEAU†
Alaska Broadcasting System Inc. (8) 11/2/55-Unknown

HAWAII

HILO†—
► KHBC-TV (9) Satellite of KGMB-TV Honolulu

HONOLULU†—
► KGMB-TV (9) CBS; Free & Peters; 89,500 (includes Hilo and Wailuku satellites); $405
► KONA (2) NBC; NBC Spot Sls.; 77,000; $300
► KULA-TV (4) ABC; Young; 78,000; $300

WAILUKU†—
► KMAU (3) Satellite of KGMB-TV Honolulu
KMVI-TV (12) 5/25/55—Unknown

PUERTO RICO

MAYAGUEZ†—
WORA-TV (5) CBS; 1/27/55-Unknown

SAN JUAN†—
► WAPA-TV (4) ABC, NBC; Caribbean Networks; 95,000; $200
► WKAQ-TV (2) CBS; Inter-American; 65,000; $300
WIPR-TV (*6) 2/2/55-Unknown

CANADA

BARRIE, ONT.—
► CKVR-TV (3)

BRANDON, MAN.†—
► CKX-TV (5) CBC; All-Canada, Weed; $170

CALGARY, ALTA.—
► CHCT-TV (2) CBC, ABC, CBS, NBC; All ada, Weed; 33,000; $250

EDMONTON, ALTA.†—
► CFRN-TV (3) CBC; Radio Rep., Young, C 35,000; $260

HALIFAX, N. S.†—
► CBHT (3) CBC, CBS; $220

HAMILTON, ONT.—
► CHCH-TV (11) CBC; All-Canada, Young; 404; $400

KINGSTON, ONT.—
► CKWS-TV (11) All-Canada, Weed; 35,000

KITCHENER, ONT.—
► CKCO-TV (13) CBC; Hardy, Hunt, 258,330; $350

LETHBRIDGE, ALTA.—
► CJLH-TV (7) All-Canada

LONDON, ONT.—
► CFPL-TV (10) CBC, ABC, CBS, NBC, All-Canada, Weed; 128,000; $370

MONCTON, N.B.—
► CKCW-TV (2) CBC; N

MONTREAL, QUE.—
► CBFT (2) CBC French; CBC; 221,216; $8
► CBMT (6) CBC; CBC; 221,216; $600

OTTAWA, ONT.—
► CBOFT (9) CBC; $230
► CBOT (4) CBC; CBC; 38,500; $320

PETERBOROUGH, ONT.—
► CHEX-TV (12) CBC, ABC, CBS, NBC; All ada, Weed; 46,000; $230

PORT ARTHUR, ONT.†—
► CFPA-TV (2) CBC; All-Canada, Weed; $170

QUEBEC CITY, QUE.—
► CFCM-TV (4) CBC; Hardy, Hunt, Weed; $350

REGINA, SASK.†—
► CKCK-TV (2) CBC; All-Canada, Weed; $200

RIMOUSKI, QUE.†—
► CJBR-TV (3) CBC; Stovin, Young; 17,00

ST. JOHN, N. B.†—
► CHSJ-TV (4) CBC; All-Canada, Weed; $250

ST. JOHN'S, NFLD.—
► CJON-TV (6) CBC, CBS, NBC, ABC; All ada, Weed; 9,000; $200

SASKATOON, SASK.†—
► CFQC-TV (8) CBC, ABC, CBS, NBC; Rep.; 15,000; $230

SAULT STE. MARIE, ONT.†—
► CJIC-TV (2) CBC; All-Canada, Weed; $170

SUDBURY, ONT.—
► CKSO-TV (5) CBC, ABC, CBS, NBC Canada, Weed; 17,480; $200

SYDNEY, N. S.†—
► CJCB-TV (4) CBC; All-Canada, Weed; $240

TORONTO, ONT.—
► CBLT (9) CBC, ABC, CBS, NBC, DuM; 280,000; $950

VANCOUVER, B. C.†—
► CBUT (2) CBC; CBC; 30,000; $400

WINDSOR, ONT. (DETROIT, MICH.)—
► CKLW-TV (9) CBC, DuM; Young; 1,4 $450

WINNIPEG, MAN.†—
► CBWT (4) CBC; CBC; 45,000; $320

MEXICO

JUAREZ† (EL PASO, TEX.)—
► XEJ-TV (5) National Time Sales; Oakes;

TIJUANA† (SAN DIEGO)—
► XETV (6) Weed; 324,558; $500

The following stations have suspended r operations but have not turned in CP's: W TV Mobile, Ala.; KBID-TV Fresno, Calif.; W TV Atlanta, Ga.; WOKA (TV) Macon, WRAY-TV Princeton, Ind.; KGTV (TV Moines, Iowa; WKLO-TV Louisville, Ky.; W TV Worcester, Mass.; WLAM-TV Lewiston WPMT (TV) Portland, Me.; WFTV Duluth, WCOC-TV Meridian, Miss.; WFPG-TV tic City, N. J.; WRTV (TV) Asbury Park, WTRI (TV) Albany, N. Y.; WTVE (TV) E N. Y.; WQMC (TV) Charlotte, N. C.; WIFE Dayton, Ohio; KCEB (TV) Tulsa, Okla.; W TV Allentown, Pa.; WLBR-TV Lebanon WKST-TV New Castle, Pa.; WKJF-TV Pitts Pa.; WEEU-TV Reading, Pa.; WNET (TV) dence, R. I.; KNUZ-TV Houston, Tex.; (TV) Tyler, Tex.; WBTM-TV Danville, WACH-TV Newport News, Va.; WKN Charleston, W. Va.; WJPB-TV Fairmont, W WCAN-TV Milwaukee.

(Stations continues from page 86)

TORER REASSIGNS OESSLER, RIORDAN

PPOINTMENT of Walter M. Koessler as anaging director of WGBS-TV Miami was nounced last week by George B. Storer Jr., e president of Storer Bcstg. Co. southern dis- ct.

Mr. Koessler succeeds Francis Riordan, who s been transferred to the post of managing rector of KPTV (TV) Portland, Ore., another orer station.

The new WGBS-TV managing director, born



MR. KOESSLER



MR. RIORDAN

Milwaukee, Wis., was associated with WULO nesville, Wis., as sales manager; WROK Rockrd, Ill., as general manager, and WITV (TV) ort Lauderdale (Miami) as general manager d executive vice president, before going to GBS-TV as sales manager in August.

Mr. Riordan has been with the Storer ornization for 10 years, for nine of which he as in the sales department at WGBS Miami, coming sales manager there in 1951. In Janu- y of this year he was named sales manager WGBS-TV and was appointed managing dictor of the station in August. He began his oadcasting career in Chicago, where he ined NBC as a mail and page boy, later enging in sales promotion activities of the radio twork's central division, also in Chicago.

aniel P. Weinig to Head astern Sales for Storer

ANIEL P. WEINIG, account executive since 51 with The Katz Agency, station representative, has been named eastern radio sales manager of Storer Broadcasting Co., effective Jan. 2, it was announced last week by Tom Harker, Storer's vice president and national sales director.



MR. WEINIG

Mr. Weinig, who also has been associated with WELI New Haven and WLEU Erie, Pa., replaces John R. Porterfield, no resigned Nov. 21 to become a salesman th WABC-TV New York.

According to Mr. Harker, Mr. Weinig will ork closely with The Katz Agency and John air & Co., in the interest of SBC's radio operties, which include WSPD Toledo, Ohio, WVA Wheeling, W. Va., WAGA Atlanta, GBS Miami, WJBK Detroit, WBRC Birmgham and WJW Cleveland.

WNDU-TV Plans Local Color

COLOR tv gear has been ordered by WNDU-TV South Bend, Ind., NBC affiliate, in line with its plan to equip completely for local originations and transmissions of films and commercials, it was announced Wednesday by Bernard C. Barth, vice president and general manager of the U. of Notre Dame commercial station. The NBC affiliate placed an order for a vidicon color camera chain.

WNDU-TV has been transmitting NBC-TV color shows since it went on the air July 15. Advertisers who buy spots in color programs will be offered color commercials on film or slides when equipment is delivered and installed. The station also is considering purchase of full-length color motion pictures, it was reported.

NBC Spot Sales Appointed KOA-AM-TV Representative

APPOINTMENT of NBC Spot Sales as the national sales representative for NBC affiliate KOA-AM-TV Denver was announced jointly last Wednesday by William Grant, president of KOA Inc. and general manager of the station, and Thomas B. McFadden, vice president in charge of NBC Spot Sales. The agreement becomes effective Feb. 1.

Welcoming KOA-AM-TV to its list of stations represented, Mr. McFadden said that with the additions, NBC Spot Sales would improve "coverage pattern of major markets which are sold and serviced for national advertisers." NBC Spot Sales will represent a total of 12 tv and 10 radio stations.

KOA is a 50 kw clear channel station on 850 kc, serving an area that includes 12 west central states. KOA-TV, with an effective power of 100 kw on ch. 4, covers an estimated 280,000 tv homes in the Denver area.

KONA-TV Appoints Gunn National Sales Manager

JAMES A. GUNN has been appointed general sales manager at KONA-TV Honolulu, replacing James Wethington, resigned. Mr. Gunn rejoins KONA-TV after a year's absence, during which he was sales manager of KTVW Seattle. Prior to that he was an account executive at the Honolulu tv station.



MR. GUNN

James Spencer, an account executive with KONA-TV, has been appointed national sales manager, and Gerald Pendrey, formerly with KTVW Seattle, has been named account executive.

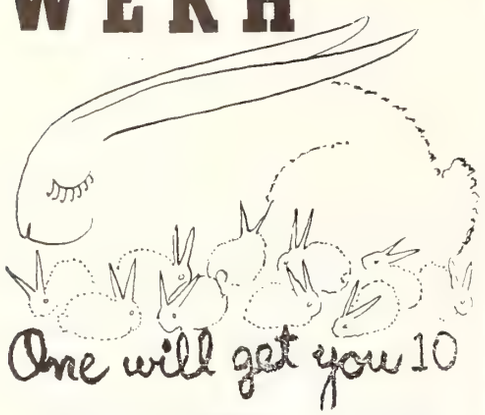
WGN-AM-TV, Cubs Sign

NEW exclusive pact between WGN-TV Chicago and the local Cubs National League baseball club has been announced, covering tv rights to all home games for 1956-57. Agreement was signed by J. Howard Wood, president, and Frank P. Schreiber, vice president, of WGN-AM-TV, and by Philip K. Wrigley and James T. Gallagher, president and business manager of the Cubs, respectively. Pact covers 77 Cubs home contests and equalizes it with the Chicago White Sox agreement, which has two years to run and covers 55 daytime home games. The 1956 telecasts will be sponsored again on WGN-TV by Theodore Hamm Brewing Co., St. Paul, and Oklahoma Oil Products Co., Chicago.



LARGE delegation of NBC Spot Sales personnel converged on Denver last week when that organization was appointed KOA-AM-TV sales representative. L to r: first row, Robert Hix, KOA sales manager; William Grant, president of KOA Inc.; George Dietrich, NBC Spot Radio national manager, and Paul Mensing, Chicago; second row, Frank DeRosa, Chicago, and Martin Pollins, New York; third row, George Dubinetz, Chicago; Robert Howard, New York; Paul Maguire, New York; Martin Percival, San Francisco; Doty Eduarde, Hollywood, and Herbert Watson, New York; standing, John Anderer, KOA salesman; James Atkins, KOA program director; Gene Grubb and Bill Lydle, both KOA salesmen.

WERH



WHY OVERSPEND FOR MID-SOUTH COVERAGE WHEN WERH REACHES MORE RADIO HOMES THAN ANY 10 STATIONS IN THE SAME AREA COMBINED.

WERH is the most powerful selling influence in Northwest Alabama and Northeast Mississippi . . . a rich 33 county market where WERH's 5,000 Big Watts at 970 kc dominate nearly 200,000 radio homes. Annual Retail Sales average $497,000,000 . . . Drugs $12,800,000 . . . Food $122,000,000 . . . Automotive Stores $88,818,000 . . . 1954 Consumer Spendable Income $917,000,000.

General Summary CONLAN RADIO REPORT, March, 1955 of Listening Habits in Hamilton, Alabama Area including Winfield, Sulligent, Red Bay and Guin (Ala.) and Fulton, Amory, Mississippi. Area Radio Homes—49,160.

SUNDAY THRU SATURDAY		
Hours	6 A.M. to 12 Noon	12 Noon to 6 P.M.
Radios in Use	22.3	23.0
Distribution of Listening Homes Among Stations		
WERH	76.6	78.3
Station "A"	6.3	7.3
Station "B"	5.6	4.3
Station "C"	3.4	2.7
Other	8.1	7.4

5000 WATTS
970 KC
HAMILTON, ALA.
HUGH J. FITE, President
WERH
An Affiliate of the KEYSTONE BROADCASTING SYSTEM
National Representatives
HIL F. BEST CO.

Peoples Bcstg. Names Walker General Manager for WTTM

FRED E. WALKER takes over as general manager of WTTM Trenton, N. J., today (Monday), according to Herbert E. Evans, vice president and general manager of Peoples Bcstg. Corp., a subsidiary of Nationwide Insurance Co.


MR. WALKER

Mr. Walker formerly was WTTM director of public affairs, joining the station in 1952. Just prior to being named general manager, he was director of public relations for WPTZ (TV) Philadelphia. He succeeds Fred L. Bernstein, who became vice president of Forjoe & Co. and president of Peachtree Co., Atlanta, both station representatives, Dec. 1.

Peoples also owns WRFD Worthington, Ohio; WGAR Cleveland, and WMMN Fairmont, W. Va.

Three Pittsburgh Stations Join Forces for Campaign

THREE Pittsburgh radio stations have joined together in a campaign to demonstrate the medium's selling ability.

WCAE, WJAS and KQV currently are pointing to a "450% increase in sales of Hanover Canned Foods attributed to the use of saturation advertising campaigns on the three stations." Theme of the cooperative effort is "What We Did for Hanover, Radio Can Do for You—At Moderate Cost."

Pleasure with the success of heavy schedules of spot announcements in the Pittsburg "test market" throughout the fall was expresse by George Lawrence, Hanover sales manage and Ed Walpert, account manager of Arnd Preston, Chapin, Lamb & Keen, Philadelphi agency.

"I have never seen such all-out cooperatio on the part of radio stations in my years i this business," declared Mr. Lawrence.

Mr. Walpert commented that "we have a ways felt that a quality product will sell enough people know about it."

KSEL Reports Gain in Sales

SALES at KSEL Lubbock, Tex., currently ar showing "a healthy increase" over 1954, ac cording to General Manager M. M. Rocheste October billings were 22.46% over the sam period in 1954, and weekend billings for th month were 50.01% above October 1954. No vember sales will indicate a gain over Octobe 1955 and a substantial increase over Novembe 1954, Mr. Rochester said.

KCVL Colville, Wash., on Ai

KCVL Colville, Wash., has gone on the air o 1480 kc with a 1 kw daytime operation. Ger eral manager of the locally-owned, music-new station is Merle B. Peterson. John P. Esvelt i commercial manager.

WBIE Begins Broadcasting

WITH a music and news format, WBIE Mari etta, Ga., went on the air Nov. 14 on 1050 kc 500 w daytime. James W. Wilder, formerl at WBML Macon, Ga., is general manager an Dudley D. McCaskill serves as commercia manager.



WESTINGHOUSE BROADCASTING Co. interviews the chairman and vice chairman of the White House Conference on Education in Washington Nov. 28-Dec. 4 as part of the coverage for the company's nine radio and tv stations [B•T, Nov. 14]. Taking part are (l to r): Bill Dempsey, KPIX San Francisco, WBC special tv correspondent; Rod MacLeish, WBZ-WBZA Boston-Springfield, WBZ special radio correspondent; Neil McElroy, conference chairman and president of Procter & Gamble; Finis Engleman, conference vice chairman and Connecticut commissioner of education, and Gordon Hawkins, WBC educational director.

Nine Stations to Carry Texas Tech Basketball

NINE West Texas radio stations have formed a network to carry the 21-game basketball schedule of the Texas Tech Red Raiders, Lubbock. Baldridge Bakery Co., same city, will sponsor the games with Jack Dale doing the play-by-play.

The games will originate through KFYO Lubbock and be fed to KLVT Levelland, KPET



COMPLETING arrangements for broadcast of the Texas Tech basketball games over a nine-station West Texas network are (l to r): seated, Polk Robinson, Tech basketball coach; Mrs. Joe Baldridge of the sponsoring Baldridge Bakeries; Paul Turpen, KFYO Lubbock sales manager; standing, Jack Dale, KFYO sportscaster who will do the play-by-play, and Joe Baldridge Jr.

Tamesa, KVOP Plainview, KVOW Littlefield, KOSA Odessa, KCRS Midland, KSNY Snyder and KBST Big Springs.

KWTO Introduces 'Listen', New Programming Format

NEW "flexible programming" format, tailored along the lines of NBC's *Monitor* and ABC's *New Sounds for You* concept and designed for tastes of its Ozark listeners, has been instituted by KWTO Springfield, Mo.

Leslie L. Kennon, vice president of KWTO, said the new format, *Listen*, is based on the concept of local personalities talking with well-known international and local figures with interspersement of music. Station has specialized in country music for the past 22 years. In addition to the three-hour *Listen*, KWTO programs four hours of live music each day except Sunday.

Best Predicts More Sales For Spot Radio in 1956

PHIL F. BEST, station representative, forecast increased spot schedules on radio in 1956 at a dinner meeting in Detroit of managers from 15 of the 18 Michigan stations he represents. He called am radio the only direct route to the grass roots of America and stated that more and more advertisers are hearing the word, instead of trying to see the light of the "magic lantern."

WRCA-AM-TV Business Up

OCTOBER LOCAL SALES at WRCA New York increased 15% over the same month last year while WRCA-TV business increased 17%, Hamilton Shea, NBC vice president in charge of stations, announced Nov. 25. Mr. Shea said national spot sales for both stations also increased.



Advertisement

From where I sit *by* Joe Marsh

Easy Coins A Quick Profit

Hear about Easy Roberts last Friday? I helped him count his money—both before and after—so believe me, the story's true.

Easy was on the way to the bank to deposit his "cookie jar" savings—exactly $24.95 in nickels, dimes and quarters. He had them in a paper bag and as we crossed Main Street the bottom fell out.

Money went flying. Passers-by pitched in to help recover the coins. Later on when Easy counted up, he had $25.05. The "search party" had turned up all of Easy's money *plus* ten cents someone else had lost!

From where I sit, I wouldn't want to try this "Easy" way to make money. Usually, it takes time for a bank roll to grow . . . just as it takes time for a friendship to grow. But by respecting a neighbor's rights—including his right to drink coffee, tea, beer or buttermilk, whichever and whenever he chooses—it's wonderful the solid friendship you can build. You can "bank" on that.

Joe Marsh

Copyright, 1955, United States Brewers Foundation

REPRESENTATIVE APPOINTMENT

WTAO Cambridge, Mass., names Robert S. Keller Inc., N. Y., national representative, effective immediately. Keller also represents WTAO-TV.

REPRESENTATIVE PEOPLE

Jay A. Whalen, salesman at Edward Petry & Co., to sales staff, N. Y. office of Venard, Rintoul & McConnell Inc.

Norman Noyes, L. A. manager, Branham Co., Chicago, father of girl, Nov. 19.

STATION PEOPLE

Harold O. Parry, WSAI Cincinnati sales staff, appointed sales manager. **Howard Eicher,** former freelance radio-tv performer, to WSAI as account executive.

Les Lindvig, account executive, KPHO-TV Phoenix, Ariz., appointed local television sales manager for that station.

Willard W. Thomas, former sales manager, KEPR-TV Pasco, Wash., to KLEW-TV Lewiston, Idaho, as sales manager. **Robert A. Loudon,** salesman, KLER Lewiston, Idaho, to KLEW-TV Lewiston as combination salesman-production man.

Tom Gregory, chief announcer, WPAT Paterson, N. J., appointed staff announcer for WABD (TV) New York.

David Kittrell, former Atlanta manager, CBS Radio Spot Sales, to WTVD Durham, N. C., sales department.

Jack Carney. KGUL Galveston, Tex., to KOOL-TV Phoenix, Ariz., as announcer-director. **Mrs. Dawna Banford** to KOOL-TV as director of continuity.

George Hack, disc jockey, WMID Atlantic City, N. J., to WSUX Seaford, Del., as program director, disc jockey.

Jim O'Leary, disc jockey, KBIQ Avalon, Calif., to KCBQ San Diego.

Jack Duane, former news and sports director, KFKA Greeley, Colo., appointed KVWO Cheyenne, Wyo., news and sports director.

Bernard N. Lomberg, former freelance tv producer, to WIP Philadelphia as account executive.

Pat Gardenhire, Ted Levy Agency and Daugherty Assoc., Denver, to KBTV (TV) Denver as account executive.

Shigeo Toyama to KHBC Hilo, Hawaii, engineering staff.

Richard Kitson to KGMB-TV Honolulu, Hawaii, production department.

Ernesto Cervera to KWKW Pasadena, Calif., as special consultant for Spanish language programs.

Sid Hampel, sales manager, WPAT Patterson, N. J., to sales staff, WOV New York.

Joan Weldon, Hollywood vocalist, signed to contract at KTLA (TV) Los Angeles.

Roger Juveland and **Lowell Johnson** to KXJB-TV Fargo, N. D., as cameramen; **Rexford L. Watson** to KXJB-TV Fargo, N. D., as film editor; **Duane Chance** to CBS Hollywood tape recording department; **John Hart** to KGEZ Kalispell, Mont., as announcer; **Jack Hurlbut** to WKOW-TV Madison, Wis.; **Ronald Sang** to WISN-TV Milwaukee as floorman; **Paul L. Morgan** to KVVG Tulare, Calif., as announcer-director; **Robert K. Harmon** to KGNC-TV Amarillo, Texas, as floorman; **Mary Seidl** to KGNO Dodge City, Kans., as commercial writer, and **Edgar M. Engelen** to WDAY-TV Fargo, N. D., as camerman. All are graduates of Northwest Radio & Television School, Portland, Ore.

Margie Klain, Stephens College, Columbia, Mo., graduate, to continuity department of WIRE Indianapolis.

Milton Slater, former program manager, WWLP-TV Springfield, Mass., to WHTN-TV Huntington, W. Va., as program director. He fills vacancy created by resignation of **George Snell. Frank Introvatolo** to WHTN-TV as studio engineer. **Lloyd Hamlin** to station as projectionist-photographer, and **Jerry F. Cales** to WHTN-TV as projectionist. **Jerome Lipman** to station sales department and **Ted Wolfe** to WHTN-TV announcing staff.

Grady Cole, WBT Charlotte, N. C., agriculture editor, appointed chairman of Mutual Aid Division of Charlotte-Mecklenburg County Civil Defense organization.

Sig Sakowicz, disc jockey, WJJD Chicago, appointed to board of directors for United Cerebral Palsy Assn. of Chicago.

Mary Merryfield, commentator, WMAQ Chicago, has departed for Near East trip to tape material for her *Radio Journal.*

Barry Glass, disc jockey, WWIN Baltimore, married to Shirley Politzer Nov. 29 in Baltimore.

Lloyd O. McFee, WEIC Charleston, Ill., program director, father of girl, Sept. 28.

Elton H. Rule, general sales manager, KABC-TV Los Angeles, father of girl, Christi Ann, Nov. 17.

Walter Smith, KYW Philadelphia, father of girl, Diane, Nov. 12.

Ruth R. Borscher, WITH Baltimore, to be married to Mr. Alfred L. Hurwitz, Dec. 26.

WSDR Prevents 'Big Blow'

A YOUNG man walked into a filling station in Rock Falls, Ill., and ordered five gallons of fuel oil. Twenty minutes after the man left, the station attendant discovered that he had filled the can with high test gasoline, and notified Fire Chief Russell Maynard and Police Chief Glenn Keime of his error.

The public officials asked WSDR, in nearby Sterling, to broadcast warnings every 10 minutes that the fuel "could cause a terrific explosion" if ignited in a furnace. The station also broadcast an appeal for volunteers to make a house-to-house canvass looking for the purchaser.

Within an hour several hundred joined the search and two of them located the buyer, Andy Chambers. Mr. Chambers said that he had poured the fuel into his tank and "was just going to light it."

NBC, NABET Differ Concerning Color Crew

POSSIBILITY of a full-blown dispute betwee NBC and the National Assn. of Broadca Employes & Technicians (NABET-CIO), i volving WNBQ (TV) Chicago and its curre color plans, hung in the balance Friday.

The controversy arose over staffing requir ments for the operation of color tv equipme at WNBQ and stemmed initially from a tw and-a-half hour work stoppage at NBC WMAQ some weeks ago.

NABET's Chicago office charged Thursda in a prepared statement, that the disagreeme emerged because of the network's demand f "sub-standard staffing and wages" for operatir tv equipment and the alleged refusal to hon a joint union-management committee pact 1954. G. Tyler Byrne, NABET network dire tor, said NBC threatened to drop its color co version program for WNBQ, announced by th network Nov. 2 [B•T, Nov. 7].

Core of the dispute is how many technicia should be assigned on color crews. NABE claims one should be assigned to each col camera chain, whereas NBC was represented insisting on one for each two chains.

In Chicago NBC officials declined comme inasmuch as the matter had been referred t New York network quarters. NBC in Ne York had no immediate comment, except say Friday afternoon that company and unio were working toward a solution. NABE sources reported the dispute had been partl settled but that the "one-half disagreement could be important in any settlement.

The question was raised in NBC Chicag quarters, however, as to whether NABET's ne work pact would apply to local color origin tions which WNBQ plans to pioneer in Chicag

The NABET statement claimed that NB originally had "insisted" that the color tv pr gram be coupled "with another demand in radi which also represents a contract violation." blamed the brief stoppage at WMAQ on NBC "insistence" on this procedure.

Birmingham Union Agrees Not to Picket Advertisers

A FEDERAL judge Thursday approved a agreement in which technicians of IBEW Loc 253, promised not to picket advertisers c WAPI, WAFM (FM) and WABT (TV), a Birmingham, Ala., where a strike has been i progress since July 1.

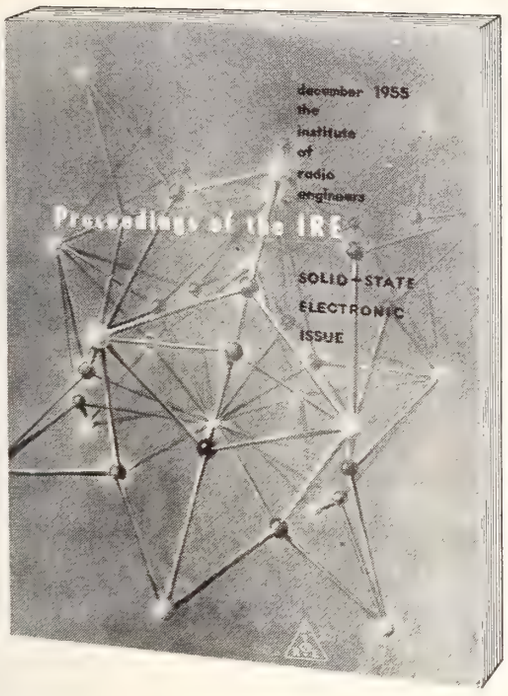
Approved by U. S. District Judge Hoba Grooms, the agreement was signed two day before a scheduled hearing on a petition by th National Labor Relations Board for a tempo rary injunction to halt alleged secondary boy cotting by the union.

S. B. Teu, NLRB attorney, said the agreemen accomplishes the same purpose as that soug in the petition for an injunction. The injun tion hearing was postponed indefinitely. Th agreement provides that the union will no picket any concern in an effort to force it t "cease doing business with Alabama Broadcas ing System Inc.," which operates the thre stations.

It also was stipulated that the union will no seek to have employes of other companies re fuse to handle goods with the object of forcin such persons or companies to cease doin business with Alabama Broadcasting. If th union is charged with violating the agreement it is provided that NLRB may call on its in junction petition by giving three days notice.

About 20 technical engineers represented by

What is "solid state electronics"?



You have already received great services from "Solid State Electronics"... but much more is coming your way!

This side of radio science is both old and new. It started with the galena detector which gave you signals you could hear. In phosphers that glow in response to electronic bombardment, it gave you, first, a picture tube—and now, full color television.

Ferrites that store and repeat electronic signals—the memory elements of the computer—are the next stage in this radio engineering. Tomorrow, "steareatronics" (as Cornelius Ryan calls it in Collier's) will provide silicones and other solid state materials which will store heat and power from the sun to serve you.

A working summary of this science is offered to you in the December issue of "Proceedings of the IRE"—from background data to the newest research. This one issue, some 300 pages, is the word count equivalent of a 600-page text book . . . useful, up-to-the minute. It is a history-making issue you will treasure for years.

Price to non-members . . . **$3.00**

(All IRE members will receive this December issue as usual. Extra copies to members, $1.50 each.)

Every Article Is a "Treasure" in this History-Making Issue

"Lead Article," by Dr. Frank Herman, RCA Laboratories, Inc.

"Field of Ferrites," a paper covering the history of the development of ferrites, by Dr. E. W. Gorter, The Philips Co.

"Ferrite Developments," by Dr. Paul N. Russell

"Historical background and current state of the art in dielectric materials," by Dr. E. T. Jaynas, Stanford University

"Future trends and unsolved problems in dielectric materials," by Dr. Gen Shirane, Pennsylvania State University

"History of Semiconductor Research," by G. L. Pearson and W. H. Brattain, Bell Telephone Laboratories, Inc.

"Germanium and Silicon," by G. A. Morton and M. L. Schultz, RCA Laboratories, Inc.

"Conductivity, Hall effect and optical absorption of intermetallic compounds," by Dr. H. P. R. Prederikse, National Bureau of Standards

"Photoconductivity in some of the sulfides and selenides," by Dr. Richard H. Bube, RCA Laboratories, Inc.

"Performance of Photoconductors," by Dr. Albert Rose, RCA Laboratories, Inc.

"Lead Salts or Infra-red Photoconductors," by T. S. Moss

"Design & Performance in a Storage Light Amplifier," by Rosenthal Jennie, Allen B. Dumont Labs.

"An Electroluminescent Light, Amphtyme Picture Panel," by B. Kazan and F. H. Nicoll, RCA Laboratories, Inc.

"Cathodoluminescence," by Dr. G. F. J. Garlick, University of Birmingham

"Electroluminescence," by Prof. Georges Destriau and Dr. Henry F. Ivey, Faculte des Sciences de Paris

"Physical Chemistry of Phosphors," by Dr. F. A. Kroger, The Philips Co.

The Institute of Radio Engineers

1 East 79th Street • New York 22, N. Y.

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☐ Enclosed is $3.00

☐ Enclosed is company purchase order for the December, 1955 issue on "Solid State Electronics"

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the union struck after their contract with the company expired and the two sides were unable to agree on terms for a new pact. One of the major issues in the long walkout is understood to be the number of engineers which the stations will have on duty at their studios.

NARTB Seeks Voice In Wage-Hour Hearing

NARTB has asked for permission to appear before a wage-hour hearing to be held in mid-December to consider revision of salary tests for Wage-Hour Act exemption. Charles H. Tower, NARTB employer-employe relations manager, asked to testify in a letter sent Wednesday to Newell Brown, Wage-Hour Administrator.

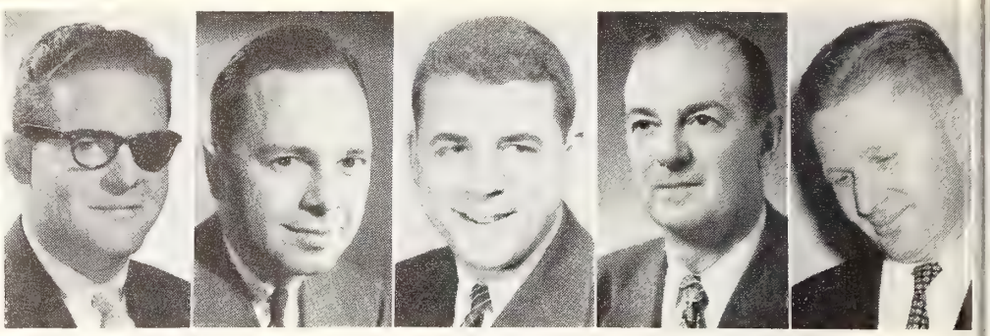
"Any upward revision of salary tests ($55 for executives, $75 for administrative and professional employes) would bring significant numbers of broadcasting employes now exempt under wage-hour requirements of the act," Mr. Tower said. "The Wage-Hour Act has been a source of many problems in our industry, particularly for the small broadcaster. In a seven-day-week 16-hour-a-day operation, which is typical of many broadcasting stations, the application of the act has not been easy."

WAIT Signs Union Contract

WAIT Chicago has reached an agreement with the National Assn. of Broadcast Employes & Technicians (NABET-CIO) on a one-year contract covering seven of its employes. The union pact with the independent station provides for maximum wage of $132 per week, an eight-hour working schedule, more liberalized paid vacations and a severance pay clause.

NBC ELECTS FIVE NEW V.P.'S: DANN, CULLIGAN, HERBUVEAUX, SCOTT, WERNER

Announcement being made today. Werner election follows promotion just one week ago to national program director for network.



MR. CULLIGAN MR. SCOTT MR. DANN MR. HERBUVEAUX MR. WERNER

ELECTION of five new vice presidents of NBC is being announced today (Monday) by NBC President Sylvester L. (Pat) Weaver Jr.

They are Michael H. Dann, NBC-TV program sales; Matthew J. Culligan, NBC-TV national sales director; Jules Herbuveaux, WMAQ-WNBQ (TV) Chicago general manager; Walter D. Scott, NBC-TV national sales manager, and Mort Werner, NBC-TV national programs.

Mr. Dann, who will report to Thomas A. McAvity, vice president in charge of NBC-TV, has been director of program sales since 1954. He has represented the program department in matters pertaining to the sale of network-produced programs. After five years as a radio comedy writer, Mr. Dann in 1948 joined NBC as a press department staff writer, became trade and business editor in 1949 and two years later was named program sales coordinator for tv packaged programs. Before his appointment as manager of NBC-TV programs, he served as supervisor of special telecasts and as manager of special projects.

The NBC association of Mr. Culligan, who will report to George H. Frey, NBC-TV vice president in charge of sales, started at NBC in 1952 when he was sales manager for NBC's participating programs department. He played a major role in compiling a record high total of more than $13 million gross billings for 1954 for the network's *Today*, *Home* and *Tonight* programs. He was a vice president of John Sutherland Productions, tv film producers, and in the advertising phase of publications, before joining the network.

Mr. Herbuveaux, who will report to Charles R. Denny, vice president in charge of NBC owned stations and NBC Spot Sales, became general manager of WMAQ-WNBQ in April 1954 after having been assistant general manager of the stations for a year. In 1949, Mr. Herbuveaux was appointed manager of tv for NBC's Central Div. after having been program manager of WMAQ since 1939. He first was associated with NBC as a music arranger and conductor in Chicago and in 1931 became NBC's music director. He also held various creative and administrative positions with the network.

With NBC since 1938 when he joined its sales department, Mr. Scott was named eastern sales manager in 1949 and two years later became New York radio network sales manager, followed by appointment the next year to a new post of administrative sales manager. Before his NBC association, Mr. Scott was in the sales department of Hearst Radio Inc. and had been on the advertising staff of the *Daily Oklahoman & Times*. He will report to Mr. Culligan.

Mr. Werner's appointment as NBC-TV national program director had been announced only last Monday. Last February, he was made director of participating programs for the tv network after having been producer of *Today* (starting in 1951) and later executive producer for *Today*, *Home* and *Tonight*. Mr. Werner began in radio in 1932 with the Don Lee network in San Francisco. He was an announcer, singer, writer and producer, 1936-1941, in both San Francisco and Hollywood. In 1941, Mr.



FOUND:

a welcome answer to your business gift problem

For a gift that's sure to please, give one you'd like to receive yourself—Hennessy, the world's preferred Cognac Brandy. Just go to your local store and see all of the colorful, imported Hennessy gift packages and distinctive bottles ranging from about $3.50 to $20. No matter which you choose, yours will be a gift of good taste that is sure to please.

★ ★ ★

HENNESSY

THE WORLD'S PREFERRED COGNAC BRANDY

84 Proof Schieffelin & Co., New York



John O. Gantner, Jr., President of Gantner of California, reveals why

"She always has the last word!"

"They say a woman will always have the last word. It's certainly true when she shops for a swimming suit!

"She waits till the last possible minute, and insists she get the 'last word' in style. Pressure on stores is terrific. If 'hot' styles run out of stock, those sales are gone forever.

"But our retail accounts know they can depend on Gantner.

"Gantner styles can be restocked to any store in the country in a few hours, *while the ads are running*. Not a moment is lost — not a sale is lost — thanks to Air Express!

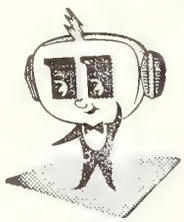
"And one last word — about costs. Specifying Air Express can save you money, too. 15 lbs. from San Francisco to Chicago, for example, costs $10.91. That's $1.09 less than any other complete air service!"

Air Express

GETS THERE FIRST *via U.S. Scheduled Airlines*

CALL AIR EXPRESS . . . *division of* **RAILWAY EXPRESS AGENCY**

LOOK!
CHCH-TV
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Hamilton, Canada
2,151,778
(Source: Elliot Haynes, Limited)
PEOPLE WITHIN THE PRIMARY COVERAGE AREA
Representing
437,404
TV HOMES
The Largest Primary Coverage Area of Any Independent Station in Canada.
REPRESENTATIVES:
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All-Canada Television
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Adam J. Young, Inc.



MORE
FACILITIES
FOR YOUR PROGRAMS
MORE
VIEWERS FOR
YOUR MONEY
MORE
SALES
FOR YOUR PRODUCTS
•
CHANNEL 4
WWJ-TV
DETROIT
NBC TELEVISION NETWORK
ASSOCIATE AM-FM STATION WWJ
First in Michigan—Owned and
Operated by THE DETROIT NEWS
•
National Representatives
FREE & PETERS, INC.

Werner was program director for the Office of War Information and in 1943 joined the Armed Forces Radio Service as program director. He built KHUM Eureka, Calif., in 1946 and started KVEN Ventura two years later. Mr. Werner will report to Richard A. R. Pinkham, vice president of television network programs.

Networks to Meet With Affiliates

Routine sessions expected at meetings this week of stations with officials of NBC-TV (in Chicago), CBS Radio (New York) and MBS (Hollywood, Fla.).

MORE than 150 officials of NBC-TV affiliated stations are expected to gather at Chicago's Drake Hotel this week for the affiliates' semi-annual convention, meeting Thursday in a private session and Friday with top officials of the network.

The convention is one of three network-affiliate conferences scheduled this week. Mutual officials meet with the 14-member Mutual Affiliates Advisory Committee in Hollywood, Fla., in sessions starting tomorrow (Tuesday) and extending through Thursday, while the board of directors of the CBS Radio Affiliates Assn. meets with officials of that network in a one-day meeting in New York Thursday [B•T, Nov. 21].

Looking to the NBC conclave, leaders among affiliates and network spokesmen appeared agreed that the two-day meeting, unlike some that have preceded it, seemed unlikely to be marked by serious controversy between network and affiliates.

The meeting comes almost on the second anniversary of the date when President Sylvester L. (Pat) Weaver Jr. and Executive Vice President Robert W. Sarnoff assumed their present offices, Dec. 4, 1953, and much of NBC's presentation to the affiliates is expected to consist of a look at accomplishments to date and an outline of plans for the future. Messrs. Weaver and Sarnoff will head the NBC delegation and lead in the presentation, with Mr. Sarnoff expected to deal in detail with NBC-TV color plans.

The Thursday-Friday meeting will be preceded by a Wednesday session of the affiliates' nine-man committee headed by Walter J. Damm, WTMJ-TV Milwaukee. This meeting and that of the general affiliate body on Thursday will be closed but the session in which NBC-TV makes its presentation will be open, as will the Friday luncheon meeting. The convention will wind up with a "kick-around" session Friday afternoon, according to Mr. Damm.

The affiliates committee is slated to elect officers during the Chicago deliberations.

NBC officials on the agenda to take part in the Friday session include, in addition to Messrs. Weaver and Sarnoff: Thomas A. McAvity, vice president in charge of the television network; George H. Frey, tv network sales vice president; Matthew J. Culligan, newly-elected vice president and national sales director of NBC-TV (see story, page 100); Richard A. R. Pinkham, vice president in charge of television network programs; Joseph A. McDonald, vice president, treasurer, and head of the Political Broadcast Unit, and Stockton Helffrich, manager of continuity acceptance.

Like NBC-TV's convention, the meeting between the board of directors of the CBS Radio Affiliates Assn. and officials of CBS Radio is expected to be unstirred by controversy. The board is headed by Kenyon Brown, KWFT Wichita Falls, Tex. The network delegation at the conference will be headed by President Arthur Hull Hayes. The all-day meeting will be capped by a dinner at Sardi's restaurant with commentator Lowell Thomas as guest of honor and principal speaker.

Mutual's MAAC meeting also is one of a regular series to explore sales, programming, promotion, and other network plans and accomplishments. Composition of the network contingent had not been definitely set late last week.

Color for Posterity

NBC WILL PRESENT to the Prudential Life Insurance Co.'s new mid-America home office, Chicago, a film of the network's closed-circuit color tv news conference to be placed in a time capsule during special dedication ceremonies Dec. 8. The capsule is to be opened Dec. 8—in the year 2000—as a memento of NBC's announcement Nov. 3 that WNBQ (TV) Chicago will become the world's first all-color station next April. It will be presented at the ceremonies by Jules Herbuveaux, NBC-TV vice president and general manager of WNBQ (TV) and WMAQ.

Keystone Is Considering Packaged Tv—Peterson

KEYSTONE Broadcasting System is "exploring the possibility" of entering the television field but would do so only by "selling based on our pattern of packages rather than individual stations," a network executive told B•T Thursday.

Referring to reports that KBS is interested in extending its operation to tv stations, Edwin R. Peterson, vice president, said Keystone has made inquiries into television as a long-range project, but added that no action was imminent. Mr. Peterson said KBS has been "approached by tv stations" for a program and spot service similar to that offered advertisers on radio outlets.

Mr. Peterson also reported that Keystone business in 1956 should double that recorded for the current year on the basis of advance orders. The transcription network now claims some 870 stations.

ABC-TV Said to Be Dealing With Rank for 104 Films

NEGOTIATIONS are reported to be under way by which ABC-TV will acquire the tv distribution rights for five years to 104 feature films from the J. Arthur Rank Organization for a sum ranging from $1.5-2 million. Announcement of the completion of the transaction is expected in several weeks, pending clearances on some of the films.

It is said that ABC-TV plans to carry the feature films on an across-the-board basis, 3-5 p.m. EST. Though the names of titles are not available, it is reported that all the films were produced in the past 10 years.

Some Sober Facts Behind the Search for Oil

by Former Ambassador to Great Britain,

LEWIS W. DOUGLAS

IN recent times some people have expressed the view that the oil industry has been enjoying a favorable tax position by reason of the provision for depletion. Yet, drilling for oil has always been one of the riskiest businesses in the world and is becoming more hazardous. Here are a few sober facts that face the man who drills for oil today:

He must invest about $123,000—on the average—in every exploration well he drills; yet *only 1 out of every 9* of these "wildcat" wells ever produces oil.

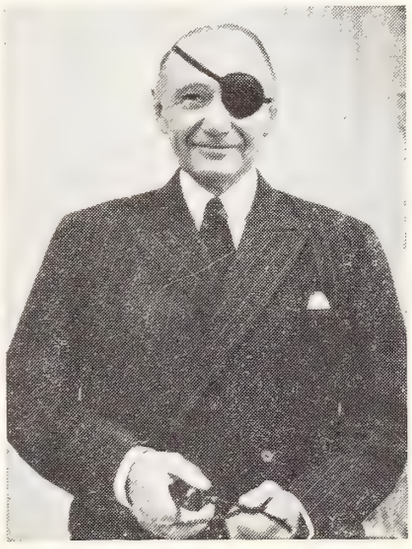
And only 1 out of 44 wells finds an oil field big enough to supply America *for just 4 hours*. The odds against finding a 50,000,000 barrel field—enough to supply the U. S. for about a week—are incredible—966 to 1.

But this is not all. To a great extent the obvious shallow sands where oil might be found easily have already been tested. Consequently today's wells must be drilled to much greater depth at much greater cost to reach productive oil sands. Drilling and exploration costs are about *400% higher* than 25 years ago and the odds of finding even marginal production are far more adverse.

And unlike a factory which can produce at a constant rate for many years, an oil well dies a little each day. Finally it stops producing altogether—in other words, it becomes "depleted."

As early as 1918 Congress recognized that, with America increasingly dependent on oil, it had to create an incentive so that men would take the unusually hazardous financial risks involved in the search for oil.

Therefore, Congress wrote a depletion provision into the tax law—permitting oil producers to exclude 27½% of the gross income from their oil or gas property in arriving at a taxable income basis for tax purposes. This deduction, however, cannot exceed 50% of the property's net income. And, of course, it applies *only* to oil and gas *production*. Other activities of the industry, such as refining, are *not* subject to depletion.



Lewis W. Douglas has won distinction in virtually every phase of American life. Prior to serving as Ambassador to Great Britain, he was a Congressman, Director of the U. S. Budget, and a college president. Mr. Douglas is now Chairman of The Mutual Life Insurance Company of New York and is the principal owner of the Southern Arizona Bank and Trust Company.

Coal and metal mining—in fact, all "natural resource" industries—have similar tax provisions. Actually, the depletion provision is designed to make up for the inevitable exhaustion of the natural resources man has discovered. And it encourages the costly search for new deposits—needed to replace those that are exhausted. Yet, the provision for depletion is often misunderstood and unfairly indicted.

Experience demonstrates that the national interest has been properly guarded and well served by provisions for depletion. With the depletion provision in effect, America has become the world's largest producer and user of petroleum. Yet we pay *less* for most oil products than most other nations. And, despite record usage, we keep finding more oil than America uses. In a world of wings and wheels, this could well provide the balance of power. Certainly it is the necessary support for an economy that runs largely on petroleum products.

We can be thankful for the incentives that have encouraged men to brave the heavy risks of loss and to continue the increasingly difficult search for new oil fields which alone can replace the old fields that are being used to power our country.

This is one of a series of reports by outstanding Americans who were invited to examine the job being done by the U. S. oil industry. This page is presented for your information by The American Petroleum Institute, 50 West 50th Street, New York 20, N. Y.

3 CBS Radio Daytime Sales at $4 Million

NEW SALES, three of which alone represented a total gross annual billing near the $4 million mark, were reported Thursday by CBS Radio for its daytime schedule.

Highlighting the major buys were Lever Bros., Chesebrough Mfg. Co and Hazel Bishop Inc. which had been announced previously, according to John Karol, CBS Radio's vice president in charge of network sales.

Lever Bros. will return on the network Jan. 2 as sponsor of *Aunt Jenny* after having been off the air with the program since last March. Lever, which had been associated with the serial for 18 years, will sponsor the program for its Spry, Silverdust and Breeze products, across-the-board, 2:45-3 p.m. EST, with full sponsorship of the program Monday, Wednesday and Friday and half-sponsorship on Tuesday and Thursday. Foote, Cone & Belding is agency.

Chesebrough through J. Walter Thompson Co., New York, has purchased six segments weekly in daytime serials. Program and product details, it was understood, will be announced this week. Hazel Bishop had signed for 10 segments weekly of four Mon.-Fri. daytime serials. Raymond Spector is the agency.

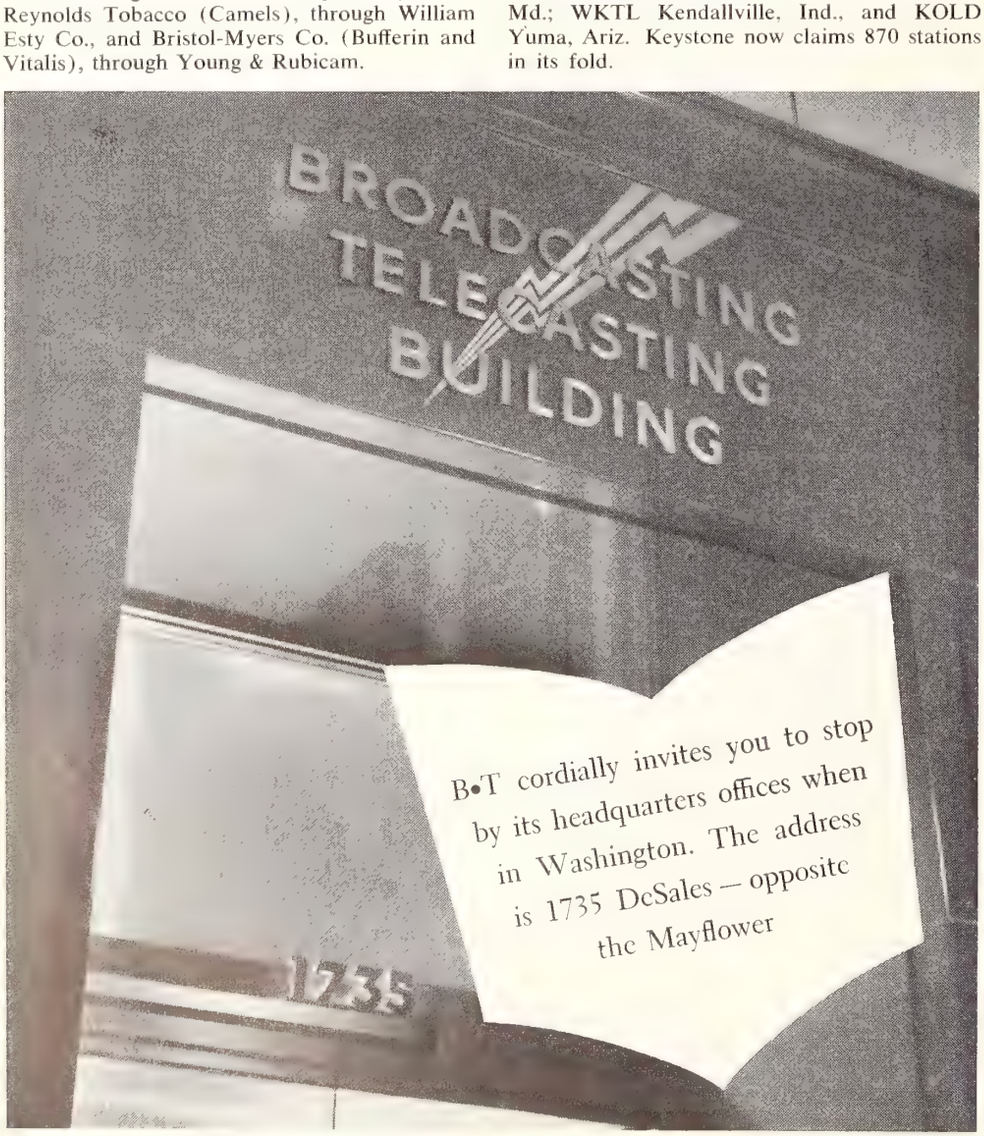
In addition to the three big sales, CBS Radio reported another daytime purchase—Sunsweet Prunes, through Long Adv. Service, San Jose, Calif., picking up a quarter-hour weekly of *Houseparty*. Also announced was sponsorship of the Orange Bowl football game by R. J. Reynolds Tobacco (Camels), through William Esty Co., and Bristol-Myers Co. (Bufferin and Vitalis), through Young & Rubicam.



ARLENE FRANCIS, star of NBC-TV's *Home* show, gives officials of the Gibson Refrigerator Co. some ideas on how their products may be presented on her network program. Interested listeners are Frank S. Gibson Jr. (c), executive vice president of the appliance manufacturing firm, and J. L. Johnson, vice president and general manager. The company's refrigerators, freezers, electric ranges and air conditioners make their first appearance on national network tv in a 20-week schedule on *Home* beginning Jan. 9.

Four Join Keystone

ADDITION of four new affiliates in as many states was announced Tuesday by Keystone Broadcasting System. New stations, according to Blanche Stein, KBS station relations director, are WHBY Appleton, Wis.; WCEM Cambridge, Md.; WKTL Kendallville, Ind., and KOLD Yuma, Ariz. Keystone now claims 870 stations in its fold.



Four Advertisers Involved In Timebuys on ABC Radio

SIGNING of two new sponsors and the addition of a time period for two other advertisers on ABC Radio's morning programming block were announced last week by William Fairbanks, national sales manager of ABC Radio.

New sponsors are Stanback Co. Ltd. (powders and tablets), Salisbury, N. C., through Piedmont Adv., Salisbury, for opening segment on Wednesday of *When a Girl Marries* (Mon.-Fri. 10:45-11 a.m. EST), starting Dec. 28; Olson Rug Co., Chicago, through Presba, Fellers & Presba, Chicago, for Monday, 9:25-9:30 a.m. segment of *Breakfast Club* (Mon.-Fri., 9-10 a.m. EST) starting Jan. 3, and for Monday, 9:20-9:30 a.m. segment, effective Jan. 25.

Advertisers who have signed for additional time periods are Drackett Co. (household products), Cincinnati, through Ralph H. Jones Co., Cincinnati, for Thursday, 9:35-9:40 a.m. EST period of *Breakfast Club*, and Milner Products Co. (detergents), Jackson, Miss., through Gordon Best Inc., Chicago, for Friday, 9:25-9:30 a.m. EST period of *Breakfast Club*.

Fabray Still Hospitalized

TV STAR Nanette Fabray was moved Thursday from Doctors Hospital in New York to Mount Sinai Hospital there for "further observation" in attendance of doctors, including a neurologist. She was not expected to be on *Caesar's Hour* tonight (Monday) on NBC-TV. At the conclusion of last Monday's program Miss Fabray was injured by a falling pipe backstage. Medical report Tuesday said she had suffered a "moderate concussion." Buddy Schwab, a dancer on the show, also was struck by the pipe that fell from a piece of scenery being raised backstage in the NBC studios at Century Theatre, New York. Mr. Schwab suffered a contusion of the left shoulder.

How Tv Affects Speech

TV'S IMPACT on speech patterns and culture in areas of U. S. was topic of address by Irving Gitlin, CBS director of public affairs, at National Council of Teachers of English convention in New York. Mr. Gitlin noted that medium is having effect of changing speech patterns in many areas, of lifting drama standards and of making people as familiar with theatre as residents of large cities.

'Today' Goes Stumping

EARLY PLANS for the political campaign and election coverage were announced Wednesday for NBC-TV's *Today* (Mon.-Fri., 7-9 a.m. EST). Four teams of reporter-cameramen will canvas the country from now until next November, reporting on such issues as farm problems, unemployment, housing and desegregation. Assigned to this team are Dick McCutchen, Joe Michaels, Paul Cunningham and Estelle Parsons. First phase of the coverage includes on-the spot reports of primaries (New Hampshire starts them off March 13). The entire show will move to Chicago for the Democratic conclave and to San Francisco for the Republican meeting. The campaign will be covered with attention given to presidential, senatorial and gubernatorial races, as well as reports from candidates' trains, and finally, the elections, with on-the-spot returns.



For improved kinescope recording . . . use Eastman Television Recording Safety Film Type 5734 (35mm), Type 7374 (16mm).

Developed primarily for ultra-violet kinescope recording, this versatile new Eastman Film yields improved low contrast photographic results with current television recording systems also.

In fact, it may be used both to produce kine recording negative or to make positive prints from existing picture negative.

Like all Eastman Films, this new television recording material is uniform, fully dependable under all conditions. For information address:

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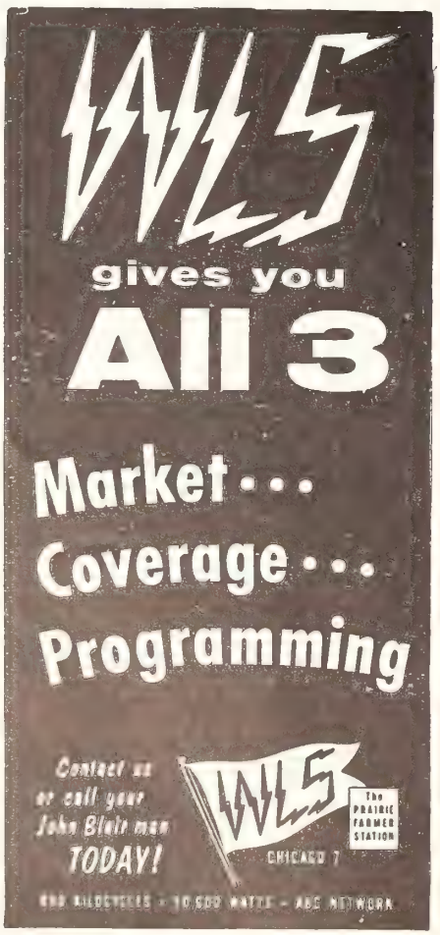
West Coast Division
6706 Santa Monica Blvd.
Hollywood 38, Calif.

or **W. J. GERMAN, INC.**
Agents for the sale and distribution of Eastman Professional Motion Picture Films
Fort Lee, N. J.; Chicago, Ill.; Hollywood, Calif.



"BIG TIME DAYTIME" programming with any commercial handling you want . . . live cameras always available.
"BIG TIME DAYTIME" precedes the sensational new ABC-TV evening schedules. Contact Free & Peters or:

Don Davis, *First Vice President*
John Schilling, *Vice Pres. & Gen. Mgr.*
George Higgins, *Vice Pres. & Sales Mgr.*
Mori Greiner, *Director of Television*



21 ADVERTISERS JOIN NBC-TV'S PEP

Six more network affiliates also take on program extension plan. Total of 19 different shows have been ordered.

A TOTAL of 21 advertisers have ordered 19 different programs representing more than 133 commercial hours per week on stations in NBC-TV's Program Extension Plan (PEP) group since the PEP plan went into effect eight weeks ago, George H. Frey, NBC Television Network sales vice president, announced last week.

Mr. Frey also reported that six additional NBC-TV affiliates had joined the PEP group project, designed to encourage national advertisers to add small-market stations to their NBC-TV lineups. The six, bringing PEP membership to 47, are KTVO (TV) Ottumwa, Iowa; WSIL-TV Harrisburg, Ill.; WCTV (TV) Tallahassee, Fla.; KRBB-TV Eldorado, Ark., and KMID-TV Midland-Odessa, Tex., all effective Dec. 1, and WHAD-TV Laredo, Tex., effective Dec. 15.

The PEP plan originally included 44 stations but since then, officials said, KMED-TV Medford, Ore.; KIEM-TV Eureka, Calif., and KVDO-TV Corpus Christi, Tex., have been deleted from the group because their revenues from all networks were sufficient to make NBC unsuccessful in obtaining clearances for programs ordered by advertisers.

By ordering PEP stations whose rates total a designated amount, an advertiser can include in his lineup additional PEP stations without charge (NBC pays the difference, so that all PEP stations which are used receive payment at their regular network rates). The more stations ordered, the more that are made available to the advertiser without charge. NBC said the latest analysis showed there are now 25 advertiser-program combinations, with seven of these advertisers to receive a 100% dividend, seven a 75% dividend and 11 a 50% dividend.

PEP Increases Cited

Since its inception, according to Mr. Frey, PEP has accomplished as much as a 575% increase in commercial network hours a week for NBC's smaller market tv stations. WFLB-TV Fayetteville, N. C., he said, has shown an increase from 2.13 network sponsored hours a week in September 1955 to the current 7.38 hours. Other stations listed as having made an "outstanding increase" are KQTV (TV) Ft. Dodge, Iowa, which has added 6.5 hours to its 1.13 hours in September and WTAP-TV Parkersburg, W. Va., which has added 5.5 network hours to its 4.08 hours.

PEP, Mr. Frey declared, is enabling many thousands of tv homes to receive programs that were heretofore unavailable to them. As an example, he said, General Motors' additional order of 21 PEP stations will bring *Wide Wide World* to some 625,000 tv homes in areas covered by these stations and similarly, Liggett & Myers' order of 28 small market stations will enable *Dragnet* to be viewed in an added 611,000 tv homes.

Fred C. Mueller, general manager of WEEK-TV Peoria, Ill., and chairman of the Optional Stations Group of the NBC-TV affiliates committee, has called PEP the "best and most intelligently thought-out plan for both the stations and for the advertisers that has come into being since television began." He said that NBC "has taken into consideration every element of the business and has developed the plan that helps everybody and hurts no one."

Joseph Hibbard, director of advertising for the Pet Milk Co., which co-sponsors NBC-TV's *George Gobel Show,* wrote that "I'm particularly happy about the way this has worked out because, as you know, we have been very much interested in the development of this idea and I surely wanted to be one of the advertisers buying the complete list."

In addition to Pet Milk Co., sponsors who have ordered the entire group of 44 PEP stations in their lineup now include the Liggett & Myers Tobacco Co., Armour & Co., RCA, The Sunbeam Corp., The Whirl-Pool Corp. and the Chevrolet Motor Div. of General Motors Corp. In addition, the Gillette Safety Razor Co., for its *Cavalcade of Sports* and General Motors for its *Wide Wide World* series, have ordered NBC's full lineup of PEP interconnected stations.

Advertisers, programs and number of PEP stations ordered thus far:

American Chicle (*Caesar's Hour,* 13 stations; *Zoo Parade,* 6 stations); American Tobacco (*Your Hit Parade,* 15 stations; *Justice,* 16 stations); Armour (*George Gobel Show,* 18 stations); Chevrolet (*Chevvy Show,* 14 stations; *Dinah Shore,* 20 stations); Colgate-Palmolive (*Variety Hour,* 7 stations); General Foods (*Roy Rogers,* 7 stations); General Motors (*Wide Wide World,* 21 stations); Gillette (*Cavalcade of Sports,* 9 stations); Lever Bros. (*Lux Video Theatre,* 20 stations); Liggett & Myers (*Dragnet* 21 stations); Mutual of Omaha (*Zoo Parade,* 6 stations); Oldsmobile (*Spectacular,* 9 stations); Pet Milk (*George Gobel Show,* 24 stations); Pontiac (*Playrights '56,* 2 stations); Procter & Gamble (*Fireside Theatre,* 8 stations; *Loretta Young,* 1 station); RCA (*Berle-Raye,* 11 stations); Remington Rand (*Caesar's Hour,* 25 stations); State Farm (*Red Barber,* 5 stations); Sunbeam (*Berle-Raye,* 11 stations); Warner Lambert (*Your Hit Parade,* 15 stations); Whirlpool (*Berle-Raye,* 11 stations).

NBC-TV, N. Y. Ballet Unable To Agree on Holiday Program

EFFORTS by NBC-TV to arrange a tv performance Dec. 25 of the New York City Ballet Company [B•T, Nov. 28] apparently fell through last week. The network had planned to telecast "The Nutcracker Suite" in color as a Christmas event each year. The deal was off, however, when NBC-TV was unable to satisfy the time wanted by the ballet company which felt limitations would not do justice to its production, according to a network spokesman. It also was reported that NBC-TV was reluctant to push the negotiation since it did not have a sponsor committed. NBC-TV, nevertheless, still had its feet planted in ballet with its telecast of "The Sleeping Beauty" (Sadler's Wells ballet presentation) scheduled for *Producer's Showcase* Dec. 12 [8-9:30 p.m. EST].

Garroway Honored

DAVE GARROWAY, star of NBC-TV's *Today* (Mon-Fri., 7-9 a.m. EST) was honored last week by the state of South Dakota which proclaimed Nov. 29 "Dave Garroway Day." On behalf of Gov. Joe Foss, Joseph L. Floyd, president of KELO-TV Sioux Falls and KDLO-TV Florence, both South Dakota, appeared on *Today* last Tuesday and presented Mr. Garroway with a scroll and a South Dakota pheasant.

Mexican Holiday

"CARAMBA!" It could only happen because of television, but with the colorful fiesta of Juarez, Mexico, slated for NBC-TV's *Wide Wide World* cameras Sunday (yesterday), the traditional date of Dec. 8, when the city's birthday is celebrated annually, was changed to the date of the tv show by special proclamation of Juarez Mayor Pedro Garcia. The 300-year-old tradition thus was to be taken to the U. S. in a live presentation replete with the "tarahumaras" (marathon runners), "charros" (Mexican cowboys), hat dancers, Aztec dancers and a solemn celebration of Mass in the Mission of Guadalupe.

Mazur Named by ABC Radio

APPOINTMENT of Nancy Mazur as assistant manager of radio sales development for ABC was announced last week by Gene Accas, director of sales development and research. Miss Mazur joined ABC in 1952 and has served as a presentation writer for the sales development and research department and as assistant to the executive producer of ABC Radio's new nighttime programs.

NETWORK PEOPLE

Edward L. Pearle, theatre press representative, to Yankee Network, Boston, as assistant sales promotion director. He was formerly associated with office of producer Cheryl Crawford in press department.



MR. PEARLE

Art Foley, assistant photo editor, ABC in New York, promoted to photo editor, succeeding **Christy Barter,** resigned. **Louis Feldstein,** publicity writer with Myer P. Beck, N. Y. producers' representative, named assistant photo editor of ABC.

Fletcher Markle, Russell Stoneham and **Mel Ferber** to share directing duties on *Front Row Center,* dramatic anthology scheduled to return to CBS-TV Jan. 8. **Alice Young,** former assistant manager of CBS story department, Hollywood, named story editor of the series.

James E. Duffy, account executive, ABC Radio Central Div., transferred to sales department of ABC-TV Central Div. in similar capacity.

Art Linkletter, star of CBS-TV's *House Party* and other programs, named national honorary campaign chairman, 1955-56 Arthritis and Rheumatism Foundation drive.

Mrs. Edgar Calmer, 46, wife of CBS news commentator Ned Calmer, died Nov. 25 of pneumonia.

John Grant, 64, screen, radio, and tv writer for Abbott and Costello, died at his Palm Desert, Calif. home Nov. 19.

Be it Resolved in '56 . . .

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Channel 9
325,000 Watts
National Rep.
Adam J. Young, Jr., Inc.

CKLW

800 kc. Radio
50,000 Watts
J. E. Campeau, Pres.
Guardian Bldg., Detroit

AT THE CENTER OF CONVENIENCE

When you aim to visit New York shoot for the

HOTEL LEXINGTON

Lexington Avenue at 48th Street



home of the famous Hawaiian Room

RCA, CBS-Columbia Set Color Promotions

TWO separate color tv competitors—RCA and CBS-Columbia—are launching this week distinctly different moves designed coincidentally to stimulate the sales of color receivers in the huge metropolitan New York market.

A multiple promotion to bring color tv to the sight of thousands in the area is set for tomorrow (Tuesday) by RCA Victor distributors in New York and New Jersey, major supermarkets and WRCA-TV New York. It was described last week by Charles R. Denny, vice president of NBC-owned stations and NBC Spot Sales, as a pilot operation for cities in which NBC's stations or NBC-affiliated outlets are located.

The RCA promotion plan encompasses the placing of 21-inch color receivers at high traffic points in the stores of National Supermarket at Elizabeth, Irvington, Rahway and Metuchen, N. J., and the London Terrace Supermarket in New York.

Distributors are Bruno-New York and Krich-Radisco, Newark, N. J. Various promotional tie-ins will be used to attract viewers. Mr. Denny noted that an hour and 40 minutes of color tv now is offered each weekday afternoon via NBC in New York. Early next month, Abraham & Straus department store in Brooklyn will inaugurate "matinee teas" for its customers who will be invited to watch afternoon color. WRCA-TV also is making an offer to present special promotion for hotels, restaurants, bars, and grills which invite the public to watch color programs. Meanwhile an unusual move to stimulate color tv set sales was to start today (Monday) by CBS-Columbia, tv and radio set manufacturing division of CBS Inc.

Norman C. Owen, vice president in charge of sales for the Long Island City, N. Y., manufacturer, announced Friday that, starting today, its franchised dealers in metropolitan New York and northern New Jersey will offer the original purchase price of black-and-white tv receivers (up to $400) against the purchase of a CBS color receiver (it's 205C2 model has a list price of $895).

Mr. Owen, who noted that the trade-in policy was an action to stimulate and excite interest in color, also said CBS hoped to "establish an increasing audience in the metropolitan [New York] area for the ambitious color program schedule spearheaded by the CBS Television network."

duPont Awards

DEADLINE

December 31 is the final date for forwarding presentations in support of nominations for the 1955 radio and television awards of the Alfred I. duPont Awards Foundation.

Presentations should be addressed to the Curator, Alfred I. duPont Awards Foundation, Washington and Lee University, Lexington, Virginia.

Baker, Haller, Morlock To Head New GE Units

MANAGERS of three new electronics activities at General Electric Co., Syracuse, N. Y., were announced last week by Dr. W. R. G. Baker, vice president and general manager of the reorganized Electronics Division.

Dr. George L. Haller, manager of the division's labs department, will act as manager also of a new industrial electronics lab that is to be established; William J. Morlock, general manager of the division's technical products department, has been named acting manager of a new industrial computer section and Dr. Baker will head a third activity which will be concerned with a study of electronics business.

At the same time, GE shifted six other departments to the Electronics Division (which includes the tube department as well as laboratories and technical products) and moved the radio and tv receiver departments to company divisions which specialize in consumer product lines.

Argento Predicts Transistors Will Replace Plug-in Radios

TRANSISTORIZED radios will "rapidly reverse the industry," eclipsing standard plug-in types within five years, Henry F. Argento, vice president and general manager of Raytheon Mfg. Co.'s tv-radio operations, asserted last week.

He made the prediction in connection with Raytheon's introduction of two pocket-size transistor radios, which operate on a small 9-volt battery and are capable of playing for three and four months, respectively. One of the new models (T-100) contains four transistors and sells for $49.95, while the other (T-150) is a six-transistor set selling for $69.95. They weigh 22 ounces each.

Raytheon Opens New Lab

RAYTHEON MFG. Co. last week announced the opening of its new industrial electronics laboratory at Wayland, Mass. The two-story brick structure of 105,000 sq. ft. floor-space, situated on a 73-acre site, will house Raytheon's receiving and cathode ray operations division.

RCA Ships Seven Antennas

RCA has announced the following shipments during November: Six-section, superturnstile antennas to WJBK-TV Detroit (ch. 2) and to KCMO-TV Kansas City, Mo. (ch. 5); 12-section superturnstile antennas to WKRC-TV Cincinnati (ch. 12) and WDMJ-TV Marquette, Mich. (ch. 6), and a rectangular slot antenna to WHTN-TV Huntington, W. Va. (ch. 13). Also scheduled by RCA was a shipment of a multiple section antenna to KARK-TV (ch. 4) and KTHV (TV) (ch. 11), both Little Rock, Ark.

Admiral Splits Division, Names New Vice Presidents

ADMIRAL Corp., last week announced the split of electronic products and home appliance activities into separate groups, setting up different sales divisions and appointing two new vice presidents.

Heading the electronics division is George A. Bodem, named a vice president to whom radio and television product managers will report. James R. Oberly continues as president of Admiral International Corp. and also becomes vice president of appliances for the parent firm. Refrigerator, range, freezer and other product managers will report to him. The reshuffle will be extended to Admiral's field sales force by April 1956.

Reorganization was attributed by W. C. Johnson, vice president-sales, to the "growing importance" of appliance sales and introduction of new products. He also announced the resignation of H. D. Conklin as general sales manager.

Zenith Sales 94% Above First Nine Months of 1954

NET consolidated profits at Zenith Radio Corp. rose 94% and unit tv sales 43% during the first nine months of 1955 in comparison with the same period last year, the corporation announced last week.

In a quarterly financial report for the nine month period, signed by President E. F. McDonald Jr., Zenith estimated net profits for itself and subsidiaries of $5,004,069, or $10.16 per share after excise taxes, reserves, depreciation and federal income taxes. Consolidated sales were placed at $108,468,108, a 19% increase during the period ended Sept. 30.

For the three months ending Sept. 30, Zenith reported net consolidated profits of $1,878,008 and consolidated sales of $37,012,406.

Hunt to New Zenith Post

APPOINTMENT of C. J. Hunt, formerly vice president in charge of radio-tv at Stromberg-Carlson, Rochester, N. Y., as vice president and manager of distribution for Zenith Radio Corp. was announced Thursday by L. C. Truesdell, Zenith Corp. vice president and sales director.

Vassar to CBS-Columbia

WILLIAM VASSAR, executive chief engineer, Emerson Radio & Phonograph Co., has been appointed director of engineering of CBS-Columbia, radio and tv set manufacturing division of CBS Inc., R. T. Capodanno, vice president in charge of engineering, announced last week.

MANUFACTURING SHORTS

Intermetall GMBH, Dusseldorf, Germany, Europe's second largest manufacturer of transistors and diodes, has been acquired by Clevite Corp., Cleveland, Ohio, according to an announcement by German-American Trade Promotion Office, N. Y.

Motorola Inc., Chicago, announces special custom installation car radio for Volkswagen

5,000 WATTS Day and Night

WESTERN MICHIGAN'S WKNK MUSKEGON, MICHIGAN

LOW RATES

ASK HIL F. BEST

'PETER PAN,' WHITE HOUSE'S HAGERTY AMONG SYLVANIA TV AWARD WINNERS

NBC's Weaver singled out for work in creative tv at awards dinner in New York. Broadcasting industry cited for flood coverage in the Northeast. Gillette mentioned for sports coverage.

NBC-TV's presentation of *Peter Pan* was named "show of the year" and James C. Hagerty, White House news secretary, was honored for opening presidential news conferences to television as the Sylvania Television Awards for 1955 were presented at a dinner in New York last week.

Sylvester L. (Pat) Weaver Jr., NBC president, was honored for the "greatest contributions to creative television techniques," and a similar special award to the broadcasting industry as a whole for its coverage of this year's northeastern floods was accepted by Thad H. Brown Jr., NARTB vice president. Gillette Safety Razor Co. received a special award for bringing the best in sports coverage to the American people.

All three television networks and local tv stations in six cities were represented among the awards winners, which went to a total of 30 programs and personalities. The awards were established by Sylvania Electric Products Inc. five years ago to honor "those who are advancing creative television techniques." They were presented by Don G. Mitchell, Sylvania chairman and president, and Deems Taylor, music critic and chairman of the committee of judges, and other members of the judging committee.

FCC Chairman George C. McConnaughey was principal speaker at the banquet, held Tuesday night (see story, page 82).

Peter Pan, produced for NBC-TV by Fred Coe and starring Mary Martin and Cyril Ritchard (and scheduled for a second presentation by NBC on Jan. 9), was named "show most entertaining to the whole family" as well as "show of the year."

Other awards, by category:

Best new television series— *$64,000 Question* on CBS-TV, originated by Louis G. Cowan, with Hal March as m. c.

Best performance by an actor—Sidney Poitier, who starred in "A Man Is Ten Feet Tall" on NBC-TV.

Most original teleplay—"A Man Is Ten Feet Tall," by Robert Alan Aurthur.

Best performance by an actress—Julie Harris, in "Wind From the South" on CBS-TV.

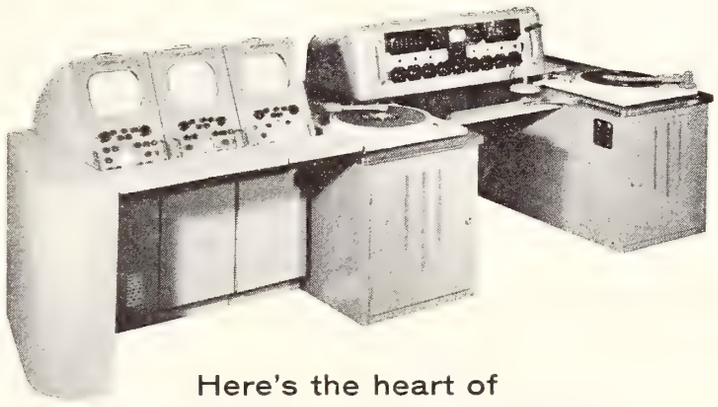
Special award, best performance in a classical role—Jose Ferrer for his portrayal of "Cyrano de Bergerac" on NBC-TV.

Best performance by an actor in a supporting role—Ed Begley in "Patterns," on NBC-TV.

Best dramatic show—"Patterns" by Rod Serling.

Best performance by an actress in a supporting role—Mildred Dunnock, in "A Child Is Born," on ABC-TV.

Best comedy show of the year—"You'll



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PACKAGED TV BY DAGE

Now . . . for your LOW-POWER TV station, a DAGE TV packaged station has all you need . . . cameras, transmitters, antennae, studio monitors, microphones, as well as complete lighting, testing and servicing equipment.

DAGE equipment, thoroughly proved in actual daily operation, is up-to-the-minute in design and application . . . assures low-cost installation, low-cost maintenance. For complete details on DAGE "packaged TV" or on individual DAGE units, write, wire or phone DAGE TV, Michigan City, Indiana, Michigan City 3-3251.

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IN CANADA DISTRIBUTED BY ROGERS MAJESTIC ELECTRONICS, LIMITED, TORONTO, ONTARIO

orts automobiles, consisting of two parts—a x tube radio with separate tone and volume ontrol and separate speaker.

age Television Div. (tv broadcast systems, osed circuit equipment), Thompson Products ic., Michigan City, Ind., names Mayer/Klann/ inabury Adv. Inc., Benton Harbor, Mich., for dvertising, effective Jan. 1, 1956.

MANUFACTURING PEOPLE

. T. Capodanno, former vice president, Emerson Radio & Phonograph Corp., appointed vice president in charge of engineering for CBS-Columbia, Long Island City, N. Y. He has been in engineering and development phase of electronics since 1927.



MR. CAPODANNO

Maurice L. Levy, technical assistant to vice president in charge of manufacturing, Emerson Radio & Phonograph Corp., appointed director of firm's commercial engineering division.

rving E. Russell, national sales and advertising anager for Webster-Chicago Corp., named eneral manager in Detroit of CBS-Columbia, adio-tv set manufacturing division of CBS Inc., . Y.

ack T. Miller, with Allen B. DuMont Labs nce 1948, most recently as coordinator in echnical Products Div., promoted to assistant roduction control manager of division, succeeding **F. William Scharpwinkel,** who has been amed service manager.

Mourie Housel Jr., Richmond, Va., area egional manager, Magnavox Co., Fort Wayne, nd., appointed regional manager Cleveland, hio, area. **S. R. Johnson,** regional sales manger, Crosley Bendix Div. of Avco Manufacturng Corp., to Magnavox Co., as South Side hicago regional manager.

obert G. Stapp, engineer, Kaiser Aluminum Chemical Corp., New Orleans, appointed engineering office manager of Dresser - Ideco Co. towers, buildings), Columbus, Ohio. His appointment is part f company engineering department xpansion.



MR. STAPP

ames E. Steele, Magnecord Inc., hicago, district ales manager, appointed western regional sales manager of Magne Music Inc., division of the company. **George Gynn** appointed product manager for ompany's tape recorder division. **Michael . Seidl** appointed product manager for Magne Music products, background music ivision of Magnecord.

. C. Whittle, formerly with public relations epartment, Westinghouse Electric Corp., to ord Motor Co.'s N. Y. public relations office.

ugust F. Schonefeld Jr., Audio-Video Prodcts, N. Y., to Ampex Corp. (magnetic tape ecorders) as field service engiher for instruentation division in N. Y. and Washington istricts.

Never Get Rich, starring Phil Silvers, on CBS-TV.

Variety entertainment—*Ed Sullivan Show* on CBS-TV produced by Ed Sullivan and Marlo Lewis (which also won in 1954).

Best musical series—*The Voice of Firestone* on ABC-TV.

Best dramatic series—*Kraft Television Theatre* on NBC-TV.

Best documentary—"The Vice Presidency—The Great American Lottery," a *See It Now* production on CBS-TV, narrated by Edward R. Murrow and produced by Mr. Murrow and Fred Friendly.

Network public service—*The Search,* CBS-TV (which also was honored in 1954).

Local public service—*Focus on Delinquency,* KNXT (TV) Los Angeles.

Local public service (citations)—*Our Religious Roots,* KPIX (TV) San Francisco, and *Dateline Washington,* WDSU-TV New Orleans.

Network news and special events—presidential news conferences (award to James C. Hagerty, White House news secretary).

Local news and special events—WBZ-TV Boston.

Network educational series—*Omnibus,* CBS-TV, produced by tv and radio workshop of Ford Foundation.

Best local educational series—*Your Future Unlimited,* WMCT (TV) Memphis, Tenn.

Best network children's show—*Mickey Mouse Club,* produced by Walt Disney, ABC-TV.

Best local children's show—*Children's Corner,* with Josie Carie, WQED (TV) Pittsburgh. The program is produced by Fred Rogers.

Best network woman's show—*Home,* NBC-TV, with Arlene Francis. Executive producer is Dick Linkroum; Ted Rogers is producer.

Best commercials—Sanka coffee (agency: Young & Rubicam; commercial producers: George Blake Enterprises); Schweppes quinine water (agency: Ogilvy, Benson & Mather; commercial producers: MPO Productions), and Dow Chemical Co.'s Saran Wrap (agency: MacManus, John & Adams; commercial producers: Transfilm Inc.).

Besides Mr. Taylor, the judges are Jackie Robinson of the Brooklyn Dodgers; Seymour Berkson, *New York Journal-American;* Leonard Bernstein, conductor and composer; Gilmor Brown, president of Pasadena Playhouse; Mrs. Roy F. Layton, president of the Girl Scouts of America; Dean Kenneth Bartlett, director of radio and television center of Syracuse U.; Dr. Frank Bradley, past president of American Hospital Assn.; Dorothy Draper, decorator, designer and stylist; James A. Farley, former U. S. Postmaster General, now board chairman of Coca-Cola Export Co.; Mrs. John E. Hayes, past president of National Congress of Parents and Teachers, and Judge Samuel S. Leibowitz.

AD COUNCIL AWARD GOES TO FRANCIS

THE Advertising Council's second annual public service award was presented to Clarence Francis, director and retired chairman of the board of General Foods, at the Council's annual dinner in New York Thursday night.

The award, a silver bowl, was presented by Charles E. Wilson, chairman of the board of W. R. Grace & Co. and chairman of the Council's Industries Advisory Committee. Sherman Adams, assistant to President Eisenhower, was principal speaker at the dinner.

Mr. Wilson, in making the award, called Mr. Francis "one of our country's outstanding business and civic leaders" and said:

"Presented annually to an American businessman who has contributed notably in public service to the welfare of his country and his fellow citizens, this Advertising Council honor is bestowed by an organization which itself has performed and is now performing unusual and notable service in many spheres of our national life. . . . I know of no organization that is doing a more unselfish and effective job to strengthen our land and to assist American business in applying its power and resources to the problems of our people than The Advertising Council."

A citation called attention to Mr. Francis' service in various capacities as advisor to four successive U. S. Presidents, his chairmanship of the Citizens Committee for the Hoover Report, his role as a co-founder of the Committee for Economic Development and his 1954 work on the food surplus problem, among other accomplishments.

Sherman Adams, assistant to the President, lauded the Council's contributions to the public interest, including its promotion of such projects as giving of blood, prevention of forest fires, education, savings bonds and other causes.

KOIN-AM-TV Helps Group Win Foreign Policy Award

WEEKLY half-hour panel programs on KOIN-AM-TV Portland, Ore., contributed to the World Affairs Council of Oregon's winning of the Foreign Policy Assn.'s $1,000 first prize for "significant contribution to citizen education on world affairs," in 1955, the council said.

The award was one of several presented at the opening of the FPA's conference for the World Affairs organization at a dinner in Washington Friday night. The Oregon group won for its "great decisions" project, which dealt with one major foreign affairs issue each week for nine weeks. In cooperation with the project, KOIN-AM-TV presented half-hour weekly panel programs featuring local experts. An FPA authority said the World Affairs Council's program "relied heavily on the participation of station KOIN for its far-reaching community impact" and that at the same time many stations in southern Oregon "planned their own programs in conjunction with the Portland show. This seemed to us a spontaneous demonstration of the excellent type of public service activities the radio and television industry is capable of when they are given a significant opportunity to cooperate with other agencies in the community."

Westinghouse Merit Award Presented to Chris Witting

CHRIS J. WITTING last week was given Westinghouse Electric Co.'s Order of Merit, highest company award for distinguished service, and also was formally elected vice president in charge of the consumer products group of divisions.

He received the Order of Merit for his services as president of Westinghouse Broadcasting Co., radio-tv subsidiary which he left in mid-November to become general manager in charge of consumer products for the parent company. At that time his election to a vice presidency of the parent organization was assured [B•T, Nov. 14]. The election was announced last Thursday by Westinghouse chairman and president, Gwilyn A. Price.

The Order of Merit was presented to Mr. Witting by Mr. Price at a dinner Tuesday night during a three-day meeting of WBC radio and tv station managers and headquarters executives and staff in New York (also see story, page 84). The award is a bronze medallion inscribed "to C. J. Witting, whom his fellow men delight in honoring." An accompanying scroll cited:

"His leadership in raising the Westinghouse broadcasting activities to the forefront of the broadcasting industry; for the great public credit and prestige which this has brought to the entire Westinghouse organization; and for his ability to attract good men to work with him and to inspire the entire organization to outstanding accomplishments."

Those present at the dinner included Mr. Price; Mark W. Cresap Jr., executive vice president and deputy chief executive officer of the parent corporation; E. V. Huggins, chairman of WBC and vice president in charge of corporate affairs for the parent company; John K. Hodnette, vice president and general manager of the parent company, and Donald H. McGannon, who succeeded Mr. Witting as president of WBC.

28 FARM SAFETY AWARDS CONFERRED

TWENTY-TWO radio stations and three tv outlets last Monday received the National Safety Council's public interest award for exceptional service to farm safety. Joint awards went to three radio-tv station operations.

The presentations were made in Chicago at a luncheon given by the Safety Council for delegates to the convention of the National Assn. of Television & Radio Farm Directors [B•T, Nov. 2, also story, page 66].

The winners, and some of the activities for which they were cited, follow:

Television

KFEQ-TV St. Joseph, Mo., for including a safety slogan or hint on every *RFD #2* program during the year, for making frequent use of safety materials in the form of photographs, charts, safety posters, films and station-break slides. Also for a special program, entitled "Are You Inviting Corn Picker Accidents?" which gives a good picture of causes of corn picker accidents, how to avoid them, and what to do if they happen.

WKJG-TV Fort Wayne, Ind., for displaying originality in creating special songs about the carelessness of "Cornpicker Pete," and for special jingles about "Tractor Tom." Also for wide usage of other films, for more than 800 spot announcements and for many references to farm safety made on regular programs.

WKY-TV Oklahoma City, Okla., for initiative in creating silent films backed by live audio, recreating true farm accidents stories, for producing special tv slides, and for five special farm safety programs in color, 582 spots and references to farm safety during the year.

Radio

KFEQ St. Joseph, Mo., for taping 14 special farm safety shows in connection with National Farm Safety Week, for distributing 387 red flags for attachment to fish poles or sticks on tractors or other farm equipment traveling on highways, and for making the radio farm director of the station available to serve as chairman of Farm Safety Committee of the St. Joseph Safety Council.

KLIK Jefferson City, Mo., for recording 50 40-second spots with state officials and agricultural leaders, using seasonal messages throughout the 12-month period; for giving away free red flags for tractors and machinery use on highways, and for 25 programs 750 spot announcements and 625 references to safety.

KMON Great Falls, Mont., for daily references to farm safety throughout the year, including 1,055 spots and 300 mentions or references and for using actual accident reports on

ms in the areas as a basis for discussion of eventive measures.

KOAC Corvallis, Ore., for creating and distributing farm safety tapes to county agents and dio stations throughout the state in cooperation with KSLM. Also for making the station's m director available as radio chairman of Governor's Committee on Farm Safety, d for 13 programs, 94 spots and 180 references to safety on the farm.

KSLM Salem, Ore., for making the farm director available to assist in the preparation 43 broadcast features for all major radio tions in the state, for serving as chairman the Governor's Committee on Farm Safety d for 12 programs, 240 spot announcements d 300 references to farm safety.

KTHS Little Rock, Ark., for making its farm rector available for public speaking engagents in a campaign for National Farm fety Week, for 19 farm safety programs, 42 spot announcements and 356 references safety.

KUOM St. Paul, Minn., for sending five tape cordings to 30 different stations and two safety ns to two tv stations for use during Farm fety Week, and for making its farm director's he available to propose, plan and officiate at National Farm Safety Week kickoff luncheon in Minnesota. The station also arranged for fety interviews on 10 programs on WCCO d ten shows on WDAY, and sent 25 radio e spot announcements to 50 Minnesota stans, as well as supplying tv stations with farm fety films.

KWTO Springfield, Mo., for extensive use farm accident clippings as source material r special tv and radio commentaries, for again fering red flags to farmers for use on farm achinery on highways, and for at least 16 proams and 400 spot announcements.

WGY Schenectady, N. Y., for including some ference to farm safety on all regular farm ows, two of which were heard six days each ek and one of which was heard on Friday ghts, for special interviews taped for use ring National Farm Safety Week and for 20 ograms and 480 spot announcements.

WHAM Rochester, N. Y., for creating a special series of safety observations under the title Day From The Diary of Safety Sam," for stributing 1,238 placards reading: "We Farm fely, How About You?", for conducting a ntest for farm safety rhymes which drew 800 tries, and for distributing a card with the commandments on farm safety to all visitors the Palmyra Fair in August.

WHDH Boston, Mass., for inviting 24 safety guests to appear on a regular feature called *Farm Safety Almanac,* for nine programs, 572 spot announcements and 600 references to farm safety during the year, and for sending out a farm-hazard checklist on 41 common hazards to 1,100 persons who requested them.

WHFB Benton Harbor, Mich., for encouraging local merchants to carry 120 special sponsored farm safety spots during National Farm Safety Week, for conducting a campaign to keep children away from power machinery, for 23 programs, 782 spot announcements, and 312 references to farm safety during the year.

WHO Des Moines, Iowa, for sending monthly radio safety spots to 52 stations in Iowa, for conducting a contest among rural youth clubs with $100 in prizes, for providing $250 as prizes in three safety and fire prevention contests, for mentioning farm safety on each of 27 shows during Farm Safety Week, and for 14 programs, 811 spot announcements and 287 references.

WIBC Indianapolis, Ind., for broadcasting a five-minute program on farm safety three times a week during the year, for emphasizing farm safety during the sponsorship of the 1955 Mechanical Corn Picking Contest at Terre Haute, for 35 interviews with farm accident victims, for 156 programs, 1,400 spot announcements and 999 references to safety during the year.

WJAG Norfolk, Neb., for using two farm safety spots each week day and four every Saturday, for creating a guitar-twanging safety man called "Dangerous Dan," who accompanied the reading of special spot announcements, for a slogan contest for adults and another for children, and for 942 spot announcements and 730 references.

WKJG-AM-FM Fort Wayne, Ind., for creating a personality named "Ben the Bull," for rhymed hints about safety, for collecting and discussing tragedies reported in the press, seven programs, 785 spot announcements and 204 references.

WKY Oklahoma City, Okla., for featuring the true farm accident stories of five farmers during National Farm Safety Week, for 24-hour service giving safety directions during severe weather conditions, for five programs, 249 spots and 884 references.

WLS Chicago, for a farm safety poster contest offering Defense Bonds and cash prizes, which drew 229 posters entered by boys and girls in the station's listening area, for brochures plugging the contest, 50 programs, 1,070 spot announcements, and 1,301 references.

WLW Cincinnati, for featuring farm accident stories, with appropriate safety hints, for featuring true accident stories told by the victims themselves each day, of National Farm Safety Week, for 22 programs, 1,059 spots and 590 references.

WMIX Mt. Vernon, Ill., for 16 specially produced farm safety programs during National Farm Safety Week, for 54 other programs, 469 spots, and 312 references during the year.

WNAX Yankton, S. D., for cooperating with state FFA groups in producing 23 consecutive programs entitled "Spotlight on Youth," with special awards to writers of farm safety essays, and for developing a feature, entitled "Famous Last Words," which was used 226 times during National Farm Safety Week. Altogether, the station gave 1,450 references to safety, 26 programs and 1,375 spot announcements.

WRFD Worthington, Ohio, for devoting more than four hours to farm safety during National Farm Safety Week, and for 71 programs, 630 references and 720 spot announcements during the year.

Joint Radio-Tv Awards:

KOA-AM-TV Denver, for a special program on rural grade crossing accidents, for promoting



"It happened right after Bill Bailey said over KRIZ Phoenix, 'Here's a hot bargain for you'."

BIG VOICE



IN NORTH CAROLINA'S
GOLDEN TRIANGLE

NBC for WINSTON-SALEM GREENSBORO HIGH POINT

5000 W • 600 KC • AM-FM

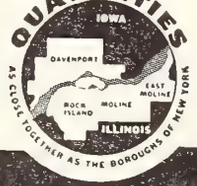
WSJS RADIO
WINSTON-SALEM
NORTH CAROLINA
HEADLEY-REED, REPRESENTATIVES

When the surveys indicate that

WHBF am. fm. tv.
is the
"Quad-Cities' Favorite"

. . . we believe that this distinction has been earned and achieved through the 25 years of continuous, reliable WHBF service in the broadcasting of news, education and entertainment to an appreciative Quad-City community . . . now ¼ million people.

Les Johnson, V.P. and Gen. Mgr.



Quad-Cities' favorite
WHBF AM FM TV
TELCO BUILDING, ROCK ISLAND, ILLINOIS
Represented by Avery-Knodel, Inc.

this program, news releases, photographs and on-the-air promotion; for other special radio interviews during Farm Safety Week, and for 12 programs, 712 spots and 642 references to farm safety.

WRCA-AM-TV New York, for originating a special safety character, "Forgetful Fearless Fred," for a series of slides used during National Farm Safety Week, for presenting the winning letters in a "My Most Foolish Accident on the Farm" contest conducted by the American Agriculturist Magazine, for five special farm safety programs, 320 spot announcements and 312 references over the combined radio and tv facilities.

WSJS-AM-TV Winston-Salem, N. C., for 16 special interview programs and 99 spot announcements during Farm Safety Week, and for 36 other programs, 315 references and 452 spots during the balance of the year.

Omaha Stations Honored

OMAHA area radio and television stations were honored for public service in the area's first Recognition Banquet, sponsored by the Omaha Radio-Tv Council. The council is composed of representatives from most Omaha civic groups as well as members of the industry, and acts as a bridge between the public and radio-tv in promoting high standards.

Trophies topped with symbolic microphones were presented to WOW-AM-TV, KMTV (TV), KBON, KOIL, KOWH, KFAB, all Omaha, and KSWI Council Bluffs, Iowa.

AWARD SHORTS

Wilton E. Hall, owner, WAIM-AM-TV, WCAC (FM) Anderson, S. C., named Man of the South for 1955, it was announced by Hall of Fame for the Living.

Robert W. Sarnoff, NBC executive vice president, received citation from N. Y. county chapter, National Multiple Sclerosis Society, for efforts in "obtaining public recognition for multiple sclerosis." He served as 1955 national campaign chairman.

Irving R. Rosenhaus, president of WAAT-WATV (TV) Newark, N. J., cited by Gov. Robert B. Meyner for "continuous and distinguished service to the veterans of the state of New Jersey."

Phil Silvers, CBS-TV, chosen by Advertising Club of Baltimore as outstanding tv personality of 1955.

Wayne Rothgeb, farm director, WKJG-AM-FM-TV Fort Wayne, Ind., made honorary member of Rural Youth Clubs of Indiana. He is third honorary member in organization's history.

Bernard Burton, Samuel Beetley and **Roland Gross,** Four Star Productions, received Critics' Award for best film editing, for work on *Four Star Playhouse,* CBS-TV (Thurs., 9:30 p.m. EST). American Cinema Editors presented award.

Frank Atwood, farm program director, WTIC Hartford, Conn., received certificate for "outstanding services in the promotion of Connecticut Poultry Products" from Conn. Poultry Assn.

WAVZ New Haven, Conn., awarded certificate of merit by American Education Week Committee for interest and cooperation in education week observance.

KEEN San Jose, Calif., awarded certificate of merit by San Jose chapter, American National Red Cross, for "meritorious service."

Maurice Evans presented with parchment scroll by National Council of Teachers of English for his NBC-TV production of *Macbeth,* telecast in color on Nov. 28, 1954. Production was singled out as first tv drama award presented by NCTE.

Arch McDonald, director of sports, WTOP Washington, honored by Washington Touchdown Club Dec. 1.

NBC Radio and NBC-TV cited Nov. 19 by National Foundation for Muscular Dystrophy "for distinguished service in relating the muscular dystrophy story."

Bill Stout, reporter, KNXT (TV) Hollywood, scheduled to receive award from George Washington Carver Memorial Institute for coverage of racial integration dispute in L. A. Fire Department. Award will be made in April.

Rupert Caplan, producer, Canadian Broadcasting Corp., Montreal, awarded gold medal by Canadian Council of Authors and Artists for "outstanding achievement in the field of artistic endeavor" at annual meeting of Assn. of Canadian Radio and Television Artists. Other awards: to actor **John Drainie,** silver medal; actress **Kate Reid,** bronze medal; actor **Paul Guevremont,** bronze medal; actor **Lloyd Bochner,** S. W. Caldwell award, and **Denyse Anger,** Maurice Rosenfeld award as outstanding newcomer to Canadian tv.



*Sept.-Oct. Pulse

—an old Cincinnati Habit:
—listening to WCKY;

10 years of 24 hour a day music and news programming has created in Cincinnatians, the habit of tuning to WCKY for

The Best in Music
The Latest in News

*21% of morning audience
22% of afternoon audience
21% of night time audience

BUY WCKY

Radio-Tv 'March of Dimes' Again Headed by Fellows

HAROLD E. FELLOWS, NARTB presider has been named chairman of the 1956 Mar of Dimes National Radio-Television Committ for the sixth consecutive year, it was announc last week by Basil O'Connor, president of t National Foundation for Infantile Paralys The January campaign has a goal of $47.6 m lion.

Others named to the radio-tv committee a Don Durgin, executive vice president, AE Radio; John H. Mitchell, vice president, AB TV; Howard G. Barnes, vice president, CI Radio; Hubbell Robinson Jr., vice presider CBS-TV; Charles T. Ayres, vice president, NE Radio; Thomas A. McAvity, vice presider NBC-TV, and Robert Monroe, MBS vice pre dent in charge of programming.

Atlanta Stations Boost Community Chest Over Top

ATLANTA's radio stations are credited wi boosting the city's Community Chest drive ov its goal for the first time in 12 years. Usi the theme, "40 in 1 Will Get the Job Done the 11 local stations started a teaser campai 2½ weeks before the drive began.

Radio was the only medium used in the a vance campaign, airing more than 3,000 spo Before the actual drive started, the phra "40 in 1" was on every Atlantan's tongue, ar the goal of $1,869,000 was exceeded in re ord time, with credit for the success being giv to radio by James P. Furniss, vice preside and advertising manager of the drive.

All Together

ADVERSITY of a fellow citizen brought Wichita, Tex., competitors together for a benefit show on his behalf, marking the first time radio and tv stations and newspapers in that city have joined forces in the presentation of a show.

The benefit program was for Clare Warren, KWFT-TV weatherman, whose home was completely destroyed by an explosion, which left him seriously injured and his wife and daughter hospitalized. Joining the complete KWFT-AM-TV staff in the special show from KWFT-TV studios, KFDX-TV sent a western band, its news editor and weather reporter; KSYD's owner Sid Grayson appeared on the show; KTRN sent its top sports reporter; Jones-Lipscomb & White and the Western Agency, representing local advertising agencies, provided personnel; and the Times Publishing Co. (*Record-News, Times*) sent Bill Donnell, vice president, who turned over a fund collected by the newspapers.

Besides these participants, Sheppard Air Force Base sent a western band and a contribution, amateur radio operators helped in the collection of funds and labor union representatives took part. With local firms pitching in, enough pledges were received to rebuild the home and there was an extra $2,762.38. Furniture and household appliances also were received.

WTAM Airing Show for Veterans

TAM Cleveland is airing a new public interest ow to serve northern Ohio's 600,000 armed vice veterans. The program, called *Veterans' estion Box,* gives information about new laws d benefits, answers questions from listeners d interviews a "Veteran of the Week."

WRC-AM-TV Staging Toy Drive

)R the 20th successive year, WRC-AM-TV ashington will stage a Christmas "Doll House" mpaign to provide Christmas toys for needy ildren in the District of Columbia. The "Doll ouse" is a booth located in downtown Washgton. WRC personalities will be on hand the booth to personally thank individuals o contribute to the drive. A goal of 20,000 ys has been set.

WBZ-TV Gives Fire-Prevention Awards

VE Pneolators (automatic artificial respiraS) were awarded to five New England towns ose population submitted the highest percente of fire prevention pledges per capita during recent fire prevention drive conducted by BZ-TV Boston.

CARE Enlists DJ Support

ARE organization in Chicago has enlisted the pport of Eddie Hubbard, WIND and WJJD c jockey, as special "Radio DJ Crusader" in current food drive for overseas relief. Mr. ubbard is urging his DJ colleagues to support e campaign and is asking listeners to conbute $1 or more for a 20-pound CARE ckage.

WNBK (TV) Gives Show to Charity

NBK (TV) Cleveland is setting aside its *turday Cinema* program for the messages of different charity or civic organization each ek.

Teen-agers Write Spots for WEWS (TV)

EWS (TV) Cleveland, in cooperation with e Cuyahoga County Anti-Tuberculosis League, conducting a contest in which high school idents are writing television film spot anuncements, warning viewers against tuberlosis. The station will choose the six best tries for use throughout 1956.

WJAR-TV Spotlights Fund Work

JAR-TV Providence, R. I., in cooperation th the Junior League of Providence, is pubizing the work of the United Fund organizaon in a series of six television programs entitled *ight Future.* The programs are fictionalized, amatized versions of case histories from nited Fund agency files. They were produced d directed by Junior Leaguers.

THE SMART BUY IN MILWAUKEE



REGIONAL COVERAGE AT LOCAL RATES

WFOX 860 KC

Adam J. Young Jr., Inc., Nat'l Reps.

MILESTONES

25 Join NBC 25-Year Club

IT WAS 25 Day at NBC Thursday—25 employes becoming members of the NBC 25-Year Club at a luncheon in New York. Each of the members received a watch and a certificate signed by NBC President Sylvester L. Weaver Jr. The employes were welcomed into the club by Robert W. Sarnoff, NBC's executive vice president. Among the new members, who brought the club's total membership to 131, are Hugh M. Beville Jr., director of research and planning; Harvey Gannon, sales supervisor for NBC-TV, and announcer-commentator Ben Grauer.

► GEORGE FREY, vice president in charge of sales for NBC-TV has completed his 32nd year in the radio-tv industry.

► KMMJ Grand Island, Neb., marked its 30th birthday with a special celebration Nov. 28.

► WCAU Philadelphia held a special celebration in November to celebrate the 28th birthday of its *Children's Hour.*

► TONY MARTA, WDSM Duluth, Minn., station manager, is entering his 27th year in the broadcasting industry.

► NBC's *Catholic Hour* marked its 25th anniversary with a special hour-long broadcast Dec. 4.

► CBS Radio's *Church of the Air* received special National Jewish Welfare Board award at CBS headquarters in New York to mark series' 25th radio anniversary.

► CARL BAILEY, KBIG Catalina, Calif., disc-jockey, has completed his 25th year in broadcasting.

► RABBI NORMAN GERSTENFELD, minister for the Washington Hebrew Congregation, began his 21st year of broadcasting on WMAL Washington Nov. 27.



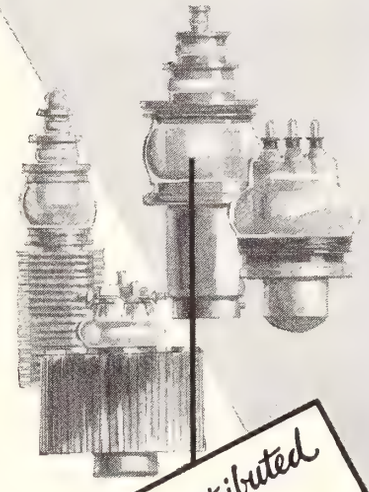
OTIS CARTER, owner of Carter Chick Co., Eldorado, Ill., serves his wife the first piece of cake at an anniversary party given by WSM Nashville, Tenn., celebrating the company's 20th consecutive year as an advertiser on the radio station. Watching are John H. DeWitt Jr. (l), WSM president, and Tom Harrison of John Blair and Co., station representative.

MACHLETT

Electron Tubes

For the Driver and Final Stages of AM, FM and TV Transmitters

A broad line of premium quality broadcast tubes—products of Machlett's 58 years of electron tube manufacturing experience—



GraybaR Distributed by GraybaR ELECTRIC COMPANY

QUALITY SINCE 1869 REG U S PAT OFF

NATIONALLY AVAILABLE THROUGH

the GRAYBAR ELECTRIC COMPANY...

Offices and Warehouses in over 120 Principal Cities

MACHLETT

MACHLETT LABORATORIES, INC.

Springdale, Connecticut

Canada's Media Development Discussed at Ottawa Meeting

PROBLEMS on the development of Canadian radio and television broadcasting were discussed at an informal meeting between directors of the Canadian Radio & Television Broadcasters Assn. and members of the Canadian cabinet at Ottawa Nov. 24. No report was officially released by either group, but it was understood that an independent regulatory body for radio and television and a change in the Canadian government's policy of limiting a city to one tv station were among topics discussed.

Prime Minister Louis St. Laurent and other members of the Canadian cabinet attended the meeting, including Transport Minister G. C. Marler, Revenue Minister J. J. McCann, who has jurisdiction over the Canadian Broadcasting Corp., and Finance Minister W. E. Harris.

CARTB directors attending were President J. M. Davidson, CJKL Kirkland Lake, Ont.; W. O. Slatter, CJOY Guelph, Ont.; D. A. Gourd, CKRN Rouyn, Que.; F. B. Ricard, CHNO Sudbury, Ont.; F. A. Lynds, CKCW-AM-TV Moncton, N. B.; Vern Dallin, CFQC-AM-TV Saskatoon, Sask.; J. F. Hirtle, CKBW Bridgewater, N. S.; J. O. Blick, CJOB Winnipeg, Man., and CARTB Vice President T. J. Allard.

Canada's Tv Set Sales Climb

TELEVISION SET SALES in Canada still are increasing. In the first 10 months of 1955 a total of 575,639 sets valued at $174,492,194 were sold, compared to 436,701 sets in the same period in 1954, according to the Radio-Electronics-Television Mfrs. Assn. of Canada. The largest number of sets continues to be sold in the province of Ontario, accounting for sale of 210,724 sets in the January-October 1955 period. Quebec province took 151,130 sets, the four western provinces 153,752 sets, and the four Atlantic Coast provinces 60,033 sets.

Canadian Set Sales Increase

HOME RADIO set sales were up 15.8% in Canada for the first six months of 1955 while portable and automobile sales were 74.5% above last year, according to a report released by the Canadian Assn. of Radio & Television Broadcasters. The number of radio homes in Canada increased 2.5% during 1954 to a total of 3,842,000. From June 1954 to June 1955, 12 new Canadian radio stations went on the air, according to the report.

Yugoslavia to Buy Tv Shows

YUGOSLAVIA'S radio officials are planning to buy foreign television programs, both filmed and live, when they begin operating tv stations of their own, according to a report from abroad. At present there are 2,300 tv sets in Yugoslavia but no station. Viewers dial Italian stations, a trend backed by Yugoslav officials, who plan to construct stations in their native land when the audience is big enough.

Canadian Tvs Boost Rates

RATES for four Canadian television stations will increase, effective Jan. 1, according to the commercial division of the Canadian Broadcasting Corp., Toronto. Network Class A time on CBUT Vancouver, goes to $500 an hour; CBMT Montreal, to $680; CBFT Montreal, to $900, and CFCM-TV Quebec City, to $320.

Industry Slow Down?

DO radio broadcasts or telecasts of major sporting events during the week impede productive capacity in industry? West Germany's central organization of trade and industry (Industrie und Handelstag) thinks so, and suggests that in the future the events be scheduled for weekends or holidays. Reason given by the union is that factories and offices which permit workers to take time off, as well as those which do not, have lost too many production hours because of increased absenteeism in the radio-tv coverage periods.

Canada Microwave Tv Plans

CANADIAN General Electric Ltd., Toronto, has been awarded a contract with the Bell Telephone Co. of Canada, Montreal, for installation of microwave horn antennas and waveguides at 39 relay points between Uxbridge, near Toronto, and Lake of Two Mountains, near Winnipeg. This is part of the trans-Canada tv microwave network being installed north and west from Toronto, and to be ready by 1958. The contract covers relay stations through sparsely inhabited country north of Lake Superior, a distance of about 1,200 miles from Toronto.

CKLY Is New Canadian Am

CKLY are call letters of a new 1 kw station on 910 kc at Lindsay, Ont., which has joined the Canadian Assn. of Radio & Television Broadcasters. Herb May, veteran Toronto radio announcer, is manager and part owner; C. A. Gregory is chief engineer, and E. Neill Gregory is technical advisor. Canadian General Electric equipment is used throughout.

INTERNATIONAL PEOPLE

Adrien Pouliot, dean of Laval University, Quebec City, Que., appointed vice chairman of board of governors of Canadian Broadcasting Corp., succeeding the late **Rene Morin** of Montreal.

Bob Nystedt, feature editor, *Calgary* (Alberta, Canada) *Herald,* to CHCT-TV Calgary as promotion manager.

Owen Duffy, formerly of Green Theatrical Agency, N. Y., and program research division of Canadian Broadcasting Corp., Toronto, to tv film sales staff of S. W. Caldwell Ltd., Toronto.

Steve Douglas, sportscaster, Canadian Broadcasting Corp., Toronto, presented with membership certificate and pin by Radio Pioneers Club of America. Presentation was made by Horace Stovin, president of H. N. Stovin & Co. Ltd., Toronto, station representative firm.

Gideon Roos, director-general of South African Broadcasting Corp., is in Canada to study radio and television development, and is touring production centers and stations in Toronto, Ottawa and Montreal, as guest of CBC.

Archibald Sinclair to television film sales staff of S. W. Caldwell Ltd., Toronto, film firm.

Emile Harvard, film producer in England, Europe and the Middle East, to director of production, tv film division of Canadian Film Industries Ltd., Toronto.

ETRC Sets $40,000 as Aid For College Radio Programs

A TOTAL of $40,000 will be given by Educ tional Television & Radio Center, Ann Arbo Mich., to nine colleges and universities for t production of educational radio programs du ing the 1955-56 school year, it was announc last week.

Grants-in-aid have been awarded the U. Denver, $1,600; U. of Illinois, Chicago Unde graduate Div., $3,150; U. of Massachuset Literary Society, $5,800; U. of Minnesot $4,768; Purdue U., $5,076; San Bernardino Va ley College, $5,200; U. of Southern Californi $5,000; U. of Wisconsin, $3,960, and U. Texas, $6,875.

Recommended by a committee of the N tional Assn. of Educational Broadcasters, t grants are a part of a joint effort by the cent and the NAEB to improve the quality of ed cational broadcasting by stimulating local pr gramming.

NYU Department Adds Tv

NEW YORK U.'s Dept. of Motion Pictur has been renamed "Dept. of Motion Pictur and Television" by a unanimous faculty vo at the university's Washington Square Colle of Arts & Sciences. Move was made, Pro Robert Gessner, chairman of the departmer said, because "75% of television today is c film, making integrated study inevitable."

NYU's combined tv-film program now i cludes courses in screen and video writin tv news and features, acting, editing, productio and direction. The new department is pa of the university's communication arts grou tying together the schools of journalism a education.

EDUCATION PEOPLE

Robert N. Dick, program director, WIBA Mad son, Wis., appointed radio and television c ordinator for the U. of Wisconsin Extensio Division.

EDUCATION SHORTS

WHCU Ithaca, N. Y., is offering two $1(prizes to Cornell U. students for radio pla and musical compositions. Winning works w be broadcast next year by WHCU with Corne music and drama departments helping on pr duction.

KMTV (TV) Omaha announces enrollment students from 23 Nebraska, Kansas and Iov towns in its current air series, *Tv Classroo* claimed as area's first college-credit tv lectu series.

Radio division of Indiana State Teachers Co lege, Terre Haute, has issued annual report co ering 21st year of broadcasting over comme cial station WBOW-AM-FM. College credi WBOW for free time granted and for "perfe cooperation" during 21 years of college broa casting.

College directors of radio-television educati have been invited to become members of Ass for Professional Broadcasting Education by D Sydney Head, U. of Miami, APBE presider Association was formed by NARTB and co leges to promote professional training in radi tv broadcasting.

WJAR-TV Providence, R. I., has initiated i first classroom tv with *Reading Lessons,* fiftee minute Friday morning program. Station pla 30 programs in elementary reading to contin through school year.

WIDE PLAY FOR WBNS-TV FILM

BNS-TV COLUMBUS, Ohio reports that a m it produced for local showing has been re-uested by nine other tv stations throughout the ountry. Several months ago the station pro-uced, on location, the story behind the pres-ntation of a 20-foot bronze status of Christo-her Columbus by citizens of Genoa to the city Columbus. The one-hour film was carried n WBNS-TV on Oct. 10.

& R SENDS SONG PROMOTION

OUNG & RUBICAM LTD., Toronto, has nt recordings of "Robin Hood," sung by Allan ale, to Canadian radio-tv executives, to pub-ize half-hour tv program *The Adventures of obin Hood,* sponsored by Johnson & Johnson d. and Wildroot Products Ltd., both of ontreal.

ONG JOHN GOES TO SCHOOL

S PART of its promotion campaign for *The dventures of Long John Silver* on WABD TV) New York, the sponsor, A. Goodman & ons (food products), Long Island City, N. Y., as worked out a series of projects for 95 hools in the New York area. These include ersonal appearance at schools by "pirates," romotional-educational materials and an essay ontest about the tv program.

Radio Success Story

RADIO "success stories" continue to be told—especially where small market stations are concerned.

One of the newer ones has its locale in Montgomery, W. Va., where monthly sales volume for the General Department Store has almost tripled since the store began saturation radio spots on WMON Montgomery last summer, according to Paul C. Jamieson, merchandising manager for the General Department Stores chain. Since June, sales at the Montgomery store have jumped from $12,000 monthly to between $31,000 and $35,000.

In a letter to WMON Station Manager Andrew W. Vickers, the merchandising manager attributed this increase in "the greatest degree" to the radio campaign.

Said Mr. Jamieson: "This type of radio campaign in many of our areas is the only way we can send a message to our customers, changing the items constantly or as we see fit, and where the customer can absorb our message while she is doing her work at home."

$53,752,000 IS A LOT OF HAMMERING!



THE MARKET
Pennsylvania Anthracite Region
Retail Sales—$885,484,000
Building Supplies—$53,752,000
THE BUILDERS—
WHWL and WISL
Complete Coverage of 9 Counties
Cost—60 Cents per 1000 Families

NAIL DOWN THIS RICH MARKET!

1954 Consumer Markets—SRDS
See FORJOE & CO.

WISL 1 KW—Shamokin, Pa.
WHWL 1 KW—Nanticoke, Pa.



SEASONAL *Christmas in the Air* promotion has been set by the Santa Rosa, Calif., Retail Merchants Assn. and KSRO Santa Rosa for Dec. 15 through Christmas Eve. Merchants and station will fill the air each evening from 7-9 p.m. with music, shopping news and free-parking directions—reaching the listener over downtown loudspeakers and radio sets in stores, added to the usual home and auto sets. Contracting for *Christmas in the Air* are (l to r): William McNeaney, president, Retail Merchants Assn. and vice president, Rosenberg's department store; Frank McLaurin, manager, KSRO, and Dan Galvin, KSRO account executive.

KVWO DAILY TABLEGRAM

KVWO CHEYENNE, Wyo., briefs local businessmen each noontime, Monday through Saturday on stocks, weather, business, national and community news, in its KVWO *Tablegram* newsletter. Incorporating civic and station promotion as well as advertiser briefs, it reaches businessmen in restaurants, bars, banks, office buildings and stores throughout the area punctually each noon. Station staffers put it to bed every morning at 11:30. Cheyenne businessmen read and depend on the *Tablegram,* KVWO says, pointing to great advertiser response.

RCA HOSTS CHICAGO LUNCHEON

RCA President Frank M. Folsom has sent out letters to suppliers in the Chicago area inviting them to attend a luncheon at Merchants & Mfrs. Club, Dec. 7. The invitations were sent to film, electronics and other representatives, stressing "teamwork" between RCA and suppliers and promising to review electronics industry progress and prospects. Color tv is expected to emerge as key topic in view of the conversion of NBC o&o WNBQ (TV) to an all-color station.

CIRCULATES FELD-RADIO STORY

PROMOTION folder telling how radio helped Israel and Irvin Feld build their Washington, D. C., music store into a $2 million music-theatre business [B•T, Sept. 19] has been released by Radio Advertising Bureau. Titled, "No Choice but to Grow With Radio," the six-page folder is part of a regular series of documented success stories produced by RAB and designed to help member stations to show prospective clients what radio has done for others and what it can do for them.

RESULTS?

THAT'S US

CHNS

HALIFAX NOVA SCOTIA

Maritimes Busiest Station

5000 WATTS—NOW!

Interested? Ask
JOS. WEED & CO.
579 Fifth Ave., New York

NEW



Designed by Radio-TV People for Radio-TV Use!

Minerva

Centralized Register **STOPWATCH**

OFFICIALLY ADOPTED by major networks! Easier reading . . . better visibility, more visibility on minutes and low priced! Write for catalog.

List Price $36.50
Professional Price
$25.55 net

M. DUCOMMUN COMPANY
Specialists in Timing Instruments
580 Fifth Ave., N. Y. 19 • PLaza 7-2540

BMI

BOOK PARADE

America's Most Widely Listened-to Book Program

In Current Release

THESE BOOKS:

"October '43"—Aage Bertelsen
"Bonjour Tristesse"—Francoise Sagan
"The Sojourner"—Marjorie Kinnan Rawlings
"The Rise and Annihilation of Earth Life"
"The Good Shepherd"—C. S. Forester
"Man With a Bull-Tongue Plow"—Jesse Stuart
"The Fabulous Phonograph"—Roland Gelatt
"Insight Into Astronomy"—Leo Mattersdorf
"Bent's Fort"—David Lavender
"From an Antique Land"—Julian Huxley

THESE REVIEWERS:

Peter Freuchen; Hallie Southgate Burnett; Era Bell Thompson; Alfred Friendly; Kenneth Dodson; August Derleth; R. D. Darrell; Richard S. Dodson, Jr.; Don Tracy; Henry Field.

BROADCAST MUSIC, INC.
589 FIFTH AVE., NEW YORK 17, N.Y.
NEW YORK • CHICAGO • HOLLYWOOD • TORONTO • MONTREAL



BEST GUESS in CHCH-TV Hamilton, Ontario, contest to determine total population in primary coverage area belongs to R. L. Johnston (l), manager and advertising director of Acousticon Dictograph, Toronto. He receives his $1,000 prize check from CHCH-TV Commercial Manager J. R. Peters.

WNCT (TV) PICKS POWER QUEEN

STANDOUT in a field of more than 33,000 entrants in the "Miss Super Power" contest staged by WNCT (TV) Greenville, N. C., was Nettie Ferrell Beach. She won a trip to Bermuda plus $1,500 worth of prizes in the competition which spotlighted the recent power boost by WNCT ch. 9 to 316 kw.

WNEW BACKS SAFE DRIVING

EVEN COMMERCIAL announcements were vulnerable Dec. 1 when WNEW New York initiated a 24-hour voice saturation in the interest of automobile safety. Westbrook Van Voohris, whose voice is most famous as the narrator of the former "March of Times" movie shorts, broke into various WNEW programs, and even commercials, over a period of 24 hours on the day designated by President Eisenhower as "Safe Driving Day" to remind listeners of caution on the roads.

CBS TO SPOTLIGHT SCHOOLS

CBS RADIO will present a special 55-minute broadcast examining the state of the nation's schools on Dec. 17 (9:05-10 p.m. EST), with Arthur Godfrey serving as narrator. Titled *The Warning Bell*, the broadcast will be a follow-up to the White House Conference on Education held in Washington Nov. 28-Dec. 4 The program will be produced by CBS Public Affairs, with Jay McMullen as producer and Ralph Backlund as supervisor.

DODGE CONTEST EXTENDED

NATIONAL "Car For Life" safety contest has been extended until Dec. 19 because of an appeal from The National Safety Council and "tremendous public response," officials of the Dodge Div., Chrysler Corp., announced. Grand prize each week to the winner of a 10-question safe driving quiz, carried on ABC-TV's *Lawrence Welk Show* (Sat., 9-10 p.m. EST), is a new car every year for life.

KITE PROMOTES WITH 'DOPE'

CAPSULES of "dope" constitute a recent ad mailing of KITE San Antonio, Tex. Inside the KITE cellulose tubes is a slip of paper warning, "Don't get 'hooked.' There's a real quick lift in KITE's good music! (but it is slightly habit-forming)"

Station Authorizations, Applications

(As Compiled by B • T)

November 23 through November 30

Includes data on new stations, changes in existing stations, ownership changes, heari cases, rules & standards changes and routine roundup.

Abbreviations:

Cp—construction permit. DA—directional antenna. ERP—effective radiated power. vhf—very high frequency, uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts, mc—megacycles. D—day. N—night. LS—local sunset. mod.—modificati trans.—transmitter. unl.—unlimited hours. k kilocycles. SCA—subsidiary communications a thorizations. SSA—special service authorizati STA—special temporary authorization.

Am & Fm Summary Through Nov. 30

	On Air	Licensed	Cps	Appls. Pending	In Hearing
Am	2,792	2,790	202	287	262
Fm	539	527	47	19	3

FCC Commercial Station Authorizations As of October 31, 1955 *

	Am	Fm	Tv
Licensed (all on air)	2,768	519	145
Cps on air	20	20	328
Cps not on air	110	14	110
Total on air	2,788	539	473
Total authorized	2,898	553	583
Applications in hearing	147	1	171
New station requests	235	9	35
New station bids in hearing	98	0	112
Facilities change requests	142	5	49
Total applications pending	843	142	293
Licenses deleted in Oct.	0	4	0
Cps deleted in Oct.	1	1	0

*Based on official FCC monthly reports. These are not always exactly current since the FCC must await formal notifications of stations going on the air, ceasing operations, surrendering licenses or grants, etc. These figures do not include noncommercial, educational fm and tv stations. For current status of am and fm stations see "Am and Fm Summary," above, and for tv stations see "Tv Summary," next column.

Tv Summary Through Nov. 30

Total Operating Stations in U. S.:

	Vhf	Uhf	To
Commercial on air	335	102	4
Noncom. Educ. on air	13	4	

Grants Since July 11, 1952:

(When FCC began processing applications after tv freeze)

	Vhf	Uhf	To
Commercial	294	314	6
Noncom. Educational	18	17	

Applications Filed Since April 14, 1952:

(When FCC ended Sept. 28, 1948-April 14, 19 freeze on tv processing)

	New	Amend.	Vhf	Uhf	To
Commercial	965	337	761	540	1,3
Noncom. Educ.	59		32	27	
Total	1,025	337	793	568	1,3

[1] 154 Cps (30 vhf, 124 uhf) have been deleted.
[2] One educational uhf has been deleted.
[3] One applicant did not specify channel.
[4] Includes 34 already granted.
[5] Includes 642 already granted.

FCC ANNOUNCEMENTS

New Tv Stations . . .

ACTIONS BY FCC

KSLA (TV) Shreveport, La.—Cp cancelled and call letters deleted (ch. 12). Announced Nov. 30.

Ironwood, Mich.—Upper Michigan-Wisconsin Bcstg. Co. granted vhf ch. 12 (204-210 mc); ERP 794 w vis., 397 w aur.; ant. height above average terrain 540 ft., above ground 293 ft. Estimated construction cost $78,494.80, first year operating cost $80,000, revenue $88,000. Post office address 124 E. McLeod Ave., Ironwood. Studio and trans. location Ironwood. Geographic coordinates 46°, 26′, 53″ N. Lat., 90°, 09′, 28″ W. Long. Trans. Gates, ant. GE. Legal counsel D. F. Prince, Washington. Consulting engineer Frank H. McIntosh, Washington. Applicant is 51% owner **WIKB Iron River, Mich.**, and licensee of **WATW Ashland, Wis.**, and **WJMS Ironwood.** Granted Nov. 30.

Billings, Mont.—Midland Empire Bcstg. Co. granted vhf ch. 8 (180-186 mc); ERP 87.1 kw vis., 52.5 kw aur.; ant. height above average terrain 570 ft., above ground 330 ft. Estimated construction cost $316,224, first year operating cost $320,860, first year revenue $323,460. Post office address 5th Ave. & North Broadway, Billings. Studio location 5th Ave. & North Broadway. Trans. location 2.7 mi. from center of Billings. Geographic coordinates 45°, 45′. 40.5″ N. Lat., 108°, 27′, 17″ W. Long. Trans. and ant. RCA. Legal counsel Hogan & Hartson, Washington. Consulting engineer Jansky & Bailey, Washington. Applicant owns **KGHL Billings.** Granted Nov. 23.

Buffalo, N. Y.—Frontier Television Inc. granted uhf ch. 59 (740-746 mc); ERP 25.1 kw vis., 13.5 kw aur.; ant. height above average terrain 420 ft., above ground 428.6 ft. Estimated construction cost $86,500, first year operating cost $155,000, revenue $185,000. Post office address 355 Ellicott Square Bldg., Buffalo. Studio and trans. location, Buffalo. Geographic coordinates 42°, 53′, 12″ N. Lat., 78°, 52′, 25″ W. Long. Trans. and ant. RCA. Consulting engineer Frank B. Ridgeway. Principals in equal partnership are Pres. **Bernard I. Obletz,** attorney, and 25% owner retail drug firm; Vice President **Richard S. Levy,** vice president appliance wholesalers, and Sec.-Treas. **Daniel A. Roblin,** partner metals and building supply company. Granted Nov. 23.

Memphis, Tenn.—Memphis Community Television Foundation granted vhf ch. 10; ERP 2 kw vis., 13.5 kw aur.; ant. height above avera terrain 650 ft., above ground 395 ft. Estimat construction cost $227,000, first year operating c $100,000, revenue $100,000. Post office address 2 Jefferson Ave., Memphis. Studio location 3d Madison, Memphis. Trans. location 7192 Raleig La Grange Rd., near Memphis. Geographic c ordinates 35°, 08′, 41″ N. Lat., 90°, 03′, 00″ W. Lon Trans. GE, ant. RCA. Legal counsel Robert Pharr, Memphis. Consulting engineer George Davis, Washington. Station is for non-comme cial educational use. Granted Nov. 23.

PETITION

Lincoln, Neb.—Bryon J. Dunn, trustee, and of Nebraska filed joint petition to amend Se 3.606 so as to (1) specify ch. 12 at Lincoln, Ne as noncommercial educational assignment rath than commercial assignment and (2) delete ed cational reservation from ch. 18 at Lincoln a make ch. 18 available for commercial assignme in that community. Filed Nov. 21; announc Nov. 25.

APPLICATIONS AMENDED

Sacramento, Calif.—Central California Educational Television application for new education tv station amended to change studio location 601 7th Ave., Sacramento. Amended Nov. 29.

Laurel, Miss.—Laurel Television Co. amends a plication for new tv to change ERP to 134.8 k vis., 72.06 kw aur., change trans. location to 1 yards west of U. S. 11 in area known as Towan Hills, southwest of Laurel and change stud location to 501 Central Ave., Laurel, change a system and make other equipment changes. A 504 ft. above average terrain. Amended Nov. 3

Santa Fe, N. M.—Video Independent Theatre Inc. amends application for new tv to chan trans.-studio location to Hyde Park Rd., Santa F and change ERP to 488 w vis., 244 w aur., chan ant. system and make other equipment change Amended Nov. 29.

xisting Tv Stations . . .

ACTIONS BY FCC

WJIM-TV Lansing, Mich.—Granted change in ans. site to point about eight miles southeast city, increase ant. height from 440 ft. to 980 . and make other equipment changes. Granted ov. 23.

APPLICATIONS

WHEN-TV Syracuse, N. Y.—Seeks mod. of cp to ange description of trans. location (not move) 3.3 miles southwest of Jamesville, N. Y., change RP to 204 kw vis., 108 kw aur. and make equip- ent changes. Filed Nov. 28.

WHP-TV Harrisburg, Pa.—Seeks mod. of cp to hange ERP to 228 kw vis., 123.5 kw aur. and ake equipment changes. Filed Nov. 23.

CALL LETTERS ASSIGNED

KSLA Shreveport, La.—Shreveport Television ., ch. 12. Changed from KCIS (TV).

KGHL-TV Billings, Mont.—Midland Empire cstg. Co., ch. 8.

KMOT (TV) Minot, N. D.—Meyer Bcstg. Co., . 10.

WTVK (TV) Knoxville, Tenn.—South Central cstg. Corp., ch. 26. Changed from WTSK-TV ffective Dec. 12 instead of previous effective date, ov. 24.

New Am Stations . . .

ACTIONS BY FCC

Trumann, Ark.—Poinsett County Bcstg. Co. ranted 1580 kc, 250 w D. Post office address 1547 Maplewood, Memphis, Tenn. Estimated construc- ion cost $11,015, first year operating cost $24,000, evenue $36,000. Poinsett owner **Earl W. Daly** is ormer owner **WTRB Ripley, Tenn.** Granted Nov. .

Ansonia, Conn.—The Valley Bcstg. Co. granted 90 kc, 500 w D. Post office address Box 1230, artford. Estimated construction cost $23,714, irst year operating cost $50,000, revenue $65,000. rincipals include **Sydney E. Byrnes** (21.5%), ews producer at CBS; **Norman J. Bernstein** 2.9%), attorney; **William H. Schpero** (12.9%), etail jewelry business; **Erwin Lieff** (8.6%), engi- eer, and nine other stockholders. Granted ov. 23.

Dowagiac, Mich.—Cass County Bcstg. Co. ranted 1440 kc, 500 w D. Post office address 75 hurch St., Coldwater, Mich. Estimated con- truction cost $9,500, first year operating cost $48,- 00, revenue $60,000. Principals are equal partners ilbert N. Ketcham, commercial manager of **WTVB-AM-FM Coldwater, Mich.**, and **James B. uck**, assistant to manager of WTVB-AM-FM. ranted Nov. 23.

Erwin, Tenn.—Unicoi Bcstg. Co. granted 1420 c, 1 kw D. Post office address Box 218, Rich- nds, Va. Estimated construction cost $15,000, irst year operating cost $24,000, revenue $30,000. ole owner **Max M. Blakemore** is manager-16.2% tockholder **WROC Richlands, Va.**, and 50% part- er Cherokee Bcstg. Co., applicant for new am tation at Murphy, N. C. Granted Nov. 23.

Savannah, Tenn.—Florence Bcstg. Co. applica- ion reinstated by FCC. 1010 kc, 250 w D. Post ffice address P. O. Box 137, Florence, Ala. Esti- ated construction cost $8,000, first year operating ost $30,000, revenue $36,000. Applicant is owner f **WJOI-AM-FM Florence, Ala.** Action Nov. 30.

Henderson, Tex.—Wes Dean & Co. granted 1470 c, 500 w D. Post office address Box 219, Hender- on. Estimated construction cost $7,966, first year perating cost $18,000, revenue $28,000. Principals re **Wesley R. Dean** (50%), announcer **KGRI Hen- erson** and **KTVE (TV) Longview, Tex.; Wilton . Freeman** (25%), and **Lynn J. Roy** (25%), who ach own 50% of Lynn Roy Radio Co. Grant con- itioned upon proof that Mr. Dean has severed onnections with KGRI. Granted Nov. 23.

APPLICATIONS

De Queen, Ark.—Radio De Queen, 1390 kc, 500 w D. Post office address 1925 S. 4th St., De Queen. Estimated construction cost $14,625, first year operating cost $36,000, revenue $48,000. Applicant is wholly owned by R. G. McKeever, appliance store owner. Filed Nov. 30.

Dover, Del.—Chesapeake Bcstg. Corp., 1600 kc, 500 w, limited time. Post office address P. O. Box 97, Havre de Grace, Md. Estimated construction cost $27,922.70, first year operating cost $45,000, revenue $60,000. Principals include Pres. **Jason T. Pate**, minority owner of **WASA Havre de Grace, Md.** No other ownership information available. Filed Nov. 30.

Green Cover Springs, Fla.—William F. Askew, 730 kc, 250 w D. Post office address 2566 Anniston Rd., Jacksonville 7, Fla. Estimated construction cost $9,245, first year operating cost $15,600, revenue $24,000. Mr. Askew is pastor, and former chief engineer of **WOBS Jacksonville, Fla.** Filed Nov. 23.

APPLICATION RESUBMITTED

Morris, Minn.—Western Minnesota Bcstg. Co. resubmits application for cp for 1570 kc, 1 kw D. Filed Nov. 30.

APPLICATIONS AMENDED

Baton Rouge, La.—Vox Inc. application for cp to operate on 1540 kc, 1 kw D amended to change to 1380 kc, 500 w. Amended Nov. 29.

Lake Placid, N. Y.—Essex County Bcstg. Co. application for new am to operate on 1270 kc, 1 kw D amended to specify 1300 kc. Amended Nov. 23.

Coos Bay, Ore.—Coos County Broadcasters application for cp to operate new am to operate on 1270 kc, 1 kw D amended to specify 1420 kc and change trans. location to 6th and E Sts., Eastside, Ore. Amended Nov. 23.

Pasco, Wash.—Music Broadcasters application for new am to operate on 860 kc, 250 w D amended to specify 800 kc, change studio-trans. location and specify remote control point as "to be determined, Pasco." Amended Nov. 23.

Existing Am Stations . . .

ACTIONS BY FCC

WAVU Albertville, Ala.—Granted increase of power on 630 kc, D from 500 w to 1 kw. Condition was made that station accept such interference as may be caused by proposed operation by J. Dige Bishop, Thomasville, Ala., in pending application. Granted Nov. 25.

WBFC Fremont, Mich.—Granted increase in power from 100 w to 250 w, operating unl. on 1490 kc. Granted Nov. 25.

WMAX Grand Rapids, Mich.—Granted increase of power from 500 w to 1 kw, operating D on 1480 kc; engineering condition. Granted Nov. 25.

WENC Whiteville, N. C.—Granted change in facilities from 1240 kc, 250 w unl., to 1220 kc, 1 kw D. Granted Nov. 25.

WEOL Elyria, Ohio—Granted mod. of DA-D pattern, operating on 930 kc, 1 kw DA-2, unl.; conditions. Granted Nov. 25.

KWRO Coquille, Ore.—Granted change in facilities from 1450 kc, 250 w unl. to 630 kc, 1 kw D with remote control from main studio site. Granted Nov. 25.

WOIC Columbia, S. C.—Granted increase of power on 1470 kc from 1 kw to 5 kw, continued D operation. Granted Nov. 25.

KALL Salt Lake City, Utah—Granted change from DA-1 to DA-N, operating on 910 kc, 1 kw unl.; with remote control during D non-DA period from main studio site. Granted Nov. 25.

APPLICATIONS

WVOK Birmingham, Ala.—Seeks cp to erect new southwest tower of DA, increase tower height (546 ft.) to support proposed tv ant. and side mount fm ant. at top of tower. Filed Nov. 30.

KMYC Marysville, Calif.—Seeks mod. of cp (which authorized erection of third tower to be used with present northeast tower for DA-D pattern) to increase D power from 1 kw to 5 kw, and make changes in DA pattern. Mutually contingent on application of **KSTN Stockton, Calif.** Filed Nov. 30.

KSTN Stockton, Calif.—Seeks cp to erect third tower for D operation, increase D power from 1 kw to 5 kw and change from DA-1 to DA-2. Mutually contingent on application of **KMYC Marysville, Calif.** Filed Nov. 30.

WKXY Sarasota, Fla.—Seeks mod. of cp to change from D to unl. using 500 w N, 1 kw D, change from DA-D to DA-2 and make ant. system changes. Filed Nov. 29.

WNDU South Bend, Ind.—Seeks cp to change ant.-trans. location and make changes in ant. and ground system. Filed Nov. 23.

WEGA Newton, Miss.—Seeks mod. of cp to change studio location and operate trans. by remote control from studio location. Filed Nov. 28.

WTRN Tyrone, Pa.—Seeks mod. of cp to increase power from 500 w D to 1 kw D on 1290 kc. Filed Nov. 23.

WCRK Morristown, Tenn.—Seeks cp to change from 1450 kc to 1150 kc, change power from 250 w to 500 w N, 1 kw D, install DA-N and change

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ant.-trans. location. Filed Nov. 29.

WDUX Waupaca, Wis.—Seeks mod. of cp to move tower 110 ft. northeast of present location and operate trans. by remote control from 204 S. Main St., Waupaca. Filed Nov. 30.

WPRA Mayaguez, P. R.—Seeks cp to make changes in ground system. Filed Nov. 28.

CALL LETTERS ASSIGNED

WFHK Pell City, Ala.—St. Clair Bcstg. System, 1430 kc, 1 kw D.

KSLR Oceanside, Calif.—San Luis Rey Bcstg. Co., 1320 kc, 500 w unl.

WSTL Eminence, Ky.—J. W. Dunavent, 1600 kc, 500 w D.

WKLZ Kalamazoo, Mich.—Joseph F. Butler & Ralph E. Patterson, 1470 kc, 500 w D.

WLES Chateaugay, N. Y.—Franklin County Bcstg. Co., 1050 kc, 1 kw D.

WBLR Batesburg, S. C.—James Olin Tice Jr., 1410 kc, 1 kw D.

New Fm Stations . . .

APPLICATIONS

Nacogdoches, Tex.—**Lee Scarborough,** granted 100.1 mc, 333 w unl. Post office address P. O. Box 248, Nacogdoches. Estimated construction cost $3,250, first year operating cost $2,550, revenue $7,488. Mr. Scarborough is radio-tv sales service store owner. Filed Nov. 23.

Existing Fm Stations . . .

ACTIONS BY FCC

WAVU-FM Albertville, Ala.—Granted cp to change trans. location and ERP to 4.5 kw. Granted Nov. 30.

WMIT (FM) Charlotte, N. C.—Granted ERP of 36 kw with ant. 3,100 ft. above average terrain. Granted Nov. 29.

WSGN-FM Winston-Salem, N. C.—Granted STA to remain silent to March 15, 1956. Granted Nov. 30.

WPWT (FM) Philadelphia—Granted cp for 180 w. Granted Nov. 30.

WJMC-FM Rice Lake, Wis.—Granted ERP of 15.5 kw and ant. height above average terrain of 540 ft. Granted Nov. 29.

APPLICATION

WPWT (FM) Philadelphia—Seeks cp to change ERP to 179 w. Filed Nov. 28.

CALL LETTERS ASSIGNED

KELE (FM) Phoenix, Ariz.—James T. Ownby, 98.5 mc, 1.45 kw. Changed from KONI-FM.

Ownership Changes . . .

ACTIONS BY FCC

WERH Hamilton, Ala.—Granted involuntary assignment of license to **Hugh J. Fite** for $29,000. Mr. Fite is purchasing interests of **Ernest B. Fite,** deceased, and **Rankin Fite,** with whom he was partner. Granted Nov. 30.

KVON Napa, Calif.—Granted assignment of license to **Jack L. Powell** and **Alyce M. Powell** (husband and wife) as joint tenants for $75,000 including assumption of $37,500 note. Mr. and Mrs. Powell jointly hold 17.2% of **KVEN Ventura, Calif.** Mr. Powell is station manager **KXOC Chico, Calif.** Granted Nov. 23.

WPEO Peoria, Ill.—Granted transfer of control to **John R. Livingston.** Mr. Livingston, presently 40% station owner, is buying additional 40% from **Errett G. Zendt** for $14,200. Granted Nov. 29.

KRNT Des Moines, KVTV (TV) Sioux City, both **Iowa,** and **WNAX Yankton, S. D.**—Granted transfer of control to **Gardner Cowles, Gardner Cowles Foundation, John Cowles,** et al. Corporate change only; no change in control. Granted Nov. 29.

KXGI Fort Madison, Iowa—Granted transfer of control to **Joseph E. McNaughton, William D. McNaughton, J. Richard Sutter** and **John E. Armel** for $60,000. J. E. McNaughton (49%), has 31¼% interest in **WRMN Elgin, Ill.,** and 60% in **WCRA Effingham, Ill.,** and has holdings in *Pekin* (Ill.) *Daily Times* and *Effingham* (Ill.) *Daily News.* W. D. McNaughton (28%), holds interests in same daily papers and has 18¾% stock in WRMN. Mr. Sutter (20%), owns 34% of WRMN. Mr. Armel is WCRA general manager. Granted Nov. 30.

WJEF Grand Rapids, Mich.—Granted assignment from Fetzer Bcstg. Co. to wholly-owned subsidiary, **Amalgamated Properties Inc.** Corporate change only; no change in control. Granted Nov. 29.

WHSY Hattiesburg, Miss.—Appplication for transfer of stock to Robert N. Robinson returned (necessary to file form 323). Action Nov. 23.

KSMO Salem, Mo.—Granted assignment of license to Zola Bcstg. Co. for $30,000. Sole owner is **William B. Smith,** manager-chief engineer of KSMO. Granted Nov. 23.

WTIV Titusville, Pa.—Granted transfer of control of permittee corporation to **Robert Z. Morrison, Victor D. Lindeman Jr., Myron Jones** and **Robert Sauber.** Original stockholders were Messrs. Lindeman and Morrison and Patrick A. Petrino, equal partners. Mr. Lindeman will hold 4%, Mr. Morrison 32% and Mr. Petrino, none. Messrs. Jones and Sauber will each own 32%. Mr. Jones is owner **WHOT Campbell, Ohio,** and president of **WJET Erie, Pa.** Mr. Sauber is Westinghouse sales engineer. Granted Nov. 30.

KRCT Baytown, Tex.—Granted transfer of control to **W. D. Christmas.** Mr. Christmas already owns 45% interest in KRCT and is purchasing additional 35%. Besides Mr. Christmas' 35%, stock also is being sold to **Robert C. Jones** 2%, **John H. Touchstone** 5% and **Bay Bcstg. Co.** 13%. Stock being sold for total price of $55,000. Granted Nov. 30.

KCUL Fort Worth, Tex.—Granted assignment of license to sole owner James G. Ulmer, corporate change only. Mr. Ulmer granted assignment of license to Dalworth Bcstg. Co. for $400,000. Principals are Pres. **Kurt A. Meer** (29.43%), 5% owner **WMIE Miami, Fla.;** Vice Pres. **Harold Young** (1.17%), secy.-dir. (no stock) of Sun Coast Bcstg. Corp., WMIE licensee and pres. Palm Beach Radio Inc., licensee **WWPG-AM-FM Palm Beach, Fla.;** Secy. **M. S. Vines** (1.17%), Sun Coast employe and Asst. Secy.-Treas. **E. D. Rivers Sr.** (68.23%), 61.5% owner WMIE and 97% owner WWPG-AM-FM. Mr. Rivers' son, daughter, and brother, all holding broadcast interests, are non-stockholding principals in Dalworth. Granted Nov. 30.

KERB Kermit, Tex.—Granted transfer of control to **Homer V. Brinson, Earl S. Walden,** and **Paul B. Greenwood** for $107,500. Mr. Walden (50%), is chinchilla raiser; Mr. Brinson (25%), is 50% owner of oil field testing firm, and Mr. Greenwood (25%) is salesman for **KJBC Midland, Tex.** Granted Nov. 23.

WROV-AM-FM Roanoke, Va.—Granted assignment of license to **WROV Broadcasters Inc.** Corporate change only; no change in control. Granted Nov. 29.

KOL Seattle, Wash.—Granted transfer of control to **Mrs. Marie S. Taft,** individually and as trustee of estate of **Archie G. Taft Sr.,** deceased. Mrs. Taft is buying 423 outstanding shares for $1,000 and will be sole owner of outlet. Mrs. Taft's sons, **Archie G. Taft Jr.** and **William R. Taft,** own, respectively, **KBKW Aberdeen, Wash.,** and **KRKO Everett, Wash.** Granted Nov. 23.

WDNE Elkins, W. Va.—Granted assignment of license to MARJA Corp. for $50,000. Principals are Pres.-Treas. **John P. Carr** (100%), attorne and asst. secy. and director of Land O' Lak Bcstg. Corp., licensee of **WILE Cambridge, Ohi** and owner of licensee of **WTRL Bradenton, Fl** Secy. **Martha F. Carr** (holds stock jointly with M Carr), housewife, and Vice Pres. **Howard Donahoe,** 100% owner of Land O' Lakes. Grant Nov. 23.

APPLICATIONS

WILD Birmingham, Ala.—Seeks assignment license to Gordon Alabama Bcstg. Co. for $17 000. Principals are Pres. **Sherwood R. Gord** (70%), owner of **WSAI-AM-FM Cincinnati, Ohi** Treas. **Louis A. Wildman** (30%), director WCAI-AM-FM, Secy. **Ida F. Wildman** (no stock Filed Nov. 23.

KWHN Fort Smith, Ark.—Seeks transfer of co trol to **Hiram S. Nakdimen** for $9,000. Mr. Nakd men will now own more than 50% interest f first time. Mr. Nakdimen is 33.3% owner **KNA TV Fort Smith.** Filed Nov. 30.

KHJ-AM-FM-TV Los Angeles, KFRC San Fra cisco, WGTH Hartford, Conn., WEAT-AM-T West Palm Beach, Fla., WNAC-AM-FM-TV Bo ton, WOR-AM-FM-TV New York, WHBQ-AM-T Memphis, Tenn.—Seek assignment of licens from General Teleradio Inc. to **RKO Radio Pi tures Inc.** Corporate change only; no change control. Filed Nov. 23.

KFMA Davenport, Iowa—Seeks transfer of co trol to **Lester L. Gould** (60%) and **Dorothy Gould** (40%) for $55,000. Mr. Gould is form owner of **WJNC Jacksonville, N. C.,** and present owns 33.3% of **WLSE Wallace, N. C.** Mrs. Gou is former WJNC program director. Filed Nov. 23

KWHK Hutchinson, Kan.—Seeks assignment license to KWHK Inc. for $75,000. Principals a Pres. **John D. Hill** (40%), former merchandisin promotion director of **WISN Milwaukee, Wis** Vice Pres. **Frank A. Smith** (25%), badge an trophy supplier; Secy. **Alvarita Smith Hill** (10% former continuity writer for **WLS Chicago,** an Treas. **Alva H. Smith** (25%), housewife. File Nov. 30.

WKLX Paris, WPRT Prestonsburg, both **Ky.**— Seek assignment of cp and license, respectivel to **Stephens Industries Inc.** Corporate chan only; no change in control. Filed Nov. 23.

WPLM North Plymouth, Mass.—Seeks transfe of control (51 shares of 90 outstanding) to **John Campbell for $10,200.** Mr. Campbell is form commercial manager of WPLM. Filed Nov. 29.

KBMW Breckenridge, Minn.—Granted transfe of control to **Robert E. Ingstad** for $37,500. M Ingstad is majority stockholder of **KOVC Valle City, N. D.,** and **KEYJ Jamestown, N. D.** Grante Nov. 23.

KBIA Columbia, KCHI Chillicothe, KRE Farmington, all **Mo., KCLO Leavenworth, KCR Chanute,** both **Kan.,** and **WINI Murphysboro, Ill.**— Seek assignment of licenses from Cecil W Roberts and Jane A. Roberts, joint tenants, t **Cecil W. Roberts and Jane A. Roberts,** his wife Corporate change only. Filed Nov. 23.

KUON-TV Lincoln, Neb.—Seeks assignment c cp from **Byron J. Dunn,** trustee, to **U. of Nebras ka.** Corporate change only. Filed Nov. 28.

WFBG-AM-TV Altoona, Pa.—Seeks transfer o control to Triangle Publications Inc. for $3. million. Triangle owns **WFIL-AM-FM-TV Phil adelphia,** and **WNBF-AM-TV Binghampton, N. Y** 50% of **WHGB Harrisburg, Pa.,** and seeks transfe of **WLBR-TV Lebanon, Pa.** Filed Nov. 23.

KMIL Cameron, Tex.—Seeks assignment of li cense to Milam County Bcstg. Service Ltd. fo $15,000 plus assumption of $8,000 note. Principal include present owners **Milton F. Brown Jr** (51%) and **E. Glenn Abercrombie** (15%). Other are: **N. L. Caperton** (10%), insurance, motor an gas-oil distributorship interests; **H. H. Coffiel** (10%), 50% owner **KGKO Dallas,** and **Esther Bell White** (4%), office manager. Filed Nov. 23.

WACO Waco, Tex.—Seeks assignment of li cense to Waco Bcstg. Corp. for $300,000. Principal are Pres. **Wendell Mayes** (40%), majority owne of **KBWD Brownwood, KNOW Austin,** 30% o **KSNY Snyder,** 20% of **KXOL Fort Worth,** al Tex., and 50% owner of **KTOK Oklahoma City Okla.;** Vice Pres. **C. C. Woodson** (40%), 50% owner KTOK, 40% of KXOL and vice pres.-dir of KBWD and **R. Lee Glasgow** (20%), owner o **KAND Corsicana, Tex.,** and WACO general man ager. Filed Nov. 30.

Hearing Cases . . .

INITIAL DECISIONS

Newburyport, Mass.—Hearing Examiner Anni Neal Huntting issued initial decision lookin toward grant of application of Theodore Feinstei for new am to operate on 1470 kc, 500 w D i Newburyport. Action Nov. 29.

FINAL DECISIONS

ABC-TV Los Angeles—Granted authority t transmit tv programs from **KABC-TV Los Angele to XETV (TV) Tijuana, Mexico;** by letter denied opposing petitions by **KFMB-TV** and **KFSD-TV San Diego, Calif.** Granted Nov. 23.

Los Angeles—FCC granted **KFI, KMPC, KNX Los Angeles** authority to transmit sub-audible tones for purpose of activating air raid sirens in

(Continues on page 123)

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Box 2468, Birmingham, Ala.
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Practical Broadcast, TV, Electronics engineering home study and residence courses. Write For Free Catalog, specify course.

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Contact
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CLASSIFIED ADVERTISEMENTS

Payable in advance. Checks and money orders only.

Deadline: Undisplayed—Monday preceding publication date. Display—Tuesday preceding publication date.

Situations Wanted 20¢ per word—*$2.00 minimum* • **Help Wanted** 25¢ per word—*$2.00 minimum.*

All other classifications 30¢ per word—*$4.00 minimum* • **Display ads** $15.00 per inch

No charge for blind box number. Send box replies to

BROADCASTING • TELECASTING, 1735 DeSales St. N. W., Washington 6, D. C.

APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING • TELECASTING expressly repudiates any liability or responsibility for their custody or return.

RADIO

Help Wanted

Managerial

Sales manager—Nationwide expanding company, in need of outstanding producer. Guaranteed draw and commission. Earnings $12,000.00 plus. Please write fully. Box 603E, B•T.

Salesmen

Wanted salesman: A successful, thoroughly experienced salesman for a 1000 watt network affiliate station. Salary plus commission. Should earn $8,000 annually. Contact Box 553E, B•T.

Three station company needs experienced radio salesman large Michigan market. Great potential to right man. Send detailed resume past experience, references, photo. Box 599E, B•T.

The salesman we need is probably a man between 25 and 30 years old who has been selling radio time in a town under 40,000 population for about a year or so. He should have about $2,000 a month billing and has probably reached the point where it looks as though it would be very difficult to increase his present income of $75 to $90 a week. He probably broke into radio time sales as the result of program department experience and knows local radio thoroughly. He has the sort of present job and past experience that will make him really appreciate a fair and highly remunerative commission arrangement supported, in the beginning, by a draw at least equal, or better, than his present income. He will appreciate the opportunity of working for and with professional radio men in a non-competitive market where radio advertising is accepted as having value at high but fair rates. If you want to live in a wealthy, farm-rich, middlewestern community and your experience matches our requirements, write Box 608E, B•T, in preparation for a personal interview.

Sales representative—leading radio-newspaper group has exceptional opening with present and future for sincere, ambitious young man. Prosperous New York State station, nice-sized city. Give resume. Confidential. Box 621E, B•T.

Announcers

Unusual opportunity for announcer with a first class ticket who can really sell merchandise on the air and read news. Hours are 40 hours weekly and salary open. Contact Box 552E, B•T.

Experienced announcer-chief engineer. Virginia daytimer. 50-hour week, $80.00. Send tape, photo, resume. Box 595E, B•T.

RADIO

Help Wanted—(Cont'd)

Wanted: Disc jockey for pop music program. Must be good air salesman and have good references. Submit photograph and full information first letter. Box 606E, B•T.

Staff announcer—opportunity for sales. Will accept beginner or pay for experience. Box 607E, B•T.

Experienced announcer with first phone license. Opening January 1st. 5000 watt network station in southern university town. Send photo, tape and resume to Box 616E, B•T.

Top country and western DJ for midwest regional am, must be experienced and qualified all around radio man. Give all first letter. Box 617E, B•T.

Major market midwest indie needs top-flight morning man who can build Hoopers. Rush tape and details. Box 618E, B•T.

Warm, smooth "sell" voice for DJ show. Good change of pace for news; also skill on board. What we are looking for requires experience, professional attitude and high adaptability to our requirements at the top power station in progressive metropolitan southern market. Must be willing to be developed as a personality "our way". Good salary to start with. Unique incentive-bonus arrangement. Send qualifications, will notify if tape required. Box 638E, B•T.

Announcer for afternoon and evening shift and radio. Forward tape, background and references. All tapes returned. Box 643E, B•T.

Wanted: Combo man with first phone, ideal working conditions, 40 hour 5 day week, north western Montana location, 20 miles from Glacier National Park, good pay. Write Dick Vick, Manager, KGEZ, Kalispell, Montana.

Experienced staff announcer for top-rated CBS station. Salary $82.50 plus talent. Send tape and complete background to WBSR, Pensacola.

Announcer, experienced. Permanent position with progressive independent. Paid holidays and vacation. WCOJ, Coatesville, Pa.

Announcers send your audition or come see me for position at WCNT, Centralia, Illinois, expenses.

Combo announcer-engineer with emphasis on announcing. Immediate opening. Forward tape and full particulars to V. G. Balkcum, WGBR, Goldsboro, N. C.

Announcer: Immediate opening for experienced man. Must have car, 1000 watt daytimer in eastern Pennsylvania, one of chain, Excellent opportunity for advancement to executive or sales position, overtime, paid vacations, pleasant working conditions. Reply by phone to Assistant Manager, WLSH, Lansford, Pa.

RADIO

Help Wanted—(Cont'd)

Need staff announcer for long hours combination work, small station. Small salary, expensive village. Possibly some sales. Send tape, background, references, WNOG, Naples, Fla., without delay.

Technical

Chief engineer for one engineer radio operation Must be fully experienced and capable complete maintenance and construction. Send complete details for immediate opening. KVOR, Colorado Springs, Colo.

Radio technicians wanted for large high frequency stations installation, involving high-power transmitters, diversity receivers, single-sideband and frequency shift equipment, vhf multichannel link, and large antenna fields. Contract employment. Air mail full details, experience and references to INTELEC, S. A., Edificio Industria, Ave. Este 2, Caracas, Venezuela.

Programming-Production, Others

Experienced PD whose record proves he can make a good independent 5000 watt station in metropolitan market a better station. Box 538E, B•T.

Program director who is also good, experienced announcer for morning and afternoon show. Excellent opportunity. PD experienced preferred, but not necessary. Box 566E, B•T.

Program director for top Illinois daytimer. Must be prepared to report for work on or before January 1st. Send background details, salary requirements, etc. Do not send tape or disc until requested. Preference given applicants from Illinois and adjoining states. Box 579E, B•T.

Advertising and promotion manager for network affiliate, large eastern seaboard city. Excellent oportunity. Salary open. Send full information. Box 644E, B•T.

Need good copywriter quick! Gulf Coast area . . . pleasant working. Salary commensurate with ability. Ed Lovelace, KOGT, Orange, Texas.

Need at once experienced continuity girl—mostly spots. Fair salary, pleasant surroundings. Send photo and qualifications. E. Z. Jones, General Manager, WBBB, Burlington, North Carolina.

WIND, Chicago, interested in top-quality office girls with radio experience for key positions to handle expanding business volume. Write Program Director.

Charles W. Levene—Charles W. Asburn, please write James H. Rees, Union National Bank, Fayetteville, Tennessee, giving your current address.

Situations Wanted

Managerial

Station sales manager with proven record of aggressive selling and supervision. Upper midwest applicant available for Chicago interview preferred. Send background story, photo and references. Confidential. Box 547E, B•T.

14 years' experience as manager, sales manager and sports announcer (basketball and football). Desire change. Young, successful, and best of references. Wisconsin or Great Lakes area preferred. Available January 1st. Box 613E, B•T.

Young man, 30, with nine years broadcasting experience, seeks job as manager of small station in deep south, preferably Florida. Making over $12,000 commissions in major midwestern market in 1955. Will take cut for right position. Presently employed. Can furnish outstanding references. Box 625E, B•T.

Manager or assist. Experienced . . . reliable . . . mature . . . family man . . . top references. Box 647E B•T.

Salesmen

Salesman, DJ, engineer, continuity, programming, production, 6 years. College. Employed. Box 565E, B•T.

Top air salesman—street salesman-sponsor salesman, mature, experienced, successful, top references, desire good percentage opportunity on live am. Box 609E, B•T.

Attention! Radio stations in minor league baseball markets. I specialize in selling and broadcasting full schedule or road games only. Fans, sponsors like me. Basketball, football, staff, too. Box 611E, B•T.

IF

- √ You have creative sales ability based on sound evaluation of local advertisers' needs—
- √ Your sales performance is best in a competitive market—
- √ You can instill confidence and build pleasant client relationships—
- √ You are dissatisfied with your earnings because your highest potential isn't being utilized—
- √ You are currently travelling selling syndicated Radio or TV shows and would like to get off the road—
- √ You would like to settle in a metropolitan city offering every advantage of good community life—
- √ You would like to become associated with one of the outstanding Radio properties in the South, over 25 years young, and in a period of dynamic growth—
- √ You would like to earn up to $15,000 yearly, with your own ability as the only limit to your earnings—
- √ You would like the security of additional benefits such as health and accident coverage, pension plan, etc.—

THEN—We would like to hear from you and about you. We will be glad to tell you all about us.

Box 649E, B•T

RADIO

Situations Wanted—(Cont'd)

Salesmen

High calibre radio-television announcer seeking good permanent position. Excellent references. Specialize news, sports. Fritz Van, 1726 Hanchett, Saginaw, Michigan.

Announcers

$65 a week—experienced announcer, for small station. Resonant voice. News-sports-DJ. Board. Photo, tape. Box 526E, B•T.

Announcer—DJ. Pop-hill-PI. Punch or soft smooth. 34—married—15 years radio. Employed midwest 50 kw 7 years. Just southerner wishing location back south—southwest. Box 573E, B•T.

Announcer, one year experience. Prefer Minnesota, but will consider Iowa or Wisconsin. Available immediately. Box 600E, B•T.

Experienced sports announcer wants position in radio or tv. Preferably east. Box 602E, B•T.

Eight years experienced announcer. Records, news, sports. Most important point: will sell. Open any good offers. Box 614E, B•T.

Attention Florida! Announcer DJ seeks position with progressive station. Thoroughly experienced all phases, presently employed, married, sober, reliable, available after January 1st. Box 630E, B•T.

Do you believe sincerity, skill, spontaneity . . . is good broadcasting No studio hero. I sell products to listeners. Married, children. Box 632E, B•T.

Announcer, 1st phone, 5 years. Vet. Married. Now northern California. Box 633E, B•T.

Experienced announcer. Desires permanent position in Florida. Excellent background. Available January 1st. Box 634E, B•T.

Negro. Nationally known rock 'n roll DJ. Available early 1956. Permanent. Box 635E, B•T.

Experienced staffer. Versatile DJ. Smooth commercial delivery. Now available. Tape. Box 636E, B•T.

Staff announcer, married, recent broadcasting school graduate, versed all phases. Will travel. Tape, resume. Box 637E, B•T.

Recent broadcasting school graduate. Good DJ, news, sports, board, tape. Box 639E, B•T.

Announcer, experienced DJ, news, commercials. Good selling personality. Tape, resume and photo upon request. Box 640E, B•T.

Announcer, 1st phone, 5 years experience, air, copy, PD. State salary. Presently employed. Box 646E, B•T.

Announcer-PD—seeks permanent position northeast. 5 years PD. Strong news, sports, music. Some tv. Box 648E, B•T.

Early morning man or straight announcing. Married. 8 years broadcasting experience. Natural, sincere delivery. Excellent sponsor salesmanship. Radio or television. Want better working conditions and advancement, accustomed to earning $90 to $100 weekly with salary or salary and talent. Write Donald Christensen, 2420 N. 10th Street, Sheboygan, Wis., phone 8-2402 evenings between 5-7 p.m. Morning 10-12. Midwest only.

Young married man, radio school, some experience, wants job south or west. Tape available. Harry Height, 2515 McGavock, Nashville, Tenn.

Small stations only. Announcer, copywriter. Heavy commercials, news. James L. Moran, 1061 Mayfair Road, Union, New Jersey.

Staff announcer. Broadcasting school graduate. Bill Parker, 2219 N. Parkside, Chicago.

1st phone 4 years broadcasting experience. Desire position in same. Clarence Williams, 100 W. 139 Street, New Fork, N. Y., AV 3-0122.

Technical

Florida property owner desires return home state. Experienced chief engineer and announcer. Veteran. Family. Desires position in congenial, progressive atmosphere. B•T has my phone number. Box 564E, B•T.

Chief engineer—available December, 20 years experience am-fm-tv theory construction-maintenance—top administrative ability. Some announcing no objectional—best technical and character references. Box 572E, B•T.

RADIO

Situations Wanted—(Cont'd)

Chief engineer, 1st class phone, fourteen years experience, 50 kw station. Desires position, no announcing. Box 604E, B•T.

Wanted position as engineer. First phone. 2 years experience am and fm. Midwest preferred. Melvin A. Anderson, St. James, Minn.

Newly acquired first ticket. Inexperienced. Desire midwest connection. Nelson Cox, 331 19th Street, Bittendorf, Iowa. Phone Davenport 5-1974.

Production-Programming, Others

Program director—assistant sales manager, good commercial voice, ad-lib, phone interviews and sales. Competent, intelligent assistant to manager. Desire responsibility and $75.00 per week to start. 4 years college. 7 years radio experience —age 40 years. Available one week. Box 405E, B•T.

Are you??? Are you a first class radio or tv operation? Are you a eastern ad agency? Are you willing to pay for top experienced continuity director? The very best references, resume and sample copy now available! $100 weekly. All replies acknowledged! Box 601E, B•T.

Hard-sell copywriter, young woman, seven years experience all phases of radio, wishes position with future. First class copy under pressure. Box 622E. B•T.

TELEVISION

Help Wanted

Salesmen

WGLV needs an experienced time salesman. Salary plus commission with advancement possibilities. Apply by letter only stating qualifications, experience and salary expected. Enclose small photo. C. R. Thon, WGLV, Easton, Pennsylvania.

Announcers

Expanding television operation in large booming western city needs top announcers. Submit full resume and SOF audition. Box 626E, B•T.

Experienced combo man for tv. Must have 1st phone, good voice and willing to learn all phases of tv operation. Send tape and resume to Program Director, KREM, Spokane, Washington.

Channel 3, NBC affiliate now assembling staff for start around first of year needs two top-flight on-camera announcers. If you are a versatile tv announcer, capable of handling any on-camera assignment, and have a record to prove it, send resume, tape, picture and references to WSAV-TV, Savannah, Georgia.

Technical

Western vhf tv station, network affiliate, offers brilliant opportunity for qualified engineers in expanding operation. Send complete resume first letter. Box 629E, B•T.

Studio engineer, for all-around video work. Send complete experience, recent snapshot, salary expected, references. KTVR, 550 Lincoln Street, Denver, Colorado.

Programming-Production, Others

Production manager-director. A better-than-average opportunity awaits a better-than-average applicant. Thoroughly experienced, live-wire, with workable ideas for good low-budget production. Versatility and imagination essential, as is ability to produce, direct, switch and handle other production details, including traffic and copy supervision. "Successful" uhf north-central area, state starting salary expected, give full particulars about previous experience, and attach small snapshot. Confidential. Box 496E, B•T.

Excellent opportunity for television director with minimum of three years experience. Network affiliate in major market. Box 627E, B•T.

Television continuity writer needed by fast-moving network affiliate in large western city. Send complete resume and salary desired in first letter. Box 628E, B•T.

Midwestern vhf has opening for competent woman copywriter. Send resume and salary desired to Box 631E, B•T.

TELEVISION

Situations Wanted

Managerial

Nation's best general manager—radio or television. Experienced in national and local sales, engineering, personnel, production and programming. Well-know throughout the industry. Available at once. Box 985C, B•T.

General manager—in the business since 1939. Manager since 1942. Well known in regional and national field. Familiar with all phases of broadcasting. Box 596E, B•T.

Announcers

Outstanding radio, tv personality. Morning radio show . . . morning television audience participating program . . . top ratings in medium market. Collegiate sports network play-by-play. Currently in $10,000 bracket. Desire major market with talent potential. Seven years' experience. Box 570E, B•T.

Telegenic gal, experienced all phases. Emphasis on DJ, special features and woman's programs. Knowledge tv production. Versatile "on-camera". Box 641E, B•T.

Technical

First phone, good electronic background, seeks tv opportunity. Ham. Box 563E, B•T.

Tv studio engineer, 14 months experience all phases, including maintenance of studio equipment and microwave STL. Previous am. 1st class. Married, 3 children. Prefer northwest. Box 615E, B•T.

Production-Programming, Others

Top midwestern film director-editor. 7 years commercial television experience. Knowledge of film prices on all shows. Available on three weeks notice. Box 605E, B•T.

SRT graduate, 3rd phone, photography, music, art background, wants position in growing station. Box 610E, B•T.

Tv announcer-director, 30, B.A. degree. 6 years radio-tv experience. Reliable. Relocate. Box 612E, B•T.

Director-announcer. Ten years tv and radio, college graduate, 30, employed, single. Available 30 days notice. Box 645E, B•T.

Cameraman, 3 years recent experience, all studio operations, desires production opportunity. Available for personal interview. Best references. Albert Becker, 169 Beach 33 Street, Edgemere, New York.

(*Continued on next page*)

TELEVISION
COMMERCIAL WRITER

If you are agency employed and agency reared, preferably in a good sized agency; if your commercials are cogent and imaginative, and generally can be produced as written—you should have very little trouble convincing one of the West Coast's largest agency operations that you are the man we want. Please send a resume, including references and your telephone number, to our Television & Radio Department.

ERWIN, WASEY & CO., LTD.
5045 Wilshire Blvd.
Los Angeles 36, Calif.

FOR SALE

Stations

For sale. Three midwest stations, all single station markets, all making money. $50,000 each for two, $75,000 for third. All replies answered. Box 515E, B•T.

Rural radio station with auditorium. Radio daytimer doing well. No competition. Station earns $15,000 to $20,000 year. Auditorium promotions does same. Auditorium will pay for station in 5 years. Building and real estate valued in excess $150,000. $50,000 down. Southern location. Box 597E, B•T.

Free list of good radio and tv station buys now ready. Jack L. Stoll & Associates 4958 Melrose Avenue, Los Angeles 29, California.

Eastern listings include high potential uhf and money making am stations. John I. Hanly, 1739 Connecticut, N. W., Washington, D. C.

Radio stations for sale, 100 watts day to 50 kw full, Minnesota, Iowa, Washington, Virginia, Illinois, Wisconsin and California, also uhf, vhf, write for detail Hugh R. Norman, Box 534, Davenport, Iowa.

Equipment

RCA TF5A superturnstile. Tuned channel 5 but tunable 4 or 6. Box 575E, B•T.

Excess stock of first class, unused, air cooled and water cooled broadcast tubes. Will quote on any type. Satisfaction guaranteed. Box 619E, B•T.

Booth Leasing Corporation—a national leasing service—whereby you choose the equipment you need—new or used—BLC purchases it from your supplier, at the established price and place it in your studio, transmitter and office on flexible lease terms written to meet your specific requirements. Rentals paid under lease drawn as recommended by BLC are tax deductible expense items. For full information for your attorney, tax counsel and yourself, write, wire or phone Gene O'Fallon & Sons, KFEL-TV Building—550 Lincoln Street, Keystone 4-8281, Denver, Colorado.

FOR SALE

Equipment

For sale—RCA TF-6AH superturnstile—channel 10. Minor changes to channel 7 through 13. Used 8 months, 2½ years old. Excellent condition. Pressurized. Make offer. KOLN-TV, Lincoln, Nebraska.

New stations and CP's: If you are constructing or about to construct, here is a real bargain! Approximately 400 feet Andrew type 737 air-dielectric co-axial cable never used and on its original reel. New price is $1.20 per foot. We are selling F.O.B., our site at 60¢ per foot. First check gets the goods. WCOJ, Coatesville, Pennsylvania.

In excellent used condition 100—#500 Century 6-inch 250-750 watt Fresnelite spotlights with pipe clamps. 25—#2570 Century Barn Doors for #500 spotlights. WDSU-TV, 520 Royal Street, New Orleans 16, Louisiana.

Re-broadcast television receiver and power supply GPL model PB-501. $110.00. Write J. H. Buck, WFBL-TV, Box 512, Fayetteville, N. C.

1 RCA TP-16 film projector, $2500.00 1 RCA TK 20 iconoscope film camera less power supplies, $750.00. 6 TA hi-intensity fluorescent studio lights, $50.00 each. WHIO, Dayton, Ohio.

For Sale: 250 watt fm broadcast transmitter type BT-1-B with tubes and crystal to operate on 92.7 mc. Fm monitor type BM-1-A to match; all excellent condition. WLOE, Inc., Leaksville, N. C.

3 kw GE-fm transmitter with monitors, transmission line. Make offer F.O.B. Atlanta, Georgia. Call or write Lee Bartell, Radio Station WOKY, Milwaukee, Wisconsin.

Modulation monitors—Gates MO 2639, GR 731. 235 S. Third Street, Burbank, California. Telephone Thornwall 4-2461.

30 Sangamo G3 capacitors, .00015mfd 20KV. New surplus. $700. Art Sorrell, Riverdale, Md.

WANTED TO BUY

Equipment

Wanted—We buy all types of radio broadcasting and tv transmitting tubes. Dispose of your obsolete or excess stock. Also want all types of low power broadcasting equipment. Must be complete. Highest prices paid. Box 620E, B•T.

Wanted: Remote amplifiers, broadcast microphones, studio console, 500 watt am broadcast transmitter. Box 623E, B•T.

Wanted—up to 1,200 ft. used 1⅝" ohm transmission line. State manufacturer, price and condition. Box 624E, B•T.

Maggie PT6-AH contact. KYNO, Fresno, California.

One RCA 70 series turntable and fm frequency—modulation monitor. Must be priced right. James M. Wilder, WBIE, Marietta, Ga.

50—used of standard make 1000 watt 8-inch lens. Fresnel lens spotlights with pipe clamps. WDSU-TV, 520 Royal Street, New Orleans 16, Louisiana.

Wanted to buy: 500 or 1000 watt transmitter, preferably RCA. Send all details about price and time it has been used to XEAW, P. O. Box 628, Monterrey, Nuevo Leon, Mexico. If possible include photograph and diagrams.

INSTRUCTION

FCC license training—correspondence or residence. Resident classes held in Hollywood and Washington. Beginners get FCC 1st class license in 3 months. For details write Grantham School, Dept. 1-N, 821 19th Street, N.W., Washington, D.C.

FCC first phone license. **Start immediately.** Guarantee coaching. Northwest Radio & Television School, Dept. B, 1221 N.W., 21st Street, Portland 9, Oregon.

MISCELLANEOUS

Don Kelly, please get in touch with Robert Wasdon, WLOW, Norfolk, Virginia.

BROADCASTERS THROUGHOUT THE COUNTRY FIND...



Time, worry and expense can be saved by calling Northwest *First*. John Birrel, our Employment Counselor may have just the person you need. There's no charge for this service and you are assured of well-screened, professionally trained people.

Here's why Broadcasters prefer Northwest's graduates...

- Over 16,000 square feet devoted to studios, control rooms, and student servicing.
- Five complete image orthicon camera chains.
- Six complete control rooms with professional consoles, rack-mounted tape recorders, disc recorders, turntables, monitors, switchers
- Film editing equipment
- An outstanding staff of professional instructors who are presently working at network affiliates—NBC, CBS, ABC.
- Practical training. Professional trainees learn by doing — actually participating in closed-circuit productions.

Your collect wire or call is always welcome Call Northwest *first*. Our Employment Counselor... John Birrel... assures you of immediate, personal attention.

SUBSCRIBER TO NARTB

NORTHWEST RADIO & TELEVISION SCHOOL HOME OFFICE: 1221 N. W. 21st Avenue Portland, Oregon • CA 3-7246

HOLLYWOOD, CALIFORNIA 1440 North Highland HO 4-7822

CHICAGO, ILLINOIS..... 540 N. Michigan Avenue DE 7-3836

WASHINGTON, D. C..... 1627 K Street N. W. RE 7-0343

RADIO

Help Wanted

Salesmen

BROADCAST EQUIPMENT SALES ENGINEER WANTED

Qualified sales engineer with experience in radio broadcast and studio equipment sales wanted for travel in midwest area. Must own car and be willing to travel for company with an excellent reputation for highest quality equipment. Box 598E, B•T.

SPECIAL OPPORTUNITY

Experienced Radio Salesman wanted for leading Music, News and Sports station. Active accounts; excellent potential list; monthly guarantee and liberal commission make this outstanding opportunity.

Send complete resume, references, and photo in first letter to: Manager, WJBK-Radio, 500 Temple, Detroit 1, Michigan. Please do not call.

WANTED

Executive Salesmen Over 35 With Intangible and Advertising

Experience—Valuable Franchise—No Investment—All Sections of Country Open—Commissions Paid Immediately on Sale & Renewals. Write Randall, Suite 100, 1621 Conn. Ave., Washington 9, D. C.

Announcers

Top Flight Announcer Wanted

With personality and ability to put on a distinctive show. Must have bright, friendly style. If interested, contact Program Director or General Manager KLIF, Dallas, Texas, the Southwest's most progressive radio station.

Morning Man Wanted

With personality to put on distinctive morning show. Preference given to applicant now successfully doing similar program. Must have bright friendly style and be able to sell. Top rated program for past fifteen years. Detail previous experience salaries earned and expected and attach snapshot. Rush audition tape, including commercials. Confidential. WAKR, Akron, Ohio.

RADIO

Situations Wanted

Managerial

MANAGING SALESMAN FOR HIRE

Presently acct. exec. for one of nation's top music, news and sports stations. City of 500,000. Desire to return management. Will handle my share of sales. Presently making $12,000. No fancy dan or pressure man. Operate station and sell as should be. Past small station interest owner, sls mgr. for 5-kw. 33-yr's old. Married, three kids, college. Exp. on east and west coast. Interested in station who want to be tops and station who thinks radio is here to stay. Available for interview. Interested in east, south or southwest but will consider all offers. Present owner has knowledge of this ad.

Box 585E, B•T

TELEVISION

Help Wanted

Programming-Production, Others

ARTIST-WRITER

Outstanding top-power Southern TV station has immediate opening for experienced artist-writer for Promotion Department. Position involves knowledge of audience and sales promotion techniques, salary open. All replies confidential. Address inquiries to

Box 588E. B•T

WANTED

California VHF TV Station needs all around girl experienced TV continuity writer. Do one five minute show. Send complete information. References, samples of work, and recent photo to KSBW-TV, P.O. Box 1651, Salinas, California.

FOR SALE

Equipment

TOWERS
RADIO—TELEVISION
Antennas—Coaxial Cable
Tower Sales & Erecting Co.
6100 N. E. Columbia Blvd.,
Portland 11, Oregon

FOR THE RECORD

(Continues from page 118)

Los Angeles County. These regular authorizations, for license period, supplant temporary authorizations held for 18 months. Regular authorizations specify modulation of trans. with audio tones not in excess of 40 cps and modulation of carrier not in excess of 20% of this purpose. Announced Nov. 25.

WWBZ Vineland, N. J.—FCC denied renewal of license application allowing station 60 days to terminate business. Announced Nov. 28.

OTHER ACTIONS

Alaskan Fm—FCC invites comments by Jan. 2, 1956, to notice of proposed rule making to (1) bring up to date sec. 3.501 of its noncommercial educational fm rules consistent with its Sept. 7 order in Docket 11140 which deleted, as of Oct. 12, frequency band 72-100 mc from broadcast service in Alaska and (2) make available for noncommercial educational fm broadcasting in Alaska frequencies 100.1 mc through 107.9 mc in commercial portion of fm band. Announced Nov. 30.

Zone I—FCC denied petition by ABC, permittee of **WLAP-TV Lexington, Ky.**, seeking rehearing of report and order denying ABC's request to shift tv Zone 1 boundary line so as to include portion of Kentucky therein and permit assignment of ch. 4 to Richmond, Ky. Announced Nov. 25.

Montgomery-Greenville, Ala.—FCC designated

FOR SALE—(Cont'd)

CLEANING HOUSE

Here is your chance to get broadcast audio equipment at bargain prices. All items are guaranteed as represented. The original cost is indicated in parentheses.

4—WE 109AA Vertical-Lateral Reproducers. Excellent. ($211.08). $65 each complete.
1—WE 109AA. Damaged stylus. $35, complete.
2—WE 639A Mikes with 24A Stands. Excellent. ($103.20). $55 each.
1—Rek-O-Kut G-2 16" Turntable. Like new. ($137.40). $79.
1—Rek-O-Kut G-2. Good. $49.
3—Presto 64-A Gear-Driven 16" Turntables. Need repairs. ($420.75). $90 each.
1—Presto 64-A. Good. $190.
1—U. S. Recording 201-A1 Console with PS-200 Power Supply. Needs repairs. (573.50). $195, complete.
2—RCA MI-12238 Amplifiers. Need repairs. ($54.50). $19 each.
6—Pickering D-120M Cartridges. Styli may be damaged. ($24.90). $4.50 each.
5—Pickering D-140S Cartridges. Styli may be damaged. (36). $9.50 each.
1—Pickering 260DD Cartridge. Stylus may be damaged. ($60). $15.
3—Pickering 260DD Cartridges in 190 Arms. Styli may be damaged. ($91.50). $30 each. complete.

All items shipped fob Philadelphia. For further information contact David Carson, WFLN, Philadelphia 28, Pennsylvania.

INSTRUCTION

FCC 1st PHONE LICENSES IN 5 TO 6 WEEKS
WILLIAM B. OGDEN—10th Year
1150 W. Olive Ave.
Burbank, Calif.
Reservations Necessary All Classes—
Over 1700 Successful Students

Employment Services

PR* vs *PR

We'll match your PERSONNEL REQUIREMENTS, against the PROVEN RECORDS of qualified people.

A confidential service to Radio and TV Stations, and program producers, anywhere.

Palmer-DeMeyer (Agency)
50 E. 42nd Street. N.Y.C.
MU 2-7915
Paul Baron, Dir.: Radio-TV-Film-Adv.
Resumes welcome from qualified people.

for consolidated hearing applications of John F. Shea, Montgomery, for new am station to operate on 1370 kc, 1 kw D and **WGYN Greenville** to change facilities from 1400 kc, 250 w unl. to 1380 kc, 1 kw D. Announced Nov. 25.

KYNO Fresno, Calif.-KFMB San Diego, Calif.—FCC designated for consolidated hearing applications for KYNO to change facilities from 1300 kc, 1 kw, DA-2, unl. to 540 kc, 1 kw, DA-D and KFMB to change from DA-1 to DA-N, on 540 kc, 5 kw unl.; made **KSFO San Francisco and KBAK Bakersfield,** parties to proceeding; denied KFMB request for extension of time to Nov. 28 to further reply to Commission's letter of Aug. 23. Announced Nov. 25.

WGTH-TV Hartford, Conn.—Is being advised by FCC that application for assignment of cp to CBS indicates necessity of hearing. Action of Nov. 30.

WPFH (TV) Wilmington, Del.—FCC dismissed protest and denied petition by WPFH (TV) for reconsideration of assignment of call letters **WPHD (TV) Philadelphia** to Ajax Enterprises. Commission feels there is not sufficient likelihood of confusion to public. Action of Nov. 30.

Hazard, Ky.—Hazard Bcstg. Corp. and Perry County Bcstg. Co. designated for consolidated hearing appplications for new am to operate on 1390 kc, 5 kw D. Announced Nov. 25.

Pittsburgh, Pa.—FCC reopened record and designated for further hearing application of WWSW Inc. for new tv to operate on ch. 11 in Pittsburgh and made **WENS (TV) Pittsburgh,** protestant, party to proceeding but denied WENS (TV) petition for stay of effective date of July 20 grant of WWSW appplication. Announced Nov. 28.

NARBA Notifications . . .

List of changes, proposed changes, and corrections in Assignments of Canadian Broadcast Stations modifying appendix containing assignments of Canadian Broadcast Stations attached to Recommendations of North American Regional Broadcasting Agreement Engineering Meeting, Jan. 30, 1941. Listing includes call letters, location, power, hours of operation, class of station and probable date of operation.

Change List No. 96 **Oct. 31,1955**

680 kc

CJOB Winnipeg, Manitoba (presently on 1340 kc 250 w)—5 kw D, 2.5 kw N DA-N unl., Class II, 10-1-56.

710 kc

CFRG Gravelbourg, Saskatchewan (presently on 1230 kc 250 w)—5 kw ND D, Class II, 10-1-56.

1050 kc

CFGP Grande Prairie, Alberta—5 kw DA-1 unl., Class II, not in operation.

1070 kc

CJET Smiths Falls, Ontario—250 w ND D, Class II, assignment of call letters.

1140 kc

CBI Sydney, N. S.—5 kw DA-1 unl., Class II, not in operation.

1220 kc

CJOC Lethbridge, Alberta—10 kw D, 5 kw N DA-N unl., Class II, not in operation.

1230 kc

CFCW Camrose, Alberta—250 w ND unl., Class IV, not in operation.

1350 kc

CKEN Kentville, N. S.—1 kw DA-N unl., Class III, 8-15-56.

1400 kc

CKCY Sault Ste. Marie, Ontario—250 w ND unl., Class IV, not in operation.

1560 kc

New Simcoe, Ontario—250 w ND D, Class II, 8-15-56.

1570 kc

New Portage la Prairie, Manitoba—250 w ND unl., Class II, 10-1-56.

CFOR Orillia, Ontario—5 kw D, 1 kw N ND unl., Class II, not in operation.

CBI Sydney, N. S.—1 kw ND unl., Class II, delete assignment.

CBH Halifax, N. S.—5 kw DA-1 unl., Class II, delete assignment.

New Halifax, N. S.—5 kw DA-1 unl., Class II, 10-1-56.

Routine Roundup . . .

November 23 Decisions

ACTIONS ON MOTIONS

By Comr. Robert T. Bartley

Wichita, Kan.—**Wichita Television Corp.** granted petition for extension of time to Dec. 5, to file opposition to "Petition for Rehearing" filed by The Radio Station KFH Co. Nov. 15 in ch. 3 proceeding. Action Nov. 18.

By Hearing Examiner J. D. Bond

Calif.—Issued order after prehearing conference which shall govern conduct of hearing in proceeding re am applications of The Cerritos Bcstg. Co., Signal Hill, Calif., Oceanside-Carlsbad Bcstg. Co., Oceanside, Calif., Albert John Williams, Inglewood, Calif., and Palomar Bcstg. Co., Escondido, Calif. Action Nov. 18.

By Hearing Examiner Hugh B. Hutchison

Broadcast Bureau—Granted petition only insofar as its requests am application of **WTVB Coldwater, Mich.,** be removed from hearing docket and returned to processing line; said application is removed from hearing docket and returned to processing line. Action Nov. 22.

KUZN West Monroe, La.—Gave notice of prehearing conference Nov. 25 in re am application of **KUZN West Monroe.** Action Nov. 21.

WMEX Boston, Mass.—Granted motion for continuance of further hearing from Nov. 28 to Dec. 8. re its application for renewal of license. Action Nov. 21.

KNOE Monroe, La.—Denied motion for postponement of hearing from Nov. 30 to Jan. 3, 1956 re am application of **KUZN West Monroe, La.**; Nov. 30 date for commencement of hearing is retained. Action Nov. 18.

By Hearing Examiner H. Gifford Irion

Pitman-Glassboro, N. J.—Upon request of The Delsea Broadcasters, Pitman-Glassboro, N. J., continued hearing from Nov. 28 to Jan. 9, 1956, re its am application. Action Nov. 22.

By Hearing Examiner Thomas H. Donahue

Henryetta, Okla.—On hearing examiner's own motion, ordered that hearing in re am applications of Henryetta Radio Co. and Henryetta Bcstg. Co., both Henryetta, Okla., be continued from Dec. 2 to Jan. 3, 1956. Action Nov. 18.

By Hearing Examiner Basil P. Cooper

Portland, Ore.—Ordered all parties in am proceeding involving applications of Robert E. Bollinger, KLIQ and Capstaff Bcstg. Co., Oregon Ltd,. Portland, Ore., are directed to appear either in person or by attorney at further prehearing conference to begin Dec. 6. Action Nov. 18.

Cheboygan, Mich.—Issued order for conduct of hearing in ch. 4 proceeding, involving applications of Midwestern Bcstg. Co., Straits Bcstg. Co., Cheboygan, all exhibits to be offered in evidence in proceeding in support of affirmative case of each applicant will be exchanged with counsel on or before Nov. 23, and hearing for introduction in evidence of exhibits pertaining to engineering issues will begin on Nov. 28. Action Nov. 17.

By Hearing Examiner Herbert Sharfman

Wolf Point, Mont.—Issued order after prehearing conference re am applications of Hi-Line Bcstg. Co. and The Wolf Point Bcstg. Co., Wolf Point, Mont.; continued hearing from Dec. 15 to Jan. 11. 1956. set Dec. 22 for exchange of written case and date for further conference Jan. 3, 1956. Action Nov. 18.

By the Commission

Renewal of License Granted

WDIA Memphis, Tenn.; WESK Escanaba, Mich.; WCPA Clearfield, Pa.; WDAD Indiana, Pa.; WBYS Canton, Ill.; WCHF Chippewa Falls, Wis.; WEAW-FM Evanston, Ill.; WITY Danville, Ill.; WKEI Kewanee, Ill.; WLDY Ladysmith, Wis.; WTAQ La Grange, Ill.

November 23 Applications

ACCEPTED FOR FILING

Modification of Cp

KTYL Mesa, Ariz.—Seeks mod. of cp (as mod. which authorized increased D power and equipment changes) for extension of completion date.

KTHV (TV) Little Rock, Ark.—Seeks mod. of cp (which authorized new tv station) to extend completion date to July 4, 1956.

WEHT (TV) Henderson, Ky.—Seeks mod. of cp (which authorized new tv station) to extend completion date to June 3, 1956.

WICA-TV Ashtabula, Ohio—Seeks mod. of cp (as mod. which authorized changes in existing tv station) to extend completion date to June 30, 1956.

Remote Control

KROY Sacramento, Calif.

License to Cover Cp

WGBA Columbus, Ga.—Seeks license to cover cp which authorized power increase and equipment changes.

WALA-TV Mobile, Ala.—Seeks license to cover cp which authorized new tv station.

WNCT (TV) Greenville, N. C.—Seeks license to cover cp which authorized new tv station.

November 28 Applications

ACCEPTED FOR FILING

Modification of License

WAPI-WABT (TV) Birmingham, Ala.—Seeks mod. of license to change name of licensee to Alabama Bcstg. System Inc.

Renewal of License

WHO Des Moines, Iowa; KXGI Fort Madison, Iowa; KXIC Iowa City, Iowa; KFVS Cape Girardeau, Mo.; KOKX Keokuk, Iowa.

Modification of Cp

WITV (TV) Fort Lauderdale, Fla.—Seeks mod. of cp (which authorized new tv station) to extend completion date to June 16, 1956.

WEAT-TV West Palm Beach, Fla.—Seeks mod. of cp (which authorized new tv station) to extend completion date to May 22, 1956.

KPLC-TV Lake Charles, La.—Seeks mod. of cp (which authorized new tv station) to extend completion date to July 12, 1956.

KNAK Salt Lake City, Utah—Seeks mod. of cp (which authorized increased D power and equipment changes) for extension of completion date.

WCBT Roanoke Rapids, N. C.—Seeks mod. of cp to extend completion date and delete some equipment changes previously requested.

Renewal of License Returned

WDBQ-FM Dubuque, Iowa—Application for renewal of license returned because engineering data was signed after notarization.

Remote Control

KFML Denver, Colo.; WMFJ Daytona Beach, Fla.; WAKE Atlanta, Ga.; WCOC Meridian, Miss.; WHAT Philadelphia.

License to Cover Cp Resubmitted

WAMY Amory, Miss.—Resubmits appplication for license to cover cp which authorized new am station.

License to Cover Cp

WHOT Campbell, Ohio—Seeks license to cover cp which authorized new am station.

WPRO-FM Providence, R. I.—Seeks license to cover cp (as mod. which authorized changes in licensed station).

KCRA-TV Sacramento, Calif.—Seeks license to cover cp which authorized new tv station.

WBRZ (TV) Baton Rouge, La.—Seeks license to cover cp which authorized new tv station and change trans.-studio location to 1650 Highland Rd., Baton Rouge (not move).

WCNY-TV Carthage, N. Y.—Seeks license to cover cp which authorized new tv station.

November 29 Decisions

ACTIONS ON MOTIONS

Commission on Nov. 23 issued amended order in Docket 11435, in matter of amendment of sec. 11.251 of part 11 of Commission's rules and regulations; order of Nov. 18 was intended only to extend time for filing comments in reply to original comments to Dec. 19 and was corrected to extent that it may appear to do more.

By Comr. Robert T. Bartley

Broadcast Bureau—Granted petition for extension of time to Nov. 30 to file replies to petition for reconsideration and to enlarge issues filed by Lorain Journal Co. on Nov. 15, in proceeding re application for renewal of license of **WEOL Elyria, Ohio.** Action Nov. 28.

Broadcast Bureau—Granted petition for extension of time to Nov. 30 to file replies to petition for reconsideration and to enlarge issues filed by The Mansfield Journal Co. on Nov. 15, in proceeding re application for renewal of license of **WMAN Mansfield, Ohio.** Action Nov. 28.

220 Television Inc., St. Louis, Mo., Broadcast House Inc., East St. Louis, Ill.—Granted joint petition for extension of time to Dec. 19 to file replies to exceptions and reply briefs to initial decision in ch. 11 proceeding. Action Nov. 23.

By Chief Hearing Examiner James D. Cunningham

Wireless Broadcasters, Franklin, Ind.—Granted petition to dismiss without prejudice its am application. Action Nov. 25.

WMAN Mansfield, Ohio—Ordered hearing shall commence Jan. 25, 1956, re application of WMAN Mansfield for renewal of license. Action Nov. 25

WEOL Elyria, Ohio—Ordered hearing shall commence Jan. 18, 1956, re application of WEOL Elyria for renewal of license. Action Nov. 25.

By Hearing Examiner Annie Neal Huntting

Tarentum-Ambridge, Pa.—Hearing examiner having under consideration proceeding re am applications of Miners Bcstg. Service Inc., Ambridge, Pa., and Louis Rosenberg, Tarentum, Pa. and agreement concerning closing record, ordered record be closed. Action Nov. 28.

Broadcast Bureau—Granted petition for extension of time from Nov. 28 to Dec. 13 for filing proposed findings of fact and conclusions of law re am applications of Mercer Bcstg. Co., Trenton N. J., and Drew J. T. O'Keefe, Jack J. Dash and William F. Waterbury, Levittown-Fairless Hills Pa. Action Nov. 25.

By Hearing Examiner H. Gifford Irion

Colorado—Ordered further hearing in proceeding re am applications of Taylor Bcstg. Co Colorado Springs, Colo. and Garden of the God Bcstg. Co., Manitou Springs, Colo., now scheduled for Dec. 1, be continued indefinitely. Action Nov. 25.

By Hearing Examiner Basil P. Cooper

Booth Radio and Television Stations Inc., Lansing, Mich., Eaton County Bcstg. Co., Charlotte, Mich.—Granted petition of Booth Radio to amend its am application to change from 1390 kc to 730 kc and application, as amended, is removed from hearing and returned to processing line; Eaton application removed from hearing and returned to processing line. Action Nov. 22.

By Hearing Examiner Herbert Sharfman

WNIA Cheektowaga, N. Y.—Granted petition for continuance of hearing from Nov. 29 to Jan. 10. 1956, re application for mod. of cp to extend completion date. Action Nov. 28.

By Hearing Examiner J. D. Bond

The Citizens Bcstg. Co., Toledo Ohio.—Granted petition for continuance from Nov. 30 to Dec. 15 for exchange of surrebuttal cases, and from Dec. 16 to Dec. 22 for further hearing and submission of surrebuttal cases in ch. 11 proceeding. Action Nov. 28.

By Hearing Examiner Hugh B. Hutchison

Tennessee—On hearing examiner's own motion, continued without date hearing in proceeding re am applications of Columbia-Mt. Pleasant & Spring Hill Radio Corp., Columbia, Tenn., and The Savannah Bcstg. Co., Savannah, Tenn. Action Nov. 28.

November 29 Applications

ACCEPTED FOR FILING

License to Cover Cp

WBIE Marietta, Ga.—Seeks license to cover cp which authorized new am station.

WCSI Columbus, Ga.—Seeks license to cover cp which authorized increased power.

WISP Kinston, N. C.—Seeks license to cover cp which authorized increased power.

WHOT Campbell, Ohio—Seeks license to cover cp which authorized new am station.

WSSC Sumter, S. C.—Seeks license to cover cp which authorized change in frequency, power and ant. system changes.

WLIK Newport, Tenn.—Seeks license to cover cp which authorized increased power.

WDXI-TV Jackson, Tenn.—Seeks license to cover cp which authorized new tv station and to change description of trans. location to Muse St., Jackson (not a move).

License to Cover Cp Returned

KGLN Glenwood Springs, Colo.—Application for license to cover cp which authorized change frequency, increased power, change hours of operation and make ant. and equipment changes returned. Filed on wrong form.

Renewal of License

WTIM Taylorville, Ill.; WOI Ames, Iowa; KBUR Burlington, Iowa; KCRG Cedar Rapids, Iowa; KCHA Charles City, Iowa; KSWI Council Bluffs, Iowa; WOC Davenport, Iowa; KIOA Des Moines, Iowa; KWPC Muscatine, Iowa; KSCJ Sioux City, Iowa; KICD Spencer, Iowa; KNWS Waterloo, Iowa; KJFJ Webster City, Iowa; KGMO Cape Girardeau, Mo.; KCHR Charleston, Mo.; KFMO Flat River, Mo.; KFAL Fulton, Mo.; KMBC Kansas City, Mo.; WHB Kansas City, Mo.; KBOA Kennett, Mo.; KLWT Lebanon, Mo.; KXEO Mexico, Mo.; KNCM Moberly, Mo.; KRMO Monett, Mo.; KNEM Nevada, Mo.; KFEQ St. Joseph, Mo.; KRES St. Joseph, Mo.; KGBX St. Joseph, Mo.; KWK St. Louis; KTTS Springfield, Mo.; KOKO Warrensburg, Mo.; KWRE Warrenton, Mo.

Renewal of License Returned

WDBQ Dubuque, Iowa—Application for renewal of license returned to applicant. Dated improperly.

Modification of Cp

KHOL-TV Kearney, Neb.—Seeks mod. of cp (which authorized new tv station) to extend completion date to June 10, 1956.

WISE-TV Asheville, N. C.—Seeks mod. of cp (which authorized new tv station) to extend completion date to June 29, 1956.

November 30 Applications

ACCEPTED FOR FILING

Modification of Cp

WINX Rockville, Md.—Seeks mod. of cp (which authorized change in hours of operation and install DA-2) for extension of completion date.

KONA (TV) Honolulu, Hawaii—Seeks mod. of cp (which authorized new tv station) to extend completion date to June 22, 1956.

WHEN-TV Syracuse, N. Y.—Seeks mod. of cp (as mod. which authorized new tv station) to extend completion date to June 15, 1956.

Remote Control

KZUN Opportunity, Wash.

License to Cover Cp

WFBG-TV Altoona, Pa.—Seeks license to cover cp which authorized new tv station and to specify temporary studio location at trans. location as authorized in STA. Granted Oct. 4. (Contingent on filing of and grant of application for mod. of cp proposing permanent studio location, provided it will be located outside Altoona city limits or an amendment if within city limits.)

Broadcast Bureau Decisions

Action of Nov. 17

WKLX Paris, Ky.—Granted modification of cp to specify studio location and operate trans. by remote control from Walsh Bldg., 628 Main St., Paris.

Actions of Nov. 23

WEHT (TV) Henderson, Ky.—Granted extension of completion date to June 3, 1956.

WEAT-TV West Palm Beach, Fla.—Granted extension of completion date to June 22, 1956.

WAKE Atlanta, Ga.—Granted authority to operate trans. by remote control.

Action of Nov. 25

WITV (TV) Hollywood, Fla.—Granted extension of completion date to June 16, 1956.

Actions of Nov. 28

KHOL-TV Holdrege, Neb.—Granted extension of completion date to June 10, 1956.

WAPI Birmingham, Ala.—Granted mod. of license and cp to change name to Alabama Bcstg. System Inc.

Actions of Nov. 29

WMVA-FM Martinsville, Va.—Granted license to cover cp for changes in licensed station.

WHEN-TV Syracuse, N. Y.—Granted extension of completion date to June 15, 1956.

WISE-TV Asheville, N. C.—Granted extension of completion date to June 29, 1956.

KONA (TV) Honolulu, Hawaii—Granted extension of completion date to June 22, 1956.

WSFB Quitman, Ga.—Granted license to cover cp which authorized new am station.

WAUG Augusta, Ga.—Granted license to cover cp which authorized increased power and equipment changes.

WJMC Rice Lake, Wis.—Granted cp to mount fm ant. on top of am tower and make ant. system changes. Granted Nov. 29.

WCMC Wildwood, N. J.—Granted license to cover cp which changed ant.-trans. location.

Actions of Nov. 30

WPRO-FM Providence, R. I.—Granted license to cover cp in licensed station.

WFBF Fernandina Beach, Fla.—Granted license to cover cp which authorized new am station.

WSSC Sumter, S. C.—Granted license to cover cp which authorized change frequency, power and make ant. system changes.

WAMY Amory, Miss.—Granted license to cover cp which authorized new am station.

WGBA Columbus, Ga.—Granted license to cover cp which authorized increased power.

WLIK Lenoir City, Tenn.—Granted license to cover cp which authorized increased power.

WBIN Marietta, Ga.—Granted license to cover cp which authorized new am station.

WCBT Roanoke Rapids, N. C.—Granted mod. of cp for extension of completion date to Dec. 15.

WINX Rockville, Md.—Granted mod. of cp for extension of completion date to Feb. 29, 1956.

KNAK Salt Lake City, Utah—Granted mod. of cp for extension of completion date to April 15, 1956.

WDUX Green Bay, Wis.—Granted mod. of cp to move tower 110 ft. northeast of present location, change studio location and operate trans. by remote control from 204 S. Main St., Waupaca, Wis.

WEGA Newton, Miss.—Granted mod. of cp to change studio location and to operate trans. by remote control from S. Main St., Newton, Miss.

BY THE COMMISSION

Renewal of License Granted

WONE Dayton, Ohio; WBBA Pittsfield, Ill.; WKTY LaCrosse, Wis.; WNMP Evanston, Ill.; WQUA Moline, Ill.; WTAD-AM-FM Quincy, Ill.; WWCF-FM Baraboo, Wis.; WEBQ-AM-FM Harrisburg, Ill.; WFJL (FM) Chicago; WSAU Wausau, Wis.

UPCOMING

DECEMBER

Dec. 6: NARTB Am Committee, NARTB Hdqrs., Washington.
Dec. 7: Community Antenna Committee, NARTB Hdqrs., Washington.
Dec. 8: NARTB Membership Committee, NARTB Hdqrs., Washington.
Dec. 8-9: NBC-TV Affiliates Meeting, Drake Hotel, Chicago.
Dec. 13: NARTB Sports Committee, Waldorf-Astoria, New York.
Dec. 16: NARTB Tv Viewer Reaction Committee, NARTB Hdqrs., Washington.

JANUARY

Jan. 5: NARTB Television Information Committee, NARTB Hdqrs., Washington.
Jan. 10: Employer-Employe Relations Committee, NARTB Hdqrs., Washington.
Jan. 12: NARTB Tv Film Committee, NARTB Hdqrs., Washington.
Jan. 12-13: NARTB Radio Standards of Practice Committee, NARTB Hdqrs., Washington.
Jan. 12: NARTB Television Film Committee, NARTB Hdqrs., Washington, D. C.
Jan. 19-21: South Carolina Broadcasters Assn. Annual Convention Clemson House, Clemson.
Jan. 26-27: NARTB Code Review Board, San Francisco.
Jan. 30-31: NARTB Board Committee, San Marcos Hotel, Chandler, Ariz.

FEBRUARY

Feb. 1-3: NARTB Board of Directors, San Marcos Hotel, Chandler, Ariz.
Feb. 2-3: Institute of Radio Engineers National Symposium on Microwave Techniques, Philadelphia.

MARCH

March 10: Michigan State U. Dept. of Speech 11th Annual Radio-Tv Conference, East Lansing.
March 16: Connecticut Broadcasters Assn., Waverly Inn, Cheshire, Conn.
March 19-22: IRE National Convention and Radio Engineering Show, Waldorf-Astoria, New York.

APRIL

April 11-13: Institute of Radio Engineers Seventh Region Technical Conference, Hotel Utah, Salt Lake City.
April 13-14: 10th Annual Spring Television Conference, sponsored by Cincinnati Section of the Institute of Radio Engineers, Cincinnati.
April 15-19: NARTB Annual Convention, Conrad Hilton Hotel, Chicago.
April 29-May 4: SMPTE Spring Convention, Hotel Statler, New York.

JUNE

June 10-13: Advertising Federation of America, National Convention, Bellevue-Stratford Hotel, Philadelphia.

BROADCASTING • TELECASTING

THE NEWSWEEKLY OF RADIO AND TELEVISION

1735 De Sales Street, N. W., Washington 6, D. C.

PLEASE START MY SUBSCRIPTION WITH THE NEXT ISSUE.

I've checked service desired.

☐ 52 weekly issues of BROADCASTING • TELECASTING $7.00
☐ 52 weekly issues and BROADCASTING Yearbook-Marketbook 9.00
☐ 52 weekly issues and TELECASTING Yearbook-Marketbook 9.00
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☐ Enclosed ☐ Bill

name *title/position*

company name

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city *zone* *state*

Please send to home address — —

Billion Dollar Babies

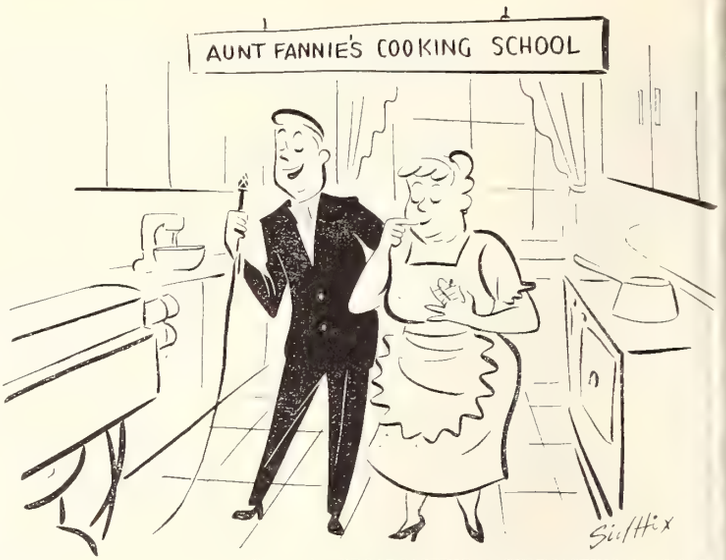
LET IT be noted that in 1954 radio-television officially became a billion dollar business.

As reported elsewhere in this issue, the FCC last week issued financial reports for the radio and television networks and stations for the year 1954. Together their total revenues were $1,042,500,000, a 14.8% gain over total revenues for 1953.

Television, of course, brought in the new money. Its total revenue of $593 million was 37% bigger than its take in 1953. The sharp increase in tv billings more than offset the decline which radio suffered in 1954. For the first time in 16 years radio billings in 1954 failed to exceed billings of the preceding year. The 1954 radio revenue of $449.5 million was 5.4% off the 1953 peak.

Now 1954 was a long time ago. It is useful to have the official financial fever chart for that year, but in dynamic enterprises like radio and tv, what's going on now counts more than what went on 11 months or more ago.

We're willing to bet that the 1955 record will show gains for both radio and tv. From all the evidence, radio hit bottom in 1954 and is on the rise again. Television, it requires no occult power to predict, will turn in a 1955 record that will far outstrip 1954.



Drawn for BROADCASTING • TELECASTING by Sid Hix

"First, Aunt Fannie wants to apologize for the language she used when she burned her fingers last week!"

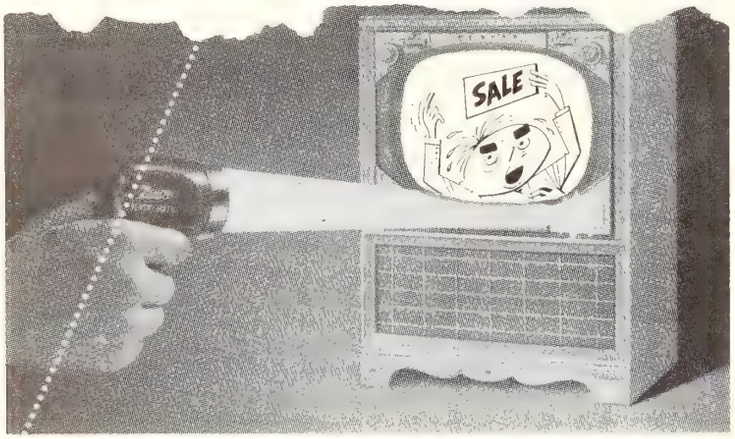
The Zenith Bite

IT WOULD be temptingly easy to conclude that the advertisement which is reproduced in part below was created by a suicidal nut.

Here is a television set maker who seems determined to kill off the television commercial, thus removing the source of support for the programs which people buy his sets to watch. Carried to a logical conclusion, this campaign would succeed in eliminating the need for the product being advertised.

Sounds nutty all right, until you think about it. The inventors of this campaign have no such conclusion in mind.

More and more it becomes apparent that the true objective of Zenith in this and its other anti-commercial campaigns has nothing to do with the elimination of commercial television. Zenith's purpose is to stimulate controversy which will cause talk, in short to create widespread publicity for Zenith at bargain costs.



FLASH-MATIC TUNING cuts off sound of long, annoying commercials. Picture remains on screen while commercial is silent so you know when to turn on sound again.

Of course, you're fed up with those commercials that are long, loud and offensive. And now, for the first time, you can *do something about* without moving from your easy chair

...nith's new Flash-Matic Tuning permits you to *shoot off the sound* ...ing commercials. The picture remains on the screen so you ... sound again! You can also turn the new ... *change channels* with just a flash ... the ultimate ...

The Bismarck ... screen) ... $399.95*

ZENITH

"TELEVISION"

The Flash-Matic gadget fits in perfectly with that scheme. Zenith's management is too intelligent to believe that it can turn the American living room into a sort of duck blind in which the televiewer sits hour after hour, gun in hand, popping off commercials as they appear on the screen. Zenith is fully aware that even the people who buy the Flash-Matic will put it to little if any use.

But they will talk about it, and those who don't buy but have read the ads will talk about it. That is the purpose of the gadget.

Talk is also the purpose—and, let us point out, the attainment—of Zenith's long advocacy of subscription television.

By incessant and skillful publicity, Zenith has generated a Phonevision campaign that would have cost untold millions if placed as advertising. Newspapers and magazines are especially interested in Phonevision and subscription television "news" because (1) they recognize commercial television as their stiffest competitor for advertising and (2) Zenith spends its media budget largely in newspapers and magazines—it buys virtually no radio or television time.

The success of Zenith's free advertising, which masquerades as news, is shown in Zenith's financial reports and in the remarkable rise of its stock prices.

Zenith has sucked in a lot of people, not excluding ourselves. Every time someone talks about one of Zenith's controversial gambits, he advances the Zenith cause. We recognize that we are falling for a gambit in writing this editorial. But we figured it was about time to take a whack at the real motives behind Zenith's paid "printed page" advertising and free publicity.

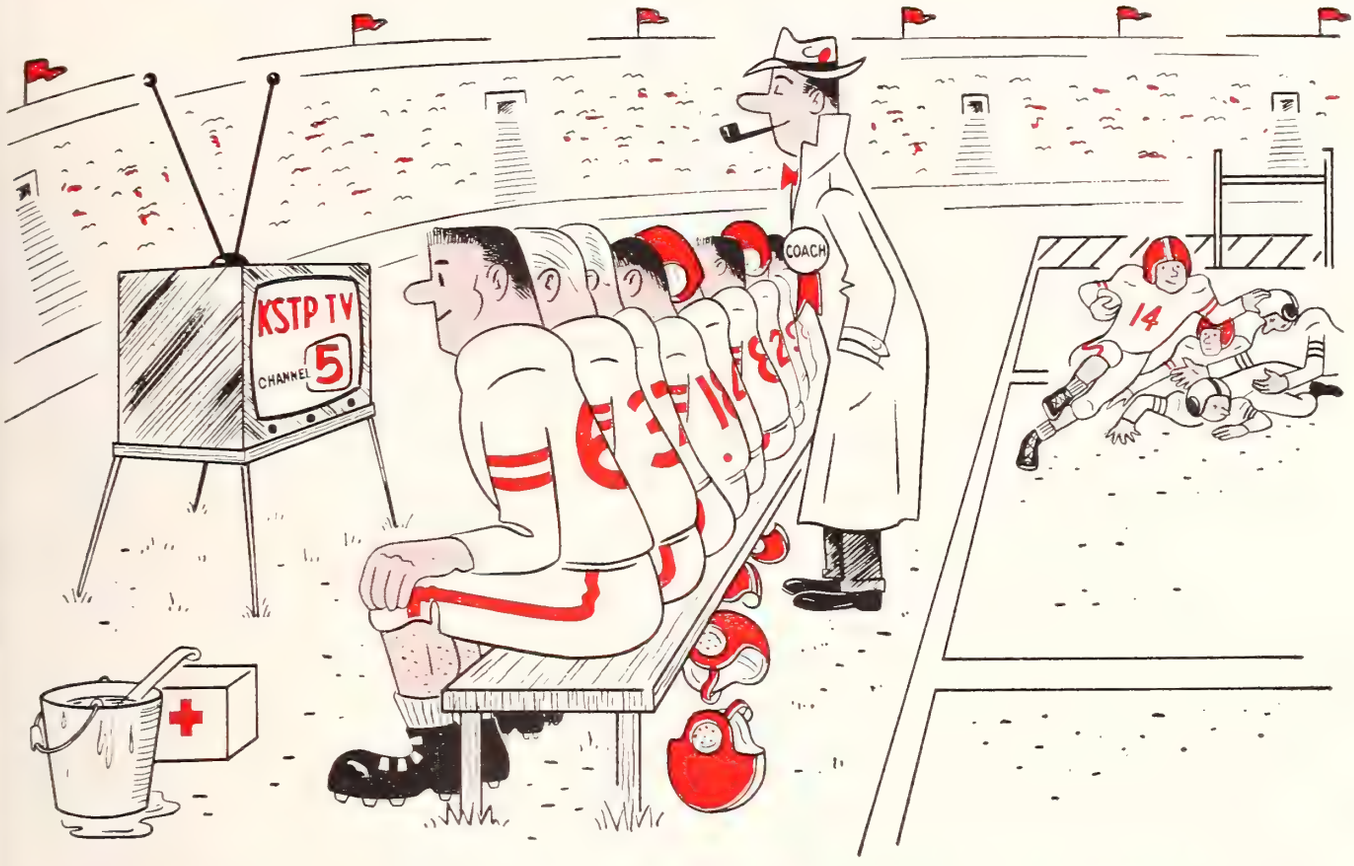
Recently we have entertained the unreasonable wish that someone would invent our own counterpart of Zenith's Flash-Matic—a gadget we could use to turn off some of Zenith's interminable promotion.

The Webster Tenure

THERE'S speculation about what President Eisenhower will do on the expiration June 30 of the term of Comr. Edward M. Webster as a member of the FCC. Since the President assumed office three years ago he has made four appointments to the seven-man commission—each a replacement. Practically all vacancies on other independent agencies have also been filled by new appointees.

The track record thus would indicate that a new appointment will be made. But Comr. Webster has plenty of unsolicited support for reappointment. He would accept, despite his eligibility for retirement, and his unwillingness to make a fight for it. Comr. Webster has a fine government record of some 47 years, beginning at the U. S. Coast Guard Academy, from which he graduated in 1912. He now holds rank of retired commodore. He is world renowned in communications, and currently is the FCC's only engineering member.

Comr. Webster is 67. But a man is as old as he feels. He is alert, active and energetic. He's a stickler when it comes to the letter of the law and of the regulations. Nobody pushes him around. We think the FCC needs one of his background and experience and that the taxpayers' money will be well spent if he is reappointed.



FIRST in the big Northwest!

During the important evening viewing hours, 6:00 PM until midnight, KSTP-TV leads all other Minneapolis-St. Paul television stations in average program ratings—*seven days a week.**

In this important Northwest market which offers an advertiser more than 600,000 active-buying TV families and a spendable income of nearly FOUR BILLION DOLLARS, KSTP-TV has long been the leader. It is the Northwest's *first* television station, *first* with maximum power, *first* with color TV and, of course, *first* in listener loyalty.

This listener loyalty which KSTP-TV has won through superior entertainment, talent, showmanship and service means sales for you.

To put *your* advertising dollars to work most effectively and most efficiently, KSTP-TV is your *first* buy and your *best* buy in the big Northwest.

*Weekly average, ARB Metropolitan Area Report, Sept, 1955.

KSTP-TV CHANNEL 5
100,000 WATTS

MINNEAPOLIS • ST. PAUL *Basic NBC Affiliate*

"The Northwest's Leading Station"

EDWARD PETRY & CO., INC. • NATIONAL REPRESENTATIVES

RADIO WINS NEW YORK

50 THOUSAND

NEW HOMES REACHED PER ¼ HOUR IN 2 YEARS BY

NEW YORK'S FASTEST GROWING STATION

WINS

1010

50,000 WATTS NEW YORK

SHARE OF AUDIENCE . . . . . UP . . . 77%*

RATINGS 138%

* Average ¼ hour increase radio families 6:00 AM to 12 midnite Monday – Fri. Sept. 1953—Sept. 1955.

** New York Pulse average ¼ hour increase ratings 6:00 AM to 12 midnite Monday through Sat. Sept. 1953—Sept. 1955.

THE STARS THAT BROKE ALL RECORDS

Bob & Ray
Alan Freed
Jack Lacy
Stan Shaw
Tom Reddy
Brad Phillips
Peter Roberts
The N.Y. Yankees
The Flying Studio
The Birdland Show
Rock & Roll Party
Game of the week Football

WINS

1010

28 West 44 St., N. Y., BRyant 9-6000

50,000 Watts Day and Night

One of America's 2* Great Independents

*KYA San Francisco

Represented by:
Burke Stuart Co.
75 East Wacker Drive, Chicago
DEarborn 2-0826

KYA
Fairmont Hotel, San Francisco
DOuglas 2-2536

The WINS Story

194 new advertisers have shared our two year growth. We'd like to tell you the WINS Story. Call, wire or write, WINS, 28 West 44th St., New York City, BRyant 9-6000 or our representatives.

The Manage

President, J. Elroy McCaw
Vice President, John Keating
Vice President General Manager, Bob Lee

ECEMBER 12, 1955 35c PER COPY

BROADCASTING TELECASTING

B•T'S
OURTH ANNUAL
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25TH
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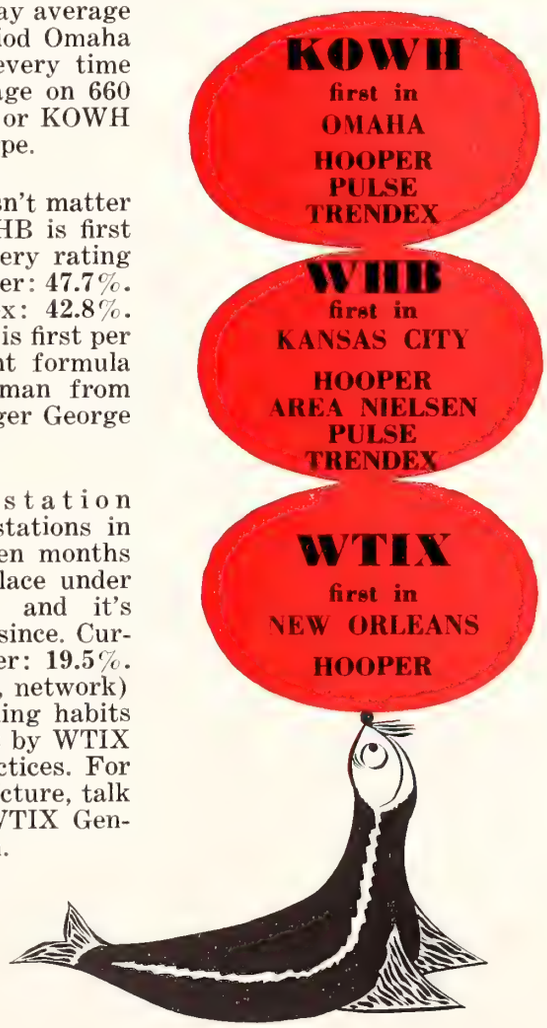
NEWSWEEKLY
ADIO AND TV

Buy the Mid-Continent Station and you get the biggest audience in each of these 3 markets

OMAHA. KOWH has placed first in audience year after year, gradually increasing its first place dominance until now KOWH is first in every time period on Hooper with 43.7%,—all day average rating. First every time period Omaha Council Bluffs Pulse. First every time period Trendex. Wide coverage on 660 kc. Chat with the H-R man, or KOWH General Manager Virgil Sharpe.

KANSAS CITY. It doesn't matter which survey you prefer, WHB is first in every time segment of every rating service. All-day average Hooper: 47.7%. Area Nielsen 39.2%. Trendex: 42.8%. Every daytime ¼ hour WHB is first per Pulse. It's the Mid-Continent formula that does it. Talk to the man from Blair or WHB General Manager George W. Armstrong.

NEW ORLEANS. The station which was 11th among 11 stations in September, 1953 took just ten months to move from last to first place under Mid-Continent management, and it's been at or near the top ever since. Current first place all-day Hooper: 19.5%. Second station: (50,000 watt, network) 17.1%. Third: 11.9%. Listening habits of a lifetime have been upset by WTIX and so have timebuying practices. For an up-to-date New Orleans picture, talk to Adam J. Young, Jr., or WTIX General Manager Fred Berthelson.



MID-CONTINENT BROADCASTING COMPANY
President: Todd Storz

KOWH, Omaha
Represented by
H-R Reps, Inc.

WHB, Kansas City
Represented by
John Blair & Co.

WTIX, New Orleans
Represented by
Adam J. Young, Jr.

Here's the great new market almost all of ARKANSAS offered by KARK-TV

KARK·TV

has done its

Christmas shopping early!

. . . with advertisers UPPERMOST in mind



Gift List

FOR KARK-TV ADVERTISERS . . .

- ✓ FULL POWER
- ✓ HIGH TOWER
- ✓ TOP SHOWS OF NBC
- ✓ QUALITY LOCAL PROGRAMS
- ✓ BIGGER MARKET
- ✓ COLOR FACILITIES

FULL POWER KARK-TV delivers your sales message with maximum power—a full 100,000 watts on channel 4.

HIGH TOWER KARK-TV's new antenna is one of the tallest in the South—1,693 feet above average terrain, 1,807 above ground.

TOP SHOWS OF NBC KARK-TV, now as before, is the only exclusively NBC station serving Arkansas. And the great list of shows featured by NBC this year will increase the Pulse-proved audience lead of KARK-TV.

QUALITY LOCAL PROGRAMS KARK-TV's "home-grown" shows are also top-rated. Specialized local programming such as Pat's Party for the children, and News Final, with KARK-TV's award-winning cameramen, are favorites throughout the state.

BIGGER MARKET KARK-TV's new power and tower carry your message to thousands more viewers—to almost all of Arkansas. Here's the 100 mv/m contour coverage:

	KARK-TV	State Total
Counties	44	75
Population	1,038,800	1,892,000
Households	290,100	527,100
Effective Buying Income	$1,024,507,000	$1,807,618,000
Retail Sales	724,199,000	1,399,040,000
Gross Farm Income	218,119,000	528,901,000

(Source: 1955 Sales Management Survey of Buying Power)

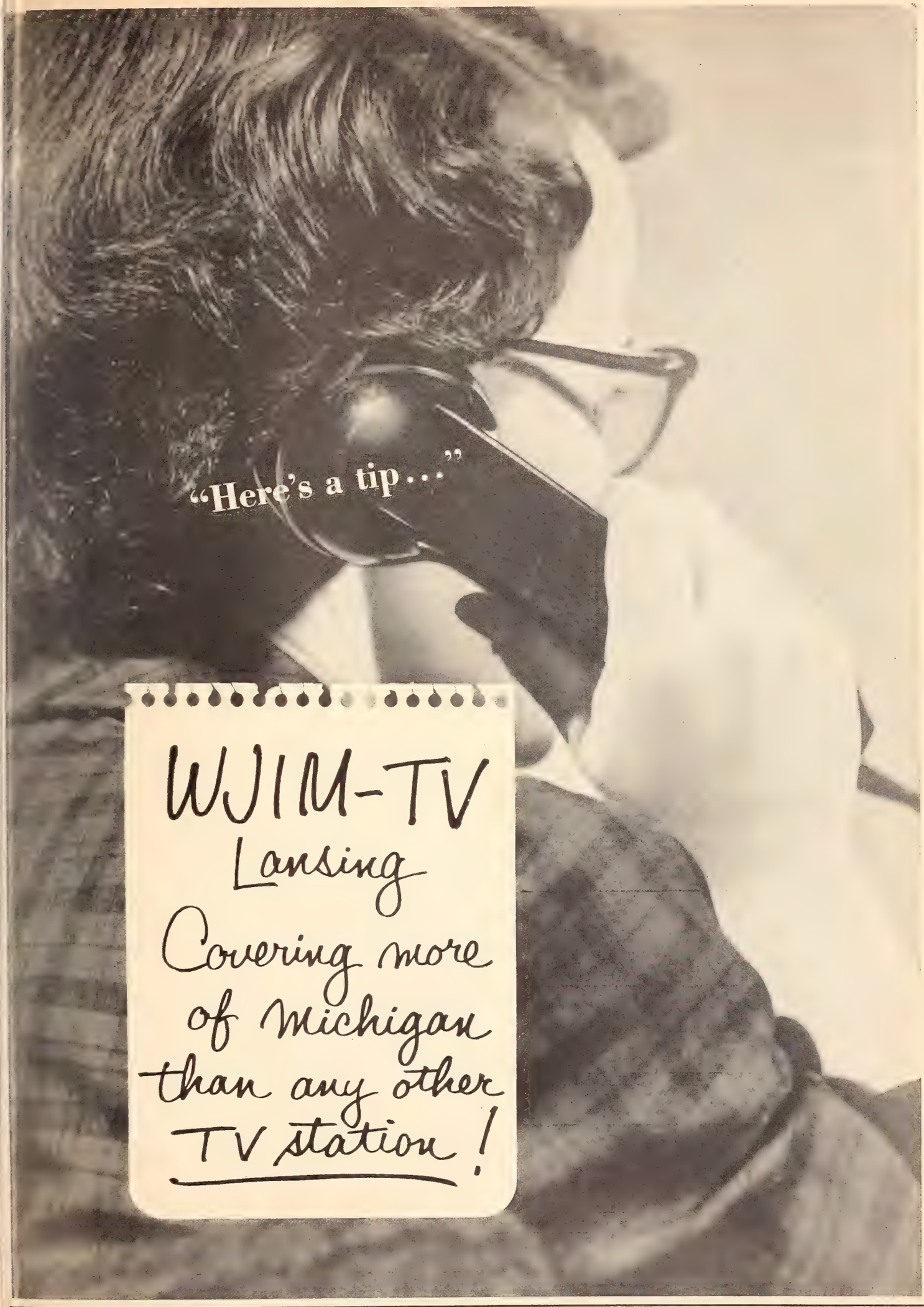
COLOR FACILITIES KARK-TV is now equipped with full network color facilities—will carry all of the season's NBC color spectaculars.

NBC

Your license to succeed in the Land of Opportunity

See Your Petry Man TODAY!

KARK·TV Channel 4
LITTLE ROCK, ARKANSAS



Published every Monday, with Yearbook Numbers (53rd and 54th issues) published in January and July by Broadcasting Publications, Inc., 1735 DeSales St., N.W., Washington 6, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.



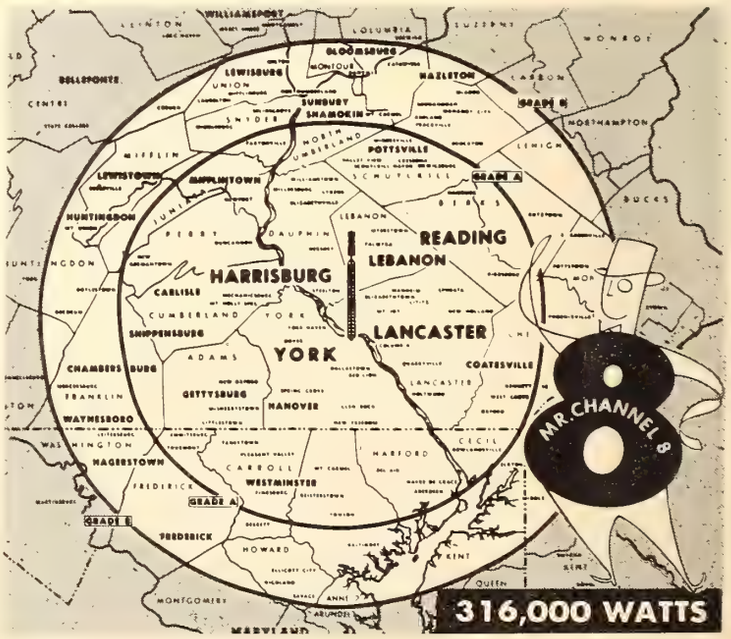
the Channel 8 Multi-City Market

WGAL-TV

LANCASTER, PENNA. • NBC and CBS

The facts about this vast market are extremely pertinent to your selling. In the Channel 8 Multi-City region are 3½ million prospects. Here are 912,950 TV sets to carry your sales message and 5½ billion spendable dollars every year.

STEINMAN STATION
Clair McCollough, Pres.



Representatives:

MEEKER TV, INC.

New York
Chicago
Los Angeles
San Francisco

closed circuit®

FCC EXPEDITER • Internal dispute is ingrossing FCC over proposed appointment of new key man in "executive director" slot. Proposed by Chairman McConnaughey, he would sit below FCC and above bureau heads, and would have function of expediting activities. At least three FCC members question appointment on ground FCC would be abdicating statutory authority which reposes in FCC itself and cannot be delegated. Protagonists contend status really is that of "expediter" to relieve chairman of detail and prevent staff backlogs. Proposal has been hanging fire since before Thanksgiving and is still on agenda.

B•T

APROPOS executive director proposal, two names have been heard: (1) Warren E. Baker, who would be elevated from general counselship: (2) Stanley J. Tracy, of Ogden, Utah, 55-year-old former FBI assistant director, who retired from service in May 1954.

B•T

MOTORS MOVING • As example of steadily mounting advertising spending by automakers, Lincoln-Mercury Division (Mercury cars) of Ford Motor Co., Detroit, through its agency, Kenyon & Eckhardt, New York, is considering radio spot announcement campaign to start early in January in about 100 major markets. Spots, on short term basis, possibly may be extended. Plans have not yet been approved but decision is expected early this week.

B•T

RAM-RODDING proposal for horizontal increases in power for am stations (fourfold boost in each category has been suggested) is Todd Storz, major market independent station owner (KOWH Omaha, WHB Kansas City, WTIX New Orelans, and application pending for WDGY Minneapolis), who has undertaken basic research in field. Project was given preliminary consideration by NARTB Am Committee at meeting last Tuesday with approval of resolution to circularize NARTB Radio Board on pro's and con's and with consideration of project at upcoming Arizona board meeting (story page 56).

B•T

MEXICAN POWER • XERF Villa Acuna, Mexico, across Rio Grande from Del Rio, Tex., operating on 1570 kc, reportedly plans to increase power to 250,000 w by next June. Channel is Mexican-Canadian shared and it's reported export division of U. S. manufacturer has sold transmitter, to cost in neighborhood of $200,000-$250,000. U. S. am power is limited to 50,000 w and move to increase output four-fold has been underway for some time.

RANSOM P. DUNNEL, director of radio-tv, D'Arcy Adv., Chicago, before that with Ward Wheelock (now defunct) and for nine years co-manager of radio-tv department, Cunningham & Walsh, New York, expected to join Norman, Craig & Kummel, New York, as executive assistant to Walter Craig, vice president in charge of radio and television. Mr. Dunnel's appointment is in line with agency growth because of new tv billings.

B•T

WHA' HOPPEN? FCC is embroiled in hot and unprecedented situation wherein its membership is split three ways, with litigation indicated unless it reconsiders. Case involves KFRE vs. KARM Fresno, Calif., competing for ch. 12. Three commissioners (Webster, Doerfer, Mack) last Wednesday voted for KFRE; two (Chairman McConnaughey, Lee) were for KARM. Remaining two (Hyde, Bartley) argued for deintermixture rule-making, since Fresno presently has no vhf's, but were voted down. On nose count, latter two then voted against each applicant in support of deintermixture contention. Question: Do Hyde and Bartley votes mean 4-3 action against KFRE; or 5-3 vote against KARM, or should decision be 3-2 for KFRE with Hyde-Bartley position "not participating"?

B•T

LOOK for announcement on grant of ch. 3 Madison, Wis., to Radio Wisconsin (WISC and Evening Telegram Co.) over Badger Broadcasting Co. (WIBA). Commissioner Hyde and Bartley stuck to guns on proposal that deintermixture issue be determined as part of rule-making since there are no other vhf's in market (see above). Indicated vote: 5-2.

B•T

SPORTS AND JUSTICE • Inferences by college athletic authorities that NCAA football tv plan has approval of Dept. of Justice can't be verified at department, where usual policy is to let courts make final antitrust decisions. Department obviously is watching football and baseball telecast operations, and is perusing red-hot resentment of Comr. Ford Frick over unwillingness of antitrust staff to give advance approval of major league broadcast policies. NARTB's Sports Committee, which meets tomorrow (Tuesday) in New York, has followed policy of close observation without getting into antitrust situations or gutter fights.

B•T

CHANCES are there'll be "Radio Week" in 1956, apart from what in past few years has been combined "Radio-Television Week." Dissatisfied with what they consider brush-off to radio in many local Radio-Tv Week celebrations this year, Radio Advertising Bureau's guiding lights have approved RAB management recommendation that steps be taken to see radio gets equal treatment. RAB won't be alone. NARTB Am Committee last week took similar action (see story page 56).

B•T

TWO-WAY STREET • Universal-International is selling dozen unproduced story properties to top tv drama shows for one-shot use. U-I not only gets some revenue from idle scripts, but gains preview test plus publicity buildup for story and U-I stars when used. Shows include *Robert Montgomery Presents, Kraft Tv Theatre, Justice, U. S. Steel Hour.*

B•T

POPULAR guessing-game for some time has been: How does Big 10 split its tv proceeds under NCAA football control plan? And how much is involved? Answers: Conference divvies receipts among all schools. Last week it divided more than $600,000 into 10 shares—or $60,000 each. Half of $600,000 came from four appearances on national television (NBC-TV), and balance from five games on regional tv (under contract with CBS-TV).

B•T

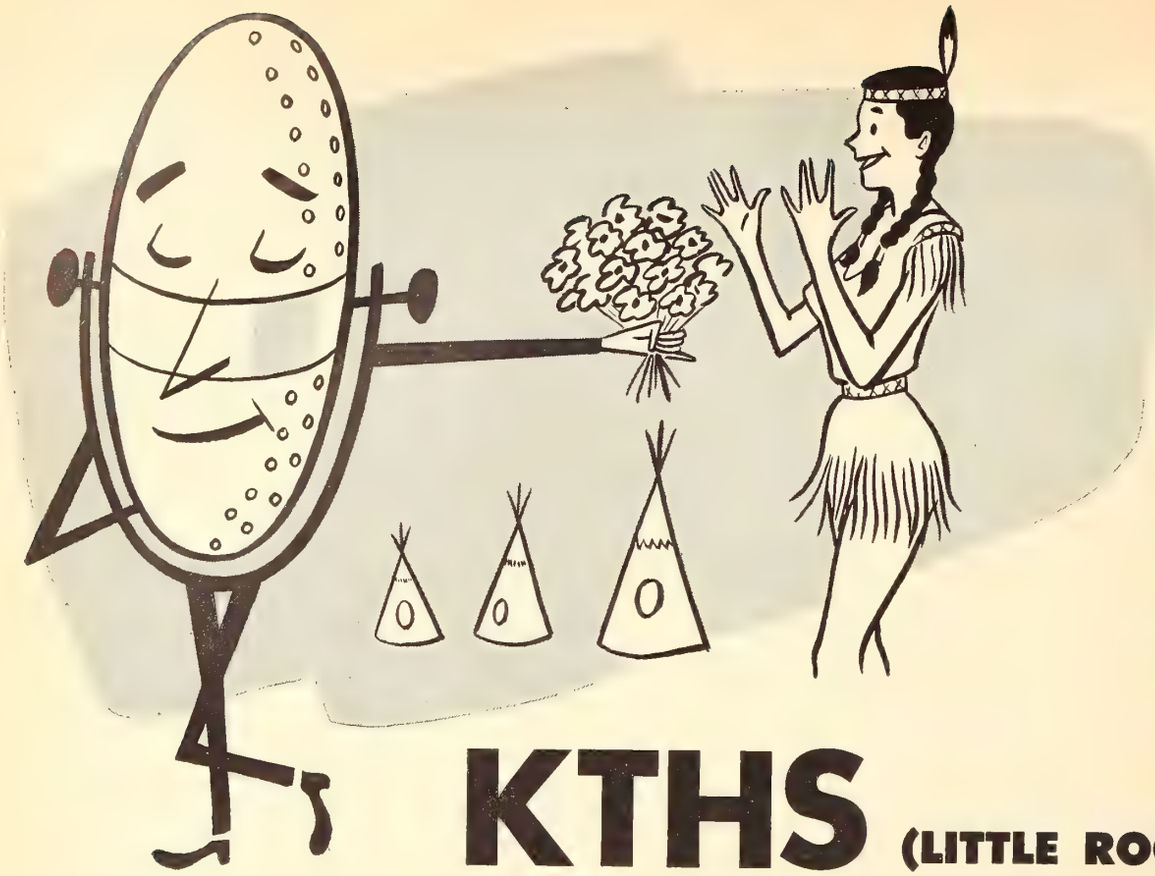
ABOUT TIME • After 14 years, FCC soon hopes to decide finally case of KOB Albuquerque vs. ABC's key station, WABC New York. Under 1941 reallocation, 1180 kc was deleted, with KOB temporarily given 1030 kc (WBZ Boston, I-B clear) while search for permanent assignment was being made. This met with objections from KOB and further shift to 770 kc (WABC, I-A clear) was ordered. But it enjoined move and KOB has been operating on 770 since under special service authorizations. Two-man committee of Commissioners (Webster and Bartley) has been named to bring in recommendation to settle hoary problem once and for all.

B•T

MAJOR radio-tv sponsors, networks and stations seen as source for show units to entertain overseas servicemen, Defense Dept. officials indicate. Hollywood Coordinating Committee dies after Christmas when movie majors are expected to cut support because radio-tv is getting most publicity. Promotion potential for "commercial" publicity is unlimited with talent expenses tax-deductible and government providing transportation, food and housing for units.

B•T

CLAY'S QUESTION • It's likely that question of limiting competition in broadcasting, exploded by NARTB Radio Board Chairman Henry B. Clay (KWKH Shreveport) at Des Moines regional meeting Nov. 7, will receive formal consideration at upcoming NARTB board meeting in Chandler, Ariz., Feb. 1-3. Proposal that issue be placed on board agenda was made at NARTB's Am Radio Committee in Washington last Tuesday (story page 56).



KTHS (LITTLE ROCK)

EASILY COURTS POCAHONTAS, TOO!

KTHS is Basic CBS Radio for Little Rock—but with 50,000 watts, it also reaches hundreds of small towns and cities *throughout the State.*

KTHS does heap big job in *Pocahontas* (Ark.), for example. Only slightly under 4,000 souls there, it's true, but scores of other such communities combine to give KTHS interference-free daytime coverage of over 3-1/3 MILLION people!

Ask your Branham man for all the facts.



The Station KTHS Daytime primary (0.5MV/M) area has a population of 1,002,758 people, of whom over 100,000 do not receive primary daytime service from any other radio station . . . Our interference-free daytime coverage area has a population of 3,372,433.

KTHS 50,000 Watts CBS Radio

BROADCASTING FROM

LITTLE ROCK, ARKANSAS

Represented by The Branham Co.

Under Same Management as KWKH, Shreveport

Henry Clay, Executive Vice President

B. G. Robertson, General Manager

at deadline

SARNOFF-WEAVER DUTIES SPELLED OUT

FUNCTIONS of new team of Robert Sarnoff as NBC president and Sylvester L. (Pat) Weaver as board chairman were delineated Friday by Brig. Gen. David Sarnoff in address before NBC-TV affiliates in Chicago.

He said Mr. Weaver will concentrate on "life blood" of network-station broadcasting (programming) while Robert Sarnoff will be freed of "good many" administrative chores and be able to exercise judgment on "day-to-day operations and in the planning ahead." Gen. Sarnoff assured affiliates this was "permanent arrangement" with no "implications back of it."

Mr. Weaver told affiliates: "We are going to continue to program up, not down. We will use showmanship and skill to great audiences, but we will continue, in any event, to meet our commercial challenges, and well within doing the kind of shows that we know must be done." He said NBC must keep fighting for its advertising, circulation and information policies because they're unique and difficult and come under attack.

After hearing Gen. Sarnoff and Robert Sarnoff, who discussed future NBC color plans (see early story page 64), affiliates late Friday adopted resolution reporting "We affirm our faith in NBC's future as the leader in television and are proud to share in that leadership as NBC's affiliates."

They adopted resolutions lauding Robert W. Sarnoff and Mr. Weaver on their promotions to the presidency and board chairmanship, respectively, of the network.

Mr. Weaver was commended for "creative imagination" enlarging "scope of television as a service to the public and the advertiser," his direction of the NBC-TV network (including development of new program concepts and expansion of contributions as a "service of information, culture and enlightenment"), pioneering new advertising patterns and setting "higher" goals for television for affiliates and public.

STATUS QUO

WORKING RELATIONSHIP among top executives at NBC will continue as of present with no major changes contemplated, Robert W. Sarnoff, newly-elected president, told network employes in personal memo to staff released Friday. Mr. Sarnoff formerly executive vice president, said there is no plan to fill his former post and that persons who formerly reported to him in that capacity will continue to do so.

At same time, Mr. Sarnoff said that "NBC's future was never more promising. With the development of color and the other potentials of television still to be realized, the success of the past is only a token of what we can achieve in the years ahead." He also noted that opportunities for everyone in the network to advance "on the basis of performance" will continue, as NBC maintains its growth, and warmly expressed appreciation to NBC staff support "you have given Pat Weaver and me in our management positions over the past two years."

FCC Picks Barrow's Staff For Network Investigation

A LAW SCHOOL assistant dean who has been teaching course on communications law, has been appointed executive secretary of FCC's Network Study Committee staff, which is headed by U. of Cincinnati Law School Dean Roscoe L. Barrow. He is Louis H. Mayo, assistant dean, George Washington U. Law School, Washington.

Mr. Mayo's appointment was announced Friday along with five other staff assignments. Others are Harry J. Nichols, formerly with Mumm, Malloy & Nichols advertising agency, Columbus, Ohio; Hyman H. Goldin, chief, FCC Economics Div., Broadcast Bureau; Ashbrook P. Bryant, FCC attorney; James F. Tierney, attorney, and Peter Gerlando, FCC economist.

Dean Mayo is U. S. Naval Academy graduate, served during World War II reaching rank of lieutenant commander. He has been presenting communications law course at George Washington U. since 1951, and has served as consultant for White House special projects.

Mr. Nichols, recently retired as senior vice president and part owner of Columbus, Ohio, ad agency, will serve as consultant on advertising and marketing. He is past president of Advertising Club of Columbus and was a founder of Columbus Sales Executives Club.

Mr. Goldin has been FCC Economics Div. chief since 1948.

Mr. Bryant, after private practice in New York, served with Securities & Exchange Commission, was special assistant to Attorney General on war fraud matters, served as chief counsel, Senate Preparedness Investigating Committee.

Mr. Tierney was with British Purchasing Commission and Kaiser Co., 1940-1942, has been consultant with Small Business Administration, Robert A. Mayhew Assoc., House of Representatives Committee on Appropriations.

Mr. Gerlando has been employed as economist and statistician with OPA, Commerce Dept., Federal Security Agency and Census Bureau.

CBS Affiliates End Parley

SPECIAL MEETING of CBS Radio Affiliates Assn.'s board of directors with network executives ended early Friday afternoon in New York (see early story, page 68). Affiliates group adopted resolution commending network for "superior program concept" that, it said, "is making a substantial contribution to the art of broadcasting" and increasing affiliates' audiences.

Election of association's executive committee also was announced. It includes Kenyon Brown, KWFT Wichita Falls, Tex., board chairman, and members George B. Storer, Storer Broadcasting Co.; Worth Kramer, WJR Detroit; F. C. Sowell, WLAC Nashville, and Saul Haas, KIRO Seattle. Board decided next CBS Radio Affiliates' convention will be held in mid-September next year at Hotel Pierre, New York.

• BUSINESS BRIEFLY

PA PLANS SPOTS • R. J. Reynolds Tobacco Co. (Prince Albert smoking tobacco), Winston-Salem, N. C., planning to supplement its radio network show, *Grand Ole' Opry*, on NBC Radio with 52-week radio spot campaign starting in January. William Esty Co., N. Y., is agency.

SPOT RADIO FOR AJAX • Colgate-Palmolive Co. (Ajax), N. Y., set to launch spot radio campaign early next year in 25-30 markets to supplement spot tv coverage. Agency is Bryan Houston, N. Y.

NEW YEAR'S RESOLUTION • Harold F. Ritchie Inc. (Brylcreem hair dressing), Clifton, N. J., buying 52-week national tv spot campaign starting Jan. 1 in approximately 23 markets. Atherton & Currier Inc., N. Y., is agency.

INSURANCE BUYS NEWS • Bankers Life & Casualty Co. (White Cross hospital plan), Chicago, will sponsor news broadcast with Paul Harvey (Sun., ABC Radio, 6:15-6:30 p.m. EST), starting Jan. 2. Agency: Grant, Schwenck & Baker, Chicago.

Flat Radio-Tv Ban Issued By Judge in Colorado

STORM of protests against flat ban on any recorded or photographic coverage of trial of John Gilbert Graham, charged with planting bomb that caused 44 deaths in Nov. 1 airliner explosion, developed Friday. Ban was issued by Judge E. V. Holland, of Colorado Supreme Court, who supervises all state district courts. (See story page 79 of favorable reaction to live telecast of Waco, Tex., murder trial.)

Harold E. Fellows, NARTB president, wired protest to Judge Holland, terming action "puzzling" since preliminary hearing Nov. 28 was covered by tv and radio. Radio-Tv News Directors Assn. was among those protesting. Mr. Fellows recorded views in beep interview with Sheldon Peterson, KLZ-AM-TV Denver news director.

Inquiries in Denver brought observation that group of prominent attorneys had resented favorable comments directed at Judge Edward Keating, who permitted radio-tv coverage at preliminary hearing. Their protests were described as important factor in statement by Judge Holland that Graham trial was becoming spectacle. Those involved in earlier hearing were said to have felt it was conducted with dignity.

Mr. Fellows cited Oklahoma radio-tv court experience in calling Judge Holland's act "setback in our efforts to guarantee freedom of information." Judge's ban to be extended to all Colorado district courts, as well.

Agency Plans Reorganization

REORGANIZATION among top echelon executives at MacManus, John & Adams Inc., Bloomfield Hills, Mich., will take place early this week with James R. Adams, one of founders, and president for past ten years, to be elected chairman of board and Ernest A. Jones, executive vice president, slated to succeed Mr. Adams as president. Other major personnel changes also scheduled. W. A. P. John, original chairman of board, retired several months ago.

...and a happy new year too!



GUY LOMBARDO
Sundays at 8 p.m.
First in its time period with 18.4*



BRODERICK CRAWFORD
His "Highway Patrol" series rates 20.1* Fridays at 9 p.m.



ROY ROGERS
Combined with Gene Autry feature-length films on "Trailtime," weekdays at 6 p.m., Sundays at 7 p.m. Top cumulative rating of 40.2*.

The best-known, highest-rated syndicated program packages now featured on KPHO-TV will bring HAPPIEST RETURNS for advertisers during 1956. They're established audience attractions with Phoenix televiewers. They feature TOP STARS for greatest audience appeal and consumer acceptance of your product or services.



RANGE RIDER
A long time Phoenix favorite with a 22.1 rating.*



ANNIE OAKLEY
Tops all network competition with 23.8*, Fridays at 7:30 p.m.

Through outright or participating sponsorship, KPHO-TV PROGRAM FEATURES allow you MAXIMUM FLEXIBILITY for the most effective campaign to reach the ever-growing Phoenix market. Combines with KPHO-TV'S MULTI-SPOT discount plan; you can't find a better cost-per-thousand buy. Call your KATZ man now.

*Phoenix ARB, October, 1955

MEREDITH *Radio and Television* STATIONS

affiliated with **Better Homes and Gardens** and **Successful Farming** magazines

KANSAS CITY		SYRACUSE		PHOENIX		OMAHA	
KCMO	KCMO	WHEN	WHEN	KPHO	KPHO	WOW	WOW
RADIO 810 kc. ABC	TV Channel 5 CBS	RADIO 620 kc. ABC	TV Channel 8 CBS	RADIO 910 kc. ABC	TV Channel 5	RADIO 590 kc. CBS	TV Channel 6 NBC

Represented by KATZ AGENCY INC — JOHN BLAIR & CO. — BLAIR TV, INC

at deadline

Corpus Christi V Granted; Vail Mills Drop-In Stayed

FCC cleared out first of controversial vhf grants Friday—Corpus Christi, Tex., ch. 6—and at same time federal court in Washington issued stay order against effective date of ch. 10 drop-in to Vail Mills, N. Y. (outside Albany).

Grant went to KRIS Corpus Christi, remaining applicant in that city's ch. 6 case. KRIS was opposed by KWBU same city, but after initial decision favoring KRIS in June 1954 and oral argument before Commission, KWBU withdrew. In Friday order FCC denied petition of ch. 22 KVDO-TV Corpus Christi to intervene in ch. 6 case and for stay of grant there. KVDO-TV attorneys said they would appeal the grant and ask for court stay order.

U. S. Court of Appeals in Washington voted 2-1 to issue stay order against ch. 10 drop-in to Vail Mills. Circuit Judges Prettyman and Bazelon favored, Danaher opposed. Case, argued Thursday (see story, page 76), brought by uhf stations WTRI (TV) Albany and WMGT (TV) Pittsfield, Mass. Court turned down WTRI request on grounds "irreparable" damage not proved; granted WMGT motion on grounds it proved such potential damage. Court added that its action has no bearing on FCC's allocation proceeding.

Washington attorneys were divided on meaning of court action. Some saw decision as straw in wind that all Commission vhf grants will meet same fate. Others differentiated between drop-in, which revised allocation table while allocations hearing under way, and grants which make no change in allocation assignments.

With Dec. 15 deadline for allocations comments on horizon, first major document was filed Friday by Hometown Television Inc. This is group of small city tv stations, some uhf and some vhf. Group proposed: (1) each station's coverage conform to retail trading area of community; (2) new stations should be permitted in communities thus "uncovered;" (3) institution of deintermixture where practicable. Hometown Tv group also recommended that vhf drop-ins be okayed for use of uhf operator in areas where three vhf stations were operating. This would be on a dual uhf-vhf operation. This should be on temporary basis, group said, and after 85% conversion to uhf or five years after beginning of vhf operation, uhf operators must return to uhf-only operation.

Group also called on FCC to compel networks to make more programs available to uhf stations, to reject proposal to permit Zone I stations to increase tower heights, to revise its policy on satellite stations, and to rescind its proposal to permit 5 megawatt uhf operation.

Finally, group said, Commission should "create the type of psychological atmosphere which shows that the Commission is irrevocably committed to making uhf succeed."

UP Radio's Yearend Bonus

UNITED PRESS RADIO is offering radio news wire clients special, 30-minute dramatic recorded program highlighting UP's top 10 news stories of 1955 as year-end bonus upon request. Produced by radio packager Sherman H. Dryer, *Cavalcade of 1955* features dramatic recaps of most outstanding events in year, UP Radio said Friday.

SUSTAINING HOLIDAYS

IN ORDER to bring its listeners complete holiday entertainment on Christmas and New Year's Day, WPAT Paterson, N. J., has cancelled all commercial commitments for those days. Emphasis will be placed on music, interrupted only at half hours for brief news summaries, station said Friday.

CBS-TV, NBC-TV Take Six, ABC-TV Two 'Look' Awards

CBS-TV and NBC-TV each received six and ABC-TV two of *Look* magazine's sixth annual tv awards, it is being announced in New York today (Mon.). Awards went to following programs or personalities, identified with network and category: *Climax* (CBS-TV), drama; *Disneyland* (ABC-TV), children; *$64,000 Question* (CBS-TV), quiz or panel; *Peter Pan* (NBC-TV), special (new category added this year); *Ed Sullivan Show* (CBS-TV), variety; *Omnibus* (CBS-TV), educational; *Meet the Press* (NBC-TV), public affairs; *Cavalcade of Sports* (NBC-TV), sports; *News Caravan* (NBC-TV), news; *Life Is Worth Living* (ABC-TV), religious; George Gobel (NBC-TV), comedian; Garry Moore (CBS-TV), master of ceremonies; Alfred Hitchcock (CBS-TV), director, and Robert Montgomery (NBC-TV), producer. Awards will be presented during *Masquerade Party* on ABC-TV Dec. 21.

Speidel-Fischer Bcstg. Buys 75% Interest in WQOK

SALE of 75% of WQOK (formerly WAKE) Greenville, S. C., to Speidel-Fischer Broadcasting Co. (WOIC Columbia, S. C.) for $105,000 announced Friday. Sellers V. D. Ramseuer, J. A. Ramseuer and Wilkins Norwood retain 25% interest. WQOK operates on 1440 kc, 5 kw and is affiliated with CBS. Sale negotiated by Blackburn-Hamilton, station broker.

Also on Friday, application was filed with FCC for assignment of license of KERO Bakersfield, Calif., from Kern County Broadcasters Inc. (KERO-AM-TV) to C. Dexter and Carl E. Haymond for $85,000. Gene DeYoung, Kern County president, retains ownership of KERO-TV. KERO is 1230 kc, 250 w, is affiliated with NBC.

Messrs. Haymond own KIT Yakima, Wash. C. Dexter Haymond will serve as KERO general manager. KERO transaction also handled by Blackburn-Hamilton.

Niles Resigns Kling Post

FRED A. NILES, executive vice president and founder of Kling Film Productions Div. of Kling Studios Inc., announced resignation Friday and will reveal future plans in January. Robert Eirinburg, president of Kling Studios, told B•T he will announce replacements shortly, including new production executive and sales manager. He also denied reports Kling Studios contemplates merger or extensive reorganization, saying "entire organization will remain intact."

PEOPLE

J. CARLISLE MacDONALD has retired as assistant to board chairman in charge of public relations for U. S. Steel Corp., effective Jan. 1. **PHELPS H. ADAMS** moves to executive director of public relations and assistant to board chairman; **CHARLES W. HUSE** to director of public relations administration and **FRED LE PELL** to assistant director of public relations administration.

ROBERT D. STUART JR., manager of Pet Foods Dept. (Ken-L-Ration dog food, Puss 'n' Boots cat food), Quaker Oats Co., Chicago, elected vice president of department, succeeding **FRANK R. WARTON,** retired.

ERNEST A. DEMETRE, with General Electric Co. since 1951 as engineer in tube department, named power tube application engineer in department.

DAVID J. WATERS, former NBC Chicago producer and director, appointed chief of radio-tv branch of Dept. of State news division.

Crosley Shifts Executives, Adds Three to Sales Staff

ROBERT E. DUNVILLE, president of Crosley Broadcasting Corp., assumed similar capacity with Crosley Broadcasting of Atlanta Inc. (WLWA [TV] Atlanta) in number of key appointments announced Friday. Harry Le Brun, general manager of WLWA (TV), became vice president and general manager of Crosley Broadcasting of Atlanta and member of board, while Joe Dwyer, assistant secretary and assistant treasurer, was elected vice president, retaining present duties.

Three additions to New York sales office of Crosley Broadcasting also announced. They are Roger J. La Reau, formerly station manager of WCMB-AM-TV Harrisburg, Pa., William J. Murray, formerly with H-R Representatives Inc., and Vincent de P. Meade, formerly with CBS.

Don Lee Names Two V. P.'s

JOHN REYNOLDS, general manager of KHJ-TV Hollywood, and James Richards, eastern sales manager for Don Lee Broadcasting System and KHJ-TV, have been named vice presidents, it was announced Friday by Willet H. Brown, president of Don Lee, General Teleradio subsidiary. They retain their present capacities.

Rayel Moves to CBS-TV Post

JACK RAYEL, producer of Maurice Evans' *Hall of Fame* series on NBC-TV and former producer of NBC-TV's *Home* and *Producers Showcase,* named CBS-TV director of network programs, Hollywood, replacing William Dozier, who has become RKO Radio Pictures vice president in charge of production, Hubbell Robinson Jr., CBS-TV vice president in charge of network programs, is announcing today (Mon.). Mr. Rayel, assigned by NBC-TV in 1951 to program procurement, was moved to program sales in 1952 and year later became program manager.

Baltimore Tvs to Share Mast

MOVE of all three Baltimore tv stations to one tower, at present WAAM (TV) Baltimore site has been announced by Baltimore Mayor Thomas D'Alesandro. Other stations are WBAL-TV and WMAR-TV. Site for new tower will be off Druid Park Drive in Baltimore suburb of Woodbury. New tower will be between 750 ft. and 1,200 ft. above ground, will be owned by joint corporation. Three stations are preparing to submit request to local airspace panel and then to FCC.

the week in brief

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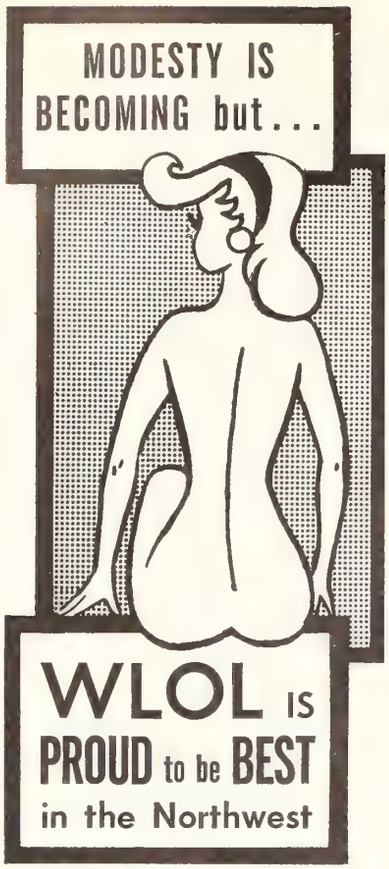
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*Reg. U. S. Patent Office

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in Los Angeles
IT'S KTLA
CHANNEL 5
KTLA has more top-rated 'live' programming than any other station in Southern California!
KTLA has the top Western television shows in Southern California!
KTLA has the top television 'movie' show in Southern California!
KTLA has the top local musical television shows in Southern California!
KTLA has the top local cartoon show for youngsters!



Why be shy about it??

Latest PULSE ratings prove that hour by hour . . . nite and day . . . Twin City dials are on "1330" more than ever before. Our happy sponsors know why—it's TOP "POP" MUSIC, NEWS and SPORTS $ELL-POWER that make WLOL your best buy!

THE TOPPER IN INDEPENDENT RADIO

WLOL

MINNEAPOLIS - ST. PAUL

5000 watts—1330 on your dial

LARRY BENTSON, *Pres.*

Wayne "Red" Williams, *Mgr.*

Joe Floyd, *Vice-Pres.*

AM RADIO SALES

OPEN MIKE

AAAA Approval

EDITOR:

. . . Your handling of Fred Gamble's TvB talk [B•T, Nov. 14] was superb and we were greatly pleased by it.

Richard L. Scheidker, Sec.
Committee on Radio-Tv Production
American Assn. of Advertising Agencies
New York

Flash-Matic Backfire?

EDITOR:

I would like to offer my opinion on the Zenith commercial eradicator. I believe the whole idea will backfire on Zenith eventually. In order to tell when to turn the sound back on, you are surely going to have to watch that screen "awful durn" close. 'Nuf said.

E. D. Scandrett, Pres. & Gen. Mgr.
WKEI Kewanee, Ill.

EDITOR:

I would like to call your attention to the new so-called "commercial killers" that are now being manufactured. I am sure you are well aware and have seen several of them that are now on the market. The Zenith Radio Corp. seems to be the worst offender. . . .

This station will not—and I repeat, will not —carry advertising on these gimmicks that cut the commercials. I would like to see the management of every station ban these gimmicks. . . .

R. D. McGregor, Gen. Mgr.
KBNZ La Junta, Colo.

[EDITOR'S NOTE: For B•T's views on the Zenith commercial sound killing "Flash-Matic" device, see editorials titled "Shooting Off the Commercial" (B•T, June 27) and "The Zenith Bite" (B•T, Dec. 5)].

Yearbooks Real Gone

EDITOR:

We have a problem. We seem to have gremlins, leprechauns, sprites or competitors who make off with one of our most essential reference pieces . . . B•T YEARBOOK. We've tried chaining them to the desks, putting them in the safes, hiring Pinkerton guards, but try as we may, they still disappear . . .

All of which is by way of saying, will you be kind enough to ship us five copies of the 55-56 TELECASTING YEARBOOK - MARKETBOOK post haste?

C. E. Trainor
Manager Promotion-Publicity
WAGA Atlanta, Ga.

[EDITOR'S NOTE: Yearbook replacements have been rushed to WAGA.]

RAB Clinic

EDITOR:

Your excellent reporting of the recent RAB Clinic [B•T, Oct. 17] served as a source of material for our recent meeting with local area agencies.

Because of reference employed and for further detailed information regarding the sell of radio which we wish to share with the agencies, kindly forward nine copies of the issue at your earliest convenience, billing us for same.

W. Eldon Garner, Mgng. Dir.
WKMF Flint, Mich.

Overseas Service

EDITOR:

I have just renewed my subscription for B•T for two more years, which reminded me to celebrate the occasion of the completion of my second year in Geneva as a member of th International Frequency Registration Boar Your excellent magazine has been most hel ful in keeping me acquainted with the industr developments in the United States as well as th activities of various friends in the field of tel communications. I might add that I pass m copy around to various friends here who fin the articles and information both interestin and informative . . .

John H. Gayer
Union Internationale Des Telecom munications
Comite International D'Enregistre ment Des Frequences
Geneva, Switzerland

No Interlock

EDITOR:

Your story in the AT DEADLINE section of th Dec. 5 B•T concerning the awarding of ch. 1 in Richmond gives the impression that WTA and WTAR-TV and Norfolk Newspapers ar controlled by Richmond Newspapers Inc. Thi of course, is nonsense as Richmond Newspape Inc. does not own a share of stock in ou corporations and exercises no control whats ever, nor has it ever done so. It has no influenc nor has it ever sought to influence any of ou policies or operations.

It is true, of course, that some of ou substantial stockholders also own minority in terests in Richmond Newspapers Inc. and th apparently has been blown up to indicate tha the two companies are interlocking, which not the case . . .

Campbell Arnoux, Pres.
WTAR-AM-TV Norfolk, Va.

[EDITOR'S NOTE: The exigencies of AT DEAD LINE writing contributed to an unfortunat choice of phraseology. The FCC found that Rich mond Newspapers Inc. (RICHMOND TIMES DISPATCH and NEWS-LEADER [WRNL-AM FM]) is 54% owned by the Bryan group and 46 by the Norfolk group. The Bryan group als controls TAMPA (Fla.) TRIBUNE (WFLA-AM FM-TV) and PETERSBURG (Va.) PROGRESS INDEX. The Norfolk group controls the NOR FOLK VIRGINIAN-PILOT and LEDGER-DIS PATCH (WTAR-AM-FM-TV). The Bryan grou has no connection with the Norfolk newspap or broadcast stations.]

Man of Letters

EDITOR:

. . . I have had far more letters of commer [OUR RESPECTS, B•T, Nov. 28] than any rea sonable degree of vanity could have anticipated Generally an article of this kind is not carefull read unless it is the product of an unusual de gree of writing ability. There can be no othe answer to the proportions to which my persona mail has jumped since that Monday.

Earl J. Hudson, Vice President
American Broadcasting Co.
Hollywood, Calif.

Executive Position

EDITOR:

I have just finished reading "They Tell M I'm Too Good To Hire" [B•T, Nov. 28] and got such a bang out of it I had to write to te you so. I don't know who wrote the article bu I certainly would like to meet him, shake hi hand and commiserate with him.

I too am at present without a job and believ me I have gone through and, in fact, am sti going through the exact experiences as this fe low is doing. I could have written exactly th same experiences in an article—the stapling o the resume, the replies from a classified ad, th experiences in halls and rooms at the NART conventions . . . I, too, have been sorel

STAR PERFORMER

. . . year after year



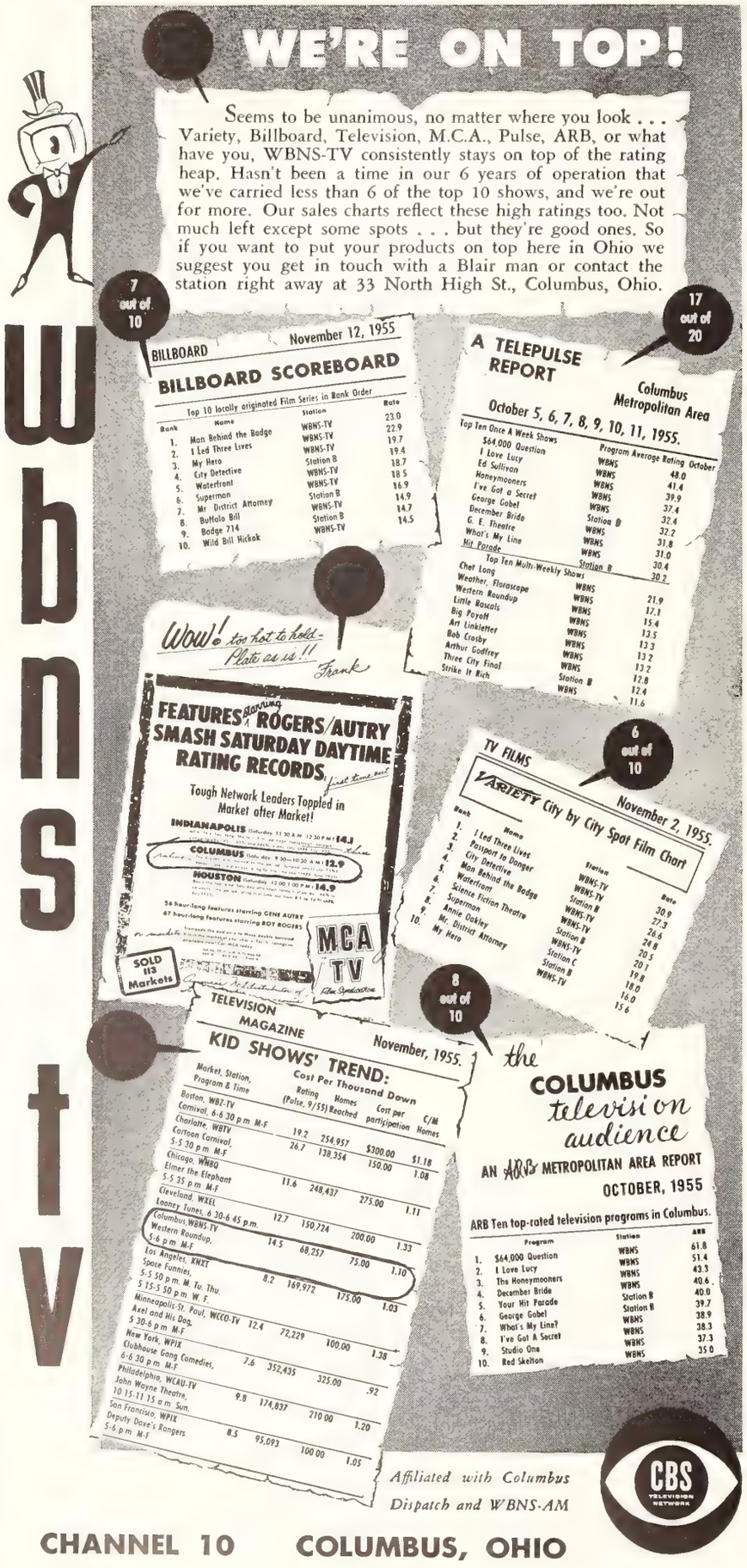
This is the Image Orthicon, Type 5820. RCA designed this tube — and developed the specialized equipment and techniques necessary to precision-manufacture it.

Known for superb picture quality, high stability, and remarkable uniformity, RCA Image Orthicons have been making friends with TV stationmen and sponsors since 1949.

RCA-5820 Image Orthicon— the TV Camera Tube that made modern telecasting practicable

RCA PICK-UP TUBES for TELECASTING

RADIO CORPORATION OF AMERICA



tempted to give up and go into the "lumber" business, but like your author, fortunately I am in a very good economic position and I am far from licked and can hold out until the "right place" comes along.

The author of the article is absolutely right —the placement services and job-exchange forums are of little help to the executive. I certainly think the NARTB, RTES or some other organization should work out some executive placement service. I for one would be willing to volunteer my services when I am in a position to do so.

Thanks to B•T for running the article and bringing the problem to the attention of the industry. It is an important problem and one which should be handled.

John Hymes
San Francisco

Legal Notice

Editor:

I am writing to acknowledge the excellent article in B•T [Nov. 14] on the West Hooker case handled by Attorney General Javits. Both Mr. Javits and I read the article with great interest.

Charles A. Betts, Executive Asst. to the Attorney General
State of New York
New York, N. Y.

Campus Affiliates

EDITOR:

In further reference to campus stations carrying network programs, please be advised that WBKY, the U. of Kentucky's fm station, carried several series of Mutual's sustaining programs over a period of several years around 1946. Well?

Elmer G. Sulzer, Director
Radio & Tv Communications
Indiana U., Bloomington, Ind.

[EDITOR'S NOTE: An item in B•T Oct. 10 reported that WMMR of the U. of Minnesota claimed to be the first campus station in the country to carry any network program. WDBS, Duke U. station, promptly challenged that claim, stating it had carried the BOB HOPE SHOW for Chesterfields from NBC in 1951-52 and 1952-53.]

Who's Kidding Whom?

EDITOR:

Just whom do the network moguls think they're kidding when they speak of "radio's resurgence?" With talk of sales successes and terrific programming, they will continue to bulldoze their affiliates. But the nighttime listener can only be convinced by what he gets on the kilocycles.

Let the big shots cope with a receiver seven nights in a row, and see how they like it. Make them tune in competing networks (they'd go bats listening only to their own) and by all means, don't let them dial the indies. If they can stand the dribble, my hat is doffed.

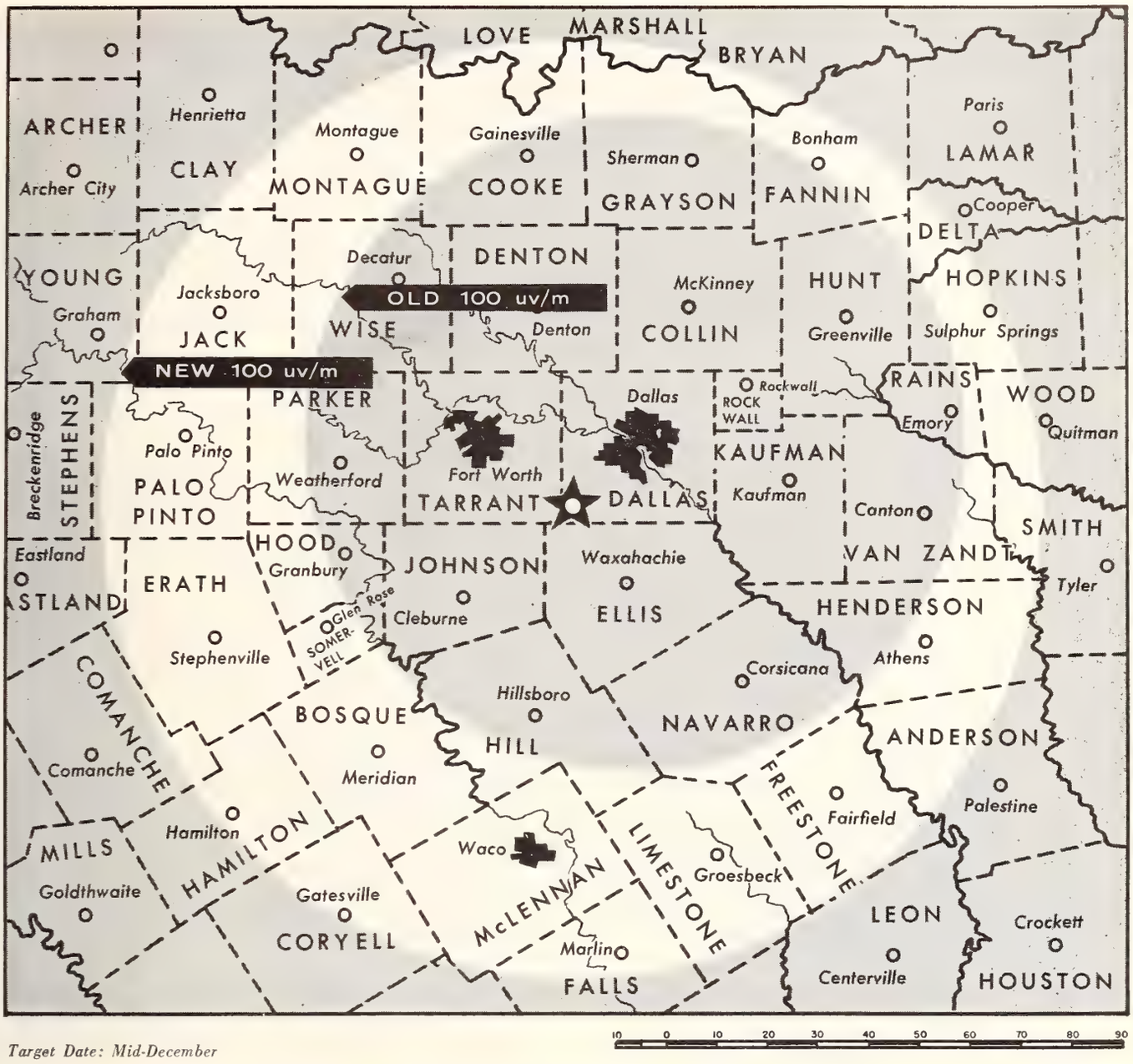
Henry Lewis
(freelance announcer)
New York

Useful Source

EDITOR:

. . . The Telecasting Yearbook-Marketbook . . . has already proven itself a useful source of information and I'm sure it will continue to serve me well.

Robert Morton
Benton & Bowles, New York



Target Date: Mid-December

INCREASED COVERAGE

From Our New Tower (1685 feet above average terrain)

Here is what it adds up to...

- **2,272,000 Population**
- **552,740 TV Receivers**
- **42 Texas and Oklahoma Counties**
- **27,000 Square Miles within 100 uv/m**

CITY GRADE SERVICE IN DALLAS AND FORT WORTH

BASIC CBS STATION

KRLD-TV

The Times Herald Station
Owners and Operators of KRLD Radio, 50,000 Watts
The Branham Company, Exclusive Representative.

The BIGGEST buy in the BIGGEST market in the BIGGEST State

CBS

Channel 4, Dallas
MAXIMUM POWER

JOHN W. RUNYON
Chairman of the Board

CLYDE W. REMBERT
President



From the pages of The Saturday Evening

POST

comes a powerful dramatic NEW TV Series



CRUNCH

For more than 17 years, millions of Saturday Evening Post readers have looked forward eagerly to the appearance of each new CRUNCH and DES adventure story by best-selling author Philip Wylie.

Now, millions more will await each new *television* adventure of these two favorites . . . Crunch, captain of the charter fishing boat "Poseidon," and Des, his mate. Each week a completely new story . . . new people . . . new action, romance, suspense, comedy, drama . . . all spectacularly filmed by RKO-Pathe in Bermuda.















and DES

Forrest Tucker, Hollywood star with more than 70 top pictures to his credit, stars as Crunch. *Everything* about this series of 39 exciting half-hours bears the mark of sure success ... stories, author, star, production, location, promotion. Sign up CRUNCH and DES for your markets today. Write, wire or call.

NBC FILM DIVISION

*serving **all** sponsors ... serving **all** stations*

30 Rockefeller Plaza, New York 20, N. Y. Merchandise Mart, Chicago, Ill. Sunset & Vine, Hollywood, Calif. In Canada: RCA Victor, 225 Mutual St., Toronto; 1551 Bishop St., Montreal



Sloppy
commercials,
Don't convince . . .

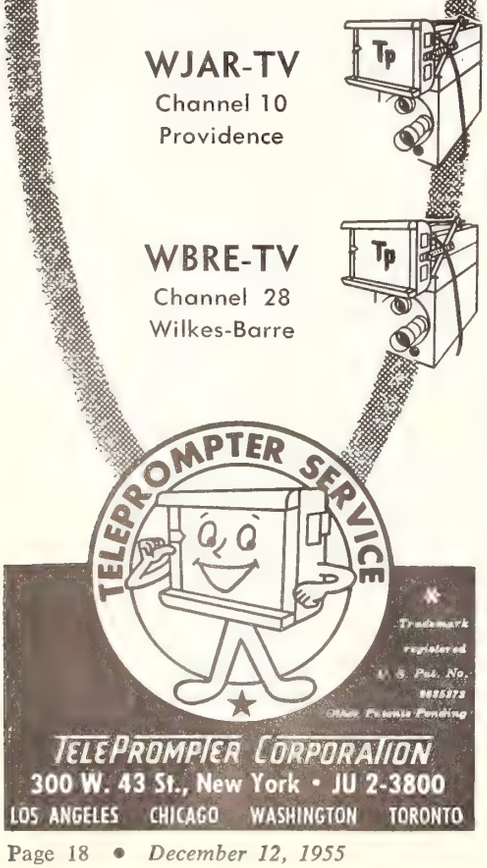
"Get-by" prompting,
Makes stares and squints!

BUT - not with
TELEPROMPTER
SERVICE

That's why —
ADVERTISERS PREFER
TelePrompTer stations like

WJAR-TV
Channel 10
Providence

WBRE-TV
Channel 28
Wilkes-Barre



TELEPROMPTER CORPORATION
300 W. 43 St., New York • JU 2-3800
LOS ANGELES CHICAGO WASHINGTON TORONTO

IN REVIEW

THE MAURICE CHEVALIER SHOW

NOSTALGIA permeated the airwaves when Maurice Chevalier—his Gallic charm of yesteryear still very much intact—served as headliner on Max Liebman's NBC-TV *Sunday Spectacular* of Dec. 4.

The seemingly indestructible performer got off to a brisk start with an engaging bit of patter (in which he jokingly described his talent as being "pretty good for a man of 85") and never once slackened his pace through a series of songs and dances characterizing such diverse types as an English gentleman, a French bumpkin and even an American cowboy. His *piece de resistance* was a medley of old tunes with which he has become associated—"Louise," "Mimi," "Love Parade," and "You Brought a New Kind of Love."

It was the superb artistry of another Frenchman, however, pantomimist Marcel Marceau, that provided the show's real highlight. Monsieur Marceau, Picasso-esque in chalk white makeup and garb of the traditional mime player, offered in a matter of seconds a haunting portrayal of an ageless theme—man's maturity, old age and death. In a lighter but still wistful vein, his impressions of a novice iceskater and of a butterfly catcher also can be counted as little gems.

Jeannie Carson and Pat Carroll again proved to be personable comediennes in some rather routine song and dance numbers and in their skits with Chevalier.

Production costs: $144,000.
Sponsored by Sunbeam Corp. through Perrin-Paus Co.; Maybelline Co. through Gordon Best & Co.; Lewis Howe Co. through Dancer-Fitzgerald-Sample, and Florists' Telegraph Delivery Assoc. through Grant Adv. on NBC-TV, Sun., Dec. 4, 7:30-9 p.m. EST.
Producer-director: Max Liebman; assoc. producer-director: Bill Hobin; choreography: James Starbuck; costumes: Paul DuPont; art director: Frederick Fox; music director: Charles Sanford; choral director: Clay Warnick (with assoc. dir. Mel Pahl); instrument arrangements: Irwin Kostal; supv. for NBC: Hal Janis.

MADAME BUTTERFLY

CONSIDERING that Giacomo Puccini's "Madame Butterfly" was an original American stage play by David Belasco before assuming the Italian musical and verbal idiom in 1904, there was hardly anything unique about the NBC-TV *Opera Theatre's* anglicized and belabored version of Dec. 4.

This season's "Butterfly," for the first time telecast in its entirety, was neither pure opera nor complete drama, but left us with the feeling that here was a potpourri of solid "soap" opera, good sets and of course, Puccini. Elaine Malbin, as "Butterfly," was pretty, poised, charming and well-versed in her role. Unfortunately, Davis Cunningham as Lt. Pinkerton proved to be no match for her. The gentleman lacked a great deal of operatic stage presence.

The rest of the cast, notably Warren Galjour, sang both with compassion and competence. The old NBC Symphony, now "The Symphony of the Air," under Herbert Grossman, cooperated to round out this second NBC-TV *Opera Theatre* presentation of the season.

Production costs: Approximately $75,000.
Telecast in black-and-white, sustaining, Dec. 4, 1:15-3:30 p.m. (EST), NBC-TV.
Cast: Elaine Malbin, Davis Cunningham, Conchita Gaston, Warren Galjour, Johnny Silver, Emile Renan, Lee Cass, Dorothy Krebill and chorus.
Producer: Samuel Chotzinoff; director Kirk Browning; music and artistic director: Peter Herman Adler; assoc. producer: Charles Polacheck; English translation: Ruth and Thomas Martin; scenery: Trew Hocker; costumes: Michi; technical advisors: Kansono Fujima and Yuji Ito; asst. conductor: Felix Popper; assoc. director: Gertrude Rosenstein; makeup. Dick Smith.

THE SOUND AND THE FURY

DRAMATIZATION of a section of William Faulkner's novel *The Sound and the Fury*, which *Playwrights 56* offered Dec. 6, should go a long way toward disproving the theory that television plays must have a definite plot structure to come off as entertainmnt. Serving as the framework for memorable performances by a group of distinguished actors, this study of a Southern family in the final throes of tragic decline turned out to be engrossing tv fare.

Some of the best work of their respective careers was turned in by Franchot Tone, as the sensitive and embittered Jason Compson; Lillian Gish, as his fragile and genteel mother; Ethel Waters, as the longtime family servant; Janice Rule, as the niece longing for romance; Valerie Bettis, as the woman who left home in shame, and Steven Hill, as a carnival barker. Special mention should go to Alonzo Bozan, a youngster who managed to more than hold his own in the company of such veterans.

In addition to the acting, much of the production's success can be credited to F. W. Durkee Jr., whose adaptation established Faulkner's characters in an economy of lines and situations. Knowing direction by Vincent J. Donehue and atmospheric sets and photography added to the overall excellence.

Production costs: $43,000.
Sponsored by Pontiac Motors Div., General Motors Corp., through MacManus, John & Adams on NBC-TV, 9:30-10:30 p.m. EST.
Cast: Franchot Tone as Jason Compson; Lillian Gish as Caroline Compson; Ethel Waters as Dilsey; Janice Rule as Quentin; Valerie Bettis as Candace; Steven Hill as Stabin; Cliff Hall as carnival owner; Alonzo Bozan as Job; Elia Clark as Luster; Joseph Sullivan as the man.
Producer: Fred Coe; assoc. producer: Bill Nichols; director: Vincent J. Donehue; assoc. director: Dominick Dunne; script editor: Oliver Flanders; casting director: Everett Chambers; author: William Faulkner; tv adaptation: F. W. Durkee Jr.; music: Bernardo Segal; scenery: Otis Riggs; costumes: John Boxer; production assistant: Jane Wetherell; unit manager: Claude Traverse.

MAGIC KINGDOM

WE'VE WONDERED if there were a saturation point to the amount of Walt Disney that can be crowded into the airwaves. We wonder no more. The first radio venture, *Magic Kingdom* on ABC, is just too much.

This is a Monday-Friday daytime 25 minutes (11:35-12 noon EST) which amounts to just that much commercial time for the Disneyland amusement park in Anaheim, Calif. Families are picked to be taken on a tour of the park and to ooh and aah at the wonders of same. At the end of the tour they're given a quiz on what they've seen (just like good old P.S. 93), the winner getting a Golden Key to the Kingdom entitling free admittance to the whole shebang, plus other assorted prizes.

The show itself is done pretty well, but it's hard to conceive that a listener would tune in beyond the first few installments. This is not what we expect from the name Disney.

Sustaining on ABC Radio 11:35-noon Mon.-Fri.
Producer: Les Lear.
M.c.'s: Donald Novi and comedian Wally Blag.



come on in, Diogenes....

If you're looking for a plan that will deliver maximum honest value, we're your men. Or—collectively—the 36 stations of The Quality Radio Group are your medium.

We believe in RADIO—its ability to move goods and services, its tremendous power of personal persuasion, its unmatched mass coverage—*120 million* sets in the U.S. today, an anticipated *14 million* new set production for the year 1955. We *know* that RADIO, used intelligently, with resourceful imagination and boldness *is* the most effective, low-cost mass advertising medium for national advertisers.

We're equally positive we've evolved a successful formula for the profitable use of RADIO. Because we have honest faith in the medium, and the undoubted worth of our plan, we're starting a second year this month with this reaffirmation of certain basic principles—

QUALITY in stations and programs builds audiences.

EFFICIENCY in coverage—minimum duplication—means a more efficient investment of advertising funds.

ECONOMY of increased sales at lower costs is a necessity for national advertisers.

And this, briefly, is what we offer—

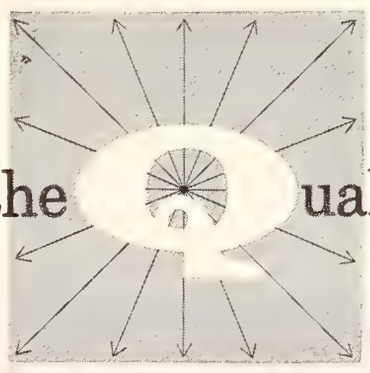
The facilities of 36 of the nation's great radio stations, delivering 90% of all U.S. Radio Homes.

Daytime and night-time program formats—from five-minutes to half-hours, priced for one-time or frequency use for cumulative circulation.

An economical rate—day and night—tailored to fit one-time or frequency requirements. Lowest for the circulation provided. And easy to buy: one order, one invoice.

The merchandising know-how—at the *local* level—of our member stations.

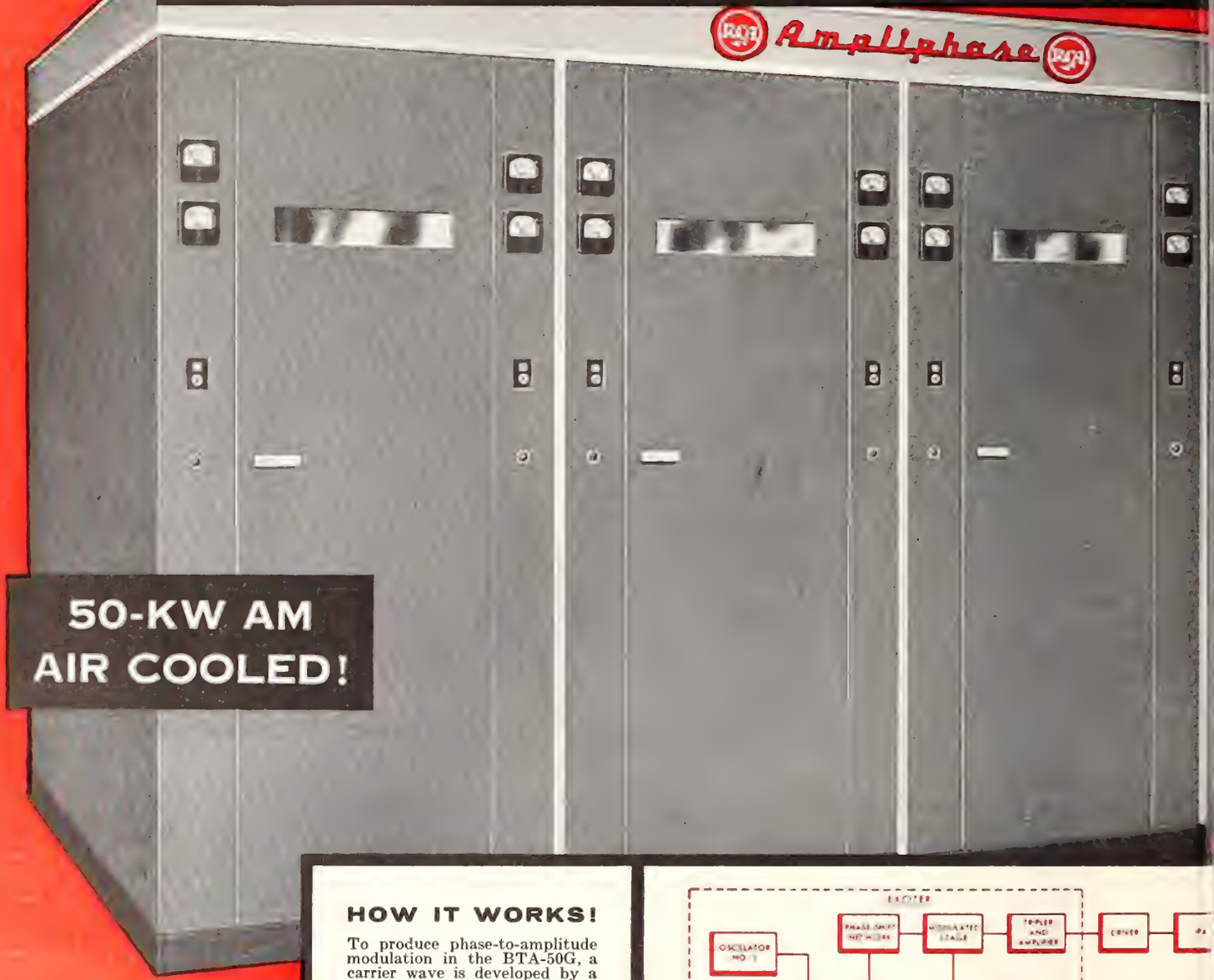
There are more details, of course. They're waiting to be revealed to smart advertisers, keen for the profits to be gained from the best use of today's greatest mass medium, RADIO. If you're the Diogenes type, look no further. PLaza 1-0116 is our number.



the uality radio group, inc.

Ward L. Quaal, President
W. B. Ryan, Executive Vice President
21 East 52nd Street, New York, N. Y.

RCA AMPL



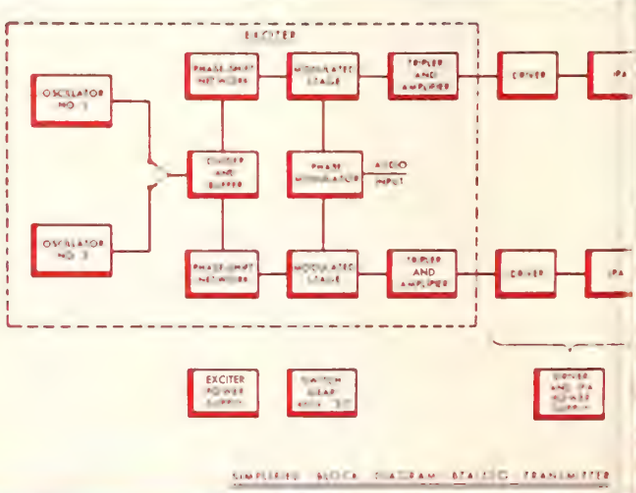
50-KW AM AIR COOLED!

New RCA 50-kilowatt
AM Transmitter BTA-50G

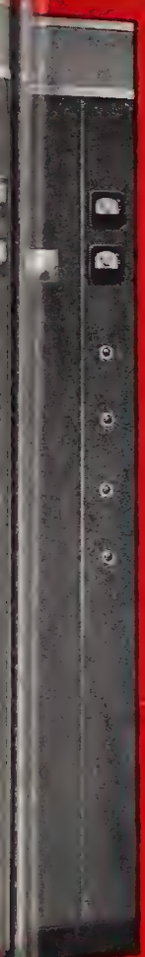
DESIGNED WITH
AMPLIPHASE MODULATION

HOW IT WORKS!

To produce phase-to-amplitude modulation in the BTA-50G, a carrier wave is developed by a common exciter. This carrier wave is then split and fed to two separate amplifier chains through phase-shift networks that establish a carrier phase difference. These two signals are controlled so that each maintains a prescribed phase relationship with the other in accordance with the intensity of modulating signal. This controlled phase relationship enables the separate 25-kilowatt amplifiers, when feeding their outputs into a combining circuit, to produce a maximum level 50-kilowatt amplitude modulated signal.



PHASE



A new concept in AM Broadcasting!

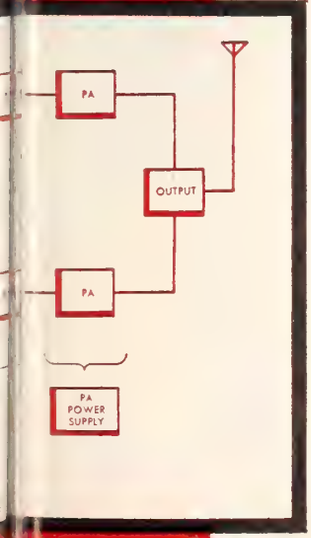
. . . introduced in RCA's revolutionary new 50-KW AM transmitter

Here is the most significant forward step in AM transmitters since RCA introduced high level modulation—an entirely new 50-KW transmitter using Ampliphase Modulation. Newest and finest in RCA's long line of distinguished AM transmitter designs, it is further proof of RCA leadership in the broadcast equipment field.

Ampliphase cuts transmitter floor space and operating costs by substantial margins. The BTA-50G is housed in four cubicles. It does away with half of present power tubes . . . along with bulky components such as modulation transformers, reactors and accessories. It requires no underfloor trenches, costly water cooling systems, external blowers. And there's no lost air-time—because the 50-KW Ampliphase is remarkably easy to install while your present transmitter is in operation. Then, in most cases, you may keep your old unit as a stand-by.

For complete technical details . . . and for information on the surprisingly low price . . . call your RCA Broadcast Sales Representative. In Canada, write RCA VICTOR Company Limited, Montreal.





FACTS ABOUT RCA'S NEW 50-KW AM

- Takes less than 80 square feet of floor space. No underfloor trenches required.
- Lowest operating cost of any 50-KW AM transmitter.
- Half the tube cost of other 50-KW AM transmitters.
- Uses famous Long-Life RCA 5671 P.A. tubes.
- No Modulation transformer required.
- Completely air-cooled with internal blowers — no air intake ducts necessary.
- Low distortion, excellent frequency response.
- Splatter-free modulation provided by new Ampliphase design.
- Designed to permit remote-control operation.
- New simplified circuitry. Extremely stable operation.

PIONEERS IN AM BROADCASTING FOR OVER 25 YEARS

RADIO CORPORATION of AMERICA

BROADCAST EQUIPMENT — *CAMDEN, N. J.*



This is our Uncle Ned, and he's a mighty important person here in Middle Georgia . . . mighty important to some 110,860 television set owners who watch Channel 13.

Our Uncle Ned, just in case you got in late, is the leader of the Hayloft Jamboree Gang who have been on WMAZ-TV ever since we went on the air more than two years ago. And right now, Ned also heads up our new daytime hour and a half production called "Teavie's Town and Country."



"UNCLE NED"

The show's going great now, with Uncle Ned and the Hayloft fellows and gal; with the Sego Brothers' gospel songs; Jo Ann Smith's pop tunes, and Ernie Daulton at the organ. They're all great entertainers, but the main thing about Uncle Ned is that he's a great salesman too!

Uncle Ned can and will sell most any product on "Teavie's Town and Country". He'll sell yours! Get all the details from Avery-Knodel, and SELL here in Middle Georgia.

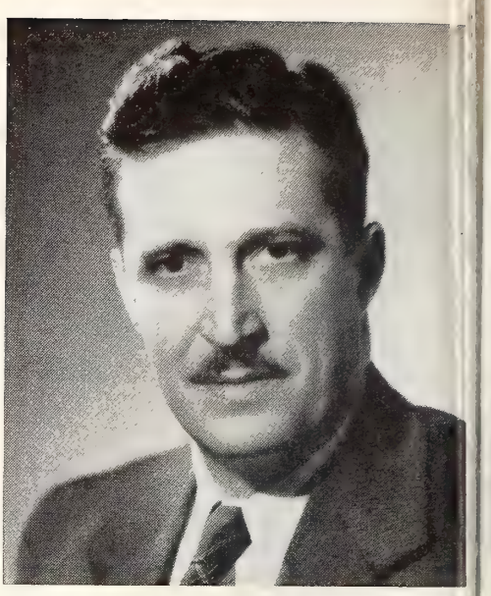
Cobb

SOUTHEASTERN BROADCASTING COMPANY

MACON, GA.

our respects

to HAROLD PHILLIP SEE



IF any one word were all-encompassing enough to describe Harold See's quarter-century in radio-tv management and engineering, it might well be "mobile."

A rich vein of experience runs through a career launched in the newspaper field and crystallized in his present post as general manager of KRON-TV San Francisco. Mr. See also is president of Bakersfield Broadcasting Co., owner and operator of KBAK-TV Bakersfield, Calif.

Right now, aside from the management of two tv outlets, he is occupied with the almost thankless chore of trying to bring unity and stability out of the chaos in the tv film industry on contracts and clearances. Mr. See recently was reappointed chairman of NARTB's tv film committee.

What Mr. See is trying to bring about, specifically, is the organization of separate committees of film distributors and producers to meet with NARTB's group on standard contracts, such as those evolved by the American Assn. of Advertising Agencies. Admitting it's a long exhausting task, he says:

"I feel strongly that film producers should immediately, as an organized group, announce publicly their sincere desire to subscribe to the principles of the NARTB television code." Particularly he means objectionable programming, though he acknowledges "final authority lies with the station licensee."

Mr. See's avid interest in his project is a far cry from his early ambitions to combine a flair for "composition," as he puts it, with his youthful activities as an amateur radio operator (he was licensed in 1914). A native of Brooklyn (Sept. 3, 1907), Harold Phillip See was educated in the New York City public school system, and attended Jamaica High School.

At the age of 19, he worked for the *Long Island Daily Press* and also the Harry Gelwick's Newspaper Agency representing Manhattan papers. His assignments proved exciting. Young See was the first reporter on the scene of the famous Ruth Snyder murder case. He also managed, in addition to his night assignments, to compose advertising copy for the Gelwick Agency ("we worked both sides of the street") and serve as a publicist for George U. Harvey, borough president of Queens County, during a 1928 political campaign.

At this juncture Mr. See says he "wanted to go to sea and get radio experience." He rode oil tankers of the Merchant Marine through South and Central America from 1928 to 1930.

Mr. See joined the engineering department of NBC in May 1930 and later was assigned as a field engineer for broadcast originations in airplanes, submarines and other remote points. During this era of a good many NBC "firsts," Mr. See had his quota of experiences. (Typica example: The air crash of Amy Mollison an her husband, a four-man-crew invasion of hospital and a bedside description by announce George Hicks.)

In September 1935, Mr. See was assigned a a radio broadcast engineer for test flights on th China Clipper, Pan American's first trans-Pacifi passenger seaplane preceding regular service i 1937. On a West Coast-to-Manila trip, Mr See assisted in more than 30 in-flight broadcast for NBC News and Special Events under Wil liam (Skeets) Burke Miller (now NBC nigh executive officer).

Mr. See was transferred to NBC's televisio development group in 1937 and designed opera tional features of the first tv mobile units in th nation. He later supervised the constructio and operation of these units. In mid-1942 Mr See was one of a crew of eight civilians fron NBC selected to work with the Office of Scien tific Research & Development on constructio and field-testing (emphasizing television) of air borne guided missiles.

At the end of World War II he returned t NBC television development, working on im provement of mobile units and operating tech niques. He was transferred to Washington D. C., late in 1946 and helped build WNBW (TV), now WRC-TV, as operation supervisor He left in September 1947 to become directo of tv for Hearst Radio in Baltimore, this tim devoting his efforts to construction of WBAL TV there.

On March 23, 1949, he abandoned engineer ing for management pursuits and came t KRON-TV, first as director of tv. Later h became station director and, finally, last month general manager, broadening his area of re sponsibility. KRON-TV and KBAK-TV ar owned by the Chronicle Publishing Co. (KBA Radio was sold recently). KRON-TV claims t be the first West Coast station to install loca color.

One of the biggest problems facing the t industry, Mr. See believes, is that of rising costs caused largely by talent and technician unio demands. He feels the only salvation lies i automation. He also observes: "It gives yo some pause as to the continued ability of station to originate live programs economically for local advertisers."

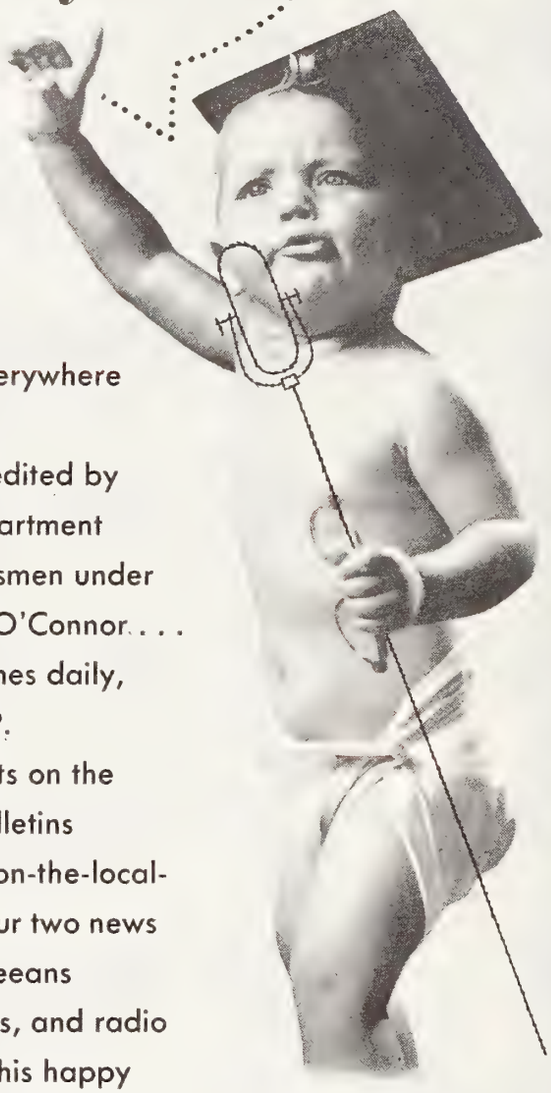
Mr. See was one of the charter organizer of the Television Bureau of Advertising. He i a member of the San Francisco Advertising Club and the Commonwealth Club. He mar ried the former Evelyn Whitermor in 1930 an they have two daughters—Evelyn, who is mar ried, and Audrey, age 20. Mr. See's hobbie are woodworking and cabinet-making.



In less than 1 year, KTRK-TV has changed the Houston market. At the children's hour in the late afternoon more than 68% of the audience sees KiTiRiK at 4:30 daily to lead into "Mickey Mouse Club" and the great new lineup of ABC family shows—Topper—Warner Brothers Presents—Disneyland—Lone Ranger—Rin Tin Tin—Wyatt Earp—Ozzie and Harriet. And KTRK-TV still programs more sports for Dad each week. Good shows make good adjaciencies—Call us or Blair TV.

KTRK-TV THE CHRONICLE STATION, CHANNEL 13, P. O. BOX 12, HOUSTON 1, TEXAS — ABC BASIC
HOUSTON CONSOLIDATED TELEVISION CO., General Mgr., Willard E. Walbridge; Commercial Mgr., Bill Bennett
NATIONAL REPRESENTATIVES: BLAIR-TV, 150 E. 43rd St., New York 17, N. Y.

I've got news for you!



...gathered from everywhere by wire and special correspondents . . . edited by the WEMP news department of four full-time newsmen under the direction of Don O'Connor . . . and presented 38 times daily, every day, on WEMP. Yes, regular newscasts on the half hour, special bulletins throughout the day, on-the-local-scene-reports from our two news trucks keep Milwaukeeans "in touch" with things, and radio dials set at WEMP. This happy habit adds up to the fact that your clients can more effectively get "in touch" with Milwaukee through WEMP. Get the story from our reps.

Milwaukee's Best Buy **WEMP**

5000 Watts at 1250

1935-1955 . . . 20 years of service to Milwaukee · Represented nationally by Headley-Reed



HOWARD FLYNN

on all accounts

ALTHOUGH program ratings are important t consider when buying radio and television time research into audience composition and motiva tion is becoming more important to man agency executives.

At least it's gaining prominence with Howar Flynn, radio-tv director for Walter McCreer Inc., Beverly Hills. "I want to know which pro gram 'sells' the best," he says, "not just whic has the highest rating. More listeners mea nothing if they are not sold."

"To illustrate, Station A may have the high est rating for a given hour, but Station B ma have a disc jockey who 'sells' the best," Mr Flynn explains.

Among the McCreery accounts for whic Mr. Flynn handles radio-tv buying are Ship stead & Johnson's Ice Follies' premiere eac year in Los Angeles and certain other market nationally; Harris & Frank, Southern Cali fornia men's clothing chain; Southern Cali fornia Muffler Co., Los Angeles, which spon sors locally the four-hour Indianapolis aut race each year, and Murphy Oldsmobile Co. local dealer, now planning a new campaig on both radio and tv. Murphy last year found highly successful its local sponsorship of Ca nadian professional football on NBC's KRCA (TV) Los Angeles, Mr. Flynn recalls.

Born Sept. 9, 1915, in San Francisco, Mr Flynn found himself in Los Angeles before he was a year old. He attended Hollywood High School and took a business course a Woodbury College, Los Angeles. He was an actor on local radio stations until 1939. Tha year he went to New York to see if the gras was greener. He became a television guide for NBC and took the network's two-year train ing course in sales, production, announcing artists service and public relations. In late 1941 he became announcer for WJLS Beck ley, W. Va., then KLO Ogden, Utah, and KSL Salt Lake City, finally taking a position at KFI Los Angeles. The war interrupted and he spent three years in the Air Force. In 1946 he joined the announcing staff at KMPC Holly wood, where he became chief announcer in 1950. He left KMPC the next year to accept his present job with McCreery.

Mr. Flynn married Margaret Hodge of Los Angeles in 1950. They have their own home in North Hollywood. No swimming pool. "We thought about a pool a lot," Mr. Flynn says, "but Peggy and I and the two boys, Jay and Kelly, prefer to vacation on the beach at Bal boa." No joiner, Mr. Flynn spends a free hour now and then at his only hobby, golf.

SPONSORS WARM TO AP
Because . . . it's better
and it's better known.

"Yelling and screaming . . .

. . . they've sent for tear gas."

Case History No. 15

The routine rasp of the police dispatcher's voice suddenly became staccato.

"Cars 1, 3, 5, 7, Go to the county jail."

Bill Lee, news director at KTSA, San Antonio, Texas, wheeled toward the police speaker. Trouble at the prison? He grabbed the telephone and called the county jail.

"You got a riot up there?"

"Yes sir," the jailer said. "All of 'em yelling and screaming."

Lee phoned The Associated Press in Dallas. After a quick run-down on what was going on, he went back to the story.

As he did, first word on the San Antonio prison riot sped over AP wires.

Another telephone at KTSA rang. Bill Miles and Elliot Kleeman, of the KTSA staff, got inside the jail. They shouted their eye-witness stories over the background bedlam:

Prisoners were rioting—216 of them. On the fourth and fifth floors. Firemen stringing in hose to try to drown out the fight in them.

Lee phoned The AP with the information.

Miles called again. "They've sent for tear gas."

More eye-witness detail from Kleeman: damage to the jail, action of officers, description of rioting prisoners.



Two hours later the prisoners began simmering down after a thorough soaking. Still the two stayed with it, pouring in the description. Lee relayed it to KTSA listeners and The AP.

Lee's alertness, and the assistance of Miles and Kleeman, provided AP members everywhere with the story more than one hour before any other news agency had it.

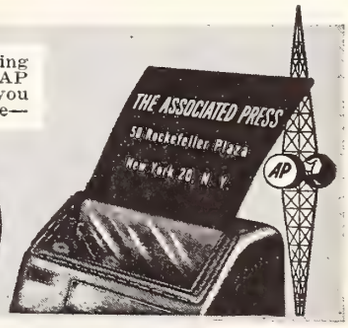


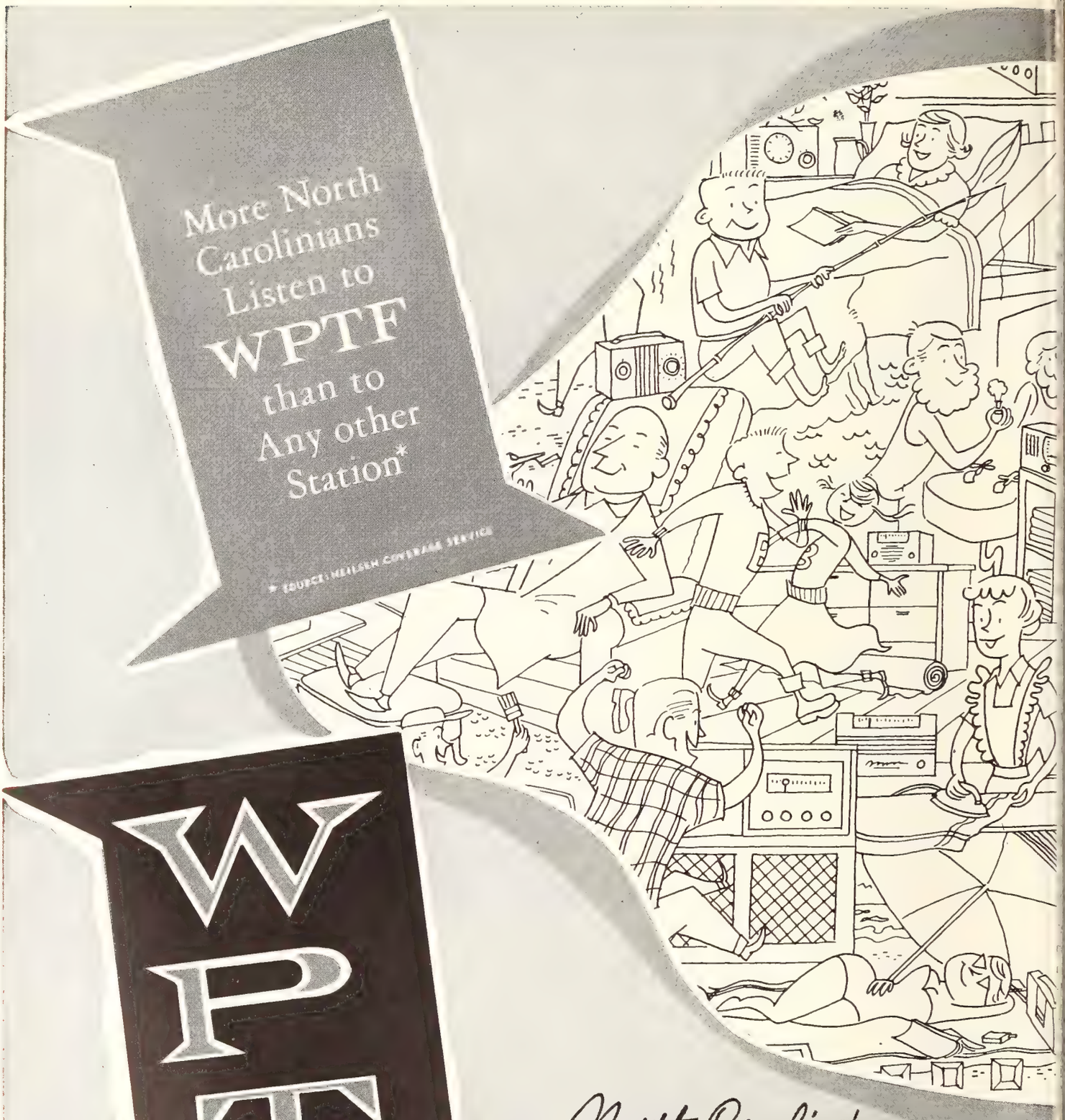
Bill Lee KTSA
San Antonio, Texas

Bill Lee, Bill Miles and Elliot Kleeman are among the thousands who make The AP better . . . . and better known.

If your station is not yet using Associated Press service, your AP Field Representative can give you complete information. Or write—

Those who know famous brands . . .
. . . know the most famous name in news is AP





WPTF

680 KC
50,000 watts

NBC Affiliate
for RALEIGH-DURHAM
and Eastern North Carolina

North Carolina's Number One Salesman in the South's Number One State

R.H.MASON
General Manager

GUS YOUNGSTEADT
Sales Manager

National Representative **FREE & PETERS**

BROADCASTING TELECASTING

ecember 12, 1955 Vol. 49, No. 24

36 TOP RADIO-TV AGENCIES BILLED $812.5 MILLION IN '55

- **Of total, $658.2 million went to tv, $154.3 million to radio**
- **In year of big switches, major accounts made sudden moves**
- **Y&R, BBDO, McCann-Erickson are year's broadcast leaders**

OR the past four years, Florence Small, T agency editor, has conducted annual rveys of agency leadership in broadcast llings. This is the 1955 report.

HE 36 leading agencies in radio and television ent an estimated $812.5 million in the two edia in 1955, with Young & Rubicam pacing e field for the second straight year with an penditure of $72 million.

Continuing the impressive advance which saw increase its broadcast billings from $25.5 million in 1953 to $46 million in 1954, McCann-rickson this year came up from its fourth rating in 1954 to a tie with BBDO for second place 1955. The agencies each billed $60 million.

J. Walter Thompson, registering a strong $8 illion increase over its own 1954 figures, laced fourth in the standings with billings of 58 million. Last year the agency rated third the comparative listing.

The remainder of the Big Ten included Leo urnett, $42.1 million; Benton & Bowles, $39 illion; William Esty, $39 million; Ted Bates, 37 million; Kenyon & Eckhardt, $34.5 million, and Biow-Beirn-Toigo, $30 million.

Young & Rubicam, with a healthy increase f $15 million in television billings, brought its total to $60 million this year and earned top anking in that medium. No. 2 in tv billings as J. Walter Thompson Co. with $53 million. ast year's television leader, BBDO, increased s tv to $49.5 million, but could earn only a ird-place tie with McCann-Erickson.

Dancer-Fitzgerald-Sample held on to its lead radio by a margin of $1 million over Young Rubicam. D-F-S spent $13 million in the m medium in 1955.

The total billings for this year's 36 top agencies exceeded the 36 leaders of 1954 by an stimated $113.3 million.

Television increased its dominance as an advertising force in 1955, accounting for billings otalling $658.2 million. This represented a 140.2 million rise over last year's $518 million.

Radio billings dipped an estimated $26.9 nillion. Billings this year ran $154.3 million whereas last year's outlay was $181.2 million.

As in previous years, the computations in this urvey represent outlays for time and talent in oth network and spot. The estimate in each ase is based on information received directly rom responsible officials in each agency.

In its final accounting, 1955 will go down as he year of the Big Switch, in which traditional dvertisers essayed changes that surprised the industry and accounted importantly for the shuffle in status among the agencies.

Coca-Cola, represented for 49 years by the D'Arcy Co., shifted its entire budget to McCann-Erickson late in the year, with the effect of the change due to figure substantially in next year's billing race.

Frigidaire, a comparative fixture at Foote, Cone & Belding, transferred its business in 1955 to the Kudner Agency. Avco left BBDO to split its billing between Compton and Earle Ludgin Inc. Westinghouse (consumer products) moved from Fuller & Smith & Ross to McCann-Erickson. Sylvania went from Kenyon & Eckhardt to J. Walter Thompson; Maytag from William Esty to Leo Burnett. Among the beers, Ballantine switched from J. Walter Thompson to William Esty, and Pabst from Warwick & Legler to Leo Burnett.

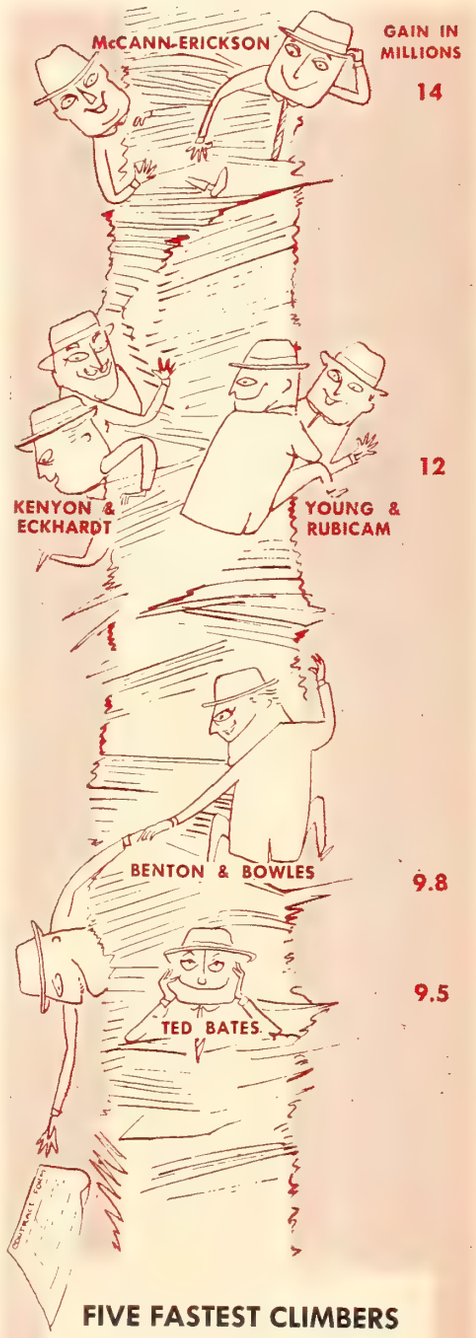
These include by no means the full roster of significant changes but demonstrate representatively the weight of the shifts in 1955.

Two newcomers joined the list of leading am-tv agencies this year: Norman, Craig & Kummel and Earle Ludgin, the former being a successor to the William Weintraub agency. Another new firm, the North Agency, broke away from Weiss & Geller, Chicago, and took over the heavy-budget Toni account. However, the transaction occurred late in the year and its effect will not register until 1956.

A detailed summary of the 1955 activity in each of the 36 leading agencies follows:

YOUNG & RUBICAM: Radio-tv billing: $72 million; $60 million in television, $12 million in radio. Radio-tv share of overall billing, 40%.

With one of the greatest jumps in radio-tv billing of any agency, Y&R retained its No. 1 spot of 1954 with a gain of $12 million. The agency currently has 16 network shows on tv, accounting for six full hours a week. The increased billing was caused as much by accelerated activity on behalf of its regular client roster as by the capture of new business. Heightened action by the regulars included the following: General Electric began alternate sponsorship of *The 20th Century-Fox Hour* on CBS-TV; Remington-Rand's electric shaver division bought a portion of *Caesar's Hour* on NBC-TV; Elgin Watch picked up alternate sponsorship of Edward R. Murrow's *Person-to-Person* on CBS-TV; Johnson & Johnson's account, strengthened by the switch of its Personal Products Div. from BBDO, went into alternate sponsorship of *The Adventures of Robin Hood* on CBS-TV, and General Foods increased its budget by spon-



FIVE FASTEST CLIMBERS

These agencies led all the rest in size of increases in combined radio-tv billings during 1955.

Heavy line at bottom of chart indicates 1954 billings level, starting point of 1955 gains for each agency.

soring *The Johnny Carson Show* on CBS-TV. The new accounts are: Ford's Lincoln & Continental Div. (*The Ed Sullivan Show* on CBS-TV), and General Cigar's White Owls (participating sponsorship of NBC-TV's NCAA football coverage).

BATTEN, BARTON, DURSTINE & OSBORN: Radio-tv billing: $60 million; $49.5 million in television, $10.5 million in radio. Radio-tv share of overall billing, 40%.

Retaining second place for the second year, though sharing the distinction with McCann-Erickson this year, BBDO raised its combined radio-tv billing by $1 million over 1954. New acquisitions this year were Revlon's Satin Set on a once-a-month participation in *$64,000 Question* on CBS-TV, and San Francisco Brewing Co. for Burgermeister beer's spot football coverage on the West Coast. Increasing their budgets this year were Trans World Airlines with Walter Winchell's Sunday night newscasts on MBS; General Electric lamp division's alternate sponsorship of *Medic* on NBC-TV (in addition to GE's Sunday night *General Electric Theatre* on CBS-TV), and Wildroot's co-sponsorship of *The Adventures of Robin Hood* on CBS-TV. BBDO lost or resigned the following accounts: Crosley Div. of Avco Mfg. Co. to Compton; Bon-Ami to Norman, Craig & Kummel; Hamilton Watch to N. W. Ayer & Son and the Personal Products Div. of Johnson & Johnson to Young & Rubicam. On a local spot basis, BBDO also lists Burnham & Morrell (B&M Beans). The agency continues to place DuPont on *Cavalcade of America* on ABC-TV and *Frank Leahy's Football Forecast* on NBC-TV; Armstrong Cork on *Armstrong Circle Theatre* on NBC-TV; Campbell Soups on *Lassie* on CBS-TV; DeSoto on *You Bet Your Life* on NBC-TV; American Tobacco on *Private Secretary* and *The Jack Benny Program*, both on CBS-TV; *Your Hit Parade* (alternate) on NBC-TV; U. S. Steel on *The Steel Hour* on CBS-TV; B. F. Goodrich on *Burns and Allen* on CBS-TV, and Lever Bros. on Art Linkletter's *House Party* on CBS Radio and CBS-TV.

McCANN-ERICKSON: Radio-tv billing: $60 million; $49.5 million in television, $10.5 million in radio. Radio-tv share of overall billing, 30%.

Tying for second place with BBDO this year, McCann-Erickson jumped out of fourth place with an enviable gain of $14 million radio-tv billing, surpassing Y&R's $12 million increase. The biggest news was made when Coca-Cola shifted from D'Arcy to McCann-Erickson, effective March 31, 1956 (billings will not be accountable until next year). Among other McCann-Erickson gains in 1955: Bulova, Westinghouse consumer products, Lehn & Fink, and Mennen. With the agency's acquisition of Marschalk & Pratt, McCann-Erickson gained the heavy radio-tv budget of Esso Standard Oil Co. and the Standard Oil Co. (N. J.). With Chrysler Co. launching its second year of intensive radio-tv promotion for the Forward Look, M-E ventured into the color spectacular field, while continuing to place *It's a Great Life* and *Climax!* on CBS-TV. The agency also gained parts of the Nestle Co., Swift, and International Harvester, and continued to service such regular clients as Columbia Records, Derby Foods, Nabisco and others with both participations and tv spot campaigns. Among the accounts lost: Junket Brand foods to SSC&B and American Gas Assn. to Lennen & Newell.

J. WALTER THOMPSON CO.: Radio-tv billing: $58 million; $53 million in television, $5 million in radio. Radio-tv share of overall billing, 33⅓%.

HOW THEY RANK IN 1955

[All dollar figures in millions]

Rank	Agency	Combined Radio-Tv Billings	Radio Only	Tv Only	Am-Tv Share of Overall Billing	Comparison With 1954 Radio-Tv Billing
1.	Young & Rubicam	$72	$12	$60	40%	$12 +
2.	BBDO	60	10.5	49.5	40%	1 +
	McCann-Erickson	60	10.5	49.5	30%	14 +
4.	J. Walter Thompson	58	5	53	33⅓%	8 +
5.	Leo Burnett	42.1	5.8	36.3	62%	8.8+
6.	Benton & Bowles	39	4	35	58%	9.8+
	William Esty	39	4	35	50%	8 +
8.	Ted Bates	37	7	30	70%	9.5+
9.	Kenyon & Eckhardt	34.5	4.5	30	55%	12 +
10.	Biow-Beirn-Toigo	30	5	25	68%	3.4—
	Dancer-Fitzgerald-Sample	30	13	17	52%	1.5+
12.	Compton Adv.	25.5	4.5	21	50%	3.2+
13.	N. W. Ayer & Son	21	10	11	20%	3 +
14.	Foote, Cone & Belding	20.5	3.5	17	30%	1.5—
15.	Lennen & Newell	20	4	16	50%	same
16.	Sullivan, Stauffer, Colwell & Bayles	17.8	3.3	14.5	58%	4 +
17.	Cunningham & Walsh	17	3.5	13.5	33%	1 +
18.	Ruthrauff & Ryan	15.5	4	11.5	25%	2.5+
19.	Campbell-Ewald	14	3	11	25%	4 +
	Kudner Agency	14	2.5	11.5	35%	same
	Maxon Inc.	14	3	11	40%	same
22.	Tatham-Laird	12.2	.9	11.3	60%	2.7+
23.	Needham, Louis & Brorby	12	3	9	40%	.1+
24.	Grant Adv.	11.1	2.6	8.5	20%	5.6+
25.	Geoffrey Wade Adv.	11	4	7	85%	same
26.	D'Arcy Adv.	10	3.5	6.5	22%	2 +
	Weiss & Geller	10	2	8	60%	same
28.	Bryan Houston	9.8	2.8	7	50%	1.7—
29.	MacManus, John & Adams	8.5	.7	7.8	25%	1.5+
30.	Erwin, Wasey & Co.	8	3	5	25%	same
	Grey Adv.	8	1.7	6.3	30%	2.9+
32.	Geyer Inc.	7	2	5	30%	1 +
33.	Earle Ludgin & Co.	6.3	.3	6	60%	*
34.	Norman, Craig & Kummel	6	2	4	30%	*
	Doherty, Clifford, Steers & Shenfield	6	2	4	50%	same
36.	Warwick & Legler	5.7	1.2	4.5	38%	.2+
	TOTAL	$812.5	$154.3	$658.2		

* Unlisted in 1954.

In fourth place this year, JWT increased its radio-tv billing by $8 million. The agency added Sylvania from Kenyon & Eckhardt, and lost Ballantine beer to William Esty & Co. during 1955. JWT currently has 4½ hours weekly on tv with 11 programs. Approximately $4 million in tv billing alone was added this year by Ford Dealers' buy of *Ford Star Jubilee* spectaculars on CBS-TV. Other added purchases by regular clients included: Ponds' *Ponds Theatre* on ABC-TV and Eastman-Kodak's *Screen Directors Playhouse* on NBC-TV. JWT continued to service the tv sponsorships of Kraft's *Kraft Theatre*, Ford's *Ford Theatre*, and Lever Bros.' *Lux Theatre*, all on NBC-TV.

LEO BURNETT CO.: Radio-tv billing: $42.1 million; $36.3 million in television, $5.8 million in radio. Radio-tv share of overal billing, 62%.

Burnett's $8.8 million increase in radio-tv billing can be attributed to the following new business: Maytag from William Esty Co., sponsoring *Navy Log* on CBS-TV; Pabst Blue Ribbon beer from Warwick & Legler and its *Wednesday Night Fights* on ABC-TV; and Marlboro from Biow-Beirn-Toigo, last-named advertiser a heavy user of tv spots. Burnett resigned International Harvester (refrigerator and industrial divisions) to Aubrey, Finlay, Marley & Hodgson and lost Toni Co. to Tatham-Laird and the newly organized North Agency, both in Chicago. Agency also placed Motorola on *Matinee* on NBC-TV, Pillsbury on the Godfrey shows, and Kellogg and Converted Rice on the *Garry Moore Show*, Kellogg co-sponsorships of the *Lassie* show, all on

HOW MUCH 1955'S LEADERS BILLED IN PREVIOUS YEARS

ank n '55	Agency	Combined Am-Tv Billing (In Millions) 1954	1953	1952	Radio Only (In Millions) 1954	1953	1952	Tv Only (In Millions) 1954	1953	1952	Am-Tv Share of Overall Billings 1954	1953	1952
.	Young & Rubicam	$60	$49	$36	$15	$15	$12	$45	$34	$24	40%	35%	35%
2.	BBDO	59	49.5	40	13	14.5	13.5	46	35	26.5	35%	40%	40%
	McCann-Erickson	46	25.5	25	9	8	8.7	37	17.5	16.3	40%	40%	40%
4.	J. W. Thompson Co.	50	35	27	12	13.5	13.5	38	21.5	13.5	33⅓%	24%	24%
5.	Leo Burnett Co.	33.3	24	18	6	7.2	9	27.3	16.8	9	63%	50%	50%
6.	Benton & Bowles	29.2	32	30	8.4	11.8	10.5	20.8	20.2	19.5	57%	60%	60%
	William Esty & Co.	31	29	28	5	8	10	26	21	18	50%	50%	50%
8.	Ted Bates & Co.	27.5	24	15	7	6	6	20.5	18	9	40%	60%	50%
9.	Kenyon & Eckhardt	22.5	15.2	14.5	7.5	5.6	5.5	15	9.6	9	40%	28%	27%
0.	Biow-Beirn-Toigo (formerly Biow & Co.)	33.4	32	30	5.6	8	10.5	27.8	24	19.5	72%	60%	50%
	Dancer-Fitzgerald-Sample	28.5	27	26	14.5	18	17.5	13	9	8.5	55%	55%	55%
2.	Compton Adv.	22.3	12.5	8	5.5	5	4.5	16.8	7.5	3.5	53%	30%	26%
3.	N. W. Ayer & Son	18	13.4	12	7.5	6.5	6	10.5	6.9	6	15%	14%	14%
4.	Foote, Cone & Belding	22	18	20	5.5	8	10	16.5	10	10	30%	30%	30%
5.	Lennen & Newell	20	18	15	4	4	3	16	14	12	50%	55%	50%
6.	Sullivan, Stauffer, Colwell & Bayles	13.8	13	10	3.8	3	4	10	10	6	58%	50%	50%
7.	Cunningham & Walsh	16	14	10	3.5	4	4	12.5	10	6	30%	33%	33%
8.	Ruthrauff & Ryan	13	10	7.5	4	5	3.2	9	5	4.3	25%	23%	25%
9.	Campbell-Ewald	10	8.5	7	2.2	1.8	1.8	7.8	6.7	5.2	25%	25%	25%
	Kudner Agency	14	15	15	2.6	4.8	4.8	11.4	10.2	10.2	35%	35%	35%
	Maxon Inc.	14	14	11	3	4.2	4.4	11	9.8	6.6	40%	40%	40%
2.	Tatham-Laird*	9.5			1			8.5			68%		
3.	Needham, Louis & Brorby	11.9	11	8	3.6	4.5	3	8.3	6.5	5	41%	45%	40%
4.	Grant Adv.*	5.5			1.5			4			10%		
5.	Geoffrey Wade Adv.***	11	10		7	6.5		4	3.5		88%	90%	
6.	D'Arcy Adv.	8	6.5	7	3.5	2.5	3.5	4.5	4	3.5	20%	25%	25%
	Weiss & Geller***	10	6		2	2		8	4		60%	50%	
8.	Bryan Houston*	11.5			4			7.5			52%		
9.	MacManus, John & Adams***	7	6		.5	2		6.5	4		20%	33%	
0.	Erwin, Wasey & Co.*	8			3			5			22%		
	Grey Adv.*	5.1			1.5			3.6			25%		
2.	Geyer Inc.*	6			2			4			30%		
3.	Earle Ludgin & Co.**												
4.	Norman, Craig & Kummel** (formerly William Weintraub Agency)												
	Doherty, Clifford, Steers & Shenfield***	6	6		2.2	1.5		3.8	4.5		52%	55%	
6.	Warwick & Legler	5.5	7	7	1.3	1.5	3	4.2	5.5	4	44%	50%	50%

Not listed in 1952-53. ** Not listed in 1952-53-54. 1952 and 1953 listings included top 32 agencies only
** Not listed in 1952.

BS-TV, and the Tea Council in tv spot campaigns.

ENTON & BOWLES: Radio-tv billing: $39 million; $35 million in television; $4 million in radio. Radio-tv share of overall billing, 58%.

Up $9.8 million from 1954's radio-tv billings, B&B had a red-letter year with the acquisition of Studebaker from Roche, Williams Cleary, Grove Labs' Bromo Quinine from Gardner Adv. Co., the hotly-contested-for Florida Citrus Commission from J. Walter Thompson Co., Western Union from Albert Frank-Guenther Law, and part of the Johnson's Wax account (four products) from Needham, Louis & Brorby. Studebaker was placed as co-sponsor of *Tv Readers' Digest* on ABC-TV, Western Union on *Monitor* (NBC Radio), and Johnson's Wax as alternate sponsor of *Robert Montgomery Presents* on NBC-TV. Florida Citrus Commission has bought radio-tv spots. Agency also handled new buys for its regular client roster as follows: Gaines Dog Food on *Our Miss Brooks* (CBS-TV); Norwich Pharmacal Co. on *Ozzie & Harriet* (ABC-TV); Post Cereals on *Fury*, daytime serial on NBC-TV; Instant Maxwell House as co-sponsor of *MGM Parade* on ABC-TV, plus several network radio packages; Procter & Gamble co-sponsorship of *This Is Your Life* on NBC-TV, and *It's Always Jan* on CBS-TV; and General Foods on two NBC-TV circus and one rodeo spectacular. Agency also bought *Concerning Miss Marlowe* on NBC-TV for P&G earlier this year, dropped it to buy into the network's *Tennessee Ernie Show* and *Matinee*.

WILLIAM ESTY CO.: Radio-tv billing: $39 million; $35 million in television, $4 million in radio. Radio-tv share of overall billing, 50%.

In 1955, William Esty increased its radio-tv billing by $8 million. In April, the agency acquired Ballantine beer and ale from J. Walter Thompson Co., two months later received control of Colgate-Palmolive's *Comedy Hour* on NBC-TV from Ted Bates. Its heavy tv user continues to be the R. J. Reynolds Tobacco Co. (Camels) with *News Caravan* on NBC-TV, *The Crusader, The Phil Silvers Show, I've Got a Secret,* and Saturday afternoon intercollegiate football games, all on CBS-TV.

TED BATES: Radio-tv billing: $37 million; $30 million in television, $7 million in radio. Radio-tv share of overall billing, 70%.

Ted Bates advanced its billing $9.5 million over the 1954 figures for tv and radio. It

gained M&M Candies and Duff Baking Mix in 1955 and placed American Sugar for the first time in tv spots. Until June 1, Bates handled the *Colgate Comedy Hour* on NBC-TV for Colgate-Palmolive, relinquishing production control to William Esty at that time. The agency also was active in tv spots for CBS-Columbia, Brown & Williamson, American Chicle, Dromedary and Anahist.

KENYON & ECKHARDT: Radio-tv billing: $34.5 million; $30 million in television, $4.5 million in radio. Radio-tv share of overall billing, 55%.

Kenyon & Eckhardt raised its combined radio-tv billing by $12 million during the past year. The agency acquired Whirlpool Corp. from Beaumont & Hohman and placed the account on the *Berle-Raye Show* on NBC-TV. Both RCA Victor (acquired last year) and Richard Hudnut bought into *Caesar's Hour* on NBC-TV, Hudnut continuing alternate sponsorship of *Your Hit Parade* on NBC-TV. The new Glass Container Mfg. Institute was placed in spot campaigns throughout the country, while both RCA and Ford continued sponsorship of NBC-TV's monthly *Producers' Showcase*. Nabisco continued *The Adventures of Rin-Tin-Tin* on ABC-TV, Ford on *The Ed Sullivan Show* on CBS-TV, and Mennen bought into co-sponsorship of *Wednesday Night Fights* on ABC-TV. The agency lost Schick Electric Razor to Warwick & Legler.

BIOW-BEIRN-TOIGO: Radio-tv billing: $30 million; $25 million in television, $5 million in radio. Radio-tv share of overall billing, 68%.

The across-the-board drop in B-B-T's billings for 1955 can be ascribed to the reorganization of the old Biow Co. and the loss of Bulova to McCann-Erickson and the Marlboro segment of Philip Morris to Leo Burnett. But with radio-tv billings down $3.4 million (tv dropping $2.8 million, radio $600,000), the agency gained Benrus Watch from the defunct Cecil & Presbrey agency and Seeman Bros. (White Rose Tea) from Ogilvy, Benson & Mather. B-B-T's big tv spender for 1955 seemed to be American Home Products with *Love of Life, Secret Storm, Douglas Edwards With the News* and *Wanted* on CBS-TV; *Down You Go* on ABC-TV, and *Midwestern Hayride* on NBC-TV.

DANCER-FITZGERALD-SAMPLE: Radio-tv billing: $30 million; $17 million in television, $13 million in radio. Radio-tv share of overall billing, 52%.

Despite a loss of $1.5 million in radio billing due to a cut-back in spot, D-F-S retains the highest radio billing of any agency. Offsetting this loss was a gain of $4 million in tv billing, largely due to a heavy increase in tv buying of its regular client roster. General Mills, still active in spot radio, bought participating sponsorship of ABC-TV's *Mickey Mouse Club*, CBS-TV's *Barker Bill's Cartoon Show, The Bob Crosby Show* and *The Garry Moore Show* and alternate sponsorship of ABC-TV's *Wyatt Earp*. Falstaff Brewing Co. sponsored *Baseball Game of the Week With Dizzy Dean* on CBS-TV and professional football on Sundays on an ABC-TV regional network. Other participations on behalf of clients included: Tums, NBC-TV's monthy *Color Spread*; Procter & Gamble, *It's Always Jan* on CBS-TV and *Tennessee Ernie* on NBC-TV; American Chicle, NBC-TV's *Caesar's Hour*, and Bab-O, NBC-TV's *Matinee Theatre*.

COMPTON ADV.: Radio-tv billing: $25.5 million; $21 million in television, $4.5 million in radio. Radio-tv share of overall billing, 50%.

Compton increased its overall radio-tv billing by $3.2 million over 1954. The agency in 1955 added several accounts, outstanding being the electronics division of Avco Mfg. Co., whose billings, however, will not show up until 1956 when the firm is scheduled to sponsor one third of the Sunday *Comedy Hour* on NBC-TV. Other additions this year were Cascade (soap for automatic washers), Big Top peanut butter, American Mutual Insurance Co., and the remainder of American Can. Compton placed Remington-Rand (typewriters) as a co-sponsor of *What's My Line?* on CBS-TV and Nehi Corp. (Royal Crown Cola) on a regional basis with the *Ames Brothers Show* during the year.

N. W. AYER & SON: Radio-tv billing: $21 million; $11 million in television, $10 million in radio. Radio-tv share of overall billing, 20%.

N. W. Ayer's billing was up $3 million over last year with the agency gaining Hamilton Watch from BBDO and a portion of Armour (Dash Dog Food) from J. Walter Thompson. Armour was placed as a participating sponsor on *Mickey Mouse Club* on ABC-TV. Ayer increased Plymouth tv spots on a co-op basis as well as alternating sponsorship of *News Caravan* on NBC-TV, weekdays; and tv spots for Taystee Bread, Ohio Oil, Yardley toiletries, and Hill Bros. (coffee). Ayer also placed Dole Pineapple on the Art Linkletter show on CBS-TV.

FOOTE, CONE & BELDING: Radio-tv billing: $20.5 million; $17 million in television, $3.5 million in radio. Radio-tv share of overall billing, 30%.

FC&B lost $1.5 million in radio-tv billing in 1955. The agency gained the following new business: Magnavox from Maxon, Lever Bros' Pepsodent from McCann-Erickson, and Clairol (hair treatment) from Robert W. Orr & Assoc., as well as a part of S. C. Johnson's wax from Needham, Louis & Brorby. The agency lost Frigidaire to Kudner (and its CBS-TV *Arthur Godfrey* shows). The three new accounts all bought tv spots. Johnson's Wax gave FC&B part of *Robert Montgomery Presents* on NBC-TV, and Hallmark cards increased its budget by sponsoring the monthly Maurice Evans color spectaculars on NBC-TV. The agency continued to service old clients such as Armour (*The George Gobel Show* on NBC-TV).

LENNEN & NEWELL: Radio-tv billing: $20 million; $16 million in television, $4 million in radio. Radio-tv share of overall billing, 50%.

Lennen & Newell's billings remained the same as those for 1954, although the agency lost Lehn & Fink (Dorothy Gray) to McCann-Erickson. The loss was made up by addition of American Airlines from Ruthrauff & Ryan and more activity by both Colgate-Palmolive and Bromo-Seltzer. (Latter sponsored *Dennis James* and Ziv's *Science Fiction Theatre* on a regional basis.) L&N also gained two accounts, American Gas Assn. and the American Meat Institute.

SULLIVAN, STAUFFER, COLWELL & BAYLES: Radio-tv billing: $17.8 million: $14.5 million in television, $3.3 million in radio. Radio-tv share of overall billing, 58%.

Up $4 million in radio-tv billings from last year, SSC&B in 1955 took over the La Rosa macaroni products from the defunct Kiesewetter, Baker, Hagedorn & Smith agency and Junket Brand food from McCann-Erickson. Agency also increased tv billings when Pa Mall bought into *M-G-M Parade* on ABC-T and expanded its spot campaign; Noxzema pu chased segments of *Perry Como Show* on NB TV, and Lifebuoy was added to the Lever Bro roster backing *Big Town* on NBC-TV. Speid Watch Bands, which moves to Norman, Cra & Kummel next year, purchased NBC-TV *Big Surprise* quiz show and Carter Produc added spot campaigns to its sponsorship *Meet Millie* on CBS-TV. Aside from Speide SSC&B also lost its small part of Revlon Pro ucts to the Emil Mogul Co.

CUNNINGHAM & WALSH: Radio-tv billing $17 million; $13.5 million in television, $3 million in radio. Radio-tv share of overa billings, 33%.

Up $1 million from last year's radio-tv bil ings, Cunningham & Walsh this year adde Gordon Baking Co. (Silvercup bread) fro D'Arcy Adv., and the Brooklyn Union Gas C from N. W. Ayer. Since Gordon moves ov at the end of the year, its billings will not sho up until 1956. C&W continued to service Li gett & Myers, its largest account, with a heav tv spot schedule for L&M cigarettes, sponso ship of *Gunsmoke* on CBS Radio and CBS-TV *Dragnet* on NBC Radio and NBC-TV; NBC TV's *Matinee Theatre* (segments), and *Warne Brothers Presents* on ABC-TV. Earlier in 195 L&M cigarettes sponsored a 13-week cycle o *Mr. Citizen* on ABC-TV.

RUTHRAUFF & RYAN: Radio-tv billing $15.5 million; $11.5 million in television, $ million in radio. Radio-tv share of agency' overall billing, 25%.

Radio-tv billing at R&R was $2.5 millio more than in 1954. Although the agency picke up Studebaker-Packard last year, its billing on *Tv Readers' Digest* on ABC-TV did no show up until 1955. Packard also sponsore several short-term network radio package show during the past year. The agency placed A. E Staley Mfg. Co. (Sta-Flo starch) on the *Garr Moore Show* on CBS-TV; Tv-Time Popcorn o *Mickey Mouse Club* on ABC-TV, and Tum on the *Arthur Godfrey* show on CBS Radio The last-named represented an increase of tim purchases on behalf of Tums. R&R lost th American Airlines account to Lennen & Newell

CAMPBELL-EWALD CO.: Radio-tv billing, $14 million; $11 million in television, $3 mil lion in radio. Radio-tv share of overall bill ing, 25%.

C-E boosted its radio-tv billing some $4 mil lion above 1954. The agency increased it General Motors Corp. purchases this year wit the participating sponsorship of Delco Product and United Motors Service Div. of GM in *Wide Wide World* on NBC-TV; the full Chevrole sponsorship of *Crossroads* on ABC-TV, and *The Bob Hope Show* on NBC-TV; and for Chevrole Dealers participating sponsorship of *The Garry Moore Show* on CBS-TV. C-E also continued to place *The Dinah Shore Show* on NBC-TV The agency also was among the few to increase radio business in 1953 (by $800,000).

KUDNER AGENCY: Radio-tv billing: $1 million; $11.5 million in television, $2.5 mil lion in radio. Radio-tv share of overall bill ing, 35%.

Kudner in 1955 had a radio-tv combined bill ing identical with last year. While losing Schick to K&E at the beginning of the year, it gained the Frigidaire division of General Motors Corp. from Foote, Cone & Belding, placing the latter on *My Favorite Husband* on CBS-TV (to be replaced by Edgar Bergen's *Do You Trust Your Wife?* quiz next month). For Buick, the agency

THE $30 MILLION CLUB

These are 11 executive heads of agencies billing $30 million or more in 1955 in radio-television



1
Sigurd Larmon
Young & Rubicam
$72 million



2
Ben Duffy
BBDO
$60 million



3
Marion Harper Jr.
McCann-Erickson
$60 million



4
Norman Strouse
J. Walter Thompson
$58 million



5
Leo Burnett
Leo Burnett Co.
$42.1 million



6
Robert Lusk
Benton & Bowles
$39 million



7
James Houlahan
William Esty
$39 million



8
William Kearns
Ted Bates
$37 million



9
William Lewis
Kenyon & Eckhardt
$34.5 million



10
Milton Biow
Biow-Beirn-Toigo
$30 million



11
Clifford Fitzgerald
Dancer-Fitzgerald-Sample
$30 million

placed Jackie Gleason's *Honeymooners* on CBS-TV, pro football on NBC-TV, a bowl football game on CBS-TV, and tv spots. Texaco continued sponsorship of *Star Theatre* on NBC-TV, Tommy Harmon's West Coast show on CBS-TV regional network, and ABC Radio's Metropolitan Opera broadcasts. U. S. Tobacco Co. increased its regional tv spot campaigns

MAXON INC.: Radio-tv billing: $14 million; $11 million in television, $3 million in radio. Radio-tv share of overall billing, 40%.

Maxon's billing for 1955 remains the same for the third straight year, with new business coming from the H. J. Heinz Co.'s sponsorship of *Captain Gallant* on NBC-TV, *Studio 57* on 30-52 markets on a regional basis, and a spot campaign. Another new buy was General Electric's *Warner Bros. Presents* alternate weeks on ABC-TV and alternate-week sponsorship of the *20th Century-Fox Hour* on CBS-TV. Agency continued to service Hotpoint with *Ozzie & Harriet* on ABC-TV and the various Gillette Safety Razor sponsorships of radio and tv sports events. The agency lost Packard to Ruthrauff & Ryan during the early part of 1955.

TATHAM-LAIRD INC.: Radio-tv billing: $12.2 million; $11.3 million in television, $900,000 in radio. Radio-tv share of overall billing, 60%.

For the second year, Tatham-Laird has increased its combined billing largely on the strength of its television activities. Its gain is $2.7 million over 1954. This year, the agency gained Armour from Henri Hurst, Parker Pen from J. Walter Thompson and a portion of Toni (Viv lipstick) from Leo Burnett, while continuing to place Toni on Arthur Godfrey's CBS-TV shows. It placed General Mills on *Tales of the Texas Rangers* on CBS-TV, and *Mickey Mouse Club* on ABC-TV; Armour also on *Mickey Mouse Club,* and the *Perry Como Show* on CBS-TV; Ovaltine on *Captain Midnight* on CBS-TV; C. A. Swanson on the Garry Moore and Robert Q. Lewis shows, both CBS-TV; as well as Simoniz on *Garry Moore* (CBS-TV). It lost the Norge account to the Grossman Co.

NEEDHAM, LOUIS & BRORBY INC.: Radio-tv billing: $12 million; $9 million in television, $3 million in radio. Radio-tv share of overall billing, 40%.

The agency continued to increase its radio-tv billing, showing a boost of $100,000 over 1954. Radio's fall-off of $600,000 was more than compensated by a $700,000 jump in tv billing. NL&B increased tv activity of Monsanto Chemical Co., which bought a third of *Warner Bros. Presents* on ABC-TV; S. C. Johnson's Wax added alternate sponsorship of *The Red Skelton Show* on CBS-TV, participating sponsorship of *Mickey Mouse Club* on ABC-TV, and renewed alternate sponsorship of *Robert Montgomery Presents* on NBC-TV. During this year, the agency lost a portion of Johnson's Wax to FC&B and B&B.

GRANT ADV.: Radio-tv billing: $11.1 million; $8.5 million in television, $2.6 million in radio. Radio-tv share of overall billing, 20%.

Grant nearly doubled its 1954 combined radio-tv billing (it gained $5.6 million) as a result of increased tv buys and tv spot campaigns. For Dodge, it continued to place *Make Room for Daddy,* and *Break the Bank,* while adding *The Lawrence Welk Show,* all on ABC-TV. For the Florist Telegraph Assn. It bought participations in Sunday spectaculars on NBC-TV and sponsored the one-time NBC-TV coverage of the National Open Golf Tournament for Dodge. Grant also gained Dr. Pepper (beverages) from Ruthrauff & Ryan during 1955, and effective Jan. 1, 1956, will gain Lentheric products from Cunningham & Walsh.

GEOFFREY WADE ADV.: Radio-tv billing: $11 million; $7 million in television, $4 million in radio. Radio-tv share of overall billing, 85%.

Although Geoffrey Wade did not register a change in combined billings for 1955, the agency shifted the bulk of its Miles Lab radio expenditures into tv. Wade placed Miles on participating sponsorship of the *Garry Moore Show* and *Robert Q. Lewis Show* on CBS-TV, while continuing to service the account with NBC-TV daytime serials.

D'ARCY ADV.: Radio-tv billing: $10 million; $6.5 million in television, $3.5 million in radio. Radio-tv share of overall billing, 22%.

Despite the loss of two major accounts (Coca-Cola to McCann-Erickson and Gordon Baking Co. to Cunningham & Walsh), D'Arcy's radio-tv billings were up $2 million from 1954. The Coca-Cola move becomes effective the end of this year and thus will not show up as a loss for 1955. The increase in billings was due principally to purchases of Gordon's Silvercup Bread on *Kukla, Fran & Ollie* and *Mickey Mouse Club,* both on ABC-TV, Bayuk Cigar on Walter Winchell's newscasts on MBS and spots for Standard Oil of Indiana, Gerber's baby foods, as well as Coca-Cola's expanded television activity.

WEISS & GELLER: Radio-tv billing: $10 million; $8 million in television, $2 million in radio. Radio-tv share of overall billing, 60%.

The radio-tv billing remained the same as last year. Weiss & Geller gained Helene Curtis' Lanolin Cream shampoo from Earle Ludgin, Old Dutch Cleanser from Grant. It placed tv spots for Hollingshead floorshine, Corina cigars and Red Cross macaroni, but lost the Toni account on Dec. 1 to Don Paul Nathenson's new North Adv. Co.

BRYAN HOUSTON INC.: Radio-tv billing: $9.8 million; $7 million in television, $2.8 million in radio. Radio-tv share of overall billing, 50%.

Bryan Houston was down $1.7 million in radio-tv billing from 1954's report. The agency lost Colgate-Palmolive Halo shampoo to the Carl Brown agency. Colgate, however, continues to be a heavy radio-tv spender with Bryan Houston; it has sponsorship in *Modern Romances* and *Howdy Doody,* both on NBC-TV; *The Big Pay-Off* on CBS-TV; *Strike It Rich* on NBC Radio; *The Phrase That Pays* on NBC-TV. Colgate also sponsored *The Variety Hour* on NBC-TV (company drops the program this month). Bryan Houston, meanwhile, put its 1954 acquisitions on tv, with Gunther Brewing Co. sponsoring *Waterfront* and *The World's Greatest Fights* on a syndicated basis; Heublein's Food Div. on *Premium Playhouse* and *Badge 714,* also in spots. J. P. Stevens Co. (fabric manufacturer), which moved to Houston from Kelly Nason last year, will sponsor the third segment of *Omnibus* on CBS-TV.

MACMANUS, JOHN & ADAMS: Radio-tv billing: $8.5 million; $7.8 million in television, $700,000 in radio. Radio-tv share of overall billing, 25%.

The agency's billing was $1.5 million over 1954. Dow Chemical Co. began the year with

full sponsorship of *Medic* on NBC-TV, later shared it with General Electric and also bought into both radio and tv segments of the Arthur Godfrey shows on CBS; Pontiac dropped out of the 30-minute show bracket and into *Wide Wide World* and *Playwrights '56,* both on NBC-TV. The agency also picked up Drew margarine as a new account, buying radio-tv spots.

ERWIN, WASEY & CO.: Radio-tv billing: $8 million; $5 million in television, $3 million in radio. Radio-tv share of overall billing, 25%.

Erwin, Wasey retained its 1954 radio-tv billing. Although it lost Admiral Corp. to Russel M. Seeds, it gained Zotox Pharmacal with a tv spot campaign and Campana (balm), which it placed on Arthur Godfrey's CBS Radio program. Increasing Carnation's business by placing *Annie Oakley* in 100 tv spot markets and *Whispering Streets* on ABC Radio, Erwin, Wasey continued Carnation's alternate sponsorship of the *Burns & Allen Show* on CBS-TV, and placed Barbasol and Dulaney Foods in tv spots.

GREY ADV.: Radio-tv billing: $8 million; $6.3 million in television, $1.7 million in radio. Radio-tv share of overall billing, 30%.

Grey's radio-tv billings this year were increased by $2.9 million, doubling tv billings alone. New business included: Lionel trains, Schwayder Bros. luggage, Ideal toys, Firestone products and Doeskin tissues. Billings also were augmented for Chock Full O'Nuts coffee and Mennen men's toiletries. For Lionel and Ideal toys, as well as Schwayder, Grey placed mostly spot tv.

GEYER INC.: Radio-tv billing: $7 million; $5 million in television, $2 million in radio. Radio-tv share of overall billing, 30%.

Television accounted for the $1 million increase in Geyer's 1955 billing. The big spender continued to be American Motors for *Disneyland* on ABC-TV. Geyer also gained Marlin blades and firearms from Scheideler, Beck & Werner, and increased the radio-tv spot buys of Kiwi shoe polish and Tetley Tea.

EARLE LUDGIN INC.: Radio-tv billing: $6.3 million; $6 million in television, $300,000 in radio. Radio-tv share of overall billing, 60%.

Ludgin, unlisted among the top radio-tv agencies for 1954, became a member of the group this year by virtue of a $6.3 combined billing. The agency gained Avco's Crosley Home Appliances account from BBDO and increased the tv activity of its regular clients. It placed Helene Curtis on *Caesar's Hour* on NBC-TV; regional tv spots for McLaughlin's Manor House coffee, the Rath Packing Co. (meats) and Chuckles Candies It continued to service Jules Montenier's alternate sponsorship of *What's My Line?* on CBS-TV. The agency lost Helene Curtis' Lanolin Creme Shampoo to Weiss & Geller during the latter part of 1955.

NORMAN, CRAIG & KUMMEL: Radio-tv billing: $6 million; $4 million in television, $2 million in radio. Radio-tv share of overall billing, 30%.

The past year saw NC&K, successor to William Weintraub, spring immediately to a place in radio and television's top corps of agencies. This is the organization which brought in tv's most spectacular program of the year, Revlon's *The $64,000 Question* on CBS-TV. New business for the agency included Chanel No. 5 perfumes from Foote, Cone & Belding; Bon-Ami from BBDO, using radio spot; Selchow & Richter games (Scrabble) from Platt, Zachary & Sutton, tv spots; and from SSC&B Speidel Watch Bands, acquired only last month, and not registering significantly in the billing until '56.

DOHERTY, CLIFFORD, STEERS & SHENFIELD: Radio-tv billing: $6 million; $4 million in television, $2 million in radio. Radio-tv share of overall billing, 50%.

The agency's combined radio-tv billing remained the same as in 1954, but the emphasis shifted to an increase in television. DCS&S bought for Bristol-Myers: *Alfred Hitchcock Presents* and portions of *The Garry Moore Show,* both on CBS-TV; *Arthur Godfrey Show* and *Nora Drake,* both on CBS Radio; *Four Star Playhouse* on NBC-TV and *Monitor* on NBC Radio; *Mickey Mouse Club* on ABC-TV and into ABC Radio's *New Sounds for You.* Bristol-Myers also added regional spot campaigns. The agency lost Duff Baking Mix to Ted Bates.

WARWICK & LEGLER: Radio-tv billing: $5.7 million; $4.5 million in television, $1.2 million in radio. Radio-tv share of overall billing, 38%.

Warwick & Legler in 1955 increased its radio-tv billing by $200,000. It gained two accounts, Harger-Haldeman, a West Coast Plymouth distributor, for a tv spot campaign, and Schick Inc., from Kenyon & Eckhardt. Schick, which sponsors *Robert Montgomery Presents* on alternate weeks on NBC-TV, came in during the latter part of the year. Williams Baking Co. increased its radio spot campaign in the East during the year. W&L lost Pabst Blue Ribbon (and with it, *The Wednesday Night Fights* on ABC-TV) to Leo Burnett, retaining the Hoffman beverage and East Side beer portions of Pabst.

BIOW-BEIRN-TOIGO LOSES PEPSI-COLA

Soft drink firm cites campaign similarities with other account in agency shop. Toigo statement repudiated by Biow who cites agency's successful history with Pepsi-Cola.

PEPSI-COLA Co. (including the bottlers), which has an advertising budget of $10.5 millions, notified its advertising agency, Biow-Beirn-Toigo, early last week that it was terminating its contract.

Last Thursday the Pepsi Cola Bottlers Assn., meeting in Chicago, backed the action of the parent company, saying the "parent company is fully justified in the action . . . taken."

One of the reasons the contract, that dates back to 1948, was broken, it was understood, was that Alfred Steele, president of Pepsi-Cola, objected to alleged similarity in art work and copy theme between the campaigns of Pepsi-Cola and Philip Morris, another client handled by Biow-Beirn-Toigo. Pepsi-Cola officials reportedly felt that they had built the copy-art team at the agency and that they had the right to exclusivity.

Pepsi-Cola, meanwhile, has asked nearly a half dozen advertising agencies to make presentations for the account.

Although the existing contract between the agency and the advertiser still has two years to run, it will be terminated within the next four months, a spokesman indicated.

A series of public statements during the week revealed some interesting facts:

• It started on Monday of last week when John Toigo, executive vice president of Biow-Beirn-Toigo, said a notice of termination had been served by Pepsi-Cola to the agency and although the 1948 contract had a four-month cancellation clause, a 1952 contract with Mr. Toigo personally called for a two-year notice "so long as you are with the company."

• The statement was repudiated later in the day by Milton H. Biow, chairman of the agency, who reportedly told Pepsi-Cola officials that it had been issued without his knowledge. Mr. Biow had just returned from a vacation in the West Indies.

Mr. Biow then released another statement to his staff which follows:

"We can all be proud of the magnificent job this office did on Pepsi-Cola under the direction of John Toigo.

"If there ever was an example of advertising performing the gigantic task of turning a business around, this advertising program did it.

"The job done by Mr. Toigo on Pepsi-Cola goes much deeper than all of us as an organization have had the opportunity to see and study. Philosophies that run the Pepsi-Cola Company, the foundation on which the present operation is built, all spring from the original presentation made by Mr. Toigo under the brilliant title of 'Escape From Poverty'.

"Let's look at some of the facts. Pepsi-Cola volume increased from 1951 when Mr. Toigo came on the account to the end of 1955 by 86%. Pepsi-Cola earnings from 1951 to the end of 1954 increased by 136%. In July 1951, Pepsi-Cola stock sold on the market from a low of 8⅝ to a high of 10⅛. Today, the stock range is from 22½ to 22¾. All this may not have been entirely due to the advertising, but no one will question it has been a major contributing factor.

"Pepsi-Cola has already seen and okayed a complete campaign for 1956. Not only did the company see it and okay it, but brilliant bouquets were sent to me by the president in his appreciation of the campaign.

"Further, the 1956 advertising was presented to Pepsi-Cola bottlers at the Miami convention on Nov. 11. Mr. Toigo was presented as an able and cooperative individual and the statement was made that cooperation between us and the client was so full that it was hard to tell where our organization began and theirs left off. The advertising was presented as being better than ever and was acclaimed by all concerned. Finally, members of our organization were introduced so that field cooperation with them might be made easier in the future. All this can be verified in the speeches made by Mr. Toigo and Mr. Charles Derrick, Pepsi-Cola advertising manager, at the convention. These are available for anyone who wants to read them.

"If we are severing relationships with Pepsi-Cola, it is not due to the job we have done. We need have no regrets. We have only a real feeling of achievement, the glow that comes from a job well done, and extend to Mr. Toigo a bouquet."

The series of events at Biow-Beirn-Toigo followed last week's announcement of the resignation of Ken Beirn, president of the agency, and the announcement that Mr. Biow would resume activity at the agency [B•T, Dec. 5].

Whether or not Mr. Toigo will remain with agency is undecided, a spokesman indicated.

You can reach

415,835

TV families in the rich market of

RICHMOND

Petersburg and Central Virginia on the

BASIC NBC-TV

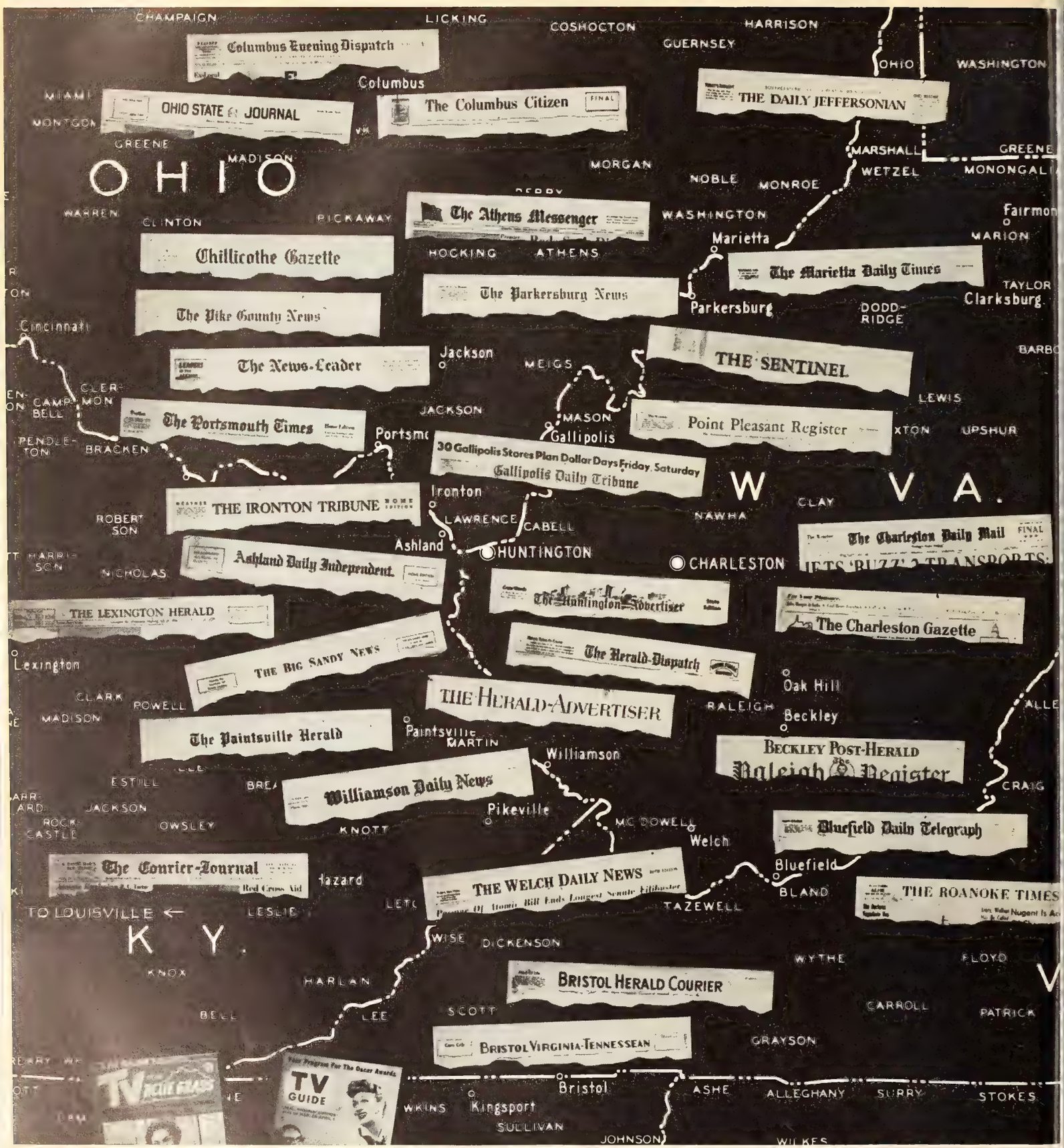
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WXEX-TV channel 8

Ask your Forjoe man for full details!

Tom Tinsley, President • Irvin G. Abeloff, Vice-President

this proves it!



Here is a conclusive combination of two significant things: (1) a map showing our important and prosperous Industrial Heart of America – five states with a built-in buying power that totals close to **four billion dollars** – and (2) the mastheads of over 30 *daily* newspapers which always carry WSAZ-TV's program logs. They do this because their readers *want* to know what WSAZ-TV is bringing them every day throughout this whole 125-mile sweep. You can't beat the barometer of public demand!

Nor can you beat the selling influence of WSAZ-TV in about half a million TV homes. Words are fine – but solid proof is better. The nearest Katz office has lots of the latter.

Huntington-Charleston, West Virginia
CHANNEL 3
Maximum Power
NBC BASIC NETWORK
affiliated
ABC & Du Mont

WSAZ

TELEVISION

also affiliated with Radio Stations WSAZ, Huntington & WGKV, Charleston
Lawrence H. Rogers, Vice President and General Manager, WSAZ, Inc. represented nationally by The Katz Agency

LET'S ADD A VERSE TO 'OLD MacDONALD': HE HAS LOTS OF TELEVISION SETS, TOO

Farm tv circulation registers sharp upswing in past five years according to final Census compilations. These government figures for 1950-1954, plus estimates since that survey indicate farms are about 40% tv-saturated.

TELEVISION set circulation proportionately increased twice as fast on farms as it did in city homes in the 1950-1954 period.

New Census Bureau figures show that farm tv saturation increased from less than 3% in 1950 to 35.5% in the fall of 1954, when the current Census of Agriculture data was gathered.

Comparison of the 1950 tv set count (when 7 million sets had been produced) with the 1954 enumeration shows that tv circulation increased about sixfold in the nation as a whole; about sixfold in city homes, and an impressive twelvefold on farms.

Of the 4,782,395 farms enumerated in the 1954 farm census, 1,699,162 had television sets.

At the time of the 1954 census, manufacturers had produced 36 million tv receivers, according to Radio-Electronics-Tv Mfrs. Assn. Since that time manufacturers have turned out another 8.9 million tv receivers, nearly 25% of the total production from 1947 to the fall of 1954. It is believed that around 2 million farms now have tv, with the saturation figure around 40%.

Highest ratio of tv farms was found in the North, according to the Census Bureau's 1954 enumeration, with 955,359, or 46.8%, of 2,043,088 farms having tv receivers. In the West 159,849 farms, or 37.8% of the 422,699 total, had tv sets. Circulation in the South numbered 583,954 sets, or 25.2% of a total 2,316,506 farms.

Saturation Ratios

New Jersey had the highest tv farm saturation among the states, with 82.9% of farms having reception. Next were Rhode Island with 76.3%, Massachusetts 68.9%, Connecticut 68.7% and New York 68.4%.

Lowest saturation ratio was found in Wyoming, where 7.6% of the 870 farms had tv. In Nevada 8.8% of the 250 farms were tv equipped.

Breaking up the nation by groups, the Census Bureau found that the Mid-Atlantic states had the highest farm tv saturation, 63.1%. Following were East North Central states 54.6%; New England 52.2%; Pacific 47.8%; West North Central 34.7%; South Atlantic 28.2%; West South Central 27.5%; Mountain 24.4%; East South Central 20.0%.

In its sample survey of tv set circulation conducted last June under Advertising Research Foundation and industry auspices, the Census Bureau found that about 32 million, or 67% of U. S. homes, were equipped with one or more tv sets [B•T, Sept. 26].

As to farms, the sample check showed that 42.3% of rural farm homes have tv sets compared to 80% city saturation.

The sample was based on about 20,000 usable returns obtained during the Census Bureau's monthly housing surveys.

The electronic media, radio and tv, are the only national media whose circulations are measured and authenticated by the Federal government. Last count of radio circulation by the Census Bureau was conducted during the 1950 decennial census. Tv was measured, too, in that census but the figures were obsolete by the time they could be processed due to the fast growth of the visual medium.

An appropriation of $16 million was provided by Congress for the 1954 farm survey, with 31,000 enumerators conducting the farm-to-farm survey of facilities and crops. The complete county reports of the farm census show such information as size of farms, mechanical equipment, materials used, crops produced, inventories, debts and conservation practices.

In the farm interviews, the enumerator asked the simple question "Do you have on this place: . . . television set (yes or no)?" The question appeared on one out of every five individual returns, the bureau considering a 20% sample of high accuracy. "The variability is so small as to be of no importance," one



ALABAMA — CALIFORNIA
KENTUCKY — LOUISIANA
MICHIGAN — MISSOURI
NEW YORK — PENNSYLVANIA

These preliminary state and county figures from the U. S. Census of Agriculture show the number of farms with television sets in October-November, 1954, when the census was made. Figures are projected from a survey covering 20% of all farms. B•T will present farm tv figures for each state as they are tabulated by the Census Bureau. Readers can clip and save these reports to accumulate a complete, county-by-county, state-by-state file.

ALABAMA	Total Farms	Farms With Tv	% Tv Farms
Autauga	1,519	218	14.4
Baldwin	2,534	731	28.8
Barbour	2,494	159	6.4
Bibb	1,117	307	27.5
Blount	3,682	1,315	35.7
Bullock	1,634	79	4.8
Butler	2,161	99	4.6
Calhoun	1,996	753	37.7
Chambers	2,177	433	19.9
Cherokee	2,141	662	30.9
Chilton	2,785	761	27.3
Choctaw	2,344	194	8.3
Clarke	2,525	143	5.7
Clay	1,967	395	20.1
Cleburne	1,391	545	39.2
Coffee	2,773	101	3.6
Colbert	1,837	217	11.8
Conecuh	2,338	161	6.9
Coosa	1,380	358	25.9
Covington	3,098	197	6.4
Crenshaw	1,983	92	4.6
Cullman	6,291	2,583	41.1
Dale	1,611	81	5.0
Dallas	4,124	320	7.8
De Kalb	6,136	1,131	18.4
Elmore	2,728	472	17.3
Escambia	1,723	158	9.2
Etowah	3,169	1,004	31.7
Fayette	2,089	382	18.3
Franklin	2,418	363	15.0
Geneva	2,292	127	5.5
Greene	2,199	120	5.5
Hale	2,667	275	10.3
Henry	1,832	153	8.4
Houston	3,008	145	4.8
Jackson	4,058	438	10.8
Jefferson	3,186	1,822	57.2
Lamar	2,107	243	11.5
Lauderdale	3,800	375	9.9
Lawrence	3,335	371	11.1
Lee	1,940	324	16.7
Limestone	4,176	643	15.4
Lowndes	2,132	184	8.6
Macon	1,947	108	5.5
Madison	4,723	734	15.5
Marengo	3,206	283	8.8
Marion	2,721	539	19.8
Marshall	4,858	1,117	23.0
Mobile	2,646	1,001	37.8
Monroe	873	270	9.4
Montgomery	2,391	417	17.4
Morgan	3,780	673	17.8
Perry	2,135	231	10.8
Pickens	2,640	281	10.6
Pike	2,368	164	6.9
Randolph	2,572	511	19.9
Russell	1,659	217	13.1
Saint Clair	1,986	720	36.3
Shelby	1,542	775	50.3
Sumter	2,702	234	8.7
Talladega	2,414	972	40.3
Tallapoosa	2,167	395	18.2
Tuscaloosa	3,521	1,004	28.5
Walker	3,122	1,240	39.7
Washington	1,561	142	9.1
Wilcox	2,740	79	2.9
Winston	1,785	520	29.1
TOTAL	176,956	32,261	18.2

CALIFORNIA	Total Farms	Farms With Tv	% Tv Farms
Alameda	1,428	1,019	71.4
Alpine	13	...	...
Amador	307	100	32.6
Butte	2,843	1,404	49.4
Calaveras	430	159	37.0
Colusa	746	365	48.9
Contra Costa	1,812	1,122	61.9
Del Norte	210	20	9.5
El Dorado	552	227	41.1
Fresno	9,776	5,998	61.4
Glenn	1,538	714	46.4
Humboldt	1,659	654	39.4
Imperial	1,633	669	41.0
Inyo	94	9	9.6
Kern	2,304	1,437	62.4
Kings	1,845	1,060	57.5
Lake	1,038	281	27.1
Lassen	397	7	1.8
Los Angeles	8,254	6,478	78.5
Madera	1,806	1,047	58.0
Marin	501	332	66.3
Mariposa	299	65	21.7
Mendocino	1,586	277	17.5
Merced	4,073	2,044	50.2
Modoc	749	16	2.1
Mono	43	1	2.3
Monterey	1,598	894	55.9
Napa	1,576	961	61.0
Nevada	471	239	50.7
Orange	4,593	3,449	75.1
Placer	1,583	808	51.0
Plumas	151	10	6.6
Riverside	4,906	3,123	63.7
Sacramento	3,397	1,915	56.4
San Benito	880	474	53.9
San Bernardino	5,475	3,718	67.9
San Diego	6,478	4,216	65.1
San Francisco	40	20	50.0
San Joaquin	5,437	3,103	57.1
San Luis Obispo	1,848	912	49.4
San Mateo	484	322	66.5
Santa Barbara	1,374	795	57.9
Santa Clara	4,953	3,596	72.6
Santa Cruz	1,578	659	41.8
Shasta	1,079	253	23.4
Sierra	66	1	1.5
Siskiyou	970	76	7.8
Solano	1,229	765	62.2
Sonoma	5,831	3,410	58.5
Stanislaus	6,629	3,427	51.7
Sutter	1,787	960	53.7
Tehema	1,707	725	42.5
Trinity	215	16	7.4
Tulare	6,633	4,032	60.8
Tuolumne	352	136	38.6
Ventura	1,856	1,381	74.4
Yolo	1,158	624	53.9
Yuba	804	372	46.3
TOTAL:	123,074	70,897	57.6

KENTUCKY	Total Farms	Farms With Tv	% Tv Farms
Adair	2,743	240	8.7
Allen	2,252	535	23.8
Anderson	1,071	430	40.1
Ballard	1,133	218	19.2
Barren	3,822	921	24.1
Bath	1,324	235	17.7
Bell	1,034	55	5.3
Boone	1,306	881	67.5
Bourbon	1,530	682	44.6
Boyd	646	346	53.6
Boyle	1,132	352	31.1
Bracken	1,303	715	54.9
Breathitt	2,076	111	5.3
Breckenridge	2,193	555	25.3
Bullitt	792	445	56.2
Butler	1,490	172	11.5
Caldwell	1,289	155	12.0
Calloway	2,292	320	14.0
Campbell	874	610	69.8
Carlisle	884	115	13.0
Carroll	822	356	43.3
Carter	2,136	676	31.6
Casey	2,772	381	13.7
Christian	2,106	577	26.7
Clark	1,356	293	21.6
Clay	2,365	65	2.7
Clinton	1,416	101	7.1
Crittenden	1,157	110	9.5
Cumberland	1,451	68	4.7
Daviess	2,481	685	27.6
Edmonson	1,362	255	18.7
Elliott	1,074	245	22.8
Estill	1,341	70	5.2
Fayette	1,418	538	37.9
Fleming	1,993	541	27.1
Floyd	2,532	567	22.4
Franklin	1,188	496	41.8
Fulton	940	160	17.0
Gallatin	525	275	52.4
Garrard	1,778	258	14.5
Grant	1,602	850	53.1
Graves	3,763	415	11.0
Grayson	2,319	397	17.1

[Continued]

FARM TV SETS *Continued*

	Total Farms	Farms With Tv	% Tv Farms
Green	2,008	295	14.7
Greenup	1,457	572	39.3
Hancock	835	206	24.7
Hardin	2,513	1,040	41.4
Harlan	944	50	5.3
Harrison	1,901	941	49.5
Hart	2,577	546	21.2
Henderson	1,399	458	32.7
Henry	1,556	771	49.6
Hickman	983	107	10.9
Hopkins	1,516	170	11.2
Jackson	1,813	90	5.0
Jefferson	1,742	1,423	81.7
Jessamine	1,187	291	24.5
Johnson	1,528	406	26.6
Kenton	1,167	920	78.8
Knott	1,842	85	4.6
Knox	2,363	71	3.0
Larue	1,357	522	38.5
Laurel	3,008	155	5.2
Lawrence	1,554	653	42.0
Lee	866	25	2.9
Leslie	1,062	30	2.8
Letcher	1,574	90	5.7
Lewis	1,657	441	26.6
Lincoln	2,241	276	12.3
Livingston	912	70	7.7
Logan	2,524	853	33.8
Lyon	695	91	13.1
McCracken	1,477	225	15.2
McCreary	906	50	5.5
McLean	1,026	177	17.3
Madison	2,866	269	9.4
Magoffin	1,718	330	19.2
Marion	1,653	668	40.4
Marshall	1,653	200	12.1
Martin	919	265	28.8
Mason	1,448	827	57.1
Meade	1,003	631	62.9
Menifee	779	125	16.0
Mercer	1,823	746	40.9
Metcalfe	2,024	245	12.1
Monroe	1,945	361	18.6
Montgomery	1,295	258	19.9
Morgan	2,074	522	25.2
Muhlenberg	1,413	243	17.2
Nelson	1,647	726	44.1
Nicholas	1,345	460	34.2
Ohio	2,318	370	16.0
Oldham	656	354	54.0
Owen	1,668	662	39.7
Owsley	1,052	20	1.9
Pendleton	1,568	745	47.5
Perry	1,625	55	3.4
Pike	3,913	746	19.1
Powell	705	42	6.0
Pulaski	4,126	281	6.8
Robertson	659	280	42.5
Rockcastle	1,514	85	5.6
Rowan	740	137	18.5
Russell	1,884	161	8.5
Scott	1,573	430	27.3
Shelby	2,150	1,172	54.5
Simpson	1,439	330	22.9
Spencer	966	491	50.8
Taylor	1,712	466	27.2
Todd	1,484	385	25.9
Trigg	1,289	167	13.0
Trimble	894	540	60.4
Union	895	242	27.0
Warren	3,145	831	26.4
Washington	1,804	736	40.8
Wayne	1,682	56	3.3
Webster	1,326	177	13.3
Whitley	1,899	85	4.5
Wolfe	992	87	8.8
Woodford	877	345	39.3
TOTAL	193,487	45,926	23.7
LOUISIANA			
Acadia	3,310	379	11.5
Allen	1,160	121	10.4
Ascension	1,283	459	35.8
Assumption	313	131	4.9
Avoyelles	4,467	514	11.5
Beauregard	1,262	169	13.4
Bienville	1,673	265	15.8
Bossier	2,020	553	27.4
Caddo	2,771	557	20.1
Calcasieu	1,296	441	34.0
Caldwell	1,089	335	30.8
Cameron	649	192	29.6
Catahoula	1,578	242	15.3
Claiborne	2,167	367	16.9
Concordia	1,189	169	14.2
De Soto	2,575	282	11.0
East Baton Rouge	1,704	972	57.0
East Carroll	1,715	424	24.7
East Feliciana	1,460	181	12.4
Evangeline	3,226	256	7.9
Franklin	4,171	1,117	26.8
Grant	1,322	200	15.1
Iberia	1,002	179	17.9
Iberville	572	234	40.9
Jackson	1,058	248	23.4
Jefferson	218	141	64.7
Jefferson Davis	1,207	392	32.5
Lafayette	2,928	275	9.4
Lafourche	736	388	52.7
La Salle	775	95	12.3
Lincoln	1,586	425	26.8
Livingston	2,585	1,058	40.9
Madison	1,418	365	25.7
Morehouse	2,610	452	17.3
Natchitoches	3,169	327	10.3
Orleans	40	10	25.0
Ouachita	1,500	410	27.3
Plaquemines	594	277	46.6
Pointe Coupee	1,917	362	18.9
Rapides	3,665	506	13.8
Red River	1,551	151	9.7
Richland	3,144	645	20.5
Sabine	1,757	87	5.0
St. Bernard	153	83	54.2
St. Charles	161	104	64.6
St. Helena	1,534	299	19.5
St. James	413	174	42.1
St. John the Baptist	141	56	39.7
St. Landry	6,700	454	6.8
St. Martin	2,198	98	4.5
St. Mary	417	168	40.3
St. Tammany	1,405	552	39.3
Tangipahoa	3,998	1,502	37.6
Tensas	1,341	201	15.0
Terrebonne	658	334	50.8
Union	2,131	492	23.1
Vermilion	2,661	411	15.4
Vernon	1,723	147	8.5
Washington	2,950	860	29.2
Webster	1,673	253	15.1
West Baton Rouge	414	109	26.3
West Carroll	2,255	669	29.7
West Feliciana	648	57	8.8
Winn	1,134	136	12.0
TOTAL	111,127	22,510	20.3
MICHIGAN			
Alcona	740	170	23.0
Alger	290	5	1.7
Allegan	4,225	2,446	57.9
Alpena	1,019	66	6.5
Antrim	836	202	24.2
Arenac	1,036	390	37.6
Baraga	399	16	4.0
Barry	2,137	1,416	66.3
Bay	2,349	1,080	46.0
Benzie	451	196	43.5
Berrien	4,624	3,212	69.5
Branch	2,165	1,500	69.3
Calhoun	2,702	2,035	75.3
Cass	2,103	1,133	53.9
Charlevoix	758	120	15.8
Cheboygan	703	50	7.1
Chippewa	999	61	6.1
Clare	723	299	41.4
Clinton	2,602	1,773	68.1
Crawford	51	. . .	. . .
Delta	928	187	20.2
Dickinson	420	119	28.3
Eaton	2,790	1,966	70.5
Emmet	837	96	11.5
Genesee	3,275	2,157	65.9
Gladwin	1,074	421	39.2
Gogebic	433	55	12.7
Grand Traverse	1,123	436	38.8
Gratiot	2,498	1,558	62.4
Hillsdale	2,907	1,770	60.9
Houghton	1,005	55	5.5
Huron	3,524	1,002	28.4
Ingham	2,328	1,724	74.1
Ionia	2,315	1,612	69.6
Iosco	590	212	35.9
Iron	484	57	11.8
Isabella	2,050	1,102	53.8
Jackson	2,306	1,611	69.9
Kalamazoo	2,265	1,687	74.5
Kalkaska	400	87	21.8
Kent	3,769	2,362	62.7
Keweenaw	26	. . .	. . .
Lake	331	85	25.7
Lapeer	2,807	1,815	64.7
Leelanau	883	176	19.9
Lenawee	3,463	2,602	75.1
Livingston	1,829	1,253	68.5
Luce	114	10	8.8
Mackinac	279	30	10.8
Macomb	2,465	2,077	84.3
Manistee	842	276	32.8
Marquette	387	40	10.3
Mason	1,327	520	39.2
Mecosta	1,575	770	48.9
Menominee	1,518	602	39.7
Midland	1,576	860	54.6
Missaukee	868	163	18.8
Monroe	3,289	2,749	83.6
Montcalm	2,682	1,591	59.3
Montmorency	321	35	10.9
Muskegon	1,342	930	69.3
Newaygo	2,028	911	44.9
Oakland	2,064	1,723	83.5
Oceana	1,726	724	41.9
Ogemaw	797	239	30.0
Ontonagon	693	67	9.7
Osceola	1,246	490	39.3
Oscoda	221	17	7.7
Otsego	350	55	15.7
Ottawa	3,308	1,745	52.8
Presque Isle	820	25	3.0
Roscommon	118	40	33.9
Saginaw	4,250	2,448	57.6
St. Clair	3,281	2,406	73.3
St. Joseph	1,991	1,296	65.1
Sanilac	4,125	2,033	49.3
Schoolcraft	259	70	27.0
Shiawassee	2,539	1,711	67.4
Tuscola	3,781	1,844	48.8
Van Buren	3,444	2,470	71.7
Washtenaw	2,686	2,068	77.0
Wayne	2,221	1,908	85.9
Wexford	817	396	48.5
TOTAL	138,922	77,716	55.9
MISSOURI			
Adair	1,721	444	25.8
Andrew	1,849	961	52.0
Atchison	1,155	650	56.3
Audrain	2,032	685	33.7
Barry	2,901	689	23.8
Barton	1,724	482	28.0
Bates	2,357	978	41.5
Benton	1,628	279	17.1
Bollinger	1,707	261	15.3
Boone	2,446	856	35.0
Buchanan	1,847	984	53.3
Butler	2,802	416	14.8
Caldwell	1,431	843	58.9
Callaway	2,243	679	30.3
Camden	922	126	13.7
Cape Girardeau	2,313	360	15.6
Carroll	1,959	885	45.2
Carter	431	36	8.4
Cass	2,414	1,465	60.7
Cedar	1,673	256	15.3
Chariton	2,211	578	26.1
Christian	2,079	599	28.8
Clark	1,244	531	42.7
Clay	1,329	839	63.1
Clinton	1,203	612	50.9
Cole	1,477	425	28.8
Cooper	1,749	540	30.9
Crawford	1,316	414	31.5
Dade	1,706	406	23.8
Dallas	1,847	560	30.3
Daviess	1,889	765	40.5
De Kalb	1,487	580	39.0
Dent	1,423	219	15.4
Douglas	2,087	356	17.1
Dunklin	2,605	1,165	4.5
Franklin	2,752	1,063	38.6
Gasconade	1,351	449	33.2
Gentry	1,491	636	42.7
Greene	3,677	1,550	42.2
Grundy	1,420	464	32.7
Harrison	2,227	666	29.9
Henry	2,042	676	33.1
Hickory	1,012	147	14.5
Holt	1,193	549	46.0
Howard	1,297	388	29.9
Howell	2,613	266	10.2
Iron	752	86	11.4
Jackson	2,291	1,602	69.9
Jasper	2,594	993	38.3
Jefferson	1,809	973	53.8
Johnson	2,592	1,261	48.6
Knox	1,198	496	41.4
Laclede	2,042	513	25.1
Lafayette	2,449	1,244	50.8
Lawrence	2,782	790	28.4
Lewis	1,260	588	46.7
Lincoln	1,714	875	51.1
Linn	1,702	418	24.6
Livingston	1,487	575	38.7
McDonald	1,869	325	17.4
Macon	2,381	574	24.1
Madison	846	140	16.5
Maries	1,316	218	16.6
Marion	1,368	580	42.4

[Continued]

bureau official said in discussing the sampl basis.

The farm census shows that 93% of U. S farms have electricity and 48.8% have tel phones.

FARMS WITH TELEVISION SETS, BY STATES, 1954 CENSUS OF AGRICULTUR

State	Total Number of Farms	Farms with Television Se Number	Pct. of all Farm
Ala.	176,956	32,261	18.2
Ariz.	9,321	3,809	40.9
Ark.	145,075	29,400	20.3
Calif.	123,074	70,897	57.6
Colo.	40,749	11,101	27.2
Conn.	12,753	8,759	68.7
Del.	6,297	3,785	60.1
Fla.	57,543	13,477	23.4
Ga.	165,524	45,720	27.6
Idaho	38,735	11,404	29.4
Ill.	175,543	91,538	52.1
Ind.	153,593	91,282	59.4
Iowa	192,933	105,809	54.8
Kan.	120,167	34,004	28.3
Ky.	193,487	45,926	23.7
La.	111,127	22,510	20.3
Me.	23,368	8,921	38.2
Md.	32,500	20,099	61.8
Mass.	17,361	11,968	68.9
Mich.	138,922	77,716	55.9
Minn.	165,225	55,045	33.3
Miss.	215,915	29,514	13.7
Mo.	201,614	63,650	31.6
Mont.	33,059	2,970	9.0
Neb.	100,846	33,661	33.4
Nev.	2,857	250	8.8
N. H.	10,411	5,475	52.6
N. J.	22,686	18,798	82.9
N. M.	21,070	3,648	17.3
N. Y.	105,714	72,293	68.4
N. C.	267,906	70,560	26.3
N. D.	61,939	11,178	18.0
Ohio	177,074	115,363	65.1
Okla.	118,979	41,695	35.0
Ore.	54,442	15,933	29.3
Pa.	128,876	71,369	55.4
R. I.	2,004	1,529	76.3
S. C.	124,203	24,861	20.0
S. D.	62,520	10,600	17.0
Tenn.	203,149	50,123	24.7
Tex.	292,946	90,323	30.8
Utah	22,825	9,795	42.9
Vt.	15,981	6,068	38.0
Va.	136,416	43,693	32.0
Wash.	65,175	29,172	44.8
West Va.	68,583	20,007	29.2
Wis.	153,558	60,333	39.3
Wyo.	11,392	870	7.6

Ketchum, MacLeod & Grove To Open New York Office

A NEW YORK office will be opened Jan. 1 by Ketchum, MacLeod & Grove with agenc vice president Robert P. Lytle as manager, was announced last week.

The New York operation, to be located a 155 East 44th Street, will be staffed with ac vertising and public relations account execu tives and radio and tv personnel. The staff being selected from Ketchum, MacLeod Grove's Pittsburgh organization, which now to tals 235 persons.

Mr. Lytle has been with the agency sinc 1946 and has been associate director of the pu lic relations department since 1948. He b came vice president two years ago.

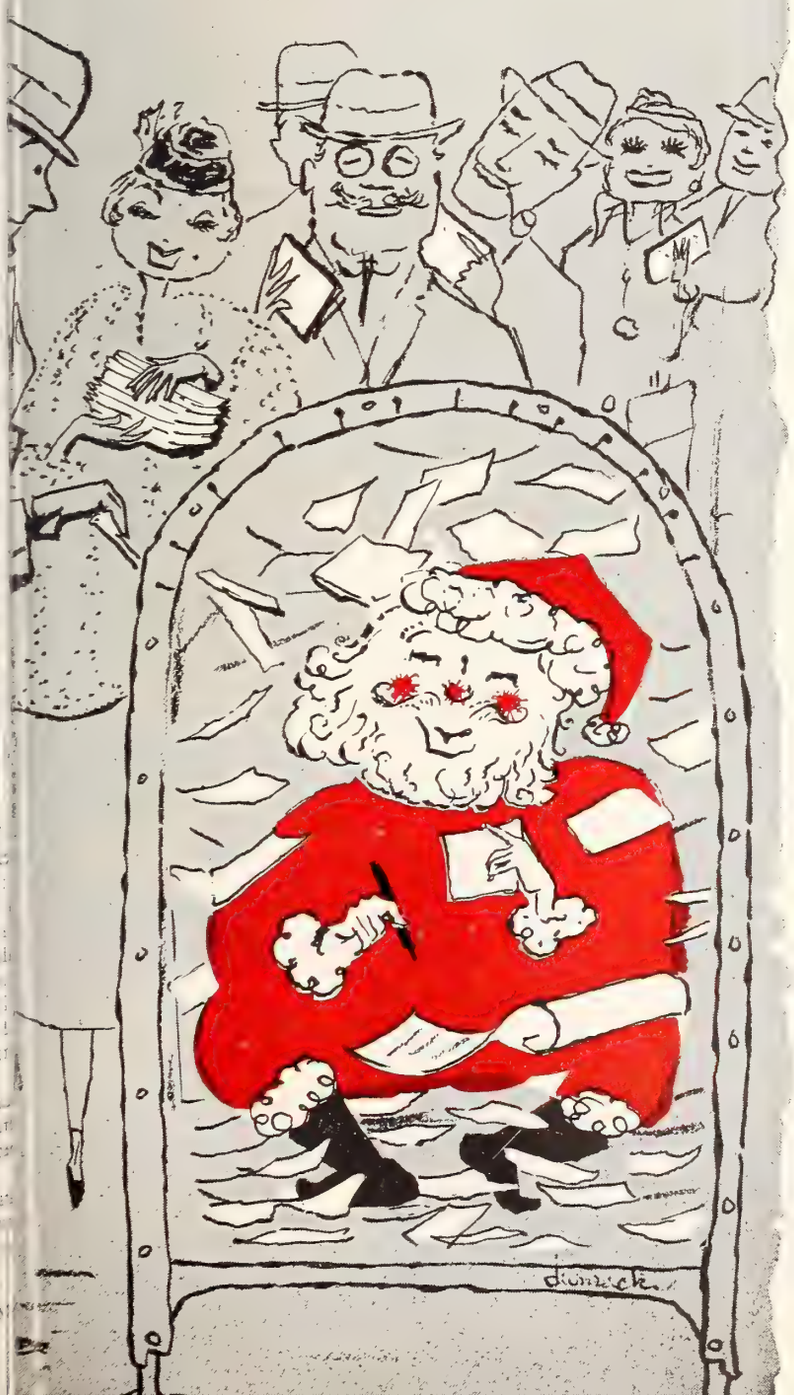
George Ketchum, president of the 32-yea old firm, said expansion of agency operation had been made necessary by the doubling c the firm's billing in the past five years.

Holiday Gift Suggestions

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REDUCED RATES GOOD ONLY THROUGH DECEMBER 1955

FARM TV SETS *Continued*

	Total Farms	Farms With Tv	% Tv Farms
Mercer	1,282	248	19.3
Miller	1,855	453	24.4
Mississippi	1,435	261	18.2
Moniteau	1,491	372	24.9
Monroe	1,867	582	31.2
Montgomery	1,542	426	27.6
Morgan	1,369	218	15.9
New Madrid	2,865	871	30.4
Newton	2,914	997	34.2
Nodaway	2,845	1,134	39.9
Oregon	1,550	92	5.9
Osage	1,691	349	20.6
Ozark	1,450	93	6.4
Pemiscot	2,794	1,265	45.3
Perry	1,692	348	20.6
Pettis	2,267	610	26.9
Phelps	1,647	293	17.8
Pike	1,645	682	41.5
Platte	1,434	964	67.2
Polk	2,489	637	25.6
Pulaski	1,010	191	18.9
Putnam	1,417	228	16.1
Ralls	1,314	565	43.0
Randolph	1,547	449	29.0
Ray	1,999	1,071	53.6
Reynolds	862	47	5.5
Ripley	1,259	87	6.9
St. Charles	1,823	986	54.1
St. Clair	1,712	355	20.7
St. Francois	1,185	560	47.3
Ste. Genevieve	889	417	46.9
St. Louis & St. Louis City	1,715	980	57.1
Saline	2,115	848	40.1
Schuyler	903	155	17.2
Scotland	1,172	414	35.3
Scott	1,353	317	23.4
Shannon	1,144	83	7.3
Shelby	1,466	596	40.7
Stoddard	3,344	545	16.3
Stone	1,478	286	19.4
Sullivan	1,881	219	11.6
Taney	1,064	237	22.3
Texas	2,847	285	10.0
Vernon	2,580	709	27.5
Warren	1,025	324	31.6
Washington	1,097	401	36.6
Wayne	1,088	148	13.6
Webster	2,291	583	25.4
Worth	740	278	37.6
Wright	2,436	372	15.3
TOTAL	201,614	63,650	31.6
NEW YORK			
Albany	1,175	780	66.4
Allegany	2,180	1,235	56.7
Bronx	13	...	...
Broome	2,022	1,622	80.2
Cattaraugus	3,040	2,160	71.1
Cayuga	2,491	1,800	72.3
Chautauqua	4,621	3,283	71.0
Chemung	1,090	711	65.2
Chenango	2,280	1,494	65.5
Clinton	1,967	1,055	53.6
Columbia	1,440	1,003	69.7
Cortland	1,134	888	78.3
Delaware	2,865	1,530	53.4
Dutchess	1,310	891	68.0
Erie	3,963	3,131	79.0
Essex	839	246	29.3
Franklin	1,771	711	40.1
Fulton	742	526	70.9
Genesee	1,944	1,500	77.2
Greene	1,098	677	61.7
Hamilton	32	...	...
Herkimer	1,719	1,291	75.1
Jefferson	2,978	1,713	57.5
Kings	43	10	23.3
Lewis	1,541	927	60.2
Livingston	1,612	1,170	72.6
Madison	2,057	1,474	71.7
Monroe	2,721	2,211	81.3
Montgomery	1,296	965	74.5
Nassau	329	285	86.6
New York	---	---	---
Niagara	3,223	2,440	75.7
Oneida	3,281	2,656	81.0
Onondaga	2,539	2,027	79.8
Ontario	2,371	1,878	79.2
Orange	2,129	1,586	74.5
Orleans	1,536	1,195	77.8
Oswego	2,858	2,239	78.3
Otsego	2,823	1,711	60.6
Putnam	220	183	83.2
Queens	83	31	37.3
Rensselaer	1,616	1,202	74.4
Richmond	72	40	55.6
Rockland	134	115	85.8
St. Lawrence	4,380	1,389	31.7
Saratoga	1,768	1,395	78.9
Schenectady	448	271	60.5
Schoharie	1,458	1,103	75.7
Schuyler	958	560	58.5
Seneca	1,089	851	78.1
Steuben	3,219	1,938	60.2
Suffolk	1,464	1,208	82.5
Sullivan	1,450	884	58.2
Tioga	1,580	1,118	70.8
Tompkins	1,409	972	69.0
Ulster	1,915	1,245	65.0
Warren	580	295	50.9
Washington	2,043	1,373	67.2
Wayne	2,913	2,263	77.7
Westchester	555	452	81.4
Wyoming	2,063	1,563	75.8
Yates	1,224	861	70.3
TOTAL	105,714	72,293	68.4
PENNSYLVANIA			
Adams	2,376	1,218	51.3
Allegheny	1,897	1,402	73.9
Armstrong	2,026	1,257	62.0
Beaver	1,266	1,045	82.5
Bedford	2,570	1,384	53.9
Berks	4,130	2,643	64.0
Blair	1,350	825	61.1
Bradford	3,237	2,056	63.5
Bucks	2,730	2,019	74.0
Butler	3,048	2,097	68.8
Cambria	1,542	1,088	70.6
Cameron	92	50	54.3
Carbon	570	379	66.5
Centre	1,350	738	54.7
Chester	3,383	2,305	68.1
Clarion	1,663	933	56.1
Clearfield	2,017	1,272	63.1
Clinton	565	250	44.2
Columbia	1,785	750	42.0
Crawford	3,590	1,823	50.8
Cumberland	2,325	1,135	48.8
Dauphin	1,695	658	38.8
Delaware	493	401	81.3
Elk	504	265	52.6
Erie	3,318	2,484	74.9
Fayette	2,546	1,666	65.4
Forest	173	90	52.0
Franklin	2,556	836	32.7
Fulton	1,124	401	35.7
Greene	2,091	978	46.8
Huntingdon	1,554	707	45.5
Indiana	2,691	1,634	60.7
Jefferson	1,491	920	61.7
Juniata	1,205	382	31.7
Lackawanna	1,054	642	60.9
Lancaster	7,951	2,656	33.4
Lawrence	1,609	1,050	65.3
Lebanon	1,762	805	45.7
Lehigh	1,671	1,253	75.0
Luzerne	1,990	997	50.1
Lycoming	2,095	595	28.4
McKean	796	512	64.3
Mercer	3,271	1,705	52.1
Mifflin	1,068	397	37.2
Monroe	687	464	67.5
Montgomery	2,505	1,799	71.8
Montour	553	195	35.3
Northampton	1,858	1,348	72.6
Northumberland	1,855	546	29.4
Perry	1,612	462	28.7
Philadelphia	76	36	47.4
Pike	335	283	84.5
Potter	999	458	45.8
Schuylkill	1,802	915	50.8
Snyder	1,344	290	21.6
Somerset	2,861	1,699	59.4
Sullivan	462	264	57.1
Susquehanna	2,144	1,454	67.8
Tioga	1,926	958	49.7
Union	924	185	20.0
Venango	1,416	656	46.3
Warren	1,241	585	47.1
Washington	3,423	2,352	68.7
Wayne	2,061	1,103	53.5
Westmoreland	3,905	2,774	71.0
Wyoming	1,118	634	56.7
York	5,549	3,206	57.8
TOTAL	128,876	71,369	55.4

OTHER 40 STATES REPORTED IN B•T

Arkansas	Oct. 10, 1955
Arizona	Oct. 24, 1955
Colorado	Oct. 17, 1955
Connecticut	Oct. 10, 1955
Delaware	Oct. 24, 1955
Florida	Oct. 24, 1955
Georgia	Nov. 21, 1955
Idaho	July 25, 1955
Illinois	Oct. 31, 1955
Indiana	Oct. 31, 1955
Iowa	Oct. 3, 1955
Kansas	Aug. 29, 1955
Maine	Oct. 10, 1955
Maryland	Dec. 5, 1955
Massachusetts	Oct. 17, 1955
Minnesota	Aug. 15, 1955
Mississippi	Oct. 31, 1955
Montana	Aug. 15, 1955
Nebraska	Sept. 12, 1955
Nevada	June 13, 1955
New Hampshire	July 25, 1955
New Jersey	Oct. 3, 1955
New Mexico	Oct. 10, 1955
North Carolina (N. C. total showing tv farms is corrected from 47.2% to read 26.3%).	Oct. 24, 1955
North Dakota	Aug. 1, 1955
Ohio	Dec. 5, 1955
Oklahoma	Sept. 5, 1955
Oregon	Oct. 17, 1955
Rhode Island	Oct. 3, 1955
South Carolina	Dec. 5, 1955
South Dakota	Aug. 15, 1955
Tennessee	Oct. 3, 1955
Texas	Oct. 10, 1955
Utah	Aug. 1, 1955
Vermont	July 25, 1955
Virginia	Nov. 28, 1955
Washington	Oct. 17, 1955
West Virginia	Nov. 7, 1955
Wisconsin	Aug. 29, 1955
Wyoming	Oct. 24, 1955

NIELSEN ANNOUNCES CHANGES IN RATING

Audience survey firm introduces all-sponsor averages as a basis and places average audience on equal basis with total audience. Changes were made because of television's trend toward multiple sponsorships and variances in program lengths.

INNOVATIONS in the format and reporting procedures of its national tv ratings reports (Nielsen Television Index) were announced by A. C. Nielsen Co. last week, simultaneous with the release of the November report for two weeks ending Nov. 12 [AT DEADLINE, B•T Dec. 5].

The revisions take cognizance of the "evolution" of the television industry—multiple sponsorship and product advertising as well as variances in program length. The market research organization reported these major changes:

(1) The introduction of "all-sponsor" averages as a basis for NTI rankings, supplementing individual sponsor ratings and covering programs with different sponsors from day to day or on alternate weeks.

(2) The reporting of Nielsen Total Audience Rating (formerly "Nielsen Rating") and Nielsen Average Audience Rating (formerly Average Audience) on a parallel basis on "grid" pages and throughout the report (see Latest Ratings, page 40).

Included in reports will be separate rankings on a total audience basis (audience to all or any part of the program, excluding the one-five minute viewers) as in the past, and on an average audience basis (audience during the average minute of the program). In addition to number of tv homes reached, percent of tv homes reached (based on tv homes within reach of station facilities used by the program) also is listed for each of the two categories.

'Obviously of Value'

A. C. Nielsen explained that Nielsen Total Audience is "obviously of value in an overall appraisal of the program's ability to attract and hold an audience and is a function of the program's duration as well as a measurement of the number of different homes reached." Nielsen Average Audience affords a "close estimate of the audience to a single commercial, and thus is useful whenever more than one brand is advertised in a single telecast." It also is useful "when comparing the performance of programs of different durations."

Nielsen has not stressed average audience figures in the past and it was felt that under the new concept longer programs will not maintain a rating advantage over shorter shows, allowing for substantial tuneout as well as tune-in. The Nielsen firm noted the emergence of "a wide range of program duration, i.e., 15 to 120 minutes [spectaculars, etc.], in contrast with the long established 15 and 30 minute program units."

Nielsen points out that separate ratings for each advertiser's programs "tell advertisers and agencies the size of the audience actually delivered by telecasts carrying their commercial messages."

Mixed reactions greeted A. C. Nielsen Co.'s revision of its television ratings reports to stress average audience equally with the total audience figures, formerly known as the Niel-

Allied President Praises 'Home' As Selling Tool

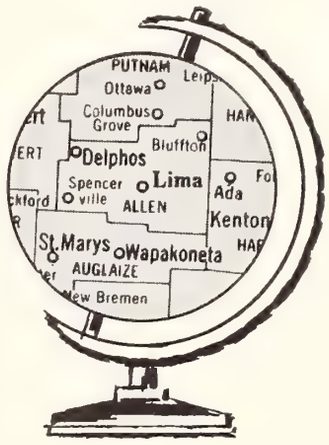
CHARLES McCARTHY, president of Allied Stores (operating department stores in principal cities), last week was quoted by NBC-TV to have credited the network's *Home* show (Mon.-Fri., 11 a.m.-noon EST) with bridging the gap "between merchandise advertised on a national program and merchandise carried by all [our] stores."

RCA and 33 Allied Stores combined facilities to produce three 30-minute color segments on three successive Tuesdays in November presenting fashions, home furnishings, toys and children's apparel on RCA color receivers placed in strategic locations in each of the participating stores. Products and merchandise demonstrated on the colorcasts also were on display in the stores.

Mr. McCarthy said Allied had been examining network tv as a "selling tool" for many years but that the problems appeared too varied and too complex. He said that the *Home* show proved "the kind of a show that local stores can get their merchandising teeth into, because it is in itself so well merchandised." He said two other points of the program which appealed to the stores were: it reaches women and has merchandising potential throughout the year.

WORLDS OF EXTRA COVERAGE!

In the rich trading area of Lima, Ohio, there are 45,000 TV families for a saturation of 81.1 percent . . . and here more people watch WHIO-TV than all the other TV stations combined. Outside of the primary area, LIMA IS 80 MILES FROM DAYTON. It's just one of the MANY outside bonus areas in WHIO-TV's coverage of 511,310 families. Here are the ARB facts and figures:

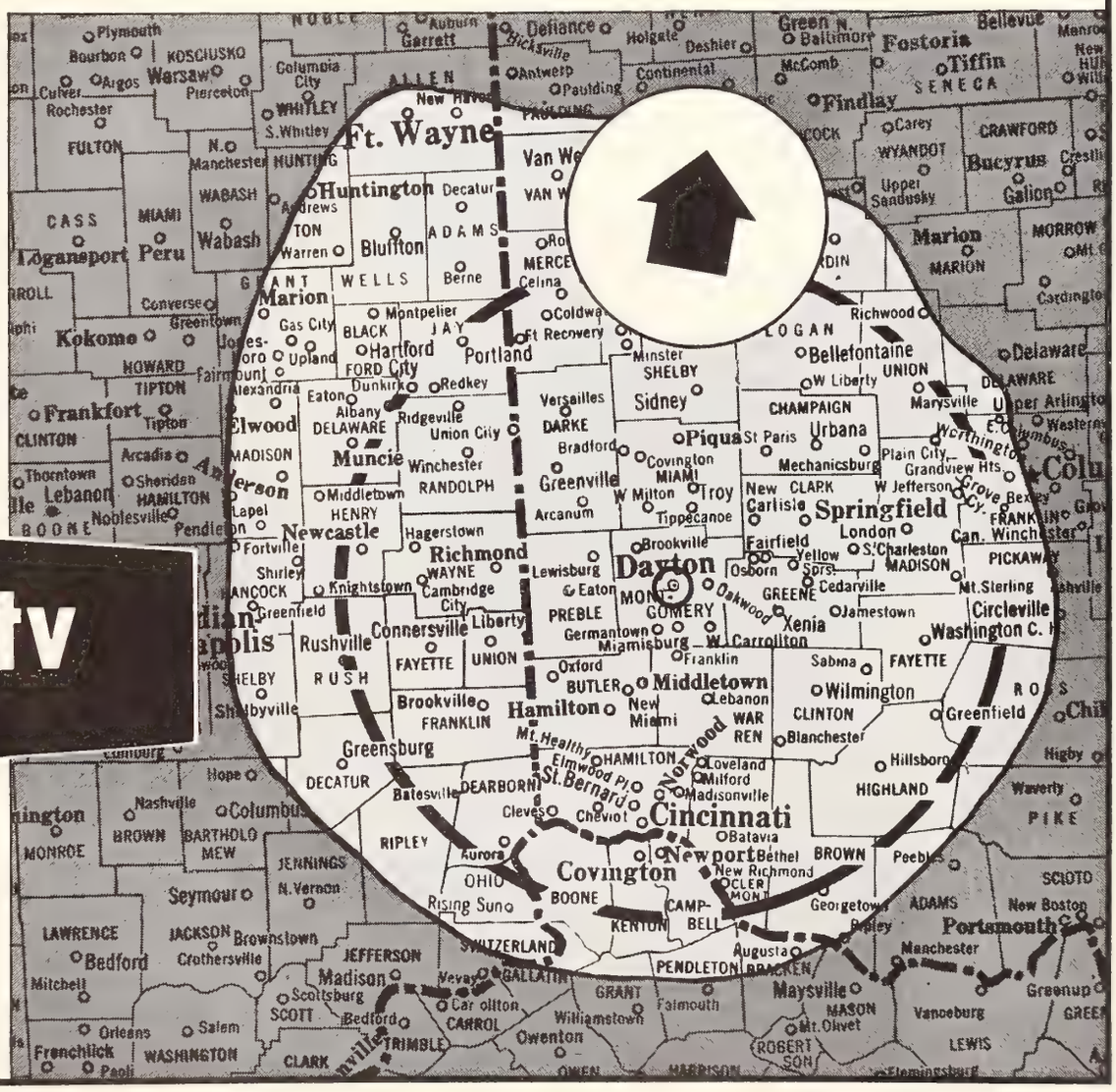


CHANNELS VIEWED MOST IN LIMA, OHIO

Channel	City	Station Viewed Most Before 6 P.M.	Station Viewed Most After 6 P.M.
WHIO-TV	Dayton	66	66
Station B (UHF)		7	24
Station C		5	5
Station D		3	3

These figures prove the eyes and ears of this world are tuned to WHIO-TV, one of America's great AREA stations, using one of the world's tallest towers (1104 ft.) and the equivalent of 316,000 watts. It's America's best buy in TV—and if you don't believe it ask our world representative George P. Hollingbery.

ONE OF AMERICA'S GREATEST AREA STATIONS



whio-tv
CBS

Channel **7**
DAYTON, OHIO

sen-Ratings, which have been played up in the past [B•T, Dec. 5].

Hugh M. Beville Jr., NBC director of research and planning, took a "sort of neutral" position. He said NBC had approved the new format in advance and felt average audience figures "do have a place" but it still maintains that "the rating that really counts" is the total audience figure because it's the one "that shows how many homes viewed the program."

He said he was certain the change will add to the ratings "confusion"—"I'm sure that's not the purpose but I don't know any alternative." At one point in discussing the "confusion," he observed wryly that he wondered whether NBC should not have opposed the new format.

Oscar Katz, research director, CBS-TV, which was one of those who pushed for the change, took the position that "if there's confusion, it'll be healthy confusion" because it will show, with equal prominence, a program's total audience—all those who tuned in for six minutes or more—and the number that were tuned in during an average minute of the program.

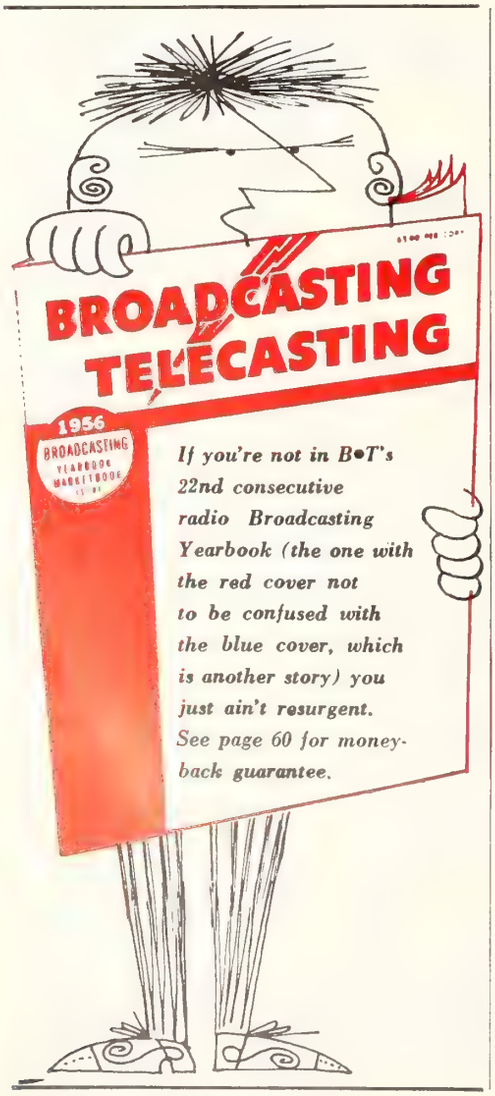
Generally, longer programs—those of an hour or 90 minutes—will be more affected by average audience figures than shorter shows. Whatever the length, those with high tune-in but heavy tune-out will fare considerably better in terms of total audience than in average audience.

Mr. Beville agreed that for purposes of such analyses, average audience figures are useful—but that they underestimate, often seriously, the audience the advertiser is actually getting for his money.

B•T's summary of the Advertising Research Foundation recommendations [B•T, Dec. 27, 1954], submitted to and approved by ARF in compliance with ARF requirements regarding condensation of that copyrighted report, had this to say on the subject:

"The measurement should report the average instantaneous audience. This is recommended because it 'automatically weighs persons or households into the audience in proportion to the amount of their tuning.' Therefore, it 'permits uniform comparisons of audience size measurements for programs of different duration.' Total audience measurement is designated as a supplementary standard. 'A total audience measurement, while counting all households which were exposed over an arbitrary minimum of time, counts them all equally, regardless of how long they were exposed over that minimum'."

Mr. Katz and Mr. Beville agreed that many shows which place among the Top 10 in total audience may be far down in the ranks in terms of average audience.



LATEST RATINGS

NIELSEN

Top 10 Television Programs
Two Weeks Ending Nov. 12, 1955
NUMBER OF TV HOMES REACHED (000)

† Total Audience

Rank		Rating
1.	$64,000 Question (CBS)	16,775
2.	Disneyland (ABC)	14,796
3.	I Love Lucy (CBS)	14,796
4.	Ed Sullivan Show (CBS)	14,661
5.	Jack Benny Show (CBS)	13,688
6.	Shower of Stars (CBS)	13,588
7.	You Bet Your Life (NBC)	12,715
8.	Perry Como Show (NBC)	12,615
9.	GE Theatre (CBS)	12,212
10.	Martha Raye Show (NBC)	12,078

‡ Average Audience

1.	$64,000 Question (CBS)	15,433
2.	I Love Lucy (CBS)	14,057
3.	Disneyland (ABC)	12,615
4.	Jack Benny Show (CBS)	12,481
5.	Ed Sullivan Show (CBS)	12,447
6.	You Bet Your Life (NBC)	11,810
7.	GE Theatre (CBS)	11,407
8.	George Gobel Show (NBC)	11,407
9.	Shower of Stars (CBS)	11,239
10.	Ford Theatre (NBC)	10,669

PERCENT OF TV HOMES REACHED*

† Total Audience

1.	$64,000 Question (CBS)	52.4
2.	Ed Sullivan Show (CBS)	46.1
3.	Disneyland (ABC)	45.8
4.	I Love Lucy (CBS)	45.5
5.	Jack Benny Show (NBC)	43.5
6.	Shower of Stars (CBS)	43.5
7.	Perry Como Show (NBC)	39.9
8.	You Bet Your Life (NBC)	39.4
9.	GE Theatre (CBS)	38.4
10.	Climax (CBS)	37.8

‡ Average Audience

1.	$64,000 Question (CBS)	48.2
2.	I Love Lucy (CBS)	43.2
3.	Jack Benny Show (CBS)	39.7
4.	Ed Sullivan Show (CBS)	39.1
5.	Disneyland (ABC)	39.0
6.	You Bet Your Life (NBC)	36.6
7.	Shower of Stars (CBS)	35.9
8.	GE Theatre (CBS)	35.9
9.	George Gobel Show (NBC)	34.9
10.	December Bride (CBS)	33.8

† Homes reached by all or any part of the program, except for homes viewing only 1 to 5 minutes.
‡ Homes reached during the average minute of the program.
* Percented ratings are based on tv homes within reach of station facilities used by each program.

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ARB

Top 10 Network Tv Programs
Nov. 6-12

		Rating
1.	$64,000 Question (CBS)	57.3
2.	I Love Lucy (CBS)	52.1
3.	Ed Sullivan (CBS)	49.8
4.	Disneyland (ABC)	46.7
5.	You Bet Your Life (NBC)	40.7
6.	George Gobel (NBC)	40.1
7.	Jack Benny (CBS)	39.6
8.	I've Got A Secret (CBS)	38.8
9.	Climax (CBS)	37.5
10.	Your Hit Parade (NBC)	36.7

		Viewers (000)
1.	Ed Sullivan (CBS)	47,460
2.	$64,000 Question (CBS)	43,600
3.	Disneyland (ABC)	41,920
4.	I Love Lucy (CBS)	41,780
5.	Jack Benny (CBS)	35,640
6.	You Bet Your Life (NBC)	32,540
7.	George Gobel (NBC)	32,510
8.	Perry Como (NBC)	31,520
9.	Honeymooners (CBS) Jackie Gleason	29,080
10.	Climax (CBS)	27,930

All figures copyrighted by the AMERICAN RESEARCH BUREAU

PULSE

Top Radio Programs
July Through October

	Program Average Rating Sept. Oct.	July Aug.
Evening		
Our Miss Brooks (CBS)	5.3	5.1
Two for the Money (CBS)	5.0	3.9
Groucho Marx (NBC)	4.6	4.0
L. Thomas (6:45 p.m. M-F) (CBS)	4.5	4.3
Dragnet (NBC)	4.4	4.3
Ed. Murrow (7:45 p.m., M-F) (CBS)	4.4	4.3
G. Crosby, Gunsmoke (CBS)	4.4	4.8
Mitch Miller (CBS)	4.4	
Whistler, Misc. (CBS)	4.4	4.1
Godfrey's Talent Scouts (CBS)	4.1	4.0
Jukebox Jury, Bergen-McCarthy (CBS)	4.1	4.0
Monday-Friday Daytime		
Helen Trent (CBS)	5.4	5.7
Ma Perkins (CBS)	5.3	5.8
Arthur Godfrey (CBS)	5.2	5.7
Guiding Light (CBS)	5.2	5.7
Perry Mason (CBS)	5.2	5.7
Wendy Warren (CBS)	5.2	5.8
Road of Life (CBS)	5.1	5.7
Make Up Your Mind (CBS)	4.9	
Nora Drake (CBS)	4.9	5.5
Young Dr. Malone (CBS)	4.9	5.6
Saturday & Sunday Daytime		
Gunsmoke (CBS)	4.1	4.3
Romance (CBS)	3.8	4.2
Robert Q. Lewis (CBS)	3.4	4.0
City Hospital (CBS)	3.3	
Galen Drake (CBS)	3.2	4.0

VIDEODEX

Top 10 Tv Programs
Nov. 1-7

	Name of program	Cities	Tv Homes %
1	$64,000 Question (CBS)	157	39.8
2	I Love Lucy (CBS)	148	34.0
3	Dragnet (NBC)	148	33.7
4	Disneyland (ABC)	175	32.0
5	Ed Sullivan Show (CBS)	143	31.5
6	Shower of Stars (CBS)	124	30.8
7	You Bet Your Life (NBC)	151	30.4
8	Max Liebman Spectacular (NBC)	107	28.7
9	GE Theatre (CBS)	139	28.6
10	Playhouse of Stars (CBS)	136	28.4

	Name of Program	Cities	Tv Homes (000's)
1	$64,000 Question (CBS)	157	14,984
2	Disneyland (ABC)	175	12,301
3	Dragnet (NBC)	148	12,105
4	I Love Lucy (CBS)	148	12,077
5	Ed Sullivan's Show (CBS)	143	11,385
6	You Bet Your Life (NBC)	151	10,872
7	Shower of Stars (CBS)	124	10,423
8	Two For The Money (CBS)	107	10,413
9	GE Theatre (CBS)	139	10,269
10	Ford Theatre (NBC)	177	9,992

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Procter & Gamble Plans Big Give-Away Promotion

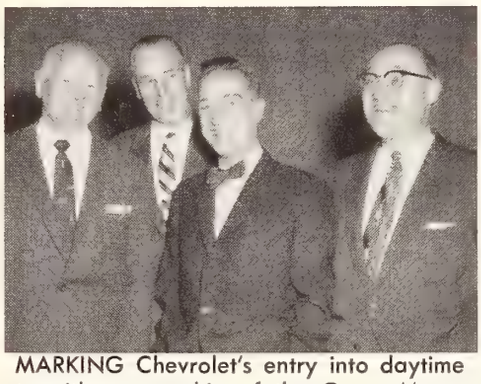
PROCTER & GAMBLE Co., Cincinnati, Westinghouse Electric Corp., Metuchen, N. J., and Ford Motor Co., Dearborn, Mich., will get together later this month with NBC and CBS, as well as women's magazines for a major promotion campaign for a new pink Dreft's national consumer contest.

For the best entries completing the sentence beginning "I'm tickled pink with new pink Dreft because . . . ," Procter & Gamble will award five 1956 Ford Thunderbird cars, 20 Westinghouse color tv sets, 50 monochrome tv sets, 100 electric blankets and 50 portable radios.

Through Dancer-Fitzgerald-Sample Inc., New York, Dreft will place radio and tv spots thrice weekly over a period of four weeks on NBC-TV's *Tennessee Ernie Show*, and CBS Radio's *Road of Life* daytime serial. Both shows are sponsored by P&G. Cooperating with D-F-S are Kenyon & Eckhardt Inc., New York, for Ford, and McCann-Erickson Inc., New York, for Westinghouse.

Quaker Takes Rose Parade

QUAKER OATS Co., Chicago, will sponsor the Tournament of Roses Parade on ABC-TV from Pasadena, Calif., on Jan. 2, it was announced Friday. The parade telecast will be carried by about 85 stations, the company reported. Quaker will advertise a number of products during the presentation. Purchase was handled through Lynn Baker Inc., New York, with cost of time and facilities estimated at $100,000.



MARKING Chevrolet's entry into daytime tv with sponsorship of the *Garry Moore Show* (Wednesday, 10:15-30 a.m. CBS-TV) are (l to r): William G. Power, advertising manager, Chevrolet Motor Div., General Motors; Colin Campbell, vice president-account executive on the Chevrolet account, Campbell-Ewald Co.; Mr. Moore, and Philip L. McHugh, vice president in charge of radio-tv, Campbell-Ewald Co.

Ayer Staff Adds Three

N. W. AYER & SON Inc., Philadelphia, has named three staff additions to its New York office: Burt M. Harris, vice president in charge of tv merchandising, Walter Framer Productions, to radio-tv program production department; William H. Fallon, Sullivan, Stauffer, Colwell & Bayles, marketing and media research department, to radio-tv research staff, and Neil Atkinson Jr., recently discharged from U. S. Marines, to sports staff.

Kraft Consolidates Services With C. G. Wright As Head

KRAFT FOODS Co., Chicago, has announced the consolidation of its advertising, sales and consumer services functions into one broad marketing department under C. G. Wright, former vice president in charge of sales and advertising, and the reshuffling of other key executives. Mr. Wright becomes vice president in charge of marketing.

Reporting to J. B. McLaughlin, who continues as sales and advertising director, will be C. R. Green, as general sales manager; Tad Jeffery, general advertising manager; Marye Dahnke, director of consumer services, and E. J. Schwartz, director of sales distribution. J. E. McClellan, sales promotion manager, and A. W. Skulstad, manager of marketing research, also will report to Mr. McLaughlin.

The changes were announced Monday by J. C. Loftis, executive vice president of Kraft, a substantial radio-tv advertiser. Mr. Loftis attributed the integration to the need for meeting more effectively "the problems of today's food sales and distribution."

Union Sponsors Races

UNION OIL Co., Los Angeles, through Young & Rubicam, Los Angeles, has expanded purchase of featured Santa Anita horse races on Columbia Television Pacific Network from five to 19 stations. Four $100,000 races and background color will be aired betwen Jan. 28 and March 10. The firm also will sponsor seven Saturday feature races on CBS-owned KNXT (TV) Los Angeles.



ANA STAND ON COMMISSIONS CLARIFIED

President West, in a letter to association members, states no definite stand has been taken on 15% agency fee.

THE ASSN. of National Advertisers made clear last week that it "has taken no position for or against the continuance of a 15% agency commission as a basic method of compensation."

In a letter to ANA member companies, designed to clarify "confusion and possible misunderstandings" which he attributed to "some published interpretations and implications" resulting from ANA General Counsel Gilbert H. Weil's address at the association's 46th annual meeting [for Mr. Weil's text, slightly condensed, see B•T, Nov. 7], ANA President Paul B. West said:

"The matter of what services an advertiser requires and obtains from his agency and what is to be paid for those services is the individual responsibility of the advertiser; just as the matter of the scope and character of an agency's services and what the agency will charge for those services is the individual responsibility of the agency.

"It is generally acknowledged that the 15% commission method for agency services has served advertisers and advertising well over the years. It is also recognized that as advertising has expanded in volume, scope and importance as an indispensable sales and public relations instrumentality of American industry, the scope and value of the specialized services required of well-organized agencies have expanded beyond the scope of the traditional commission system as originally conceived.

"Consequently, the matter of determining the value of these expanding services in any given case and arriving at an equitable basis of payment has become an increasing problem to many advertisers and their agencies."

Mr. West's letter, sent Dec. 2 and made public last Tuesday, also said:

"Because of some published interpretations and implications as a result of the talk made by ANA General Counsel Gilbert H. Weil at the recent ANA annual meeting, some confusion and possible misunderstandings have arisen as to ANA's position. Consequently, we want to set the record straight for the benefit of ANA members and others who may be concerned.

"As you have been informed, the ANA is not a party to the action of the Dept. of Justice against several organizations representing media and agencies. However, because the complaints issued by the government involve agency recognition and 15% commission practices, the ANA on behalf of its members, has a very real interest in the effects this government action may have on the relationships between advertisers and their agencies.

"Believing that the time had come to make a realistic appraisal of the actualities of the current situation, both with respect to the law and the practical application of the law, the ANA asked its counsel, Gilbert Weil, to make such an appraisal based on his working knowledge of the law and advertising practices over many years, and to present his view at the open session of our annual meeting Nov. 2 at which agency and media representatives were present.

"Mr. Weil's talk, widely hailed as a sound and clarifying analysis, was favorably received by ANA members as a valuable service.

"Now, as regards the question of ANA's position on the 15% agency commission method. It should be made clear that the ANA has taken no position for or against the continuance of a 15% agency commission as a basic method of compensation . . .

"Regardless of the outcome of the Justice Dept.'s action, one point of transcending importance stands out: I think you will agree upon reviewing Mr. Weil's talk, the weight of his remarks is aimed at encouraging advertisers to study and develop with their agencies working agreements that will insure the most effective service on an equitable basis of payment in keeping with the principle that 'the laborer is worthy of his hire.'

"I believe the conviction is prevalent among advertisers today that they have a highly valuable asset in the creative and specialized skills of their agencies. This has been increasingly recognized as agencies have broadened the base of their services and can generally offer advertisers far more than the minimum—the creating and placing of advertisements.

"It is in this direction that the ANA has been working for some time through its Advertising Management Committee. Increasingly we are finding: when an advertiser draws up a carefully thought-through working agreement with his agency in which the kinds of services he requires, the extent to which the agency agrees to perform such services, responsibilities of each and the extent to which the cost of the specified services may be covered by the customary commission arrangement, or the extent to which other considerations might bear upon the sub-

Men Who Know Akron Best*
BUY MOST ON WAKR
(Ask Us To Prove It To You)
*AKRON'S LARGEST DEPARTMENT STORE
*AKRON'S LARGEST SUPER-MARKET CHAIN
*AKRON'S LARGEST BANK CHAIN
*AKRON'S LARGEST AUTO DEALERS
IN AKRON
WAKR is 1ST
IN LOCAL AND NATIONAL SALES
"WACKER" The Leader
ALL OF THESE BUSINESS LEADERS also run substantial program schedules on WAKR-TV
© 1955 SUMMIT RADIO CORP., AKRON 20, OHIO
TOPS IN AKRON
WAKR
RADIO-TELEVISION CENTER — 853 Copley Road — Akron 20, Ohio

A radio schedule for people who have everything — including television!

(The abc's of ABC's **NEW SOUNDS FOR YOU**— *written and illustrated for advertisers age 25 and over.)*



'TWAS THE NIGHT BEFORE TELEVISION. The family settled in the living room for a long evening of radio. When TV was installed, the family began listening to radio a new way. Ma tuned in her kitchen radio. Pa listened in his car, his den, his workshop. And the children played their bedroom radio. Radio listening became a *personal* affair. To fit this new listening, ABC Radio created NEW SOUNDS FOR YOU . . . *personalized* programing. Handy 5- and 10-minute segments. Each is *regularly scheduled*. (Every week night, same time.) Each wins its own audience. Each can be sponsored as a "strip" or night by night. Surprisingly little money buys a 5-minute segment, full network. Your ABC salesman is ready with all the facts.

LISTEN . . . the new sound of ABC Radio

ject—where these are meticulously spelled out, this is a most effective approach to the problem.

"It is clear that the full power of advertising will be necessary as never before to meet the challenge of creative marketing now confronting national advertisers. Any action that would have the effect of causing a deterioration of agency services, or that would impede the desired development of agencies' services to meet advertisers' expanding marketing needs, along with the evolution of an equitable basis of payment for such services, would be a disservice to the best interests of all concerned and should be avoided."

'Dragnet' Time Switch

IN ORDER to strengthen its Thursday night position on NBC-TV, Liggett & Myers Co. (Chesterfield & L & M cigarettes), New York, is switching places with the Borden Co. (dairy products) by placing *Dragnet* one half hour earlier, starting Jan. 5. In the place of *Dragnet,* currently seen 9-9:30 p.m. (EST), Borden has agreed to put *The People's Choice,* starring Jackie Cooper. Agencies involved are Cunningham & Walsh Inc., for Liggett & Myers, and Young & Rubicam Inc., for the Borden Co.

Kudner Agency Adds Four

KUDNER AGENCY Inc., has named four additions to its New York office: Robert B. Betts, J. Walter Thompson Co., as radio-tv copywriter; Hal Friedman, NBC-TV special events, as member of production staff; Olive P. Gately, former vice president, Fuller & Smith & Ross Inc., Cleveland, as copywriter on the Frigidaire account, and Frederick K. Russell, art director, Kiesewetter, Baker, Hagedorn & Smith, as art director on Frigidaire.

Y & R's Thomas Hackett Dies

THOMAS M. HACKETT, 49, associate director of media relations for Young & Rubicam Inc., New York, died last Wednesday in Mt. Kisco, N. Y., after an illness. Mr. Hackett joined Y & R as a trainee in 1927, rose through the space buying ranks to media department manager in 1935 and in 1952 assumed the position he held at the time of his death. Surviving are his wife, the former Jessie MacArthur, and their two children.

NETWORK BUSINESS

Chrysler Corp., Detroit, will sponsor telecast of 31-year-old annual East-West Shrine football game at San Francisco, Dec. 31 (4:45 p.m. EST) on some 100 NBC-TV stations. McCann-Erickson Inc., S. F., is agency.

Shulton Inc. (Old Spice toiletries) to sponsor "Two American Originals," 60-minute *See It Now* program on CBS-TV tomorrow (Tuesday, 9-10 p.m. EST). Agency: The Wesley Assoc., N. Y.

Gulf Oil Corp., Pittsburgh, will sponsor 1956 Sugar Bowl football game between Georgia Tech and U. of Pittsburgh from New Orleans on Jan. 2 on ABC Radio and ABC-TV, starting at 1:55 p.m. EST. Agency: Young & Rubicam, N. Y.

Pan American World Airways Inc., N. Y., has renewed alternate week sponsorship of NBC-TV's *Meet the Press,* effective Jan. 1, for 52 weeks. J. Walter Thompson, N. Y., is the agency.

Procter & Gamble Co., Cincinnati, extends sponsorship in ABC-TV's *Famous Film Festival* (Sun., 7:30-9 p.m. EST) for Shasta Shampoo through June 17, 1956, buying one participation in each show. Agency: Biow-Beirn-Toigo Inc., N. Y., **American Chicle Co.** (Dentyne gum), Long Island City, N. Y., has bought two additional participations—Dec. 18 and Dec. 25—in addition to first two Sundays of this month. American Chicle's agency: Ted Bates Inc., N. Y.

SPOT BUSINESS

Standard Oil Co. of California (Chevron and Standard gasoline) to sponsor new West Coast film series starting in January and titled *Chevron Hall of Stars,* as replacement for *Waterfront* series currently being shown in 12 markets. Program using name actors will be filmed and produced by Four Star Productions Inc., L. A. Agency is BBDO, L. A.

AGENCY APPOINTMENTS

Lentheric Div. (perfumes, toiletries), Olin Mathieson Chemical Corp., New York, appoints Grant Adv. Inc. for Lentheric products. Cunningham & Walsh, former agency for Lentheric, retains Squibb account for parent firm.

Holeproof Hosiery Co., Milwaukee, Wis., appoints Peck Adv., N. Y. Radio-tv being considered.

G. Heileman Brewing Co., La Crosse, Wis., appoints Earle Ludgin & Co., Chicago, for its advertising. Account was resigned by Leo Burnett Co., same city, because of competitive Pabst Brewing Co. account.

Bell Savings & Loan Assn., Chicago, appoints M. M. Fisher Assoc., same city. Radio will be used.

Studio Girl Cosmetics, Hollywood, appoints Grant, Schwenck & Baker Inc., Chicago, to handle its advertising.

Deepfreeze Appliance Div. of Motor Products Corp., Chicago, appoints Roche, Williams & Cleary Inc., Chicago, for its advertising.

Carns Inc. (caramel corn candy), Chicago, names Robertson Potter Co., same city, to handle advertising.

RCA-Victor Co., Montreal, names Kenyon & Eckhardt, Toronto, effective Jan. 1. RCA-Victor has used Spitzer & Mills Ltd., Toronto, and its predecessor Lord & Thomas of Canada, for past 20 years. Decision to switch agencies is in part due to plans to utilize more of U. S. parent company's advertising material in Canada. K&E plans to open Montreal service office.

Wm. Neilson Ltd., Toronto (candies and chocolate) appoints MacLaren Adv. Ltd., Toronto, for all advertising.

Kiwi Polish Co., Pottstown, Pa., appoints Street & Finney Inc., N. Y., effective immediately. Its former agency was Geyer Inc., N. Y.

Western Hotels Inc. appoints Cole & Weber Inc., Seattle.

A&A SHORTS

Saga Adv. Inc., N. Y., has opened offices at 134 W. 21st St. New agency is headed by **Leon Appel,** president, formerly with Eugene Stevens Inc., and **Joseph Gould,** executive vice president in charge of media and copy, and recently copy chief-account executive with Friend, Krieger & Rader, N. Y.

Cary-Hill Inc., Des Moines, Iowa, agency, has expanded Kansas City, Mo., branch with absorption of Townsend-Williams Adv. **Robert Townsend,** head of defunct firm, is vice president and manager of Cary-Hill, K. C. division.

COLORCASTING

Advance Schedule Of Network Color Shows

(All times EST)

CBS-TV

Dec. 13 (9-10 p.m.) *See It Now,* "Two American Originals," Shulton Inc. through Wesley Assoc.

Dec. 15 (8:30-9:30 p.m.) *Shower of Stars,* "Christmas Carol," Chrysler Corp. through McCann-Erickson.

Dec. 17 (7-7:30 p.m.) *Gene Autry Show,* William Wrigley Jr. Co. through Ruthrauff & Ryan (also Dec. 24 and 31).

Dec. 17 (9:30-11 p.m.) *Ford Star Jubilee,* "I Hear America Singing," Ford Motor Co. through J. Walter Thompson.

Dec. 20 (9:30-10 p.m.) *Red Skelton Show,* S. C. Johnson & Son through Needham, Louis & Brorby, and Pet Milk Co. through Gardner Adv. on alternate weeks (also Dec. 27).

Dec. 22 (8:30-9:30 p.m.) *Climax,* Chrysler Corp. through McCann-Erickson.

NBC-TV

Dec. 12-16 (5:30-6 p.m.) *Howdy Doody,* participating sponsors (also Dec. 19-23 and 26-30).

Dec. 12-16 (3-4 p.m.) *Matinee,* participating sponsors (also Dec. 19, 22-23, 26-30).

Dec. 12 (8-9:30 p.m.) *Producers' Showcase,* "Sleeping Beauty Ballet," Ford Motor Co. through Kenyon & Eckhardt, and RCA through K & E, Grey and Al Paul Lefton.

Dec. 18 (3:30-4 p.m.) *Zoo Parade,* Mutual of Omaha through Bozell & Jacobs.

Dec. 20 (11a.m.-12 noon) *Home,* insert in color at 11:37-11-44 a.m. Participating sponsors.

Dec. 20 (8-9 p.m.) *Milton Berle Show,* Sunbeam Corp. through Perrin-Paus Co., and RCA and Whirlpool Corp. through Kenyon & Eckhardt.

Dec. 22 (9-9:30 p.m.) *Dragnet,* Liggett & Myers through Cunningham & Walsh.

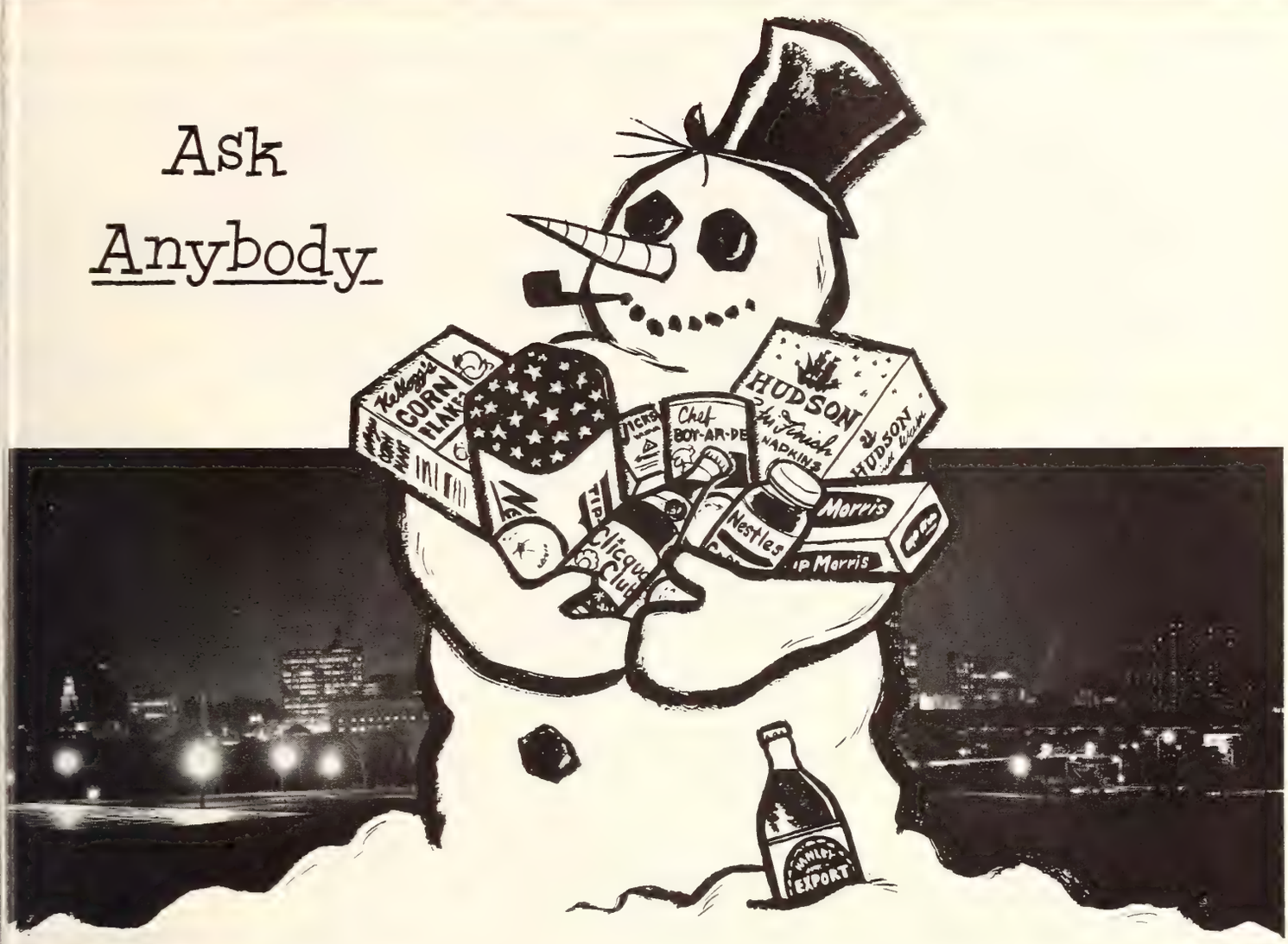
Dec. 24 (9-10:30 p.m.) *Max Liebman Presents,* "Babes in Toyland," Oldsmobile Div., General Motors Corp. through D. P. Brother.

Dec. 25 (3:30-4 p.m.) *Zoo Parade,* American Chicle Co. through Ted Bates.

Dec. 25 (4:30-5:30 p.m.) *Assignment: India,* sustaining.

[Note: This schedule will be corrected to press time of each issue of B•T]

Ask Anybody

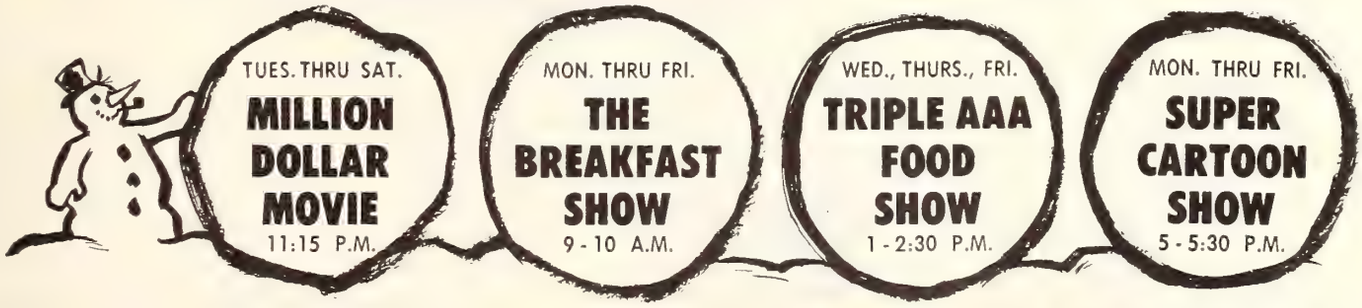


They'll Tell You

DOMINANT 10 MOVES MERCHANDISE!

In Providence, Worcester, Fall River, New Bedford, Taunton, on Cape Cod, wherever you sell products to people in Southern New England, Big 10 does the BIG JOB!

... and here's some of the ammunition that moves the merchandise!



Get details from WEED TELEVISION

DOMINANT 10
PROVIDENCE, R. I.

WJAR-TV
BASIC NBC TV

Cary-Hill has also opened offices in Omaha at 516 Insurance Bldg. **John W. Howard,** regional representative, Frederic W. Ziv Co., radio-tv productions, Cincinnati, heads C-H Omaha division.

Keene & Keene, Seattle agency, has moved to larger office space in room 931 Republic Bldg., Seattle 1, Wash.

McCann-Erickson, N. Y., has resigned *Woman's Home Companion* account according to Marion Harper Jr., president of agency.

A&A PEOPLE

Edwin Parets, Park & Tilford Distillers Corp., N. Y., elected vice president in charge of advertising and merchandising. He will handle parent company beverages and subsidiary products Tintex dyes, Winx eye make-up and Park & Tilford perfumes and cosmetics.



MR. PARETS

Forrester Mashbir, formerly staff director, KPIX (TV) San Francisco, to J. Walter Thompson Co., N. Y., as director of San Francisco office.

Stanley F. Merritt has rejoined Albert Frank-Guenther Law Inc., N. Y., as vice president.

A. W. Brownell II, former vice president-general manager of Philadelphia office of James Thomas Chirurg Co., Boston, to Morey, Humm & Johnstone Inc., N. Y., as vice president and account supervisor.

Perry S. Ury, former director of sales for WFMZ-AM-TV Allentown, Pa., named president of A. T. E. Advertising Inc., Allentown.

Harlan Logan, director of public relations, Corning Glass Works and director of public relations and advertising, Steuben Glass Inc., elected vice president for personnel and public relations for General Foods. He joins GF in newly created position Jan. 1.

Perry L. Brand, formerly vice president, Henri, Hurst & McDonald Inc., Chicago, appointed executive secretary of Chicago plans board of Campbell-Mithun Inc.

Robert Douglass Stuart, executive vice president and director of James Thomas Chirurg Co., Boston and N. Y. agency, appointed editor of *Advertising Agency Magazine* effective Jan. 1, succeeding **Roger A. Barton,** who has resigned.

Clayton Huff, assistant to BBDO treasurer and executive vice president Fred Manchee, elected assistant treasurer.

Emmett Faison, account executive, Arndt, Preston, Chapin, Lamb & Keene Inc., Philadelphia, to account executive, Benton & Bowles Inc., N. Y.

Peter S. Pell, CBS-TV film service department, to Roy S. Durstine Inc., N. Y., as assistant account executive.

Edmund R. Dewing Jr., midwestern merchandising representative, Towle Silversmiths, Newburyport, Mass., appointed account executive, Harold Cabot & Co., Boston agency.

Elwood Lindell to Don L. Baxter Inc., Dallas, as account executive.

Nina Flinn, timebuyer, Doyle Dane Bernbach Inc., N. Y., to Robert W. Orr & Assoc. Inc., N. Y., in same capacity.

H. Lane Losey, advertising manager of mining division of Ohio Brass Co., Mansfield, Ohio, to Lee Ramsdell & Co. Inc., Philadelphia, as senior copywriter on consumer accounts.

William S. Doughten, rejoins Dancer-Fitzgerald-Sample, N. Y., as radio-tv script editor after six years with D-F-S client, General Mills, as coordinator of Betty Crocker tv activities.

Thomas S. Cadden, former radio-tv director, Krupnick Associates, St. Louis, to copy staff of Geoffrey Wade Advertising, Chicago.

Charles Hart, field manager Comet Rice Co., Houston, Texas, reassigned to work exclusively with introduction and marketing of new Comet Pre-Fluffed rice.

John Dromey, public relations director, Harold Cabot & Co., Boston agency, to National Braille Press Inc., Boston, as assistant managing director.



Sales Get Fatter by the Platter

when you're BOBBIN' with ROBIN

AMERICA'S NO. 3 DISC JOCK SHOW

You don't have to tell the Detroit-Wayne County billion dollar market who is America's No. 3 disc jockey and who rates No. 1 in this area. They know it's Bobbin' with Robin! They give him the biggest tune-in! And, the more platters he plays the more the advertising pays! The man sells like mad!

SAVE UP TO 15%

by using 2 or more of these powerful stations

WKMH—Dearborn-Detroit
WKMF—Flint, Michigan
WKHM—Jackson, Michigan
WSAM—Saginaw, Michigan

HERE IS HOW

Buy All 4 Stations - Save 15%
Buy Any 3 Stations - Save 10%
Buy Any 2 Stations - Save 5%

Represented by HEADLEY-REED

Morning, Noon, Night . . . 7 Days A Week it's

WKMH

DEARBORN, MICHIGAN

Fred A. Knorr, President
John Carroll, Managing Director

KNORR Broadcasting Corporation



each one is different



Hats differ, so do the people who wear them. Stations differ, but so do the people who run them.

Interpreting these differences in ways that benefit both station and advertiser is a prime aim of quality representation. The effectiveness of Harrington, Righter and Parsons in achieving it is built upon applied knowledge, drive, and *exclusive* attention to one medium.

Promises are no substitute for performance. Quality representation is synonymous only with performance. These stations can tell you.

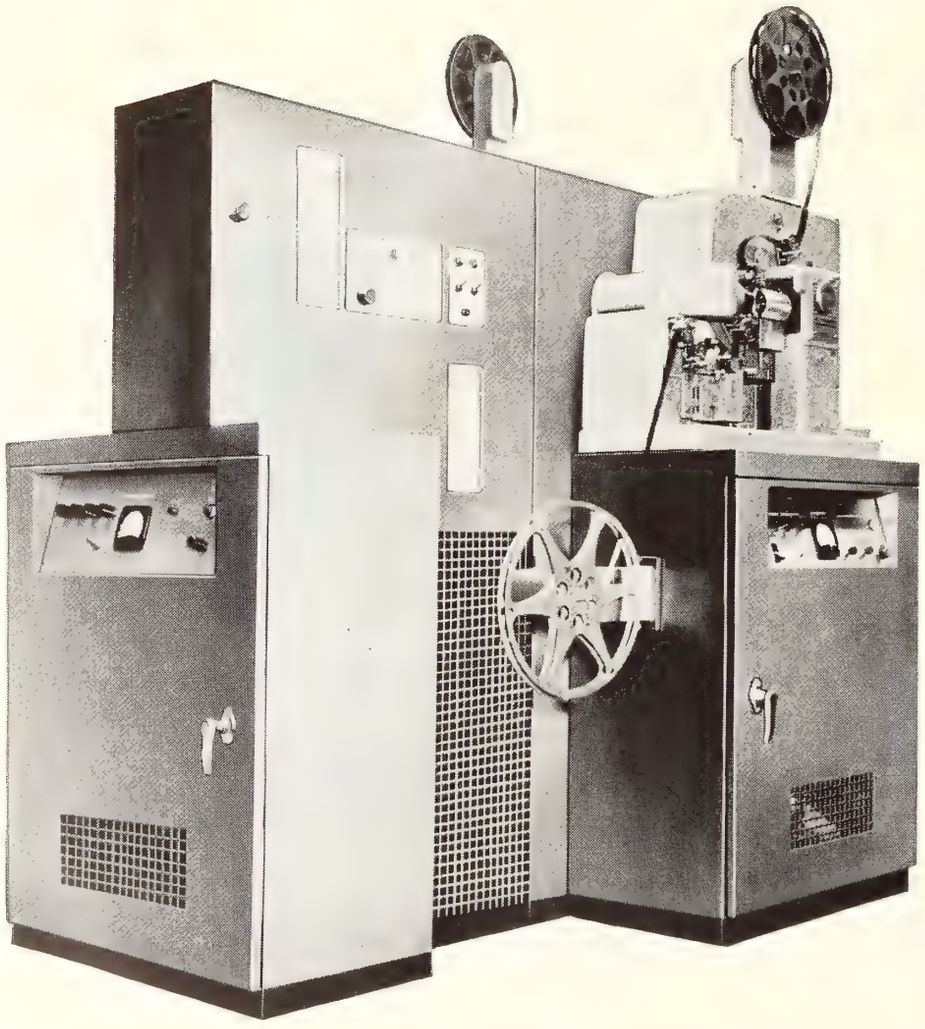
Harrington, Righter and Parsons, Inc.

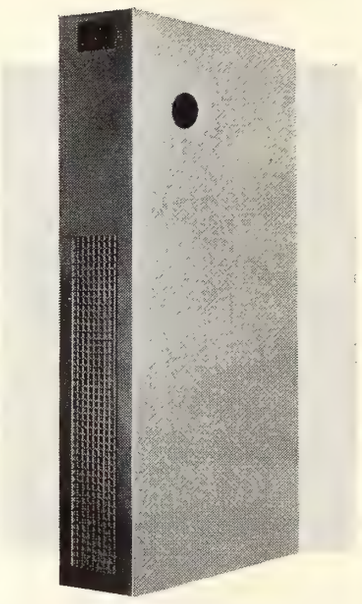
New York
Chicago
San Francisco

television—the *only* medium we serve

WROW-TV	*Albany*
WAAM	*Baltimore*
WBEN-TV	*Buffalo*
WJRT	*Flint*
WFMY-TV	*Greensboro*
WTPA	*Harrisburg*
WDAF-TV	*Kansas City*
WHAS-TV	*Louisville*
WTMJ-TV	*Milwaukee*
WMTW	*Mt. Washington*
WSYR-TV	*Syracuse*

G.E.'s COLOR FILM CENTE
FOR BOTH COLOR ANI





G-E Scanner Pickup—serves the same function as the film camera now used with B&W projectors. Dichroic mirrors break the light from the projectors into primary colors—photo-electric pickup cells convert it to electric signals.

See... Compare... Decide...

G.E.'s Scanner System coupled with the Eastman Continuous Motion Projector result in exceptionally high light transmission for the brightest, cleanest, sharpest color television pictures.

Many times the light output of other CM optical systems make it possible to obtain the best pictures from your "problem" films or slides—regardless of age or density.

Automatic film shrinkage compensation—virtually guarantees the same quality of projection time after time regardless of film shrinkage.

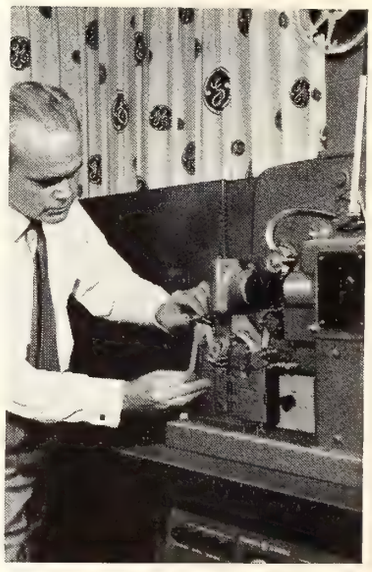
Double-duty—available for monochrome or color projection.

Block-Build. Start with 2x2 Dual Slide Scanner. Add one Continuous Motion Projector for limited film programming. Add a second projector, when needed, for monochrome or color film facilities.

Separate scanner tubes in each projector—assure reduced lost air-time in the event of tube failure.

Reduced maintenance and operating costs. Accessibility, simplicity of circuits, and minimum adjustments during operation cut manpower costs.

Masking amplifier actually can make the final picture better than original film.



Film threading of the Eastman Continuous Motion 16 mm Projector is fast and easy. Light compensating mirrors, behind window, are out of the focal plane—eliminating dust problem—and rotate at 770 rpm.

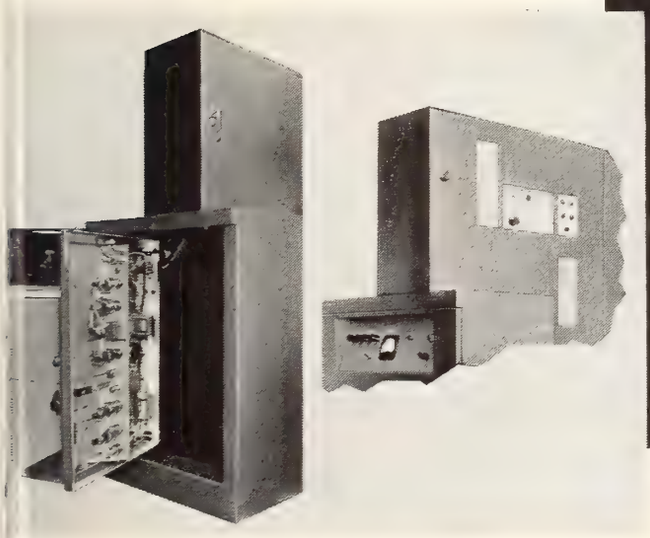
DELIVERS TOP FILM QUALITY MONOCHROME SERVICES

The Completely New G-E Color Film Center. A New System— A New Continuous Motion Projector. For Monochrome Service NOW— Color When You Want It!

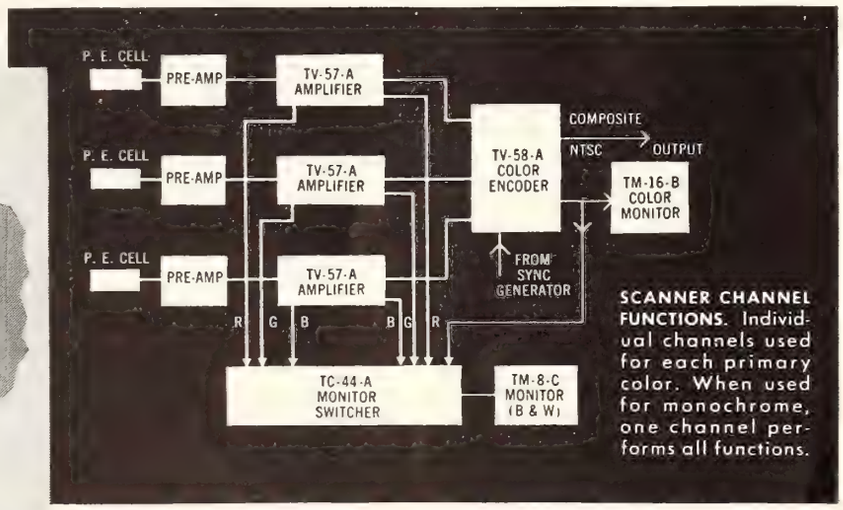
WHAT IT IS. The General Electric Film Center is a complete equipment package for your station projection room. It operates on the Scanner principle and consists of a 16 mm Continuous Motion Scanner; a 2x2 Dual Slide Scanner; and a Scanner Pickup. The entire equipment package is *newly designed,* specifically for color or monochrome operation—or both.

THE G-E SCANNER SYSTEM. G.E.'s Film Center, using the Scanner principle, features better picture quality, a simpler operating method, and, lower cost for operation and maintenance. No other type system offered today can match these high G.E. requirements. The G-E Scanner system gives your station the benefits of photo-electric pickup tubes which are simple, mass-produced, inexpensive—with a record of *dependable performance.* Sweep circuits or sync signals are not needed. Color registration, smear, or shading problems *do not exist.*

WHAT IT DOES FOR YOUR STATION. Your station can replace old equipment with a modern, G-E-designed package which will pay its way on monochrome service *now*—be on stand-by for color when you want it. With the G-E Film Center you can install basic units, block-build additional equipment as your needs and expansion plans dictate. Quality film and slide operations are assured, control monitoring is reduced. The overall operation is simplified and less costly than others. You owe it to the station to see this G-E system.



2 x 2 Dual Slide Scanner—handles up to 16 paper, metal, or cloth-bound slides with fast positive action change. Outside knobs provide quick focus control. Slide change controls can be at the scanner or at the console.



FREE BOOKLET, SPECIFICATIONS! For detailed information about the new General Electric Color Film Center see your local G-E Broadcast Equipment Manager, or, write to: *General Electric Company, Broadcast Equipment, Section X2125-12, Electronics Park, Syracuse, New York.* In Canada, write to: *C.G.E. Electronics, 830 Lansdowne Avenue, Toronto.*

Progress Is Our Most Important Product

GENERAL ELECTRIC

COURT UPHOLDS BAN OF FILMS TO TV BY FIVE MOTION PICTURE COMPANIES

No violation of Sherman Antitrust Act, Federal judge rules in case involving refusal to make 16 mm prints available for television use and for other outlets. Decision is a sweeping one.

REFUSAL of five major motion picture companies to make 16 mm films available to television and other outlets did not constitute antitrust violations, Chief U. S. District Judge Leon R. Yankwich ruled Nov. 5 in Los Angeles.

In an 80-page opinion, Judge Yankwich declared that the U. S. Government had failed to prove any of the violations charged to five leading producing-distributing companies under Section I of the Sherman Antitrust Act.

The decision held that the Sherman Act condemns "only unreasonable restraints," that competition is not "an absolute under American law and economy," and that "business practices affecting interstate commerce that put some restraints on competition do not necessarily violate the antitrust laws."

In its complaint, the government charged the defendant motion picture companies with "conspiracy" to prevent distribution of 16 mm editions (of standard size 35 mm films) in areas where they might "affect the income of theatres distributing standard films and which were charging admission." The complaint also alleged that the film companies refused to license 16 mm films for television showing to avoid helping to create competition for theatres.

The five defendants in the case, which went to trial Sept. 22, were 20th Century-Fox Film Corp., Warner Bros. Pictures Inc., RKO-Radio Pictures Inc., Columbia Pictures Corp., Universal Pictures Co. and subsidiaries of these companies, Warner Bros. Distributing Corp., Screen Gems Incorporated (Columbia) and United World Films Inc. (Universal).

The government action originally was instituted against six motion picture producing companies and six distributors of feature movies. On Sept. 2 of this year, a consent decree was entered against two defendants, Republic Pictures Corp., producer, and the parent corporation Republic Production Inc., distributor. On Sept. 22, a consent decree was entered against two other defendants, Pictorial Films Inc. and Films Inc., distributors [B•T, Sept. 26].

The case was tried by Judge Yankwich in October and November. A total of 700 exhibits was introduced and nearly 4,000 pages of testimony taken during the six weeks' trial.

Judge Yankwich's decision of last week is regarded as a sweeping one in that it lays down for the first time the law relating to the right of motion picture distributors to regulate the distribution of 16 mm films.

Pick Your Actor

IN A FULL PAGE *New York Times* ad Dec. 7, addressed to 22 major tv sponsors and the three video networks, Television Programs of America Inc. described a new sales twist it is making available through its *Tugboat Annie* series now in production.

TPA is permitting the sponsors or networks to select an actor-salesman personality to fill one of the roles (neither of the two leads, however) in the show. This person will be signed to a long-term contract and be available to the sponsor for tie-ins with printed ads, personal appearances and other merchandising support.

The sponsor will thus be assured of the performer's services when he wants them and will not be confronted with as large a bill as he would be if the actor had to be paid for all services above program appearances. Too, TPA points out, the actor will be closely identified with *Tugboat Annie* and the sponsor. TPA believes advertisers will be able to budget advertising expenses on a long range basis by utilizing the new plan.

SALE OF RKO FILMS LEANS TOWARD FOX

THE DRAWN-OUT negotiations with General Teleradio Inc. regarding the future of its RKO Radio Pictures feature film library appeared last week to be close to an end. Bidding for the valuable film stockpile are independent tv film executive Matthew Fox and National Telefilm Assoc.—Mr. Fox offering an estimated $12 million and NTA, some $10 million in cash.

According to reports in New York, Mr. Fox has the "inside edge" in the negotiations, which may come to a head this Wednesday. His offer is understood to cover world rights to 600 or 750 of the RKO feature films, plus 900 shorts and eventual delivery of 150 additional features. NTA's bid is reported to encompass the entire 750 feature films and the 900 shorts.

Thomas F. O'Neil, chairman of the board, General Teleradio and RKO Radio, was quoted last week as saying that "as far as we're concerned, a deal is as good as made unless something goes wrong in the next 10 days or two weeks." This was to be taken as an indication the transaction will be negotiated with Mr. Fox, with whom a conference is set this week.

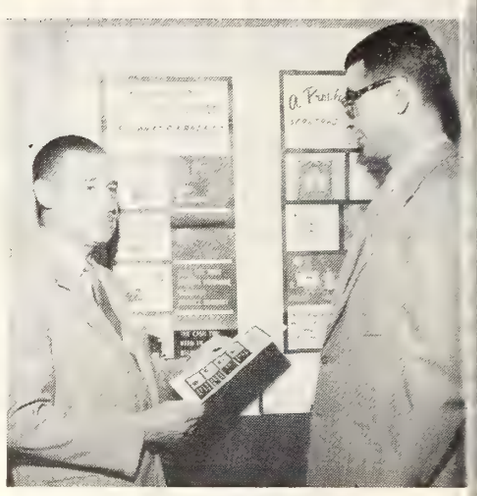
It was reported that talks with Mr. Fox have become protracted because there are certain complexities that have to be ironed out with respect to 150 feature films that Mr. O'Neil will hold title to for several years. It was pointed out that many of the films have theatrical reissue value; several have not been released yet to theatres and others have been issued only recently. A clear-cut understanding must be reached, sources said, on the disposition of these films to Mr. Fox, including possible financial re-imbursement beyond the $12 million figure.

Mr. O'Neil, it is understood, will utilize these 150 feature films as a nucleus for his tv operation. GT sources stress that he has no intention of abandoning his film activity, even though he sells his library to Mr. Fox or to another buyer.

Video President Henry Dies

MARTIN P. HENRY, 50, president of Video Pictures Inc., New York tv film producer, died last Tuesday in New York following a week-long heart illness. A former Hollywood director, Mr. Henry, who joined Video Pictures in 1935 when it was a producer of motion picture short subjects, became its president in 1952.

Survivors are his mother and a sister, Mrs. Gene Sarazen, wife of the former National Open golf champion.



MEL ROACH (l), Seaboard Finance Co. account executive, shows Ralph G. Tuchman, general manager of Harris-Tuchman Productions, newspaper and point-of-sale uses of the animated tv commercials produced by H-T for Seaboard (through Frank Bull & Co.). The commercials, originally created for tv only, have been extended for use in other media.

'Plug-Free' Films Pledged By Ziv Television Programs

ADVERTISERS buying present or future Ziv tv film programs were assured last week by Frederic W. Ziv, board chairman of Ziv Television Programs Inc., that the films would be "plug-free."

He made this pledge in a statement released in Hollywood, in which he said that there is "a dangerous trend among tv producers to trade the valuable television time of advertisers for the questionable bargains of 'planted' products and services not sharing in the program costs, talky backstage visits with movie moguls or clips from non-tv films, and free rides on major scheduled airlines."

According to the estimates of Ziv's tv research department, Mr. Ziv said as many as 50 million "publicity impressions" for products and services of non-tv advertisers are being made weekly on U. S. television homes. He urged the television industry to evaluate the "plug trend" carefully in terms of long range effects on the respect of advertisers and agencies and the public for the television medium. "It's time the television industry and the telefilm companies drew a clear line on what is, and what is not, an allowable 'television commercial,'" Mr. Ziv asserted. "If we continue to avoid a clear definition, television may find what has become the nation's biggest advertising medium is being played for a billion-dollar sucker—one that permits itself to lure audiences away from tv sets and into theatres, and to surrender a powerful advertising potential to promote 'free riding products' and services actually spending a fraction of television rate card prices."

New Series Features Sisters

NUGENT PRODUCTIONS has been organized in Hollywood to make a series of 30 minute tv films featuring Judy and Carol Nugent, 14 and 18 year old sisters, and headed by their father, Carl Nugent, now a studio craftsman at Metro Goldwyn Mayer. Titled *Growing Up in Hollywood*, the series will show backstage activities of youngsters in the making of motion pictures.

ABC-TV BUYS 100 FILMS FROM RANK

New package of British imports reportedly involves $1.5 million. To be used first on network's new program, 'Afternoon Film Festival.'

A LONG-RANGE agreement, reportedly involving $1.5 million, is being announced today (Monday) in the acquisition by ABC-TV of 100 feature films from J. Arthur Rank Film Distributors Ltd.

The huge package of feature film imports from England will be used first on the network's new program, *Afternoon Film Festival*, to be programmed from 3-5 p.m. EST, Mon.-Fri., immediately preceding ABC-TV's *Mickey Mouse Club*, starting Jan. 16.

The contract, announced jointly by ABC President Robert E. Kintner and Managing Director John Davis of J. Arthur Rank Organization, parent group of the Rank enterprises, gives ABC unlimited use of the feature films on tv for an extended period. John H. Mitchell, vice president in charge of ABC-TV, represented the network in negotiations.

ABC-TV already had purchased a group of Rank features for its Sunday night *Famous Film Festival* which is being sold on a participation basis.

The new 100-film package is studded with prominent titles and British stars such as "Hamlet," starring Sir Laurence Olivier, Jean Simmons and Stanley Holloway; "A Queen Is Crowned," a pictorial report of Queen Elizabeth's coronation in 1953 (Mr. Olivier narrating); "Run for Your Money" with Alec Guinness, and "Beware of Pity," starring Lilli Palmer and Sir Cedric Hardwicke.

Special Force Set Up

Along with the purchase of the films, Mr. Mitchell revealed that the network has set up a special sales force for the weekday feature film program. Appointed were three "special project salesmen":

William M. Koblenzer, who is to join ABC today (Mon.) after having been with DuMont Electronicam Production Services as sales manager and national sales manager for the former DuMont Television Network. He also had been associated at one time as a sales executive with Frederic W. Ziv Co. and with Music Corp. of America. He will operate for ABC-TV out of New York.

Harry Pertka, also operating from ABC's New York office, was an account executive with the former DuMont Tv Network for the past four years. He also had been active in developing *Cavalcade of Stars* tv programs as sales manager for product advertising.

George Drase, former Eastern sales representative, CBS Radio Midwest Division, and before that in sales at WBBM and WCFL, both Chicago.

Messrs. Koblenzer and Pertka will report to William C. Gillogly, ABC-TV's eastern sales manager, and Mr. Drase will report to Harold Wettersten, the network's Chicago sales manager.

A sampling of other films in the 100 feature package, titles and stars, include "Always a Bride," Peggy Cummins, Terence Morgan and Ronald Squire; "Bedelia," Margaret Lockwood, Anne Crawford and Ian Hunter; "The Cruel Sea," Jack Hawkins, Donald Sinden and Denholm Elliot; "Fools Rush In," Sally Ann Howes


LEE FONDREN
General Sales Manager

Thank You,
NATIONAL ADVERTISERS AND
YOUR AGENCIES FOR THE

LARGEST SALES VOLUME IN KLZ Radio HISTORY!

KLZ Radio has kept with the times—AHEAD of the times!
Result—more national accounts, larger national schedules,
greatest national dollar volume in KLZ's history!

Proof that KLZ RADIO is a better buy than ever before!

BE SURE—Use radio in Denver—Use KLZ Radio!

CALL A KATZ MAN
OR
KLZ RADIO SALES
TODAY!

CBS FOR THE ROCKY MOUNTAIN AREA
KLZ RADIO 560 k.c.
DENVER
REPRESENTED BY THE KATZ AGENCY

and Guy Rolfe; "The Girl in the Painting," Mai Zetterling, Mr. Rolfe and Robert Beatty; "Genevieve," Dinah Sheridan, Kay Kendall and Joyce Grenfell; "I Know Where I'm Going," Wendy Hiller, Roger Livesey and Pamela Brown; "The Lady Vanishes," Michael Redgrave; "Meet Mr. Lucifer," Stanley Holloway, Miss Cummins and Jack Watling; "October Man," John Mills and Joan Greenwood; "A Place of One's Own," James Mason and Miss Lockwood; "The Rocking Horse Winner." Valerie Hobson, John Howard Davies, Mr. Squire and Mr. Mills; "This Happy Breed," Celia Johnson, Robert Newton, Mr. Mills and Mr. Holloway; "Titfield Thunderbolt," Mr. Holloway, Naunton Wayne and John Gregson, and "Tonight at 8:30," Miss Hobson, Nigel Patrick and Mr. Holloway.

Kaufman Sees Bright Future For Producers of Tv Films

CONFIDENCE in the future of the tv film production and distribution business was voiced last week by Reub Kaufman, president of Guild Films, New York, who reported that the company's annual statement for the fiscal year ended Nov. 30 is expected to show an increase in Guild's working capital of more than 100% to about $2.25 million.

He told a special meeting of Guild's sales and administrative executives gathered in New York from different parts of the country that there are certain "prophets of gloom" in the tv film industry who have been "pessimistic" about the field. He acknowledged that the industry is still "going through a changing era," but sai that "the stronger companies with the neede know-how will emerge on a sounder footing."

"Figures indicate our company is starting it new fiscal year, Dec. 1, in a stronger cash posi tion than in any other year," Mr. Kaufman saic adding that Guild plans to go "full steam ahea in 1956" while anticipating a "banner year i profits."

STATE COURT UPHOLDS HOOKER INJUNCTION

A DECISION handed down by New York Stat Supreme Court last week continued a tem porary injunction against Film Network Inc and Master Television Inc., New York, bot headed by West Hooker, and which had bee charged with using "unauthorized names" o individuals and making "fraudulent statements in sales of stock to the public.

In ruling that the injunction obtained b the New York State Attorney General's Offic several weeks ago should be continued [B•T Nov. 14], Justice Joseph A. Gavagan recom mended an early trial of the issues, leading t a permanent injunction or dismissal of th charges.

Mr. Hooker said that he has instructed hi attorney, L. Ray Glass of New York, to prepar for an early trial.

Screen Gems Sees Jump In Gross of $5 Million

GROSS sales of Screen Gems, wholly-owne subsidiary of Columbia Pictures Corp., are ex pected to reach $11 million this fiscal year a compared to $6 million the preceding year, was revealed last week by A. Schneider, vic president and treasurer of Columbia Picture at the company's annual meeting in New York

Discussing the company's tv operations, Mr Schneider said that no table of amortization wa employed for the tv films. He explained tha "they are written off on cost value," with th company benefiting "substantially" by their re issue and syndication value.

FILM PEOPLE

Joseph Brandel, former Philips (Netherlands executive, appointed European director of sale for Ziv International. **William Castle,** director producer for Ziv Television, has been assigne duties as production coordinator.

Fred Stettner appointed general manager o Marvel Screen Enterprises, new subsidiary o Barry & Enright Productions Inc., N. Y., whic will conduct merchandising activities for *Wink Dink and You* and serve as liaison between th parent company, CBS-TV and licensees.

Dick Ostrander to Interstate Television Corp N. Y., film distributor, as midwestern sale manager.

Norman Spiegel, manager of Dallas branch United World Films Inc., N. Y., distributo resigned effective Dec. 2. His future plans ar indefinite.

Robert L. Strickland, film producer with U. S Army Signal Corps, to Roger Wade Produc tions, N. Y., as production manager.

Robert D. Crosswell, former account executiv with WJBK Detroit, to Richard H. Ullman Inc Cincinnati, Ohio, production firm.

Tom McManus, international sales manage MCA-TV film syndication, left last week for three-week business trip to Europe to observ developments in foreign markets.



—that's the yearly income* of WIBW farm listeners!

Here's the man to sell. He's got plenty of cash to buy **your** product.

Kansas farm families are buying like mad these days, buying cars, tractors, tools, appliances, luxuries. They're building barns, sheds, homes, granaries. They're using services like never before.

Remember that figure, $8,830, after taxes—it gives them plenty of cash to play with.

And remember too that WIBW is the radio station Kansas Farmers listen to most.†

* Consumer Markets, 1955. † Kansas Radio Audience, 1954.

TOPEKA, KANSAS

Ben Ludy, Gen. Mgr.
WIBW & WIBW-TV
in Topeka
KCKN in Kansas City

"See Your Capper Man"
WIBW
CBS RADIO

Rep: Capper Publications, Inc.

SERVING A MARKET 52% ABOVE THE U. S. AVERAGE

— PERSONNEL RELATIONS —

ellows Cites Obstacles o Automation Conference

ARTB does not set collective bargaining licies for radio or tv stations, raising question hether it can take part in conference on auto- ation, NARTB President Harold E. Fellows d in letter to C. F. Rothery, NABET in- national president. Mr. Rothery had pro- sed NABET-NARTB meeting on automation letter to NARTB head. NABET invitation luded "other principal representatives of nagement."

Mr. Fellows emphasized NARTB is interested making sure that out-dated regulations do t prevent broadcasters from taking advantage improved methods and equipment," and ob- rved that broadcasters "are sympathetic to s problem and try wherever possible to make e transition for affected employes as easy as ssible." He added, "Better service at lower st is important to broadcasters." He said ARTB Employer-Employe Relations Com- ttee will discuss subject at Jan. 10 meeting d it may come before NARTB board at Feb. 3 meeting.

Pay-Tv Opponent

THE American Federation of Labor-Congress of Industrial Organizations convention unanimously adopted a resolution last Thursday opposing toll television and calling on the FCC to reject applications of pay-television proponents. The resolution declared that pay-tv constitutes an infringement of the property rights of set owners and also "will curtail greatly the free use of the medium."

— PROFESSIONAL SERVICES —

red Eden, Robert Green oin Welch, Mott & Morgan

SSOCIATION of Fred J. Eden Jr. and Robert . Green with Welch, Mott & Morgan, Wash- gton, D. C., radio law firm, was announced st week.

Mr. Eden was an assistant auditor for the . S. District Court for the District of Colum- a. He has degrees from three Washington niversities: American U. (B.A.), Catholic U.



MR. EDEN



MR. GREEN

M.A.) and Georgetown U. (LL.B.), the last 1955. During World War II he served as a lot with the U. S. Army Air Corp.

Mr. Green received an A.B. degree from olumbia U. and an LL.B. degree from Har- ard Law School (1950). He worked as an torney with the Veterans Administration and ie Office of Salary Stabilization, and for the st two years has served as a consultant to arious communication law firms. During Vorld War II, Mr. Green served with the . S. Navy.



Performance! Quality! Low Cost!

Now! Management and Engineers are looking to quality, cost, and performance to do the job. At Lambda-Pacific "quality and performance at a low cost is our product!"

THESE FEATURES DESERVE YOUR "CLOSER LOOK!"

- HIGHEST POWER!
  1 Watt
- LOWEST COST!
  $8500.00
- LOWEST COST OPTIONS!
  Audio sound diplexing
  Tunable wave meters
  Full frequency range
- EASY OPERATION!
  Proven circuitry
  Standard industry auxiliary equipment
- COLOR NTSC or FIELD SEQUENTIAL

Write today for the Lambda story . . . .
Our VISUAL ELECTRONICS representatives in your area will be happy to discuss your microwave requirements with you.

Lambda LPE Pacific

LAMBDA-PACIFIC ENGINEERING INC.

P. O. Box 70
Van Nuys, California

State 6-1801
Stanley 7-0779

RAB ELECTS NEW OFFICERS, ALLOCATES $45,000 FOR 'MAJOR RESEARCH PROJECT'

John F. Hardesty will become Radio Advertising Bureau vice president Jan. 1. Six new board members also elected at membership, board meetings.

PLANS for concentrating Radio Advertising Bureau's sales and promotion firepower, election of six new board members, confirmation of a new vice president and re-election of present officers, and allocation of $45,000 toward "a major research project" were highlights of RAB membership and board meetings last week.

John F. Hardesty, eastern sales manager of Westinghouse Broadcasting Co. for the past two years and before that director of local promotion for RAB, was named RAB vice president effective Jan. 1 [CLOSED CIRCUIT, Dec. 5].

The board also approved a plan for extending RAB's "in-person" service to member stations through sales clinics and sales committees. President Kevin B. Sweeney reported that RAB will add to its 100 sales clinics a series of six regional meetings for radio station management and that the number of cities in which sales clinics are planned f 1956 has been increased from 63 to 75.

Mr. Sweeney also projected RAB's 1956 come on a $750,000 annual basis. Sharp creases were foreseen after the first thr months of the year, when increased dues network, station, and representation firm me bers will be reflected.

The six new members elected to the boa at the annual membership meeting—which, li the board meeting, was held Tuesday at Ne York's Waldorf-Astoria Hotel—are Edwa Breen, KVFD Fort Dodge, Iowa; Frank Fogarty, WOW Omaha; Robert T. Masc WMRN Marion, Ohio; Edward Petry, Edwa Petry & Co., station representation firm; G more N. Nunn, WLAP Lexington, Ky., a Lee Wailes, Storer Broadcasting Co.

Officers re-elected by the board were Jose E. Baudino, Westinghouse Broadcasting C chairman of the RAB board; Mr. Sweene president; Donald W. Thornburgh, WCA Philadelphia, treasurer; William McGrat WHDH Boston, secretary; William L. Moriso RAB, assistant secretary-treasurer, and, effe tive Jan. 1, vice president Hardesty.

The following retiring members of the boa were saluted by their colleagues for "untirin efforts in behalf of radio broadcasting": Jo Blair, John Blair & Co., station representativ Edgar Kobak, consultant and owner of WTW Thomson, Ga.; Ralph McElroy, KWWL Wate loo, Iowa; William B. Quarton, WMT Ced Rapids, Iowa; Frank P. Schreiber, WG Chicago, and George B. Storer, Storer Broa casting Co.

Exact nature of the research project towar which $45,000 was appropriated, officials sai will be decided within a few weeks. Sever projects are being considered. The final d cision may involve a single study or "two three" which, individually, are lesser one Decision is expected to be reached in time f work to commence within 60 days. In additio the board approved management's plans to ea mark other funds for "major research" durin 1956. President Sweeney pointed out that RA plans to concentrate its fire on a sharpl limited group of advertisers during the comin year, in both the national and the locals field

Among national advertisers, principal target for RAB presentations and promotion are th soap-detergent, food, cigarette, automotiv drug, major appliance, and brewery field Extensive trade paper advertising and mailin series will be used to reach advertisers in these categories at the national level with teams of RAB executives calling upon them with specially prepared presentations and specific ideas while, at the local level, stations will undertake to influence the field organizations of these advertisers.



MR. HARDESTY

In the retail advertising field RAB and its 800 members station plan to concentrate on eight types of account which Mr. Sweeney said "should represent abou three-quarters of the total potential for station in their markets." These eight are appliance stores, auto dealers, supermarkets, furniture-ap pliances, clothing stores, drug stores, amuse ments, banks and savings and loan.

Mr. Hardesty, returning to RAB as vice presi dent, was commended both by President Sweeney and by the organization he is leaving to accept the post. WBC President Donald H. McGannon said that "WBC sincerely regrets

JOIN THE PARADE TO WGN-TV!



You're in the best of company when you place your advertising on WGN-TV in Chicago.

Twenty-one national advertisers are **sponsoring programs** . . . thirty-three local and regional advertisers are **sponsoring programs** on WGN-TV—a total of 54 program advertisers who know WGN-TV is the best buy in Chicago (both in audience and cost).

Join the parade to WGN-TV—ask your WGN-TV salesman for details.

441 N. Michigan Avenue
Chicago 11, Illinois

WGN-TV Chicago 9



Special TV Tower designed by BLAW-KNOX houses automatic elevator . . . for easy servicing of antenna • transmission lines • and lights

When WWJ-TV, Detroit, wanted an automatic elevator in their new tower, Blaw-Knox went to work on the design of the tower . . . in close cooperation with the manufacturers of both the elevator and the control system.

The result is this tremendous triangular tower . . . 14 feet on each side, 1063 feet high and weighing 265 tons . . . with special structural features to rigidly support both the 102 foot antenna and the automatic elevator.

Ready accessibility to any part of the tower up to the 980 foot level is provided by special design, completely enclosed automatic elevator. It can be stopped by the operator at any level by means of low frequency inductive carrier control. In addition an auxiliary pushbutton station, located at the lower landing, permits manual control at that point. The two controls are interlocked so that only one can be operated at a time. A telephone provides ground-to-car communication.

The advanced design and fabrication of this tower for WWJ-TV typifies the kind of service which Blaw-Knox offers you . . . to meet *your* specific requirements.

For more complete information on all types of Blaw-Knox Antenna Towers, write or phone for your copy of Bulletin No. 2417. Or send us your inquiry for prompt service, specifying height of tower and type of antenna.

BLAW-KNOX COMPANY
BLAW-KNOX EQUIPMENT DIVISION
PITTSBURGH 38, PENNSYLVANIA

Elevator-Marshall Elevator Company, Pittsburgh, Pa.
Control system—Union Switch & Signal Division of Westinghouse Air Brake Company, Wilmerding, Pa.

BLAW-KNOX **ANTENNA TOWERS**

Guyed and self-supporting — for AM • FM
TV • microwave • communications • radar



MR. MASON MR. WAILES MR. NUNN MR. PETRY MR. FOGARTY MR. BREEN

losing Jack Hardesty, but we know his drive and great efforts will enhance the future of radio broadcasting through his contributions to RAB. We wish him well in his new responsibility."

Mr. Sweeney said: "Our activities are multiplying and our budget is expanding considerably over the next few years. These facts make it doubly fortunate that Jack Hardesty is rejoining us. He is completely familiar with all phases of our operation and enjoys an excellent reputation for his ability to get things done."

Two NARTB Committees Meet

TWO NARTB committees will meet this week —sports and viewer reactions groups. The Sports Committee meets tomorrow (Tuesday) at the Waldorf-Astoria Hotel, New York. George J. Higgins, KMBC-AM-TV Kansas City, will preside as chairman. The Committee on Viewer Reactions meets Friday at NARTB Washington headquarters. It is a special group formed last summer, at board direction, "to implement proposals for national study of viewer attitudes toward television."

RADIO COMMITTEE SEEKS POWER BOOST

NARTB group moves toward general increase for all am stations and recommends separation of radio week from television next year.

FIRST steps looking toward a blanket across-the-board power increase for am broadcast stations were taken Tuesday at a meeting of the NARTB Am Committee, held in Washington.

The committee asked NARTB management to send all NARTB Radio Board members a statement of reasons for and against a blanket power increase. Directors would be asked to come to the next board meeting in February prepared to state their ideas on the plan as well as ideas of stations in their areas or groups they represent.

Cost of converting to increased power, added operating costs and reaction of other nations are topics for consideration.

Radio members of NARTB, through the co mittee, want NARTB's combined boards adopt their plan for a separate radio celebrati of National Radio & Television Week next ye Having started the custom a decade ago, am broadcasters said they preferred their o week to a joint radio-tv promotion.

At its Tuesday meeting the Am Commit recalled that a similar proposal was made year ago but nothing came of it because pl of manufacturers, distributors and dealers w too far advanced.

Current progress in development of tv surv techniques were reviewed at the meeting President Harold E. Fellows. The commit asked that NARTB's Radio Board review the studies in February to see if they could adapted to radio.

NARTB's proposal to ask FCC to exte remote control operation to directional static was explained by A. Prose Walker, engineeri manager. He said over 700 stations wo benefit by this extension. He reviewed ba width and spurious emission studies. Richa Allerton, research manager, discussed operati of NARTB's research panel, which supplies d on trends, revenue, expenses and net inco of stations.

Lester W. Lindow, WFDF Flint, Mich., me ber of the board of the Assn. for Professio Education, reported on APE work and urg support of its cooperative planning of bro cast courses at universities and placement graduates within the industry.

NARTB's Freedom of Information and Spo Committees were urged to work on behalf access to school activities, with several instan cited where radio had not been permitted cover school events.

NARTB Membership Shows Gain of 160 Over Year Ago

MEMBERSHIP of NARTB totals 1,999, a g of 160 or 10.4% over a year ago, the assoc tion's membership committee was told Washington Thursday by William K. Treyn manager of station relations. The figure, of Nov. 15, includes 1,260 am stations, 326 stations, 278 tv stations, 127 associates, fo tv networks and four am networks.

Broken down, the gains amount over a month period to 11% for am, 6.1% for 9.5% for associates. The NARTB Televisi Code has 261 subscribers and there are special subscribers to association services.

A membership campaign will be staged J 15-April 1, with radio and tv phases conduct separately. Co-chairmen of the membersh committee are J. Frank Jarman, WDNC D ham, N. C., and Kenneth L. Carter, WAA (TV) Baltimore.

Georgians Name Shackelfor

A NEW POSITION, secretary-manager, h been created by Georgia Assn. of Broadcast in cooperation with Dean John E. Drewry the Henry W. Grady School of Journalism, of Georgia. Leonard Ross Shackelford, WGA Athens, has been named to the position, accor ing to Glenn Jackson, WAGA Atlanta, G president, and Dean Drewry. Mr. Shackelfo will headquarter at the school where he al will have staff duties.

ANA Sets Meet March 14-16

ASSN. of National Advertisers has announc that its 1956 spring meeting will be he March 14-16 at The Homestead, Hot Sprin Va. Appointment of annual meeting's progra chairman will be made at next meeting ANA's board of directors.

fanfare:

0:03

Thumbs Up USA

Karl King

over 8500

bridges, moods and themes are yours to select from in the SESAC Transcribed Library.

Production music for every type of sponsor, for every type of AM-TV program, for every type of musical taste.

The SESAC Transcribed Library is the lowest in cost for balanced programming, featuring "the best music in America."

sesac inc.

475 FIFTH AVE. NEW YORK 17



OSY FUTURE PORTRAYED OR TIMEBUYER, SALESMAN

RTES seminar hears Silvernail and Renault praise the status of broadcast advertising.

DVERTISING growth and expansion of oadcast media assure a continued "future" for e agency timebuyer and the station salesman, e Radio & Television Executives Society's nebuying and selling seminar was told in New ork last Tuesday.

The timebuyers' field was appraised by Frank lvernail, manager of station relations, BBDO, ew York, and that of the time salesman by ichael Renault, general manager of WABC ew York.

Agreement was reached on the health of the oadcast advertising business, with these points mphasized:

• Radio is returning in strength. Mr. Renault id he thought tv viewers will turn more and ore to radio as they become selective with deo programming, and WABC in 1955 will ave its best year in any recent period. Mr. lvernail said it was his belief that tv would vel off, with radio "going up again when eople realize what they are passing up." He so stressed that the number of auto radios one about equals the number of tv sets.

• The future in either field is up to the indidual, what he puts into his work, learns, puts use, etc.

Noting also Standard & Poor's "Industry urveys Look at Advertising," which saw exenditures over the years increase at a rate ster than that of the general economy [B•T, ec. 5], Mr. Silvernail said that the media gures presented in the surveys were conservave. Mr. Silvernail estimated that over the 946-55 period, national advertising expendires went up more than 110%, while broadast advertising in that period went up a taggering" 168%. Mr. Renault emphasized at the sales department is the "pulse" of a ation. He said: "Basically, the requirements r a salesman in radio or tv are those for a ood salesman in any field. He must have a easant personality, a calculated aggressiveess, an agreeable persuasiveness and the ability sell goods.

Last Tuesday's seminar, moderated by Robert ollins, director of client relations, Pulse Inc., ew York, completed the first series of eight resented this season. A second series is planned start Jan. 17.

vB Adds 16 New Members, oosts Revenue to $600,000

GNING of 16 new members to Television ureau of Advertising, increasing TvB's revnues to an annual rate of more than $600,000, as announced last week by Vice President orman E. (Pete) Cash.

The new members consist of 15 stations and ne station representation firm, bringing TvB's embership to 178, of which 167 are stations. New station representative member is George Hollingbery Co. New station members are KTV (TV) Colorado Springs, Colo.; KLEWV Lewiston, Idaho; KOAT-TV Albuquerque; OMU-TV Columbia, Mo.; KOVR (TV) ockton, Calif.; KSLA (TV) Shreveport, La.; TVW (TV) Seattle-Tacoma; WBRZ (TV) aton Rouge, La.; WCTV (TV) Thomasville, a.; WDEF-TV Chattanooga, Tenn.; WHIOV Dayton, Ohio; WINT (TV) Waterloo (Fort ayne), Ind.; WNDU-TV South Bend, Ind.; SB-TV Atlanta, and WSFA-TV Montgomery, la.

GLASS...



The glass industry, employing thousands of skilled workers, is one of the most important industries in the Wheeling-Steubenville market. Among the outstanding companies are The Fostoria Glass Company, the largest manufacturer of handmade glassware in the country; The Imperial Glass Corporation, whose products are sold all over North America and in several foreign countries; The Hazel-Atlas Glass Company, with 10 plants and 27 sales offices throughout the United States.



Glass is but one of many important industries in the Wheeling-Steubenville market. Others include Steel, Tobacco, Textiles, Plastics. All of these industries have recognized the great industrial potential of the rich Ruhr Valley of America—rich in natural resources, centrally located, and rapidly becoming one of the great industrial areas of America.

The Wheeling-Steubenville market is a healthy market from all standpoints. It is a full-fledged industrial market in its own right, growing at a faster rate than the national average. Current figures show 416,210 families, 1,409,300 people, with a combined spendable income of $1,973,985,000—an average of $4,742.

The best way to reach this thriving market at the lowest cost is to use the dominant medium—WTRF-TV, Wheeling. The eyes of the valley are focused on WTRF-TV, the prime source of entertainment and, consequently, the strongest advertising medium. In every acceptable method of audience measurement, WTRF-TV has far outdistanced the competition. Current Telepulse figures show

***13* of the top *15 weekly* shows are on WTRF-TV!**

***10* of the top *10 multi-weekly* shows are on WTRF-TV!**

Seven days a week, from 12 Noon to 12 Midnight, WTRF-TV dominates with an average 52.16 share of audience!

WTRF-TV is BIG in POWER, blanketing the upper Ohio Valley with 316,000 watts. WTRF-TV is BIG in PROMOTION, with FOUR important FIRST PRIZES in *nationwide* competition!

For any campaign aimed at the growing industrial Wheeling-Steubenville market—choose WTRF-TV—the dominant medium in the rich Ruhr Valley of America!

WTRF-TV

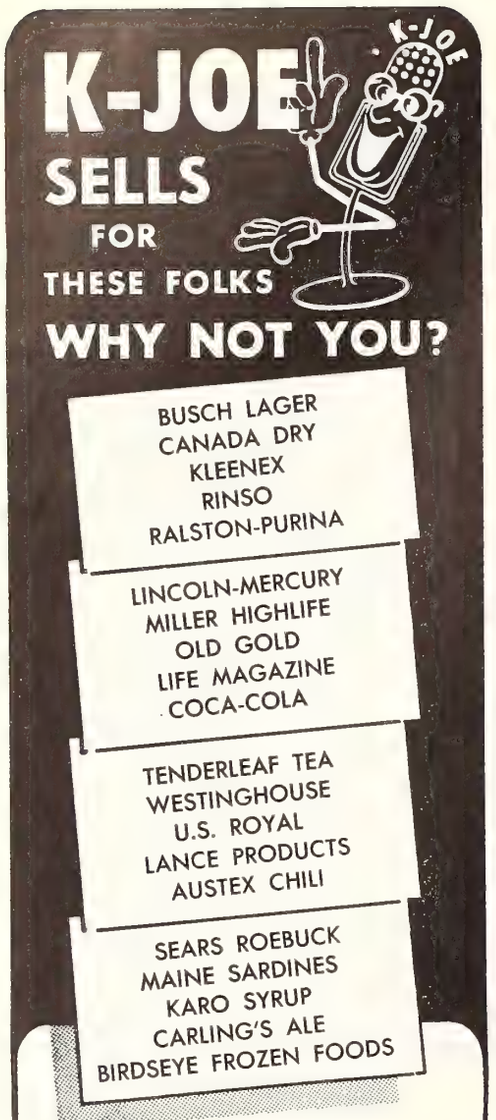
NBC

For availabilities, call Hollingbery or Bob Ferguson, VP and GM or Needham Smith, SM Wheeling 1177.



Equipped for network color

WHEELING 7, WEST VIRGINIA



BASEBALL'S FRICK SAYS JUSTICE DEPT. RENEGED ON 'TEST CASE' FOR RADIO-TV

Major leagues, at Chicago meeting, spurn minors' proposal for broadcast restriction. Special fact-finding survey released. It shows broadcasting medium isn't prime cause of declining gates.

ORGANIZED baseball's efforts to provide a "test case" for future radio-tv limitations have run into a snag. Baseball Comr. Ford Frick revealed last week that the Justice Dept. had backed down on an earlier agreement to go along with the plan.

During their annual meeting in Chicago, the major leagues also turned down a minor league proposal for broadcast restrictions and heard a report on a fact-finding survey on baseball which largely exonerated broadcast media as the cause of declining attendance.

Mr. Frick said that the "rug was pulled out from under us" by the Justice Dept. and there was no chance that the majors would take any action on radio-tv restrictions until a better plan is offered. He said baseball had suggested a "reasonable and fair" rule designed to clear the air on radio-tv broadcasting. He declined to identify his Justice Dept. contact but stressed he had no "gripes" against the govenment body. He intimated little prospect that organized baseball would offer any substitute plan in the near future, or that pay-as-you-see tv would provide any immediate solution.

The baseball survey was designed, not to find out 'What's Wrong (or Right) with Baseball?" but to "gather facts and information which would be of significant use to baseball executives as they formulate plans and policies for the future." It comprised a number of polls with 20,000 interviews among fans and non-fans alike —and including sports writers, announcers and others. It was prepared by Stephen Fitzgerald & Co. according to "technical research techniques" and submitted to Comr. Frick and the major leagues.

The report claims the consensus was that "baseball might promptly formulate a very definite policy for fair and better organization of its television activities even though such action would involve certain calculated legal risks that might have to be resolved in the courts."

Baseball is more popular than ever, but there are "soft spots at the gate, especially in the minor leagues," the summary points out. The sport has grown proportionately higher than the U. S. population, but its "share of the entertainment dollar . . . has decreased." Horse and dog racing get the largest proportion; $243 million of an estimated $10 billion. Parlor billiards and bowling account for $67 million compared to $55 million for professional baseball, while participating sports "constitute real competition for spectator sports".

"Baseball's attendance problem, therefore, should be concentrated on some method of translating high controversial and reader interest into box office dollars," the report stresses.

According to the survey, of which preliminary findings were released this past summer, 75% of those interviewed felt radio-tv coverage has "increased general baseball interest." It cited a "definite feeling that the telecasting of major league baseball games into minor league territory was harmful to minor league attendance." The report continued:

"However, the statistics do not indicate that it is the telecasting of baseball alone which is the cause of the minor league problem. Of more importance perhaps is the fact that television as an entertainment medium has proved to be real competition to baseball as have other entertainment media."

The report claimed that 37% of those interviewed indicated they would pay a "reasonable sum" (25 to 50 cents) for pay-as-you-see tv "if it was felt such a plan was necessary to keep baseball operating."

Asked about this phase of the report, Mr. Frick shrugged and said, "it's not here yet, is it?" Toll tv was explored by National League executives during the three-day major league parley at the Palmer House in Chicago.

Mr. Frick also noted, in response to a question, that major league clubs negotiate their own radio-tv contracts. He stressed that organized baseball was prepared to seek a solution to the radio-tv problem because of the minors' plight and tv's entertainment factor. Minor league relations were described in the survey summary as the biggest problem of majors.

Among other suggestions in the study for the betterment of baseball, only 34% favored less tv coverage while 56% suggested a "definite radio-television policy."

The radio-television trade press was not invited to the news conference called by Mr. Frick Monday when he "revealed" organized baseball's plan designed to lay "ground rules" for future relations with radio and tv.

Once the rules were adopted and taken to court by baseball, the Justice Dept. was represented by Mr. Frick as prepared to sue organized baseball for an injunction to set them aside. Whoever lost the case would appeal it to the U. S. Supreme Court. Mr. Frick said he felt this would set up "ground rules" for the radio-tv issue and eliminate suits by broadcasters while the injunction was pending.

"As it is now without a clear-cut decision in the matter, we are vulnerable to all sorts of petty suits," Mr. Frick said. "Fifty small radio stations could sue us, and even if we won them all we could go broke winning them."

It was understood the suggested rules would have provided for limiting broadcasts and telecasts of games to a radius of 50 miles from the home team's park. Another facet, it was believed, was the recommendation of a national network "Game of the Week."

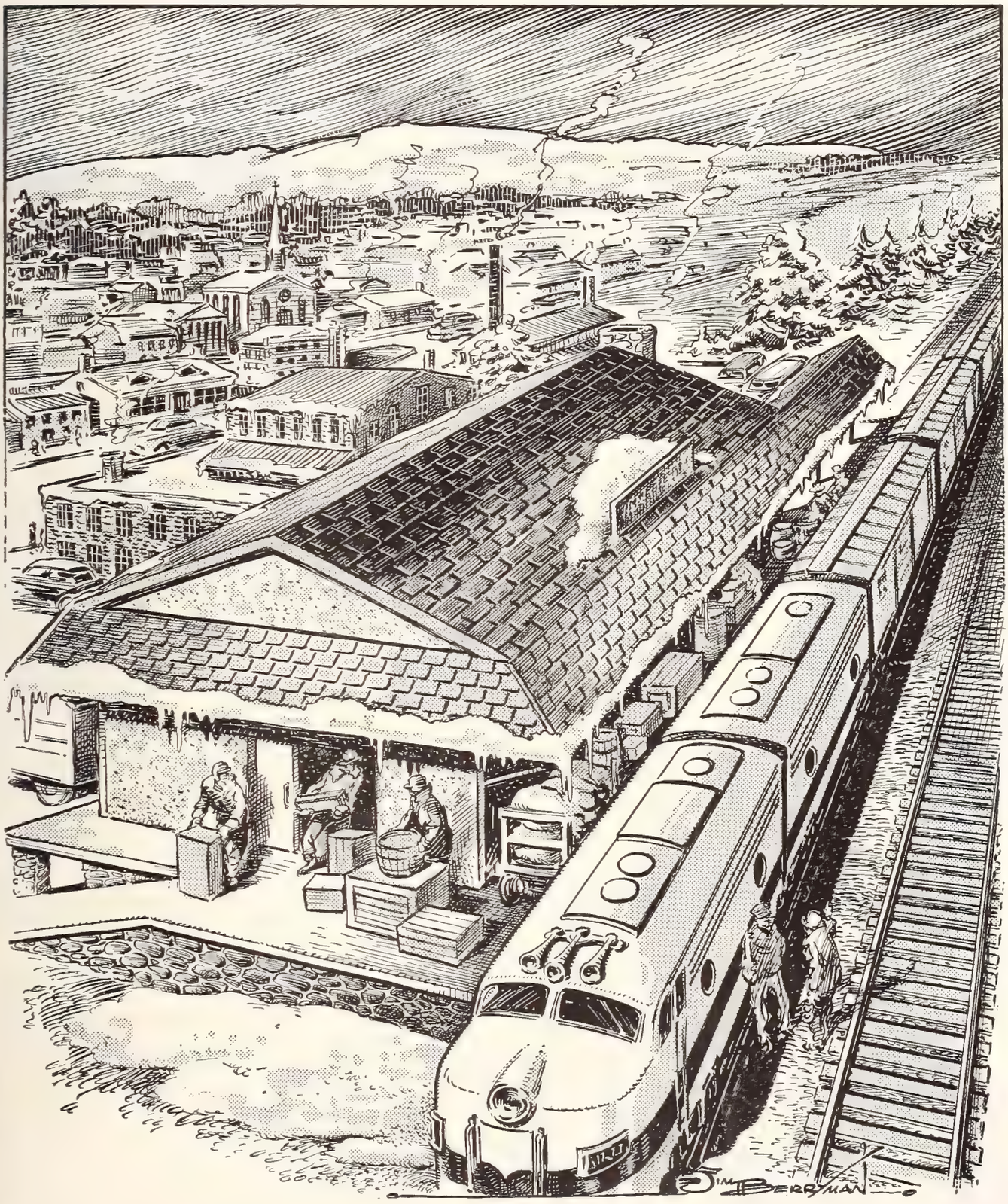
"They say you can't do this—but they won't tell you what you can do. . . . We had an idea on a test case but it just didn't work out. We'll simply have to come up with something else," Mr. Frick said.

The minor leagues already had adopted a proposal for restricting major league radio and tv coverage, as in past years, but it always has been rejected by the majors. It would forbid sponsored broadcasts from stations outside a 75-mile radius of the particular ballpark [B•T Nov. 28.]. Restrictions (Rule 1 [d]) against radio-tv were lifted by the Justice Dept. about five years ago.

Major points at issue are the "Game of the Day" broadcasts, regional network hookups and television coverage in some instances beyond local areas. Minor leagues report as much as a 50% drop in attendance since World War II, blaming it on radio-tv coverage.

While 39% of respondents in the survey felt radio-tv coverage had decreased actual attendance, 71% believed the box office would be improved by better parking facilities and lesser percentages favored more attention to the fans' comfort, faster games, standardization of ball parks and reduction of concession prices.

SANTA'S HOLIDAY HEADQUARTERS



for the ASSOCIATION OF AMERICAN RAILROADS

TV PLAN PROPOSED BY NL DESIGNED TO AID MINORS

Offered by Dodger President O'Malley, it would feature 'Game of the Week' telecasts with proceeds to be split.

A PLAN to permit network telecasts of a "Game of the Week" without any boundary restrictions and for the financial benefit of the minor leagues was adopted by the National League and submitted to advertising representatives last week.

The proposal, originally offered by Walter O'Malley, president of the Brooklyn Dodgers, received "wholehearted endorsement" of the senior circuit at the majors' three-day parley in Chicago last week. Prospect of a $3 million melon to be divided equally between the major and minor leagues was held as an important step toward solidifying major-minor relations. The American League expressed interest but took no definite action.

The plan, which probably would go into effect in 1957 and perhaps even next year, calls for commercial sponsorship of one major league game each week. Expression of interest by prospective sponsors would result in the plan being placed on the official agenda of the major league meetings in New York next month.

Originally, it was understood, the majors were prepared to offer the plan as a means of offsetting organized baseball's proposal to the Justice Dept. for a rule to curb radio-tv broadcasts of major league games in minor league territories [see story, page 58].

Referring to the Justice Dept. phase, Mr. O'Malley said earlier that "only a confused legal situation prevented a test run of the program this year." He noted interest by "certain television promoters" who, he said, had offered as much as $3 million to handle the program.

In Chicago Warren Giles, NL president, said the proposal has "limitless possibilities." He issued this statement:

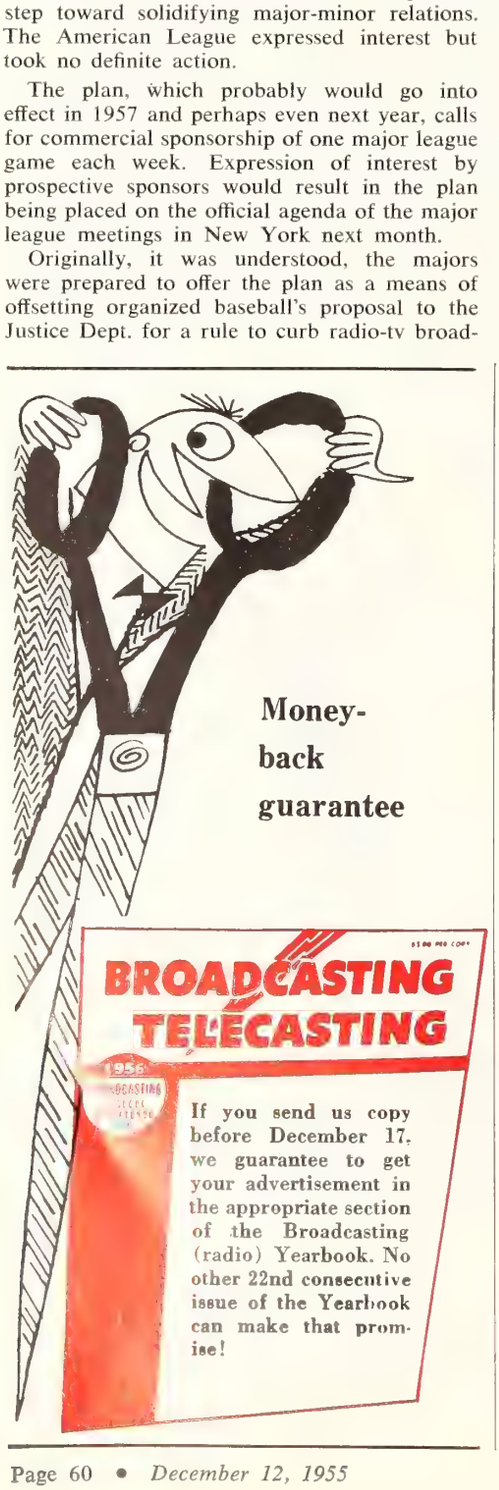
"I don't see how anyone can object to it. The plan would involve sending a top major league game over a major network once a week and the game would have big-time commercial sponsorship.

". . . The National League clubs have asked [Mr.] O'Malley to continue his efforts to work out a plan to use income from a major league television game of the week to aid the minor leagues. We are all wholeheartedly in favor of his ideas to date and all of us expressed a desire for him to continue his attempts to effect this tv game of the week."

Tv contracts negotiated by clubs for 1956 presumably would not be affected by the weekly "Game of the Week" telecasts.

A spokesman for the Brooklyn Dodgers reported last week that Mr. O'Malley has been conferring with executives of a television network to carry a proposed "game of the week" telecast, but declined to name the network. B•T learned that Mr. O'Malley had discussed this project with NBC-TV.

Although the proposal often has been suggested as a means of raising revenue to be put at the disposal of minor league clubs, the Dodger spokesman said this phase of the project has not been worked out. Both CBS-TV and ABC-TV said they had not discussed this program with Mr. O'Malley, the CBS-TV spokesman noting that the network, which this year carried its own "Game of the Day" major league telecasts under the sponsorship of Falstaff Brewing Co., through Dancer-Fitzgerald-Sample, plans to present the program again next year with the same sponsor.



BIG TEN MULLS TV DIFFICULTIES

THE BIG TEN CONFERENCE may take the lead in a move to resolve "some of the pressures" built up this past season as the result of tv blackouts on "sellout" games and because of a confusing district demarcation policy for Iowa under NCAA's football television controls.

The conference's tv committee met in Chicago last week to review NCAA's 1955 national-regional program and problems that arose during the past fall. Conference athletic directors also convened and proposed that, for the "purposes of a television plan in 1956," the state of Iowa be considered "overlapping" with respect to Big Ten and Big Seven televised games.

Nub of the problem is the fact that NCAA placed Iowa State College in its District 5 and the U. of Iowa in District 4, thus bringing tv and geographical factors into conflict, inasmuch as the state of Iowa is in the Big Seven District 5 area.

Specifically, this conflict resulted in protests from WMT-TV Cedar Rapids over NCAA's attempt to black out all of Iowa on the Wisconsin-Illinois game over CBS Nov. 12 and its refusal to permit Iowa stations other than WMT-TV to carry the Notre Dame-Iowa U. contest Nov. 19. Earlier KRNT-TV Des Moines found itself in the middle of the geographical hassle because it carried the Iowa U.-Minnesota game in defiance of NCAA and i responce to public demand [B•T, Nov. 21, 14

Similar situations arose in the case of th Michigan State-Illinois clash, the blackout which was protested by WJIM-TV Lansin Mich., and in another involving public sent ment for tv coverage of the major Ohio Stat U. of Michigan contest the closing Saturda In the case of the Big Ten's Iowa Hawkeye it was pointed out, there is widespread intere throughout the state in the team.

In such instances the Big Ten is known t feel there should be some "safety valves" fc easing the pressures. The "sellout" provisior of NCAA failed to prove adequate, particular where the state's university is involved.

The Big Ten Conference was expected ove the weekend to otherwise express general sati faction with the national-regional tv concept the 1955 NCAA plan, under which five Bi Ten games were carried over CBS-TV. Cor ference Comr. Kenneth (Tug) Wilson is on rec ord as feeling the 1955 plan worked satisfac torily.

Committee members also studied a plan t reimburse the home team for any actual ex penses incurred in a telecast. In the past t proceeds have been divided equally among a conference teams, but this practice may b altered next year.



JOHN McDONALD (l), farm director of WSM-AM-TV Nashville, Tenn., and newly elected president of the National Assn. of Television & Radio Farm Directors [B•T, Dec. 5], receives the gavel of his office from outgoing President Frank Atwood, WTIC Hartford, Conn.

NCAA Policy Hit Again, This Time by ND Official

NCAA's refusal to accede to the request b Iowa Gov. Leo Hoegh for telecasts of th Notre Dame-Iowa football game on sever stations in that state Nov. 19 is typical of "a arbitrary and artificial control policy" by th association, a Notre Dame executive has a serted.

The Rev. Edmund Joyce, executive vice pre ident of the university, described the NCAA t policy as "reactionary . . . based upon the a tempt to preserve a 'status quo' of stadium a tendance against the supposed inroads of a ne and marvelous invention." Father Joyce note that no other games were played in Iowa tha Saturday and "the citizens felt it was a ridicu lous situation that they should be prevente from seeing their state university in action. He explained his views in the Notre Dam *Scholastic* magazine published Dec. 3.

YLVANIA JUDGES LAUD V INDUSTRY AS WHOLE

IE JUDGES who picked the winners of the 55 Sylvania Television Awards [B•T, Dec. 5] nd "a great quality improvement in scripts, acting, and in the total concept of television an important social force in American civiliion."

n their annual appraisal of tv, released yesday (Sunday), the judges said: "We applaud industry for the vigorous and sincere man- in which it is moving out of the cradle and ving its versatility."

Two areas in which the committee found disointment, however, were serious music and medy shows. "No real or sustained attempt been made to find a way to do good music h the exception of one or two operas," the ort said. "Firestone [*Firestone Hour*] is the y earnest program attempt to present serious sic. All this is in contrast to radio which ers a full 24 hours of good music every day l continues to bring to the listening audience h important events as the Metropolitan era, the New York Philharmonic, and many er fine performances by first-rate artists."

On the credit side, the report said:

"This year there was such a burst of good nt, much of it yet unrecognized, that our of selection was more difficult than ever ore. In a broad sense, the total creative out- has shown great improvement. In the field television scripts we find that dialogue is re direct, situations less hackneyed.

"The networks have shown courage in proing costly shows at great financial risk with le assurance of material reward. These cosals have been done with amazing attention detail and on the whole were successful in ducing programs that did a cultural job. ere were some failures, but these setbacks not stop the networks from continuing their gnificent experiments. . . .

"In the category of children's shows, we felt ouraged with the many improvements in gram content and production. There were ny more acceptable children's shows this r than last. Also, we find it heartening to more educational topics woven into enterining vehicles that hold the interest of the nger set.

inois Honors Sarnoff r WNBQ (TV) Color Plans

CITATION lauding Brig. Gen. David Sarnoff choosing WNBQ (TV) Chicago as the first color television station in the world was sented by Gov. William Stratton for the te of Illinois last Wednesday.

RCA President Frank Folsom accepted the cutive citation for Gen. Sarnoff while in cago to address a luncheon of 500 RCA pliers at the Merchants & Mfrs. Club. [See arate story, page 85.] It commended the A board chairman for his "tremendous conution" to the "economy of Illinois and to the ter living of all the citizens of the state," and ed his "inspiring influence on the electronics ustry, on the people of Illinois and on our ire national life."

WNBQ plans to convert its present black and ite equipment to color by April 15, 1956. n. Sarnoff announced the selection of the C o&o Chicago outlet in a historic two-way sed circuit color tv news conference last nth [B•T, Nov. 7].

SUNDAYS, MONDAYS and ALL WAYS

WOLF

has a lion's share of audience

SUNDAYS (daytime)	32.6%	1st PLACE

MONDAY thru SATURDAY	WOLF Share of Audience	
Mornings 8 A.M.-12 Noon	16.9%	2nd PLACE
Afternoons 12 Noon-6 P.M.	33.3%	1st PLACE
Evenings 6 P.M.-10:30 P.M.	29.7%	1st PLACE

everywhere you go . . .

MONDAY thru FRIDAY 9 A.M. to 5 P.M.

Barber Shops	50% (tie)	1st PLACE
Beauty Shops	31%	1st PLACE
Cleaners	23.1%	2nd PLACE
Dentists	24.6%	1st PLACE
Drug Stores	36.4%	1st PLACE
Grocery Stores	47.3%	1st PLACE
Service Stations	51%	1st PLACE

RATING for RATING

RATE for RATE

in CENTRAL NEW YORK it's

WOLF

SYRACUSE, N. Y.

National Sales Representatives

THE WALKER COMPANY

FREE . . . Get the whole story (Spring 1955) covering home-auto-store listening, 4 and 8 year trends, TV operating hours, also new (October 1955) Business Establishments Survey. Included are the basic market facts on population, labor force, industrial work hours, automobiles, telephones, and monthly sales comparisons. Ask for your copy of The Syracuse Inside Story.

SARNOFF NEW NBC PRESIDENT; WEAVER TAKES BOARD CHAIR

Robert W. Sarnoff steps into network's top executive job as Sylvester L. Weaver moves up. Brig. Gen. David Sarnoff, former chairman of the board of the network, gives up post but will be active in NBC affairs. Announcements follow, by three days, second anniversary of 'Pat and Bob' team's accession to NBC executive posts.

ROBERT W. SARNOFF last week was advanced from executive vice president to president of NBC. Sylvester L. (Pat) Weaver Jr. was moved up from president to chairman of the network's board.

Brig. Gen. David Sarnoff, who has been chairman of the board of NBC as well as RCA, relinquishes his NBC chairmanship but "will continue my active interest in the affairs of the NBC." Gen. Sarnoff also continues to be a director of NBC.

The changes were announced Wednesday, three days after the second anniversary of the election of "the team" of "Pat and Bob" to the NBC presidency and executive vice presidency, respectively.

Gen. Sarnoff made the announcement. Speaking on the eve of the semi-annual meeting of NBC-TV affiliates (see story, page 64), Gen, Sarnoff reported the NBC board action thus:

"Two years ago this month, Pat Weaver was elected president and Bob Sarnoff was elected executive vice president of the NBC. The brilliant record of achievement of NBC during these past two years, under the direction of Pat and Bob, is well known throughout this country and abroad. My associates and I are proud of the record made by these young men.

"The beginning of the third year of their operations seemed to me a fitting time to recommend that Pat Weaver succeed me as chairman of the board of NBC. He, in turn, recommended that Bob Sarnoff succeed him as president of the company.

"Accordingly, at a meeting of the board of directors of the NBC held today (Wed.) these recommendations were acted upon and approved.

"Through my duties as chairman of the board of RCA and as a director of NBC, I will continue my active interest in the affairs of the NBC. I am confident that, under the continued leadership of Pat and Bob, NBC will achieve even greater heights of success in serving the American public and our industry."

The changes were not wholly unexpected.

Reports that Mr. Weaver would vacate the presidency to become board chairman—or to take some other industry position—had c culated periodically and had been as regular denied.

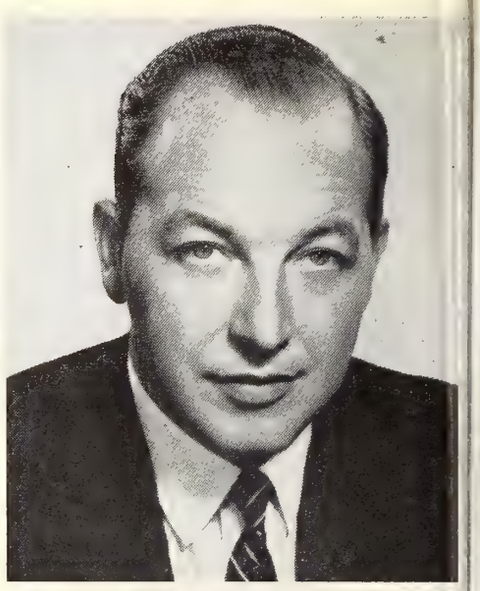
Neither in public nor in private speculati was there anything to indicate a belief th whenever a change was made, Mr. Sarn would not become NBC president.

At 37, a son of Gen. Sarnoff, he has go through eight years of progressively responsib service with NBC in programming, productio sales, and overall administration.

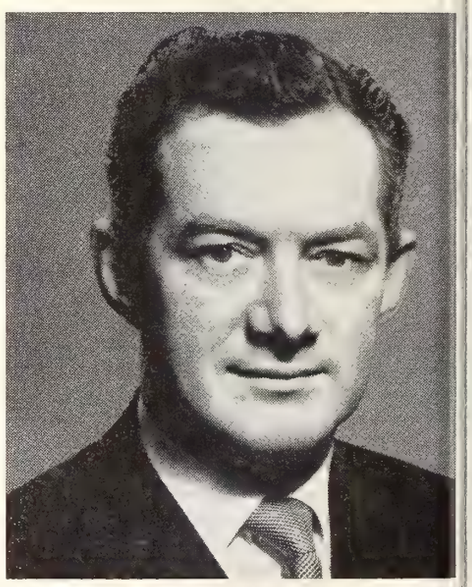
Mr. Sarnoff joined NBC Jan. 1, 1948, as account executive in the sales department. November 1948 he was named assistant to t national program director of the tv netwo and subsequently became television producti manager and tv program sales manager.

He was named director of NBC unit pr ductions in January 1951, with responsibili for such tv programs as *Colgate Comedy Ho Your Show of Shows, All Star Revue* and *Ka Smith Hour*. During this same period he al supervised *NBC-TV Opera Theatre* a launched and carried to completion the *Vi tory at Sea* documentary series.

Elected an NBC vice president in June 195 Mr. Sarnoff was put in charge of the new NB film division a year later. In March 1953 th was established as one of the three princip operating divisions of NBC. In Septemb 1953, while still in charge of the film divisio



MR. SARNOFF



MR. WEAVER

RADIO WSRS

• TOPS 'N POPS
• WONDERFUL MUSIC
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• CONCERT CLASSICS

Plus

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RADIO WSRS

GREATER CLEVELAND'S NUMBER 1 STATION

John E. Pearson Co., National Representatives

KTBS-TV PUTS NEW TRUSCON 1052-FOOT GUYED TOWER IN OPERATION



KTBS-TV's 101-foot television antenna is riding high these days. It's anchored securely at the peak of their new Truscon Guyed Steel Tower—1052 feet above the ground near Shreveport, Louisiana.

This giant steel spire is typical of many hundreds of Truscon Towers now standing tall and strong all over the world . . . on all types of topography . . . and in locations where the wind and weather are extremely severe.

On the East Coast, during the recent hurricanes, for example, *every Truscon Tower in the area remained proudly erect with no damage reported* . . . a dramatic tribute to the unmatched technical experience and craftsmanship of Truscon's team of skilled engineers.

And no matter what your requirement, Truscon's modern and efficient manufacturing facilities are geared to produce exactly the tower you need . . . whether it be guyed or self-supporting . . . tall or small . . . tapered or uniform in cross-section . . . for AM, FM, TV or Microwave Transmission.

Get your tower program started by calling or writing your nearest Truscon District Sales Office or "tower headquarters" in Youngstown—today. Our experts will be glad to discuss your problems or help in any way they can.

TRUSCON®

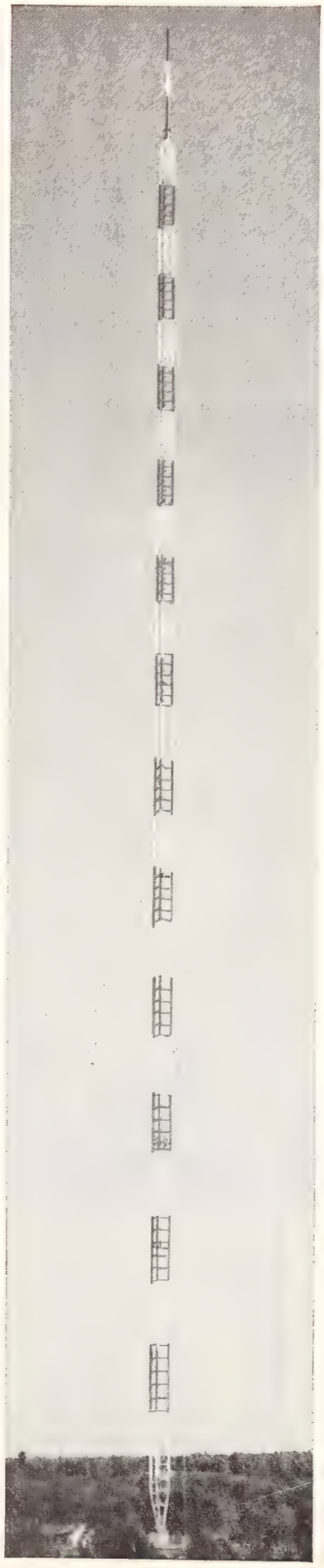
TRUSCON MARK OF MERIT PRODUCTS

TRUSCON STEEL DIVISION
REPUBLIC STEEL

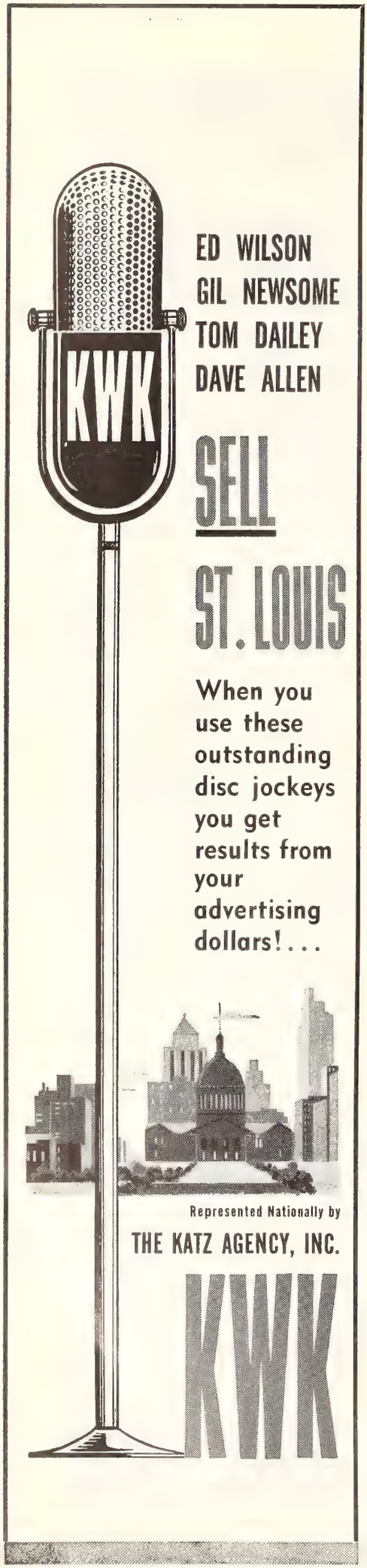
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Export Dept.: Chrysler Bldg., New York 17, N. Y.

REPUBLIC STEEL

A NAME YOU CAN BUILD ON



KTBS-TV—Truscon Guyed Tower 1052 Feet Tall



he was given additional duties as executive assistant to Mr. Weaver, then NBC board vice chairman, and in this capacity concentrated on tv network programs. He became NBC executive vice president Dec. 4, 1953, at the same time Mr. Weaver became president.

Mr. Weaver, credited with many successful innovations including *Today, Tonight, Home, Wide Wide World* and the spectaculars in programming and the "magazine" concept of selling, rose to the NBC presidency after serving as board vice chairman and, before that, as vice president in charge of radio and television.

When he joined NBC in 1949 as head of the television network he already was a veteran of 18 years in broadcasting and advertising. Before he had reached 30 he was advertising manager of the American Tobacco Co. under the famed George Washington Hill.

Mr. Weaver entered radio as a writer for Don Lee Broadcasting System's KHJ Los Angeles, and in 1934 was named program manager of the Don Lee network. A year later he moved to Young & Rubicam in New York, ar in 1938 he joined American Tobacco Co. advertising manager and member of the con pany's top management group.

After wartime service as head of radio oper tions under the Coordinator of Inter-America Affairs, first as a lieutenant in the Navy ar later as producer of the *Command Performanc* radio show for men overseas, Mr. Weaver r joined American Tobacco and then, in 194 returned to Y&R as vice president in charge radio and tv. He left this post in 1949 to mo to NBC.

Among other developments, Mr. Weaver credited with introducing NBC's multi-millio dollar talent and show development progran which he has compared to industrial researc programs designed to develop new product and with NBC's concept of "enlightenmer through exposure," integrating information and cultural material into programs in all ne work time periods.

NBC-TV PROGRESS UNDER WEAVER-SARNOFF DETAILED AT CONVENTION OF AFFILIATES

Network executives tell stations that NBC-TV is closing gap between CBS-TV and NBC-TV billings, urge affiliates to develop own color tv.

EXECUTIVES representing 127 NBC-TV affiliates were given a two-year inventory of network activities and gains in a two-day semiannual convention in Chicago last week.

More than 40 executives from NBC New York headquarters—including the newly elected board chairman and president—presented the affiliates with a picture of a recent history replete with progress and a future full of color.

The affiliates met by themselves Thursday, with NBC officials in an open meeting Friday morning and with NBC officials privately Friday afternoon at the Drake Hotel. Reports were that the meetings were in general harmonious.

Walter Damm, WTMJ-TV Milwaukee, was unanimously drafted for re-election as chairman of the NBC-TV Affiliates Executive Committee for two years. The committee later adopted a resolution praising Mr. Damm for his "outstanding services in the public interest" and his "substantial contributions." The resolution pointed out the committee enjoyed the "respect and confidence" of both NBC and affiliates.

Other members of the executive committee, who signed the resolution, are Lawrence H. Rogers, WSAZ-TV Huntington, W. Va. (secretary-treasurer); Jack Harris, KPRC-TV Houston; Robert Hanna, WRGB (TV) Schenectady; W. W. Warren, KOMO-TV Seattle; Fred Mueller, WEEK-TV Peoria, Ill.; James Moore, WSLS-TV Roanoke, Va.; Gene De Young, KERO-TV Bakersfield, Calif.; Edwin Wheeler, WWJ-TV Detroit.

Robert Sarnoff Reports

In his first official appearance as newly-elected president of NBC, Robert W. Sarnoff Friday held out the great potential of advertising dollars and the lure of fast-increasing "local television revenues" in urging the network's television affiliates "to quicken the pace of your own color development."

Speaking at the Friday morning session of the NBC-TV affiliates meeting in Chicago, Mr. Sarnoff announced plans for further expansion of NBC's colorcasting schedule.

Mr. Sarnoff expressed hope, also on behalf of new NBC Board Chairman Sylvester L. (Pat) Weaver Jr., that "it will not be too long before . . . [each] one of you is converting your entire station to color, as we are doing in Chicago with WNBQ (TV).

Among the highlights of Mr. Sarnoff's tal were these:

• NBC is preparing to colorcast "a number of Perry Como shows this winter and spring, a well as "several" dramatic programs; will ad color inserts on *Wide Wide World* and *New Caravan,* and pick up remotes from the We Coast, and, as in the past, handle the Tourna ment of Roses parade Jan. 2, plus two opera (in January and April).

• RCA and NBC will demonstrate color a the National Retail Dry Goods Assn.'s annua convention Jan. 11 for a whole afternoon, set ting up a battery of color receivers for ob servation by thousands of retailers. He stresse color's value as a "merchandising tool," an said closed circuit pickups would be utilize to show how "color television can be use in retail merchandising product display an pre-selling."

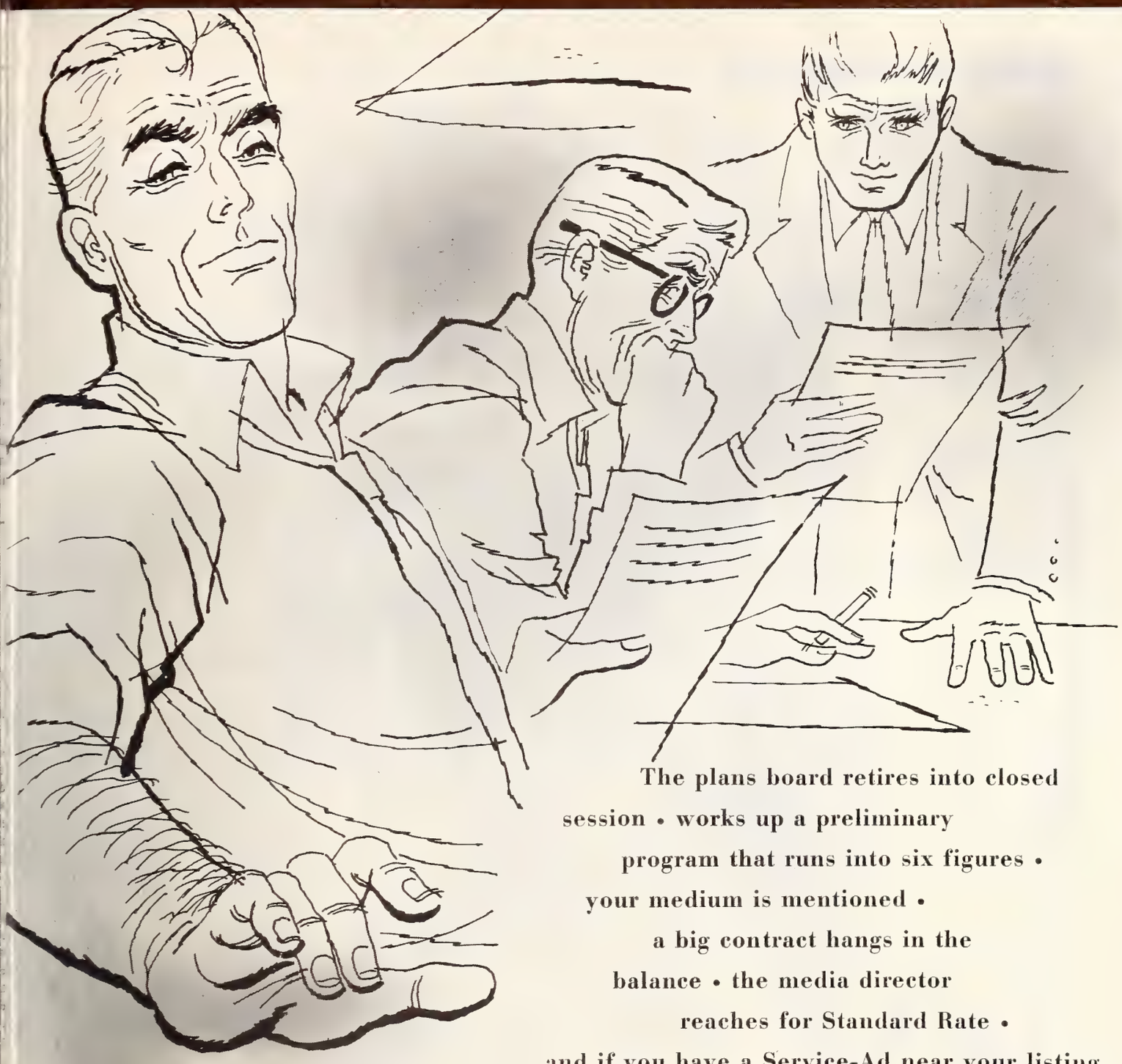
Accelerated Schedule

Reviewing the network's efforts to "spur th pace of color development," as a two-pronge push also involving RCA, the new NBC chief tain noted NBC has stepped up its color-castin schedule to 40 hours monthly—"twice as muc as our original estimate and five times as muc as our color schedule last year." That volum will be maintained this season and supplemented

Referring to plans for conversion of the o&o WNBQ (TV) Chicago to all color by April 1956, Mr. Sarnoff said they have "brought othe set manufacturers a lot closer to the realizatio that color is here" and served to stimulate "a new wave of set sales activity in the area." He said 175 color receivers were purchased within two weeks of the announcement by Brig. Gen. David Sarnoff, RCA board chairman, early last month [B•T, Nov. 7].

Commenting on the forthcoming NRDGA demonstration, Mr. Sarnoff stated:

"We all know that television has just begun to scratch the surface of the tremendous market for retail advertising. We think that color will enormously increase television's ability as the principal medium for retail business." He said the WNBQ operation "is going to dramatize



The plans board retires into closed session • works up a preliminary program that runs into six figures • your medium is mentioned • a big contract hangs in the balance • the media director reaches for Standard Rate •

and if you have a Service-Ad near your listing...

you are there

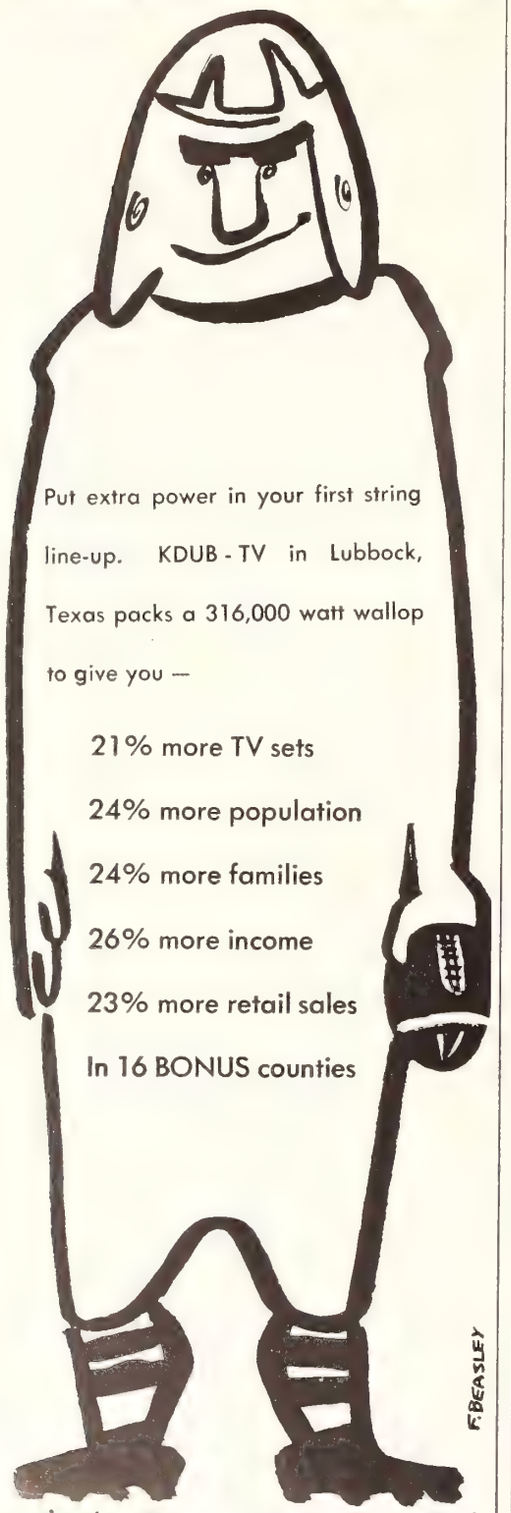


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N. Y. C.—Murray Hill 9-6620 • CHI.—Hollycourt 5-2400 • L. A.—Dunkirk 2-8576

Note: Six years of continuous research among advertisers and agencies has taught us that one of the most important uses of Service-Ads comes at those times when conference room doors are locked, challenges and suggestions come thick and fast, and somebody has to come up with answers—fast.

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NOW 316,000 watts!

MOST POWERFUL TV IN WEST TEXAS

CBS

KDUB-TV

KDUB-AM WEST TEXAS' ONLY 24 HOUR RADIO

LUBBOCK, TEXAS

NATIONAL REPRESENTATIVES: AVERY-KNODEL, INC.

President and Gen. Mgr., W. D. "DUB" ROGERS
National Sales Mgr. E. A. "Buzz" Hassett

what television—with color—can do to revolutionize retail merchandising techniques."

Mr. Sarnoff told affiliates that color tv can command a larger share of the growing advertising dollar, now pegged at about 12½% for tv.

"If you take $13.5 billion as the total annual advertising expenditure 10 years from now, and if you assume that with color we can double our present percentage, you have an advertising expenditure of over $3 billion for television by 1965," Mr. Sarnoff said, adding his feeling this was more "realistic" than "fantastic."

Pointing out that all forms of television will share in the wealth produced by color, Mr. Sarnoff held out the "prospect that local television revenues will grow at the fastest rate, because the potential there has hardly been tapped," and color tv will increase that potential.

Mr. Sarnoff reported that over 100 NBC-TV affiliates have already equipped themselves to broadcast network color as a "starting point" and that 31 stations are originating live or filmed color programs, while 12 others are equipped for local live color and are increasing their schedules.

"I am confident that our action in going all-color in Chicago will encourage all of you to quicken the pace of your own color development," the NBC president said, adding that gains should be measured in terms of a stake "in the greatest wealth and service producer of the future." But costs and investments also were duly weighed by television broadcasters when black-and-white came in, he observed.

Mr. Sarnoff pointed out that development costs and investments were heavier in tv than radio, but "the rewards for the industry were also larger." He noted NBC-TV felt years of "heavy losses" as "part of the price of pioneering" before it showed a profit and shared in the "revenues and profits which the expanding television medium has generated."

The combined goals of RCA-NBC, Mr. Sarnoff said, are plain, all looking toward the production, promotion and marketing of large-screen receivers by the manufacturer and expansion of color facilities and programming, thus stimulating public demand for receivers.

Reciting opportunities for NBC, its affiliates and the industry as a whole, Mr. Sarnoff concluded:

"I hope more and more of you will join us in bringing these opportunities home—by adding color originations if you are n equipped only for network color; by installi live color equipment if you now can origin only color film; and by expanding the amo of your local color if you are already originati live color programs. Both Pat and I hope will not be too long before color televisi gets another forward impetus with the nouncement that one of you is converting yc entire station to color, as we are doing Chicago."

NBC-TV is closing the gap between CBS-T and itself in the time billings race for 1955, t affiliates were told by George H. Frey, v president of tv network sales.

On the basis of Publishers Information B reau reports, Mr. Frey said, there has been strong trend toward NBC's cutting CBS' le to "less than 6%." (For latest PIB report page 69). From July through October, he ported, NBC stepped up its time billings 39 over that spread a year ago, compared to increase of "only 20%" by CBS.

Mr. Frey made these comparisons with 195 (1) 1955 time billings will be up 28%; (hours-sold-per-week will jump from 46 ho and 30 minutes to 53 hours and 20 minutes; (daytime sponsored hours jumped 40% (10 14 hours) in Mon.-Fri. 9 a.m.-5 p.m. slot; (NBC share of billings rose from 39% to 42

Mr. Frey reported 231 advertisers in tow 1955, including 36 new ones for the first eig months.

Harry M. Bannister, NBC vice president charge of station relations, launched the Frid morning session. He listed 10 achieveme under Messrs. Sarnoff and Weaver. They cluded creating new national televiewing hab and a talent development program, pioneeri in color tv, introducing new sales concepts, vamping the NBC Radio Network, opening n avenues of public service, developing new ty of daytime audiences, boosting NBC-TV sa billings, building a streamlined administrat organization and "building and innovating w speed unmatched in the industry."

Thomas McAvity, vice president in charge NBC-TV, also lauded both Mr. Weaver a Mr. Sarnoff for their leadership in guiding t network along a flexible and business-like pa He reviewed the strides made by executives four major divisions—sales, programs, prod tion and program sales.

NBC Develops New Live Color Technique

NBC has conceived a new technical development that is said to permit the production of giant color spectaculars in small studios and make possible "a wide range of special effects" as well as economical color tv production. The technique was created by the development group of the NBC Engineering Dept.

In announcing details of the "color video inset." *Robert E. Shelby, vice president and chief engineer of NBC, said the new system will result in camera techniques heretofore unattainable in live color tv. The color video inset, he said, permits the image from one camera to be set in the image from another to form a single picture. He explained the system this way: it allows the simultaneous use of two cameras, one scanning a background scene, the other scanning the inset object, which must be placed against a black backdrop. An electronic mixing device automatically records a silhouette of the inset object, then cuts a correspondingly-shaped hole in the background and makes the insert in the background picture.

NBC spokesmen said the process was used first by the network in the Maurice Evans production of *Alice in Wonderland* on Oct. 23, as follows: In one scene, Alice seemed to shrink in size while she was on camera. This was accomplished by reducing her image as picked up by the foreground camera, while leaving the scene from the background camera unchanged. The system also has been used on *Howdy Doody* and *Dateline II*.

"The color video inset," Mr. Shelby said, "opens the way for many new effects of fancy, like those used in *Alice In Wonderland*. But more than that, it broadens the whole scope of color tv production. We can now place an actor against the background of a mountainside, a city street, or the seashore, brought in the studio live from any place we can reach with a tv camera. We can also place actors in great spectacular settings, which may be set up in miniature in the same studio or even in another studio."

* Mr. Shelby died Thursday of heart attack (see story, page 68).

100 mw or ONE watt



Buy the Power You Need!

ONLY Raytheon TV microwave links offer you this choice

PLUS THESE FEATURES

- Simultaneous transmission of monochrome or full NTSC color plus program audio
- Rugged, versatile—for portable or fixed installations
- Available in 6,000, 7,000, 13,000 Mc bands
- Uses stable, long-life klystron

Raytheon KTR-100 series (100 mw RF output) TV microwave links provide reliable, high quality transmission of video and audio at lowest cost. When you need additional power to overcome "grazing" conditions or for longer hops, the extra 10 db power output of the KTR-1000 series (one watt RF output) meets your requirements.

Only Raytheon gives you this choice. You buy the power you actually need; and if lower power does the job, you save up to 25%.

For broadcasters and common carriers Raytheon KTR links provide outstanding service—proved by excellent performance in nearly 200 television installations.

You will be interested in further information on the complete KTR series. Write Dept. 6120 for complete data.

RAYTHEON

RAYTHEON MANUFACTURING COMPANY

Equipment Marketing Department, Waltham 54, Mass.

Excellence in Electronics


STARR YELLAND

Here's Your Man!

for SELLING afternoon Women's Audience • Sports Audience in DENVER

You're face to face with Starr Yelland—*sellingest* guy in Denver TV . . . his "Starr Yelland Matinee" out rates all other afternoon movies in Denver . . . "Sport Shop" is highest rated sports program . . . Most important, cases prove his salesmanship keeps counter sales rolling.

Check into it with your KATZ man.

CBS Television in Denver

KLZ TV Channel 7

Denver's Highest Powered Television Station

MUTUAL AFFILIATES SEEK NEW CONTRACT

Advisory Committee meeting in Florida also praises network for 'its forthright and courageous attitude and direction.'

IN RECOGNITION of the "demanding and competitive needs in network radio," the 14-man Mutual Affiliates Advisory Committee, meeting last week at Hollywood Beach, Fla., called upon MBS for the need of a new affiliation contract.

J. W. Betts, WFTM Maysville, Ky., elected chairman of MAAC Tuesday, reported after a closed session of the committee that the group had discussed the affiliates' contracts while stressing the importance of continuing network affiliate relationships. The affiliates group also adopted a resolution expressing confidence in the network's operational policies. It stated:

"Be it resolved that the Mutual Affiliates Advisory Committee expresses its fullest appreciation and confidence to the management of the Mutual Broadcasting System for its understanding approach to the new and different problems inherent in today's network-affiliate relationships and for its forthright and courageous attitude and direction in working out these problems to the best interests of the network and all of the affiliates; and be it further resolved that the Mutual Affiliates Advisory Committee does hereby extend its congratulations to the executive staff of MBS for its unselfish interest in behalf of the network affiliates as evidenced in the progress approach outlined in the plan of action for 1956."

The first day's session of the three-day meeting last Tuesday included talks by John B. Poor, MBS executive vice president; Richard Puff, director of research and presentations, and Robert Monroe, vice president in charge of programs.

Other officers elected at the meeting were Ray Butterfield, general manager, WLOX, Biloxi, Miss., vice chairman, and Ken Nybo, general manager, KBMY Billings, Mont., secretary.

The 14-man committee is evenly divided between metropolitan and non-metropolitan areas. The agenda for the meeting also included an exchange of ideas regarding programming sales and promotion.

Sales Report Opens CBS Radio Meeting

Two-day session in New York opens with disclosure of newly acquired business. WLAC's Sowell elected chairman of convention committee.

REPORT on CBS Radio's increased sales in daytime periods highlighted a day-long business meeting Thursday of the CBS Radio Affiliates Assn.'s board with network executives in New York. The session resumed Friday morning and ended about noon.

Included in the report to the board by John Karol, CBS Radio's vice president in charge of sales, were three recent sales representing $4 million in total gross annual billing [B•T, Dec. 5] and additional new business. The new business reportedly included: Philip Morris increasing its daytime buys in *Wendy Warren,* while adding a half segment of its *Bing Crosby Show* sponsorship at night; Pharmaco Inc. and Standard Brands purchasing into daytime serials These contracts will go into effect in January Also revealed was a buy by Campana, through Wallace-Ferry-Hanley, Chicago, for one quarter-hour per week on *Houseparty* and an evening purchase of two five-segments per week of the *Bing Crosby Show* by F. C. Russell Co (storm windows), through McCann-Erickson Cleveland, effective in February.

Most of the meeting, however, was taken up with organizational activities and network trends, such as a general review of programming. F. C. Sowell, WLAC Nashville, was elected chairman of the board's convention committee. The discussion took up question of the location of the next affiliates' convention scheduled for the fall with the board favoring New York if facilities are available.

Attending for CBS Radio were Arthur Hull Hayes, president; James M. Seward and J. Kelly Smith, administrative vice presidents; William A. Shudt Jr., vice president in charge of station relations; Harper Carraine, director of research, and Ole Morby, manager of station relations. For CBS Inc., Richard Salant, vice president, and Ralph W. Hardy, vice president Washington, were in attendance.

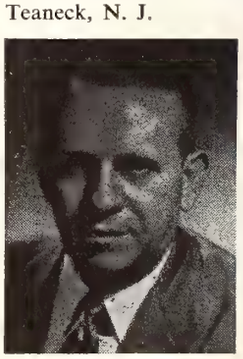
Kenyon Brown, KWFT Wichita Falls, Tex., is board chairman of the affiliates group. Other members:

J. Maxim Ryder, WBRY Waterbury, Conn. George D. Coleman, WGBI Scranton; John M Rivers, WCSC Charleston, S. C.; Mr. Sowell Charles C. Caley, WMBD Peoria; Saul Haas KIRO Seattle; Worth Kramer, WJR Detroit Frank P. Fogarty, WOW Omaha and George B Storer, Storer Broadcasting Co.

Donald W. Thornburgh, WCAU Philadelphia and Hugh B. Terry, KLZ Denver, were not able to attend. The Thursday meeting concluded with a dinner at Sardi's Restaurant with commentator Lowell Thomas as guest of honor and principal speaker.

ROBERT SHELBY DIES; NBC CHIEF ENGINEER

ROBERT E. SHELBY, 49, vice president and chief engineer of NBC, died unexpectedly of a heart attack last Thursday at his home in Teaneck, N. J.


MR. SHELBY

Mr. Shelby, who joined NBC in 1929 had been associated with monochrome television project dating back to 1939 when NBC established a television development laboratory in the Empire State Bldg. in New York and placed him in charge. In later years, he was director of color television systems development for the network, and was credited with playing an important part in the introduction of compatible color television.

Born in Austin, Tex., Mr. Shelby was graduated from the U. of Texas with a B.S. in electrical engineering as well as B.A. and M.A. degrees. He went to work for NBC shortly after his college graduation, and served in various positions in the engineering department, including those of director of technical development and director of technical operations for the television network. He was pro

moted in July 1954 to vice president and chief engineer of NBC. Mr. Shelby was a fellow of the Institute of Radio Engineers, and chairman of its television system committee and a member of its standards committee. He also was a fellow of the American Institute of Electrical Engineers, and a member of the Society of Motion Picture & Television Engineers. He belonged to Tau Beta Pi, Phi Beta Kappa, Eta Kappa Nu and Sigma Xi.

Mr. Shelby is survived by his wife, Marian Eikel Shelby, and two daughters, Barbara and Jane.

Durocher's First Assignment

LEO DUROCHER, former New York Giants baseball manager, is scheduled to take over his first major NBC-TV assignment since signing with the network in an executive capacity. Mr. Durocher will emcee the first three programs of the network's new Sunday night tv comedy series still untitled, which replaces the current *Colgate Variety Hour* (8-9 p.m. EST).

Tobacco Network Elects

ALLEN JONES, WGNI Wilmington, N. C., has been elected president of the Tobacco Radio Network, a North Carolina group composed of nine stations. Other newly-elected officers include Ray D. Williams, WHIT New Bern, vice president; Phillip G. Sewell, WRCS Ahoskie, secretary-treasurer, and Ken Willson, re-elected executive vice president-general manager.

President's Heart Attack Voted Year's Biggest Story

PRESIDENT EISENHOWER's heart attack of Sept. 24 topped the list of the year's first 10 news stories in a special poll conducted of ABC's news editors in New York, Washington, Chicago, Detroit, Los Angeles and San Francisco, John Daly, vice president in charge of news, special events, sports and public affairs, announced last week.

Other stories in the order of the voting: Salk anti-polio vaccine; Big Four meeting in Geneva; Malenkov's decline and the rise of Krushchev and Bulganin; northeastern U. S. floods; Communist China's release of 11 American fliers; Princess Margaret's renunciation of Peter Townsend; Winston Churchill's resignation as British Prime Minister; Juan Peron's ouster as Argentina's dictator, and the Woodward shotgun killing in Long Island, N. Y.

Sombrero Network Elects

RE-ELECTION of Raoul A. Cortez Sr., president of KCOR-AM-TV San Antonio, as chairman of nine-station Sombrero Network has been announced. Other officers: J. S. Roberts, KGBT Harlingen, Tex., vice chairman; Jack McVeigh, XELO Juarez, Mexico, and Richard Ryan, KLOK San Jose, Calif., executive members. Richard O'Connell, national representative, was re-appointed executive director of network, and Nathan Safir, KCOR, was named executive secretary.

OCT. NETWORK TV GROSS HITS $38 MILLION

Publishers Information Bureau figures show 10th month as record breaker, collectively and by networks. January-October totals ahead of same 1954 period.

NETWORK TV gross billings hit a total of $38,227,060 for October, a record month for the January-October period covered by Publishers Information Bureau, according to data released by the bureau last week.

October also was a record month for each of the three networks. ABC-TV, with nearly $6 million, topped its previous high months of September (more than $4.1 million) and March (more than $3.8 million). CBS-TV's more than $16.6 million in October overshadowed its previous high month of March, when it grossed slightly over $16 million. NBC-TV in October grossed $15,708,875, more than $1.6 million above its previous high month of March.

The total October gross billing of the three networks topped the previous high registered in March, when the figure reached $34,574,039. The 10-month period for all tv networks was approximately 25% above the total registered for the same period in 1954.

October also was the first month in which no figure was reported for the former DuMont Television Network. PIB cut off its report on DTN on Sept. 15.

Overall, the three networks are outstripping their January-October, 1954 totals, with CBS-TV over $38 million ahead, NBC-TV more than $31 million above and ABC-TV up more than $12 million.

Network Television

	October 1955	*October 1954*	*Jan.-Oct. 1955*	*Jan.-Oct. 1954*
ABC	$ 5,894,868	$ 3,890,802	$ 38,613,732	$ 26,584,163
CBS	16,623,317	13,985,922	155,098,072	116,975,813
DuM	.....	1,447,411	3,102,708	10,289,155
NBC	15,708,875	12,370,228	131,974,810	100.670,045
Total	$38,227,060	$31,694,363	$328,789,322	$254,519,176

Network Television Totals To Date

	ABC	*CBS*	*DuM*	*NBC*	*Total*
Jan.	$ 3,718,195	$ 15,831,141	$ 723,960	$ 13,172,695	$ 33,445,991
Feb.	3,567,696	14,694,726	597,275	12,419,641	31,279,338
Mar.	3,806,425	16,036,896	628,625	14,102,093	34,574,039
Apr.	3,527,558	15,426,214	462,335	13,285,933	32,702,040
May	3,606,427	15,978,680	273,640	13,591,687	33,450,434
June	3,542,304	15,724,184	218,845	12,238,694	31,724,027
July	3,263,803	14,635,011	131,105	11,966,760	29,996,679
Aug.	3,562,676	14,959,098	55,385	11,767,789	30,344,948
Sept.	4,123,780	15,188,805	11,538	13,720,643*	33,044,766*
Oct.	5.894.868	16,623,317	.....	15,708,875	38,227.060
Total	$38,613,732	$155,098,072	$3,102,708	$131,974,810	$328,789,322

* Revised as of 12/7/55



Radio-Television

NOMINATIONS INVITED

Deadline Feb. 1, 1956

10. Radio or Television Newswriting: For a distinguished example of newswriting or commentary for radio or television; nominations consisting of either a partial or complete script, broadcast or telecast during the year.

Radio

11. Radio Reporting: For the most distinguished example of spot news reporting of a single news event, scheduled or unscheduled, broadcast by radio during the year; exhibits consisting of a typewritten summary and recordings or tapes, not exceeding fifteen minutes running time.

12. Public Service in Radio Journalism: For an outstanding example of public service by an individual radio station or network through radio journalism, the test being the worth of the public service, the effectiveness of the presentation by the station or network, and the unselfish or public-spirited motives, bearing in mind that the broadcasts must be journalistic in nature, not entertainment; commercially sponsored radio programs not being eligible unless produced and controlled by the broadcasting station; exhibits consisting of disc recordings (no tapes) and a typewritten summary mentioning running time of exhibit, not to exceed fifteen minutes.

Television

13. Television Reporting: For the most distinguished example of spot news reporting of a single news event, scheduled or unscheduled, broadcast by television during the year; exhibits consisting of typewritten summary and if available, a segment or summary of 16 mm. film or kinescope, not longer than fifteen minutes.

14. Public Service in Television Journalism: For an outstanding example of public service by an individual television station or network through television journalism, the test being the worth of the public service, the effectiveness of the presentation by the station or network, and the unselfish or public-spirited motives, bearing in mind that the broadcasts must be journalistic in nature and not entertainment; commercially sponsored programs not being eligible unless produced and controlled by the broadcasting station; entries consisting of a typewritten summary and if available, a segment or summary of 16 mm. film or kinescope, not longer than fifteen minutes.

Nomination blanks and further information may be secured by writing to:

Victor E. Bluedorn, Director

SIGMA DELTA CHI

35 E. Wacker Dr., Chicago 1

ED LAMB FAVORED FOR LICENSE RENEWAL IN FCC EXAMINER'S INITIAL DECISION

Sharfman says Broadcast Bureau failed to prove that broadcaster had lied in disclaiming affiliations with Communist causes. He states, however, that hearing was justified. Decision will become final Jan. 10 unless Broadcast Bureau appeals to full Commission.

THE FCC's Broadcast Bureau this week is digesting an initial decision—issued by an FCC hearing examiner—recommending that broadcaster-publisher Edward O. Lamb's license renewal application for WICU (TV) Erie, Pa., be approved.

FCC Hearing Examiner Herbert Sharfman concluded that the Broadcast Bureau has failed to prove its charges that Mr. Lamb was lying in his renewal application and elsewhere when he said he never had espoused the aims of or belonged to the Communist Party.

Mr. Sharfman, nevertheless, concluded that the nature and amount of the evidence presented by the FCC definitely had warranted a hearing, despite Mr. Lamb's claims that the hearing was unjustified. The proposed license renewal becomes effective 40 days from Dec. 1 (Jan. 10) unless Broadcast Bureau lawyers appeal to the FCC or the Commission decides to review the case. If the Broadcast Bureau appeals, both parties will have chances to present arguments before the Commission.

In Erie, Mr. Lamb said he was "pleased" with the initial decision. "I am very pleased at this evidence of the integrity of our administrative processes." He added: "The ordeal has been an unfortunate one, but I am thankful that the outcome assures the broadcasting industry that freedom of speech and freedom of conscience will be retained in this country."

The hearings, at which Mr. Sharfman presided, began in September 1954 and ended last May. The lengthy proceedings took up 7,000 printed pages and some two million words and were marked by some of the stormiest proceedings ever conducted over a license renewal.

During the hearing, 36 witnesses testified, and one, Mrs. Marie Natvig, later was convicted of perjury. In several instances, Broadcast Bureau witnesses, including Mrs. Natvig, recanted their testimony.

Examiner Sharfman had trouble keeping order during the proceedings, with one of Mr. Lamb's lawyers, Russell Morton Brown, and Broadcast Bureau attorneys often shouting each other down. At one point Mrs. Natvig, in a highly emotional scene, threatened to hit Mr. Brown with a water pitcher. In her earlier testimony she said she had attended Communist meetings with Mr. Lamb and had had an illicit love affair with him. Later she recanted her testimony. Mr. Sharfman struck her testimony, *in toto*, from the record, as well as testimony from other witnesses whose reliability was found questionable.

The WICU license renewal squabble also caused rumbles on Capitol Hill, where Mr. Lamb testified before a Senate hearing on confirmation of FCC Comr. John C. Doerfer. Mr. Lamb told the Senate Commerce Committee in June 1954 that newspaper and other reports indicated Comr. Doerfer was "out to get" him (Mr. Lamb) and that the GOP commissioner had told him in person it would be better for him in getting the WICU license renewed "if you were still a Republican." Mr. Lamb has run for office in Ohio on both the GOP and Democratic tickets.

Sen. Estes Kefauver (D-Tenn.) defended Mr. Lamb on various occasions and testified in the latter's behalf at the license renewal hearing. Other groups, liberal and conservative, have made political issue of the Lamb renewal case.

At the Senate hearing also, Mr. Lamb testified that three FCC attorneys, "Thomas Fitzpatrick, Mr. Leahy and William (sic) Powell," had through an intermediary offered a Toledo man a bribe of $1,000 to testify falsely about Mr. Lamb's Communist affiliations. Walter R. Powell and Thomas B. Fitzpatrick represented the Broadcast Bureau for part of the hearings.



MR. LAMB

Mr. Powell later resigned to join the staff of NARTB, but shortly afterward was hospitalized with a heart attack. Other FCC attorneys representing the Broadcast Bureau at some time during the hearings were Edward J. Brown, Joseph M. Kittner, Ashbrook P. Bryant and Arthur J. Schissel. Mr. Lamb's other lawyers were J. Howard McGrath, former Attorney General and presently an executive in the Lamb business interests, and Philip Bergson.

WICU has been on temporary permit since August 1953, while the FCC investigated allegations that Mr. Lamb supported Red causes from 1944-48.

Mr. Sharfman, in his initial decision last week, said:

"Perhaps the picture of Lamb which emerges is one of uncertain authenticity—that of a shrewd, successful and aggressive lawyer who was connected in some way with several Communist-dominated matters which, despite his demonstrated acumen, he failed to recognize. . . ."

Mr. Lamb was charged by the Broadcast Bureau with associating with or holding membership or office in several Communist or Communist-front organizations which have been placed on the Attorney General's list of subversive organizations, among them International Labor Defense, an organization which allegedly held mass meetings to stir up discontent against "capitalistic bosses."

About Mr. Lamb and ILD, Mr. Sharfman said:

"From a reading of the transcript it would appear that for several years Lamb's time and energy were taken up with the ILD and similar organizations, and writing sympathetic to Soviet Russia, but it is obvious that he must have been engaged in many other affairs, not the least of which was the business of earning a living. . . .

"Whatever may be thought of the hopes of those elements of doubtful loyalty to American institutions in enlisting his participation, to whatever extent established by the record, there is no proof that Lamb personally engaged in any subversive activity.

"Lamb's possible naivete in allying himself with these groups . . . cannot, on this record, be transformed into something more sinister;



his professed sympathy with the underdog, his espousal of 'liberal' causes, and his prominence in the community, undoubtedly made him attractive to certain organizations, and the first two factors must also have made him personally susceptible.

"But to say that he was starry-eyed is not to conclude that his eyes must also have been shot with malevolent gleams. . . .

"That Lamb was personally sympathetic to the Soviet regime *in Russia,* felt that planning was indispensable to an orderly and equitable society in this country, and that we could learn from and profit from Russian experiences, is manifest from his writings; but there is nothing to indicate that he called for the importation of Communism in the United States and the destruction of American institutions. . . ."

Mr. Sharfman said Mr. Lamb's book, *The Planned Economy in Soviet Russia,* which the latter wrote after a 1933 trip to Russia, "does not advocate the destruction of democratic institutions; he nowhere evinces a disbelief in the the virtues of democracy, or in its capability, if intelligently administered, to alleviate social and economic ills; and hopes for a solution of the problems which plagued the country at the time of writing, by peaceful, orderly, democratic methods; *but,* he is not an ostrich with his head in the sand, and he warns his countrymen of the possibility that unless they act to secure the blessings of the planned economy by peaceful methods, they may face a less pleasant situation."

In concluding that the FCC was justified in instituting the hearing on Mr. Lamb's qualifications, in view of allegations that he had Communist affiliations, Mr. Sharfman said that the information in the FCC's possession "was obviously serious enough to warrant further inquiry in hearing; that in the fires of hearing what may seem to be gold is really dross, and that in the deliberations of decision after a formal hearing much which in the prehearing investigation appeared prejudicial to applicant is deemed harmless, does not reflect upon the institution of the formal proceeding."

Mr. Lamb owns WIKK and (ch. 12) WICU (TV) Erie and the *Erie Dispatch* WTOD and WTRT (FM) Toledo, Ohio, and (ch. 23) WMAC-TV Massillon, Ohio, not yet on the air. His sale of WHOO-AM-FM Orlando, Fla., is pending FCC approval.

The FCC's action against Mr. Lamb began with a "MacFarland" letter dated March 11, 1954, saying it had received allegations against Mr. Lamb, and asking him to reply with any reasons why the WICU license should not be designated for hearing. Mr. Lamb replied in a letter dated April 1, 1954, denying the allegations and charging the FCC had no authority to hold a hearing on the issues cited. On May 11, 1954, Mr. Lamb sought an injunction against the FCC action from the U. S. District Court for D. C. The FCC moved for dismissal, which was granted by the court. The FCC ordered the hearing June 4, 1954.

Mr. Lamb on July 15, 1954, filed a motion to defer the hearing. The FCC on July 21, 1954, ordered the hearing to begin Sept. 15, 1954, and on July 29 ordered that basic allegations be furnished Mr. Lamb by Aug. 15. Hearings began Sept. 15.

On Oct. 16, 1953, the FCC had told Mr. Lamb it was "studying information which may possibly bear on Mr. Lamb's qualifications to own and operate a broadcast station."

The FCC in 1948 had approved license applications for three stations by Mr. Lamb after an earlier hearing in which competing applicants had raised questions of Mr. Lamb's qualifications.

ALTEC DYNAMIC MICROPHONE—Type 660A 660B



Here's a dynamic microphone of broadcast quality, exceptional ruggedness and dependability. Equipped with a swivel head with 5/8" x 27" stand thread allowing a 90° vertical tilt.

FREQUENCY RESPONSE:	35 to 12,000 cycles
POWER OUTPUT LEVEL:	—57 dbm (10 dynes/cm2)
IMPEDANCE:	660A — 30 ohms 660B — 30, 150, 20,000 ohms
DIMENSIONS:	4" long — 1 11/16" dia.
FINISH:	Silver satin die-cast aluminum
WEIGHT:	660A: 11 oz. 660B: 13 oz.



ALTEC CARDIOID MICROPHONE—Type 670A

Ideal for broadcast or public address, this cardioid microphone with ribbon provides continuously adjustable patterns to permit "tuning out" undesirable noises by shifting the null point.

FREQUENCY RESPONSE:	30 to 15,000 cycles
POWER OUTPUT LEVEL:	—58 dbm (10 dynes/sq. cm.)
IMPEDANCE:	Adjustable 30/50 or 150/250 ohms
DIMENSIONS:	7 1/2" x 3 3/8" x 2 1/2"
FINISH:	Dull gray plastic
WEIGHT:	20 oz.

ALTEC "LIPSTIK" MICROPHONE—Type M20



For top performance in miniature size, the Altec "Lipstik" microphone is one of the finest, most versatile ever made. Omnidirectional pickup. Easily concealed on performers on TV sets.

FREQUENCY RESPONSE:	10 to 15,000 cycles
POWER OUTPUT LEVEL:	Varies with impedance
IMPEDANCE:	10,000 ohms higher
DIMENSIONS:	3 1/8" long — 0.6" dia.
FINISH:	Grey enamel and bright steel
WEIGHT:	5 oz.

ALTEC VELOCITY MICROPHONE—Type 671A



This velocity microphone provides a new high in exceptional quality at low cost. High signal to low hum pickup makes it especially valuable in many different situations. Two-stage wind filter is incorporated in the case.

FREQUENCY RESPONSE:	30 to 16,000 cycles
POWER OUTPUT LEVEL:	—56.5 dbm (10 dynes/sq. cm.)
IMPEDANCE:	Adjustable 30/50 or 150/250 ohms
DIMENSIONS:	4 1/2" x 3 3/8" x 2 1/2"
FINISH:	Dull gray plastic
WEIGHT:	14 oz.

Altec microphones for every purpose ...via Graybar

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109 APPLICANTS FOR 40 TV CHANNELS ARE STILL STANDING IN LINE AT FCC

Even as the Commission gets ready to review the Sixth Report & Order, the many contestants who have spent bitter—and expensive—years in the processing mill, and still face months in hearing or in the courts, wonder if their grants will ever see the light of day. Here is a status report on tv processing since 1952.

THE FCC has a hair shirt. It's woven of the 109 tv applications in hearing status—most of them involving vhf channels and some of them three years old. Forty channels are involved.

For the last month the Commission has chafed with argument—pro and con—as to whether it should take action on the pending vhf cases or institute a "soft freeze" until the outcome of its general allocations proceedings. The object of the allocations rule-making is to review the principles of the Sixth Report & Order. This is the order which ended the four-year-long freeze on tv application processing, instituted in September 1948 and brought to an end April 14, 1952. The last word is that a majority of the FCC is agreed in wanting to "push 'em out."

Mark-time Period

The Sixth Report & Order provided a mark-time period before the Commission began again to act on tv applications. This was to permit all who desired to apply or reapply. July 11, 1952, was the date for the beginning of processing.

When the freeze was imposed the last day of September in 1948, there were 37 tv stations on the air. An additional 86 construction permits were in existence. On file were 304 applications and 187 others in hearing status.

On April 14, 1952, when the freeze was ended, there were 108 stations on the air. There were 526 applications pending and 185 in hearing status.

The Sixth Report wiped out all hearing records, put all such applications back into the processing line. The order said that new applications must be filed or old ones amended. It established an expedited processing procedure which set up priorities. Major cities with no television were to be processed first, then those with one service, etc.

On July 10, 1952, the day before the FCC mills began to grind again, there were still only 108 tv stations operating. There were 612 applications pending.

From then on applications poured in. Early in October 1952 there were 850 applications pending. This was the highest number on file at one time.

Now, three years and eight months after the issuance of the Sixth Report, the FCC is again in the throes of an allocations review—which might or might not be as sweeping as the 1948-52 one.

What is the tv situation today?

As of Nov. 30, this year, there were 437 commercial stations on the air plus 17 non-commercial, educational outlets. Since July 11, 1952, there has been a total of 1,362 applications filed with the FCC for tv stations. These include 59 for educational channels. Since then 608 grants have been made for commercial stations and 35 for educational stations. During this same period, 156 commercial permits and one educational permit have been surrendered or deleted.

That's a pretty good record, but how about the 109 applications still sitting on the sidelines?

They are the FCC's hair shirt. These are the last vhf applicants who fought the long, expensive and bitter fight of comparative hearings. These are the Miamis, the Madisons, the Hartfords, the Evansvilles which have been the object of so much bickering during the last year of uhf-vhf controversy.

There are 16 hearing cases awaiting final decision. That means that the hearings were closed, the initial decision rendered and oral argument on the initial decision held before the commissioners. One of them involves a uhf channel; all the others are concerned with vhf.

Who are they?

They are: Bristol, Va.-Tenn., ch. 5; Canton, Ohio, ch. 29; Chattanooga, Tenn., ch. 3; Corpus Christi, Tex., chs. 6 and 10; Evansville, Ind., ch. 7; Fresno, Calif., ch. 12; Knoxville, Tenn., ch. 10; Madison, Wis., ch. 3; Miami, Fla., chs. 7 and 10; Norfolk-Portsmouth, Va., ch. 10; Omaha, Neb., ch. 7; Peoria, Ill., ch. 8; Seattle, Wash., ch. 7; Springfield, Ill., ch. 2.

There are 10 other hearing cases which are still waiting their chance to argue the initial decisions before the commissioners. They are: Charlotte, N. C., ch. 9; Hartford, Conn., ch. 3; Indianapolis, Ind., ch. 13; Jacksonville, Fla., ch. 12; New Orleans, La., ch. 4; Orlando, Fla., ch. 9; Paducah, Ky., ch. 6; Raleigh, N. C., ch. 5; San Antonio, Tex., ch. 12, and St. Louis, Mo., ch. 11.

Five hearing cases are waiting the issuance of initial decisions by the examiners. They are: Boston, Mass., ch. 5; Buffalo, N. Y., ch. 7; Hatfield, Ind. (Owensboro, Ky.), ch. 9; McKeesport, Pa. (Pittsburgh), ch. 4, and San Francisco-Oakland, Calif., ch. 2.

Still in the toils of hearing are eight other cases: Beaumont-Port Arthur, Tex., ch. 4; Biloxi, Miss., ch. 13; Caguas, P. R., ch. 11; Cheboygan, Mich., ch. 4; Elmira, N. Y., ch. 18; Mayaguez, P. R., ch. 3; Onandaga-Parma, Mich., ch. 10; Pittsburgh, Pa., ch. 11, and Toledo, Ohio, ch. 11.

The pending cases, as of Dec. 8:

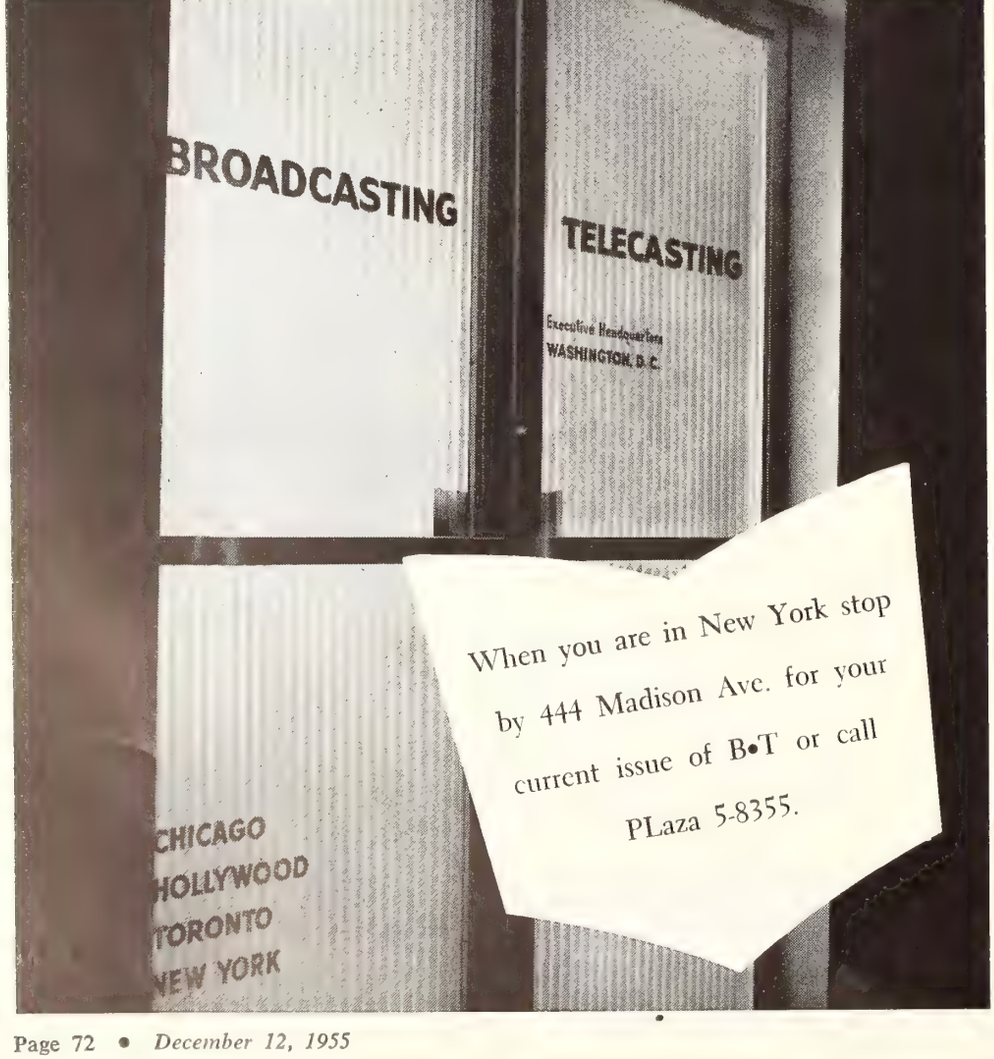
AWAITING FINAL DECISION

Bristol, Va.-Tenn., ch. 5. Applicants, WCYB and WOPI-KWPT. Hearing began March 1, 1954. Record closed Sept. 1, 1954. Initial decision issued Feb. 1, 1955, favoring WCYB. Oral argument Sept. 27, 1955.

Canton, Ohio, ch. 29. Applicants, WCMW and Tri-Cities Telecasting Inc. ('ocal businessmen) Hearing began August 17, 1953. Record closed Dec. 7, 1953. Initial decision issued Nov. 19, 1954 favoring Tri-Cities Telecasting Inc. Oral argument April 25, 1955.

Chattanooga, Tenn., ch. 3. Applicants, WDOD and Mountain City Tv Inc. (50% owned by Ramon G. Patterson and 50% by Will Cumming: Mr. Patterson owns 20% of WAPO). Hearing began April 29, 1953. Record closed Aug. 20, 1953. Initial decision issued July 9, 1954, favoring Mountain City. Oral argument held Dec. 12, 1954. Remanded to examiner. Record reopened July 2, 1955. Record reclosed Sept. 7, 1955. Supplemental initial decision issued Nov. 8, 1955, refavoring Mountain City.

Corpus Christi, Tex., ch. 6. Applicant, KRI (competing applicant withdrew). Hearing began Aug. 3, 1953. Record closed March 17, 1954. Ini



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tial decision issued June 18, 1954, favoring KRIS. Oral argument held Dec. 14, 1954.

Corpus Christi, Tex., ch. 10. Applicants, Superior Tv Inc. (Jack D. Wrather-Maria Helen Alvarez), KEYS and KSIX. Hearing began Aug. 4, 1953. Record closed March 16, 1954. Initial decision issued Jan. 21, 1955, favoring KSIX. Oral argument held Sept. 12, 1955.

Evansville, Ind., ch. 7. Applicants, WGBF and Evansville Tv Inc. (Rex Shepp). Hearing began May 25, 1953. Record closed May 23, 1954. Initial decision issued Oct. 6, 1954, favoring Evansville Tv Inc. Oral argument held June 5, 1955.

Fresno, Calif., ch. 12. Applicants, KARM and KFRE. Hearing began Sept. 28, 1953. Record closed March 4, 1954. Initial decision issued Sept. 9, 1954, favoring KARM. Oral argument held Dec. 17, 1954.

Knoxville, Tenn., ch. 10. Applicants, WNOX, WBIR, and Tennessee Tv Inc. (Guilford Glazer and family). Hearing began June 15, 1953. Record closed April 12, 1954. Initial decision issued Jan. 10, 1955, favoring WBIR. Oral argument held July 11, 1955.

Madison, Wis., ch. 3. Applicants, WIBA, WISC. Hearing began Oct. 23, 1953. Record closed Dec. 22, 1953. Initial decision issued Aug. 3, 1954, favoring WIBA. Oral arguments held Dec. 17, 1954.

Miami, Fla., ch. 7. Applicants, Biscayne Tv Corp. (WQAM-WIOD-Niles Trammell), East Coast Tv Corp. (local group), South Florida Tv Corp. (local group and J. Lawrence Fly, former FCC chairman). Hearing began Feb. 19, 1954. Record closed May 17, 1954. Initial decision issued Jan. 18, 1955, favoring Biscayne Tv Corp. Oral argument held May 22, 1955.

Miami, Fla., ch. 10. Applicants, WKAT Miami Beach, L. B. Wilson Inc. (WCKY Cincinnati), North Dade Video Inc. (local residents) and Public Service Tv Inc. (National Airlines). Hearing began Jan. 29, 1954. Record closed Oct. 13, 1954. Initial decision issued March 30, 1955, favoring WKAT. Oral argument held July 18, 1955.

Norfolk-Portsmouth, Va., ch. 10. Applicants, WAVY and Beachview Broadcasting Corp. (local group). Hearing began Jan. 8, 1954. Record closed April 27, 1954. Initial decision issued Dec. 29, 1954, favoring Beachview Broadcasting Corp. Oral argument held May 2, 1955.

Omaha, Neb., ch. 7. Applicants, KFAB and *Omaha World-Herald*. Hearing began April 2, 1954. Record closed Oct. 26, 1954. Initial decision issued April 6, 1955, favoring *World-Herald*. Oral argument held Oct. 31, 1955.

Peoria, Ill., ch. 8. Applicants, WMBD and WIRL. Hearing began July 10, 1953. Record closed Dec. 23, 1953. Initial decision issued Nov. 15, 1954, favoring WIRL. Oral argument held May 2, 1955.

Seattle, Wash., ch. 7. Applicants, KXA, KVI, KIRO. Hearing began Jan. 26, 1954. Record closed May 26, 1954. Initial decision issued April 5, 1955, favoring KIRO. Oral argument held Oct. 31, 1955.

Springfield, Ill., ch. 2. Applicants, Sangamon Valley Tv Corp. (40% owned by WTAX principals) and WMAY-TV Inc. (50% owned by WMAY). Hearing began Oct. 30, 1953. Record closed April 29, 1954. Initial decision issued Dec. 3, 1954, favoring Sangamon Valley Tv Corp. Oral argument held July 18, 1955.

AWAITING ORAL ARGUMENT

Charlotte, N. C., ch. 9. Applicants, WSOC, Piedmont Electronics & Fixture Corp. (40% owned by WTVJ [TV] Miami interests), and Carolinas Tv Corp (43% owned by WIS Columbia, S. C., interests). Hearing began Feb. 12, 1954. Record closed March 8, 1955. Initial decision issued Aug. 2, 1955, favoring Piedmont Electronics & Fixture Corp.

Hartford, Conn., ch. 3. Applicants, WTIC and Hartford Telecasting Co. Inc. (Harry Butcher and others). Hearing began Oct. 30, 1953. Record closed April 13, 1954. Initial decision issued May 31, 1955, favoring WTIC.

Indianapolis, Ind., ch. 13. Applicants, WIRE, WIBC, Mid-West Television Corp. (local businessmen), and Crosley Broadcasting Corp. Hearing began April 9, 1954. Record closed Jan. 19, 1955. Initial decision issued June 7, 1955, favoring Mid-West Television Corp.

Jacksonville, Fla., ch. 12. Applicants, WJAX, WPDQ and Florida-Georgia Television Co. (WRHC Jacksonville and WTVJ [TV] Miami principals and others). Hearing began Feb. 11, 1954. Record closed Dec. 7, 1954. Initial decision issued April 4, 1955, favoring WPDQ.

New Orleans, La., ch. 4. Applicants, WWL, WTPS, WNOE. Hearing began Jan. 4, 1954. Record closed May 4, 1954. Initial decision issued July 7, 1954, favoring WTPS.

Orlando, Fla., ch. 9. Applicants, WORZ and Mid-Florida Tv Corp. (WLOF group and local interests). Hearing began July 23, 1954. Record closed March 29, 1955. Initial decision issued Aug. 10, 1955, favoring WORZ.

Paducah, Ky., ch. 6. Applicants, WKYB and Columbia Amusement Co. (Leo F. Keiler and others). Hearing began Feb. 26, 1954. Record closed Oct. 29, 1954. Initial decision issued April 11, 1955, favoring Columbia Amusement Co.

Raleigh, N. C., ch. 5. Applicants, WPTF and WRAL. Hearing began March 5, 1954. Record closed Nov. 23, 1954. Initial decision issued April 19, 1955, favoring WRAL.

San Antonio, Tex., ch. 12. Applicants, Mission Telecasting Corp. (50% owned by KONO) and KMAC. Hearing began May 14, 1954. Record closed Sept. 14, 1954. Initial decision issued June 16, 1955, favoring Mission Telecasting Corp.

St. Louis, Mo., ch. 11. Applicants, St. Louis Telecasting Inc. (60% owned by WEW), St. Louis Amusement Co. (Fanchon & Marco theatre chain), CBS (KMOX), 220 TV Inc. (local hotel owners), Broadcast House Inc. (KSTL principals). Hearing began April 29, 1954. Record closed Dec. 3, 1954. Initial decision issued Sept. 6, 1955, favoring CBS.

AWAITING INITIAL DECISION

Boston, Mass., ch. 5. Applicants, WHDH, Greater Boston Tv Corp. (WORL and local businessmen), Massachusetts Bay Telecasting Inc. (local businessmen, some RCA distributors, small interest by WWLP [TV] Springfield, Mass., principals), Allen B. DuMont Labs Inc., WCOP. Hearing began July 16, 1954. Record closed Feb. 4, 1955.

Buffalo, N. Y., ch. 7. Applicants, Great Lakes Tv Inc. (WEBR, WKAL-WKTV [TV] Utica-Rome, N.Y., WPIT Pittsburgh, and local businessmen); WWOL and WKBW. Hearing began May 24, 1954. Record closed July 28, 1955.

Hatfield, Ind. (Owensboro, Ky.), ch. 9. Applicants, WVJS and WOMI both Owensboro. Hearing began Jan. 3, 1955. Record closed Jan. 7, 1955.

McKeesport, Pa. (Pittsburgh), ch. 4. Applicants, KQV, WCAE, WLOA Braddock, Pa., Wespen Tv Inc. (Scott Fink and group), Irwin Community Tv (local residents). Hearing began May 21, 1954. Record closed March 7, 1955.

San Francisco-Oakland, Calif., ch. 2. Applicants, Tv East Bay (Edwin Pauley and associates), Channel Two Inc. (J. R. Knowland-KROW Oakland, John A. Kennedy, Howard Chernof and others), San Francisco-Oakland Tv Inc. (General Teleradio Inc. executives Ward Ingrim and William D. Pabst. General Teleradio holds option to purchase 40% of Messrs. Ingrim and Pabst stock). Hearing began July 9, 1954. Record closed Jan. 21, 1955.

IN HEARING

Beaumont-Port Arthur, Tex., ch. 4. Applicants KPAC and KPBX. Hearing began May 6, 1953. Postponed indefinitely because of pending litigation.

Biloxi, Miss., ch. 13. Applicants, WVMI and WLOX. Hearing began Feb. 18, 1954. Record closed April 30, 1954. Initial decision favoring WVMI issued July 7, 1954. On Feb. 3, 1955, FCC sent case back to examiner to reopen record, receive evidence on specified issues and issue new initial decision. Hearing to reopen in Biloxi Jan. 9, 1956.

Caguas, P. R., ch. 11. Applicants, WKVM San Juan and WJMR-AM-TV New Orleans. Prehearing conferences held Oct. 14, 1955. Hearing date postponed indefinitely.

Cheboygan, Mich., ch. 4. Applicants, WPBN-TV Traverse City, Mich., and WCBY. Hearing began Nov. 30, 1955.

Elmira, N. Y., ch. 18. Applicant, WSYR-TV Syracuse, N. Y. (competing applicant withdrew) Hearing scheduled to begin Dec. 13, 1955.

Mayaguez, P. R., ch. 3. Applicants, WKAQ San Juan, WAPA San Juan and WJMR New Orleans. Hearing scheduled to begin Dec. 29, 1955.

Onondaga-Parma, Mich., ch. 10. Applicants WIBM Jackson, WKHM Jackson, Triad Tv Corp. (local group), Tv Corp. of Michigan (40% owned by WILS Lansing), and State Board of Agriculture (WKAR East Lansing). Hearing began Nov. 17, 1955.

Pittsburgh, Pa., ch. 11. Applicants, WWSW (competing applicant WJAS agreed to merge) Hearing scheduled to begin March 31, 1954. Final decision issued July 22, 1955, favoring WWSW. Petition for rehearing filed by WENS (TV) Pittsburgh granted Nov. 25, 1955.

Toledo, Ohio, ch. 11. Applicants, *Toledo Blade* WTOL, WTOD, Citizens Broadcasting Co. (United Automobile Workers-CIO locals), Maumee Valley Broadcasting Co. (local group with 5% ownership by Hulburt and David Taft [WKRC Cincinnati]), Great Lakes Broadcasting Co. (local group), and Anthony Wayne Tv Co. (local group and 10% by Harold F. Gross [WJIM Lansing]) Hearing began July 23, 1954. Due to resume Dec. 22, 1955.

DJ Is Employe, Taxmen Say

A RADIO station disc jockey was classified as an employe for tax purposes in a decision by the Internal Revenue Service. The case involved a jockey serving in announcing and m.c. roles, with the station holding control over programming as well as having the right to reject advertising obtained by the employe.



ALL 1,300 radio stations participating in the Conelrad program were awarded certificates of commendation by FCC, Air Force and the Federal Civil Defense Administration. Most of them received their scrolls by mail, but in a special ceremony in Washington the nine Washington area stations received theirs personally from FCC Chairman George C. McConnaughey. Standing with Mr. McConnaughey and Maj. Gen. James E. Briggs, USAF, and Emil W. Reutzel Jr., FCDA, after receiving their commendations are (l to r) John W. Galloway, WARL Arlington, Va.; Arthur W. Snowberger, WOOK; Clyde Hunt, WTOP; Fred S. Houwink, WMAL (front); Gen. Briggs (rear); Mr. McConnaughey; Carleton D. Smith, WRC (front); Mr. Reutzel (rear); Lamar A. Newcomb, WFAX Falls Church, Va. (rear); Carl L. Lindberg, WPIK Alexandria, Va. (front); Ben Strouse, WWDC (rear), and Harold Sheffers, WUST Bethesda, Md.

1,300 Conelrad Stations Honored by Government

THE NATION's 1,300 Conelrad radio stations were honored last week by the FCC, the Air Force and the Federal Civil Defense Administration with the awarding of certificates of commendation at a special ceremony in Washington, D. C. The certificates were personally handed to representatives of nine Washington area stations and mailed to the others. FCC Chairman George C. McConnaughey made the presentations. He was assisted by Maj. Gen. James E. Briggs, USAF, and Emil W. Reutzel Jr., FCDA.

Conelrad is a system whereby radio stations operate in clusters on either 640 kc or 1240 kc. Its purpose is to prevent enemy planes from "homing" on broadcast transmissions, and at the same time provide civil defense instructions and information for the public.

Participating stations have invested more than $2 million in equipping themselves for Conelrad, Mr. McConnaughey said. He termed this investment of money and manpower "a notable contribution to our defense."

FOUR BIG PROBLEMS FACE CHANNEL SWAP

Office of Defense mobilization says obstacles of national security, cost, availability of equipment and time must be surmounted before tv can get more vhf channels from military allocations.

SOME of the problems involving the transfer to the FCC of additional vhf channels for television were listed last week by the Office of Defense Mobilization.

In the first public announcement that ODM, the FCC and other government agencies were discussing this possibility, ODM said that some of the problems requiring analysis in working out the exchange of frequencies between government and the FCC were:

1. Effect of frequency shifts on national security.
2. Estimated cost of making such shifts.
3. Availability of equipment.
4. Time required for making changes.

The announcement stated that Maj. Gen. Jerry V. Matejka, USA (Ret.), assistant to the Director of Telecommunications, ODM, is chairman of the *ad hoc* committee investigating this possibility. Other members of this committee are: George C. McConnaughey, FCC chairman; George T. Moore, Asst. Secretary of Commerce for Administration; George B. Clarkin, staff director of communications, Office of the Asst. Secretary of Defense (Supply and Logistics). Other agencies having "substantial" interest in the study will be invited to assist, the announcement said.

Assisting the *ad hoc* group are the following technicians, according to ODM; Edward W. Allen Jr., chief engineer; Albert L. McIntosh, chief, frequency allocation and treaty division, Office of Chief Engineer; James E. Barr, asst. chief, Broadcast Bureau, for FCC; Brig. Gen. T. F. Uhrhane, Office of the Chief Signal Officer, U. S. Army; Capt. Henry Williams Jr., Office of Naval Communications, U. S. Navy; Brig. Gen. Alvin L. Pachynski, deputy director of communications-electronics, U. S. Air Force; Percy D. McKeel, special asst. to the Civil Aeronautics Administrator.

Advisory Function Only

ODM emphasized that the function of the group is advisory only. It's findings will be reported initially to the Director of Defense Mobilization, the announcement said. Subsequent actions will be taken by the agencies charged with legal responsibilities in such matters, ODM said.

The study resulted, ODM said, in part from an FCC request that ODM explore the possibility of the government releasing some of its vhf spectrum space "for further television broadcasting."

"The increasing complexities in the use of the limited vhf spectrum have made such an inquiry desirable by the two government agencies having jurisdiction over frequency allocations." ODM said. "This is the first time such a joint inquiry is to be made by them."

The proposal that ODM explore the possibility of unshackling some vhf frequencies for television use was suggested by FCC Chairman McConnaughey last fall. First meeting between Defense Mobilizer Arthur S. Flemming, the FCC and representatives of the Defense and Commerce Depts. took place Nov. 18. Two other meetings have been held. Two weeks ago the technical group took over, after it apparently was agreed that some vhf space would be made available to the FCC.

Informed sources have indicated that the military relinquished seven vhf channels in exchange for other vhf (including some fm) and uhf spectrum space. It is believed that the short range objective is to open up two or three channels in the government's vhf bands.

Mr. McConnaughey's move toward securing additonal vhf channels from government agencies resulted from proposals made earlier this year by Comrs. Robert E. Lee and Robert T. Bartley that the addition of vhf channels might ease the tv allocations problem.

Four New Am Outlets Receive FCC Permits

CONSTRUCTION PERMITS for four new am stations were granted by the FCC last Wednesday.

Grants made were:

• Pueblo, Colo.—970 kc, 1 kw daytime to Frank Donald Hall, former owner of KLIR Denver, Colo.

• Orange, Mass.—1390 kc, 1 kw daytime to James W. Miller, 98% owner of Tele-Pool Corp. (advertising agency) and 50% stockholder in WESO Southbridge, Mass.

• St. Peter, Minn.—1310 kc, 1 kw daytime to Gustavus Adolphus College.

• Morristown, Tenn.—1150 kc, 1 kw daytime to Clifford G. Frost, part owner of WSEV Sevierville, Tenn.

• Mexia, Tex.—1590 kc, 500 w daytime to J. B. McNutt, owner KBUD Athens, Tex.

WENS Asks FCC to Move Channel Into Pittsburgh

WENS (TV) Pittsburgh (ch. 16) last week asked the FCC to move ch. 5 into the Steel City. It filed a pleading with the FCC commenting on the Commission's rule-making proposal to delete the educational reservation from ch. 5 in Weston, W. Va., and to make the vhf channel available for commercial use. WENS suggested that ch. 5 could be used in both Weston and Pittsburgh with limited antenna height and power and with directional antenna. Or, WENS said, ch. 10 could be used in Weston and ch. 5 in Pittsburgh. The proposal to de-reserve Weston's ch. 5 was originally requested by ch. 35 WJPB-TV Fairmont, W. Va.

Two weeks ago the FCC acceded to WENS' request that the grant of Pittsburgh's ch. 11 to WWSW Inc., following a merger between that applicant and WJAS Pittsburgh, be reopened. The Commission designated the grant for rehearing on issues involving the question of whether ownership changes have already taken place, financial qualifications and overlap considerations [B•T, Dec. 5]. The grant was temporarily stayed by the U. S. Court of Appeals in Washington pending FCC action on the WENS petition for rehearing. The FCC and WWSW Inc. claim that the stay expired Dec. 3; WENS claims that it remains in effect until five days after the Commission decides the case. The Commission has informed the court of its interpretation and is awaiting clarification. WENS also sought unsuccessfully to file an application for Pittsburgh's ch. 11 before that grant was made last July.

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STAY OF VAIL MILLS DROP-IN ASKED

Court action on WTRI (TV) and WMGT (TV) appeals may set pattern for like pleas of other deintermixture advocates.

THE RIGHT of the FCC to take actions in pending vhf cases while it is in the midst of an allocations hearing was put in question last week before the U. S. Court of Appeals in Washington.

The court was asked by the now dark ch. 35 WTRI (TV) Albany, N. Y., and ch. 19 WMGT (TV) Pittsfield, Mass., to issue a stay against the drop-in of ch. 10 to Vail Mills, N. Y., 20 miles outside of Albany [B•T, Nov. 14].

The case was argued Thursday morning before Circuit Judges E. Barrett Prettyman, David L. Bazelon and Charles A. Danaher.

The court's action, it is presumed, will set the pattern for similar appeals by deintermixture advocates when and if the Commission makes final pending vhf hearing cases (see story, page 72).

Meanwhile, on other allocations fronts:

• First comment on the allocations proceeding was received from E. B. Craney, Pacific northwest broadcaster. Mr. Craney recommanded that the FCC permit co-channel booster where no interference is caused by such operation.

• Although at week's end no formal request for an extension of the Dec. 15 allocations deadline for comments had been received by the FCC, it was understood that several were in the process of being drawn. The Commission stands ready, it was learned, to grant such a request.

• Consulting engineer T. A. M. Craven, former FCC commissioner and chief engineer, declared that engineers were ready to "chart the course" provided the FCC decides what its policy on allocations shall be.

• FCC Chairman George C. McConnaughey declared he hoped that every community with a local radio or newspaper could have a local television station (see separate story page 77).

• Office of Defense Mobilization publicly acknowledged that it had been meeting with the FCC and military services on the question of more vhf channels for television (see separate story page 75).

In the argument on the request for an injunction to force the FCC to hold up the effective date of its ch. 10 drop-in, the uhf stations charged that the FCC had a "private meeting" with CBS during which the network recommended the ch. 10 assignment.

WTRI attorney Paul A. Porter, former FCC chairman, declared that his client had no chance to rebut the CBS recommendation. Mr. Porter also claimed that the FCC action was inconsistent with its rule-making proposal.

The immediate injury to be suffered by WMGT was the subject of that station's counsel, Vernon Wilkinson. He said conversions had already suffered because of the announcement and that WMGT would be required to go to the expense of filing an application for ch. 10. The Commission is engaged in a squeeze play, he said. On the one hand it forces WMGT to fight the ch. 10 drop-in and on the other it forces it to apply for that frequency, Mr. Wilkinson said.

Warren E. Baker, FCC general counsel, argued that no major injury was being imposed on the two uhf stations. He claimed that the two objectors were "riding two horses at the same time." He said that 50% of the tv owners in the Albany-Schenectady-Troy area were still unconverted and therefore the addition of a second vhf in that area was in the public interest. Mr. Baker also called attention to the fact that the Commission did not have conversations on allocations with CBS alone. It also conferred with ABC, Uhf Industry Coordinating Committee and had received the so-called Mullaney plan. All this was proper, Mr. Baker averred.

WROW-TV Albany, which asked that ch. 10 be assigned to Vail Mills, was represented by Duke Patrick. Mr. Patrick pointed out that WROW-TV asked for the ch. drop-in over a year ago, and there was no allocations proceeding underway then.

In his talk before the Federal Communications Bar Assn., Mr. Craven posed several questions regarding national allocations policy. Nub of these had to do with the policy of competitive services in the metropolitan cities as against the policy of local service to as many smaller communities as possible. He also wondered whether the economics of broadcasting had been considered in the present allocations table.

Vincent B. Welch, a past president of FCBA, discussed the Mullaney plan, which suggested vhf drop-ins with adjustments in powers and antenna heights and the use of directional antennas.



"They both enjoy KRIZ Phoenix—she likes Sinatra and he likes Sibelius."

WWBZ to Fight Revocation; Reports 2-Month Sales Jump

WWBZ Vineland, N. J., which week before last suffered license revocation on grounds horse racing broadcasts aided gamblers [B•T, Dec. 5], will petition for rehearing, Fred M. Wood, WWBZ general manager, has announced.

Mr. Wood described the station's public service record as "second to none." Horse race broadcasts never interfered with the station's public service activities and many times were pre-empted by other programs of community interest, Mr. Wood said. Terming the revocation action "unfair," Mr. Wood warned the decision "can have far-reaching effects."

Businesswise, WWBZ reported that local business was up 31% during October and November compared with the corresponding months of 1954. Featuring music and news, the station is broadcasting from newly constructed studios on Highway 47 between Vineland and Millville, N. J.

Tv Films to Aid Probers

KRCA (TV) Los Angeles and WWJ-TV Detroit, both of which made films of hearings in their respective cities by the Senate Narcotics Subcommittee for showing on news programs, will turn over their films to the subcommittee for special showings.

KRCA news analyst Chet Huntley is using film made of a hearing in Los Angeles and film received from a similar hearing in San Francisco for a four-week series devoted to the narcotics investigation in those cities.

WWJ-TV shot 4,600 feet of film at the one-day Detroit hearing and telecast it the same evening (Nov. 23) on news shows, plus a full hour's exclusive showing the following Sunday.

Sen. Price Daniel (D-Tex.), chairman of the subcommittee, said he will use the film for congressional showings to impress upon legislators the need for new narcotics legislation.

Fixed Hours Asked By Daytime Outlets

DAYTIME broadcasters last week formall asked the FCC to permit them to operate fixe hours, instead of the variable sunrise to suns periods now required.

Petition, filed by the Daytime Broadcaste Assn., called on the FCC to authorize th 900 daytimers to operate from 5 a.m. (or loc sunrise, whichever is earlier) to 7 p.m. (or loc sunset, whichever is later).

Under present regulations, daytime statio must accommodate their hours to prevent i terference to the dominant clear channel st tions on their frequencies. Since this inte ference occurs only at night, daytime st tions have been licensed to begin operating onl after local sunrise and must cease at local su set.

Daytimer Broadcasters Assn. President Jac Younts (WEEB Southern Pines, N. C.) said:

"The Daytime Broadcasters Assn. is fightin against the present local radio blackout. Unde present FCC rules, daytime stations cannot g on the air until sunrise, and must go off a sunset. At this time of the year, that means n going on until 7:30 a.m. in some places an going off the air at 4:30 p.m. in some place This does not make sense to the public wh want the kind of local service, local news, loc weather and farm reports, which the 900 da time stations can provide throughout th country."

Mr. Younts said that this makes it impossib for daytime stations to observe a normal bus ness day. He called it a form of "governmen dictated business inefficiency."

In its clear channel proceeding, begun i 1945, the Commission listed as one of the i sues whether new rules should be drawn u governing hours of operation of Class II st tions operating on clear channels.

In 1947, the question of daytime skywave wa



SEE PAGE 83

parated from the clear channel proceeding. rly in 1954, the FCC issued a proposed re- rt suggesting that certain daytime stations be quired to begin operating not earlier than minutes after local sunrise and cease opera- ns at least 90 minutes before local sunset. is proposal was never made final.

Daytime Broadcasters Assn. is composed of 5 local daytime radio stations. The petition s filed by Frieda B. Hennock, former FCC mmissioner, now with the Washington law m of Davies, Richberg, Tydings, Beebe & nda.

CHAIRMAN URGES MORE TV STATIONS

FCC's McConnaughey tells Philadelphia Club he would like to see every town with newspaper and radio outlet also have television studio.

CC Chairman George C. McConnaughey said st week that he would like every community nich now has a local newspaper or radio ation to have a television station.

The statement was made by the FCC chair- an in a speech before the Poor Richard Club Philadelphia. The club presented Mr. Mc- onnaughey with its silver medal of achieve- ent for "better understanding and cooperation tween government and private enterprise in e field of communications."

Mr. McConnaughey's statement was made in njunction with his discussion of the uhf-vhf oblem. He said that under the present alloca- ons "there are not enough competitive facilities the largest centers to completely serve the eds of the public or of advertisers."

Even when all pending applications are ocessed, the FCC chairman said, two-thirds the 100 leading markets will have only two ations or less.

"I consider this an undue constriction on the ope of network advertising, and of national ot and local advertising as well." Mr. Mc- onnaughey said: "Under our system of broad- sting, this could result in an undue constric- on of program choices available to the public. underserved communities, the public may be ffectively deprived of certain programs, either ecause the program is not shown at all, or is own at an inconvenient time. Moreover, me program ideas are stillborn because pro- ucers or distributors cannot be assured of suf- cient station clearances to warrant the heavy vestment in quality programming."

There are two conditions for a nationwide, competitive television system, Mr. McConnaughey said. One is more stations in the larger cities, he said, and the other is that "a broad, cross-section of medium and smaller communities have their own local outlets." He referred to the 1,400 communities having their own local newspapers or radio stations, and said he hoped that the economics of the television industry will ultimately permit such a development.

But, he added, "we cannot delay consideration of every constructive suggestion for making available at the earliest possible date competitive assignments in those communities where the economic potential already exists and where entrepreneurs are ready, willing and able to build new stations."

Mr. McConnaughey predicted that tv revenues would amount to $2 billion in 1965, twice what it will be this year. This is predicated on a "national system of color television and to fuller saturation of sets and stations," Mr. McConnaughey said. In 1965, tv advertising should account for 20% of total advertising expenditures; in 1955 it will amount to 10%, he said.

FCC final broadcasting figures for 1954 showed tv with total revenues of $593 million [B•T, Dec. 5].

Raymondville Am Grant, Newport Shift Recommended

INITIAL DECISIONS recommending a new am station at Raymondville, Tex., and a change of frequency for KNBY Newport, Ark., were handed down last week by FCC Hearing Examiners Annie Neal Huntting and Elizabeth C. Smith.

Examiner Huntting favored Hale Schaleben and Van N. Culpepper for 1240 kc, 250 w unlimited at Raymondville, Tex., and denied the competing application of John F. Thorwald, who sought the same frequency at Harlingen, Tex. An application of KVOZ Laredo, Tex., for a shift of frequency from 1490 to 1240 kc, was denied for default.

Examiner Huntting found that the Raymondville grant, in that it would provide a first station for that city and a first nighttime primary service for a substantial number of persons, would better fill the FCC precept of "equitable distribution of radio service." These factors, the examiner concluded, outweighed the "more efficient utilization of frequencies" which would be realized by grant of the Harlingen proposal. She found that the Harlingen grant would provide a new service to more people, with less interference to existing stations than the Raymondville grant. Harlingen has one radio station (KGBT, 1530 kc unlimited).

A new service to a substantial segment of the population in spite of objectionable interference to existing stations was also used as a gauge by Examiner Smith in her decision which granted the application of KNBY Newport for a cp to move from 1280 to 730 kc.

Examiner Smith found that the frequency switch would cause loss of service to KWRE Warrenton, Mo., and KTRY Bastrop, La., but that those who would suffer loss of service would continue to have a choice of broadcast services, the examiner found.

KNBY would provide a first choice of radio service to Batesville, Ark., a new service to 293,000 persons and would restore the service of KALM Thayer, Mo., to 867 persons, Examiner Smith pointed out. ". . . the need for the proposed service is greater than the need for the service which will be lost by reason of the proposed operation," she concluded.

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750,000 people is a lot of TV audience (B Ring)
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they get together

Naturally
with
KCEN-TV
Channel 6 VHF
to reach the
BILLION DOLLAR BUYING POWER
of the
WACO-TEMPLE
Central Texas Market
FOR RESULTS
K-CENtralize your SALES STORY
on
KCEN-TV
Temple, Texas
MAXIMUM POWER ★ NBC INTERCONNECTED
General Offices:
P. O. BOX 188
Temple, Texas
Studios and Transmitter at Eddy, Texas
(between Waco and Temple)
Sales Office:
Professional Building
Waco, Texas
Representatives:
National: GEORGE P. HOLLINGBERY COMPANY
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"THE GENERAL AND THE LOST CAUSE"
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Deletion of McNutt Leaves Ft. Wayne Grant Unchanged

REVISION of its record and decision which granted ch. 69 at Ft. Wayne, Ind., to Radio Ft. Wayne Inc. (WANE) was announced by the FCC last week in a memorandum opinion and order—but the end result of the decision was unchanged. Revisions were made to reflect the death of Paul V. McNutt, former partner of James R. Fleming in Anthony Wayne Broadcasting Co., losing applicant in the Ft. Wayne proceeding.

The final decision favoring WANE was issued Sept. 29, 1954, after the FCC reversed a hearing examiner's initial decision in favor of Anthony Wayne. The Commission found that Messrs. Fleming and McNutt were parties to questionable newspaper advertising practices which would be in conflict with their responsibilities as licensee of a broadcast station.

An appeal from the final decision was pending before the U. S. Court of Appeals when Mr. McNutt died. The court remanded the case to the FCC to determine the effect of Mr. McNutt's death upon the proceeding.

Anthony Wayne contended that the remand order implied that Mr. McNutt's death removed the sole basis for denying its application—purported questionable ad practices attributable to a partnership. WANE countered that Mr. Fleming's position was unimproved by Mr. McNutt's death.

Nebraska Newspapers Protest FCC Grant for Am in O'Neill

FOUR Nebraska newspapers last week filed a joint "economic protest" to the grant of a construction permit for a new am station at O'Neill, Neb. The newspapers, in a petition to the FCC, claimed that advertising revenues diverted by a new station might cause one or more newspapers to go out of business.

The newspapers also charged that the applicant violated FCC rules by starting construction on the proposed station prior to the date of his grant.

Requesting the FCC to reconsider the grant to Holt County Broadcasting Corp. of 1400 kc, 1 kw unlimited, the newspapers petitioned as Holt County Publishers Assn. The protestants are: *Holt County Independent* and the *O'Neill Frontier,* both O'Neill; *Atkinson Graphic,* Atkinson, and *Stuart Advocate,* Stuart.

Their total advertising revenue is about $70,000 yearly, the newspapers said, most of which is local business. A diversion of $35,000 (the proposed station's expected revenue) would present a reasonable risk that one or more of the newspapers would be forced to cease operation, the protestants said. WJAG Norfolk, Neb., and WNAX Yankton, S. D., provide ample service to Holt County, day and night, respectively, the protestants said.

The newspapers pointed out that the joint applicants for the O'Neill station—Robert D. LaRue Sr. and Russell M. Stewart—own interests in competing stations in Ft. Morgan and Sterling, Colo., posing a question of concentration of control in those cities. Mr. LaRue owns 8.59% of KFTM Ft. Morgan; Mr. Stewart is 16⅔% owner of KOLR Sterling.

Camden, Ark., Assignment Denial Made Final by FCC

ASSIGNMENT of KPLN Camden, Ark., from Leo Howard to D. R. James Jr., which was granted in 1953 by the FCC, was denied by the Commission last week in an order making effective immediately an initial decision by Hearing Examiner Elizabeth C. Smith, which recommended denial of assignment and revocation of the station's permit [B•T, Nov. 28].

Examiner Smith found that Mr. Howard's applications for construction and assignment were marked by "inconsistencies, misrepresentations and concealment of material facts." No exceptions were filed to the initial decision.

The hearing was ordered by the U. S. Court of Appeals which said the FCC erred in not making KAMD Camden—which protested the assignment—a party in interest to the original proceeding. KAMD appealed to the court. Following the court action, the FCC ordered KPLN to cease operation, pending outcome of the hearing. The station has been off the air since April 30.

FCC Sets Milton Hearing

GRANT of a new am station at Milton, Pa., was set for hearing Jan. 23, 1956, by the FCC last week on protests of WMLP Milton and WLYC Williamsport [B•T, Nov. 28]. The grant, to Williamsport Radio Broadcasting Assoc. Inc., for 1380 kc, 1 kw day, was protested on grounds of signal overlap between the proposed station and WWPA Williamsport, owned by the same interests. Protestants also charged that the grant violates the FCC diversification policy as Grit Publishing Co. *(The Grit)* owns 10% of applicant. The burden of proof in the protest rests with WMLP and WLYC.

NBC Appeals to Courts On FCC WGR-TV Ruling

NBC has turned to the courts in an attempt overrule the FCC's action in accepting the p test of ch. 2 WGR-TV Buffalo, N. Y., agai the network's $312,500 purchase of ch. WBUF-TV Buffalo.

The FCC approved the sale last Septemb After WGR-TV protested, the Commission d ignated the protest for Dec. 19 hearing [B• Nov. 7]. It did not stay the sale approval.

NBC claimed that WGR-TV was not a pa in interest and that it had not detailed its legations with "particularity." It also claim that the FCC violated the protest provision the Communications Act by considering ne different and additional allegations filed WGR-TV after the expiration of the 30-d protest period. The network held that the Co mission erred in designating the protest hearing because even if the allegations we proved true they would not constitute groun for a denial.

The appeal, filed with the U. S. Court Appeals in Washington, asked that the FC order be judged invalid and reversed.

In its appeal, NBC claimed that WGR-T leases to WBUF-TV the quarters used by t ch. 17 station and that WGR-TV has refus to permit WBUF-TV to assign the lease NBC.

In its purchase contract with WBUF-T there is a provision that WBUF-TV will rema on the air until Dec. 31 unless NBC takes ov before that time. WBUF-TV suspended oper tions for a short time before the NBC sale w announced.

Those Sunspots Are Back; Beware of Freak Reception

THE FCC took cognizance of sunspot-caus long distance interference last week and issu a communique which warned that it was goi to get worse before it gets better.

Referring to numerous reports of long d tance interference to the mobile services b tween 25 and 50 mc, the Commission said t services most seriously affected are the indu trial, land transportation, public safety, d mestic public and remote pickup mobile servic

Although the lower tv bands may be affect slightly, it was pointed out, those in the high bands should not feel this interference.

These "skip" signals, the FCC said, are d to the reflection of radio signals from the upp layer of the ionosphere caused by the rise of t sunspot cycle. The sunspot cycle runs an elev year course, it was pointed out, and will rea its peak in the winter of 1957-58. Thus tran mitters separated by hundreds and thousan of miles on the same frequencies may be e pected to interfere with each other.

The Commission acknowledged that it w receiving complaints far and wide. In Loui ville, Ky., for example, the police chief sa his scout cars had to park next to fire statio in order to use telephones while their rad communications were "out" for hours.

In its release, the Commission urged mobi services to "give serious consideration" using higher frequencies in order to escape th consequences of sunspot activity. The FC referred users to National Bureau of Standar Publications D and F for the 1937-38 sunsp period, to the February 1947 Proceedings the Institute of Radio Engineers, and to th forthcoming issue of the Transactions of th IRE Professional Group on Vehicular Com munications.



WTX-TV COVERS MURDER TRIAL LIVE, ETS PRECEDENT IN COURTROOM ACCESS

Waco, Tex., station had a camera trained on a full week's proceeding of district court case, wins praise for inconspicuous and dignified coverage. Observers say test proves tv can cover judicial events without disturbing decorum or jeopardizing rights of participants.

ELEVISION met a historic legal test in Waco, x., last week, emerging from coverage of a rder case with acclaim from the trial judge, osecuting attorney, defendant, defense at- ney, law school dean and the viewing public. Decision of KWTX-TV Waco to ask Dis- ct Judge D. W. Bartlett for permission to ver the murder trial of Harry Washburn was ached by M. N. (Buddy) Bostick, vice presi- nt and general manager of the station.

Lacking any precedent in a situation where ecedent is sacred, KWTX-TV found its per- tence rewarded with a grant of permission to ace a camera in the courtroom and give mplete live coverage of proceedings.

At the end of the week KWTX-TV took a eather and its staff had time to read reams of wspaper and magazine clippings. The simple o of keeping a camera operating with normal urtroom lighting gave the public and the gal profession one of the most important blic service programs in history—a program at is bound to become significant in the uggle of television for equal access to news ents.

KWTX-TV cancelled commercials during the urtroom proceedings. Even night commer- ls were cancelled Wednesday when the trial dn't recess until 9 p.m.

While no official cost figure was given, it is lieved the station gave up at least $10,000 commercial hours.

The coverage bore out favorable predictions ade last August when a test telecast was aged before the House of Delegates of the nerican Bar Assn., meeting at Philadelphia •T, Aug. 29].

Oft-voiced fears that judges, counsel and tnesses might be guilty of mugging, or that ghts of a defendant might be jeopardized, were own to be groundless in the Waco telecast. anything, courtroom decorum was improved, cording to some of the legal observers. Judge rtlett pointed out the telecast contained none the editorializing inherent in any newspaper verage of a trial.

Bill Stinson, local news editor of KWTX-TV, cured permission to televise this murder trial ter Judge Bartlett met with both the state's torneys and the defense attorneys. All agreed the telecast.

According to Mr. Bostick this meant can- lling a number of network shows, local pro- ams and meant going on the air at 9 a.m. with e opening of each daily session of the trial he station's regular opening time is 12 noon).

The telecast brought American courts into e home and gave citizens the opportunity to e judges, lawyers, witnesses, accusers and cused, and make their own appraisal of the cisions of justice, General Manager Bostick inted out.

The only lighting changes made were the placement of some 50 w bulbs with 100 w lbs. Microphones were placed on the floor the courtroom—one between the witness and and the district judge, another in the area the prosecuting attorney, and the third in e area of the defense attorneys. A fourth icrophone was used by Mr. Stinson.

One RCA field camera was placed in the rear ft balcony of the courtroom above and behind ie jury. The other television equipment neces- sary was also placed on the balcony level. All members of the staff remained off the court- room floor and remained as inconspicuous as possible on the balcony of the courtroom, Mr. Bostick said.

No editorial comment was made about reac- tions of witnesses or other participants. No conjecture was made as to what would happen.

AP and UP carried the story on their national wires that the station was to televise the trial.

When the trial opened Tuesday morning, rep- resentatives from the tv networks, news serv- ices, magazines and television stations in Texas, were in Waco making picture reports.

The AP carried an average of six KWTX-TV pictures a day and UP asked the station for full comment and coverage of the trial. Four London newspapers—*Courier, Mail, Mirror* and *Daily Times* contacted KWTX-TV for stories. *The New York Daily News* gave half its front page to KWTX-TV's coverage, includ- ing an editorial cartoon showing the KWTX-TV camera as the 13th juror.

One Waco housewife, Mrs. Jane Dover stated: "I have always dreaded being called for jury service, but since I have watched this murder trial on television, I now feel I am not a stranger to the courtroom and would now gladly serve on a jury."

Baylor University made public announce- ments to classes about the trial, recommending that it be watched whenever possible.

Civics classes throughout Central Texas seized the opportunity to view a trial in action.

Law classes at Baylor U. set aside their reg- ular classes to view the trial on television and Abner McCall, Dean of Baylor Law School, stated, "I believe the televising of this trial has improved the decorum in the courtroom and the general demeanor of the witnesses."

At the request of the Texas Bar Assn., Dean McCall is compiling a complete story of the telecast trial for the Texas bar.

The technical set-up was supervised by the chief engineer of KWTX-TV, Jesse Dove. Pro- duction was under the supervision of local news director Stinson and program director Gene Lewis.

In a statement to Mr. Lewis, Harry Wash- burn, the defendant, stated: "I am glad you



FROM an obscure vantage point in the balcony the KWTX-TV camera reports the prog- ress of the trial presided over by District Judge D. W. Bartlett.

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people are televising this trial. I only wish that the people of San Angelo, Texas, could view it on television."

The murder was committed in San Angelo, and the trial was transferred to McLennan County. The defendant is accused of killing his former mother-in-law, Mrs. Helen Harris Weaver, by planting a bomb in her car in San Angelo in January 1955.

Judge Bartlett said, "The reason that I have let this case be covered by television is that I think under the theory of free speech that this is just an advancement of what we have always covered in the past by reporters who come in and get their version, take some of the testimony down, put their interpretation on it and run it in the papers. And I believe, as a matter of fact, that the picture will depict more completely and more accurately what actually takes place than someone's interpretation regardless of how fair they are trying to be in trying to pick up and report what they had heard in the courtroom.

"It certainly won't bring up any personal interest stories and won't be edited in any way. The picture will only reflect the facts and testimony that develop and show the actual procedure in court without any edging or interpretation on it. If it can do that under our theory of free speech, I think it is entirely admissible."

Judge Bartlett was asked if he had seen any evidence of lack of decorum in the courtroom during the television coverage, and he replied: "I have not. The boys have all been very cooperative. I instructed them in the beginning to not try to make a picture show or demonstration out of this or to do anything that would affect the verdict of the jury, but merely give the public the facts that would develop and the evidence as it comes from the witness stand. They have all cooperated a hundred percent in that respect and I have not noticed anything that would in any way interfere with the administration of justice. I don't think anyone could object to the television being run while this is on. It is perfectly quiet, it's outside the jury, and there's been perfect decorum of all concerned, and I don't think there would be any reflection on any court to have this television carried on as it has been carried on in this court."

Judge Bartlett was asked if he planned to allow the televising of any future trials in his court and he replied: "Any case where the public is interested enough for the television people to be interested in coming down here and telecast it, I will be interested in letting them do it."

Just a fortnight before the Waco trial, WTMJ-TV Milwaukee had been allowed to take news film in a Milwaukee municipal court. Judge Herbert Steffes, who presided at the arraignment of two persons accused in the holdup slaying of a tavern keeper, termed the action "an experiment." He said he did not believe the presence of a camera had disturbed proceedings.

At about the same time, WDSU-TV New Orleans demonstrated tv coverage technique at a regional meeting of the American Bar Assn. At the meeting, Robert D. Swezey, WDSU-TV executive vice president and general manager, appealed for radio-tv admission to the courts [B•T, Dec. 5].

The **Dallas Times** quoted Criminal District Judge J. Frank Wilson, Baylor law school classmate of Judge Bartlett, as saying last Tuesday he was flatly opposed to the trial telecast. District Attorney Wade was quoted in the Times as opposed to tv in courtrooms as a general practice, feeling it hurts the state more than the defendant because it makes a spectacle of the trial, which a jury would hold against the state rather than the defendant.

Trial Telecast Rapped

A STRONG juridical voice was heard in opposition to last week's telecasting of a murder trial by KWTX (TV) Waco, Tex. Chief Justice W. H. Duckworth, of the Georgia Supreme Court, told United Press he considered live tv coverage of a murder "a bull fight." He said he believed in the right of a "free and unshackled press" to report trial proceedings to the public but felt a live telecast was "going hog wild." The chief justice is chairman of The Conferences of Chief Justices of the United States. He denounced the trial as a "stage show."

Detroit Paper Strike Not Affecting Sales

Radio-tv billings rise as advertisers seek outlets to replace printed medium dried up by labor dispute. Sales normal for holiday season.

RETAIL BUSINESS in Detroit is excellent despite the weeklong shutdown of all daily newspapers in the city.

The surge of holiday buying at department stores, specialty shops and other retail outlets continued last week as radio and tv stations overhauled their logs to meet the demands of merchants.

Retailers, agencies and others in the field paid tribute to the two media for their role in keeping the public informed and interested in holiday buying.

Charles Boyd, secretary of the Detroit Retail Merchants Assn., told B•T that November retail business ran 4-5% ahead of November 1954, holiday buying having started a week ahead of last year. Sales last week were "excellent, about even with last December," he said.

"Radio and tv are having a valuable effect for many stores," Mr. Boyd continued. "They are doing a marvelous job, adjusting schedules to squeeze in everyone. Retailers are using radio beyond anticipation, especially item spots. Many favorable comments have been heard from women, some of them explaining they have been getting more Christmas ideas from radio than they ever received from newspapers."

Factors in the situation, Mr. Boyd said, are record payrolls, record Christmas savings payments and a lack of fear of unemployment.

An agency executive, Richard Werner, president of Castle-Werner said radio and tv are "a wonderful success." Sears, Roebuck, he said, is using practically every radio and tv station to attain complete coverage. The stores are "doing fine," he said, adding that another client of the agency, Montgomery Ward, "is not feeling the strike."

William B. Bond, advertising manager of J. L. Hudson Co., one of the nation's largest department stores, told B•T sales are holding up "extremely well." He added, "We aren't losing any business but it would be hard to tell if sales would be higher without a strike." Th situation exists generally in Detroit, he said.

Mr. Bond said the "traditional buying sur was already underway, with momentum fro past advertising one of the factors to be co sidered.

"General department stores and special shops with established customers are not hur he said, "but stores relying on high-pressure pr motion might feel the absence of newspape

"Considerable advertising money is goi into radio," according to Mr. Bond. "This an important factor in maintaining the buyi trend. We consider radio more than a sour of news and entertainment. It has a conce trated listening audience. J. L. Hudson Co. not using tv, feeling it can spread the mon farther by radio spots and strips.

"Our advertising is 'aimed institutional' a item promotion. The former explains, for e ample, what hours the store is open at nigh The item promotion is a morale builder a internal store stimulant and helps show typic items. The last two or three days there h been less item promotion, with the time us to tell ideas and storewide stories."

All Detroit stations reported they had to up schedules to accommodate retailer reque for time. Fred A. Knorr, president of WKM Detroit, said the station "was sold out befo the strike," but cleared all possible time. series of newscasts on the half-hour was add with J. L. Hudson Co. as sponsor. WKM runs on-the-hour news but felt the public want more radio news during the newspaper stril

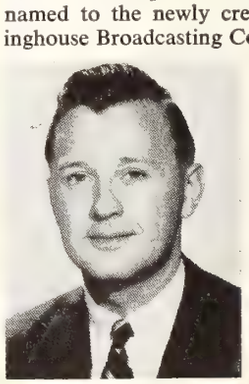
The Federal chain, Sam's department stor Ernst Kern Co. and others have been amo larger retail units buying radio and tv time.

WWJ-AM-TV operations were described normal last week, the station having operat with supervisory personnel the first day of t strike when staff workers did not cross a pick line [B•T, Dec. 5]. It is affiliated with t *Detroit News*.

Detroit Publishers Assn. bought time to e plain the newspapers' position in the stril Time was offered union officials at the sa rates.

WBC Promotes Teter To Newly Created Pos

ROBERT H. TETER, general manager KYW Philadelphia since last October, has be named to the newly created position at We inghouse Broadcasting Co. of executive assist to President Don H. McGannon a will headquarter WBC's New Yo executive offices.



MR. TETER

Mr. McGann was vice presid and general exe tive of the compa before he was elec Nov. 15 as the s cessor to Chris Witting, who mo up in an execut capacity with t parent company.

In its announcement last week, WBC s that Mr. Teter's successor at KYW will announced in the "near future." Mr. Teter veteran of 14 years in advertising and radio Philadelphia, was credited by WBC with "major share" of the station's billing gains 1955 of 18% in local sales and 23% in natio spot sales compared to the previous year.

torer Co. Promotes /XEL (TV)'s Wickham

PPOINTMENT of Ben Wickham, program anager of WXEL (TV) Cleveland, to man- ng director of that station was announced last week by William E. Rine, northern district vice president of the Storer Broadcasting Co.



MR. WICKHAM

Mr. Wickham, who is 42, joined WXEL in 1952, after 15 years on the editorial staff of the *Cleveland Daily News*, where he served as columnist, promotion director, radio-tv editor and city editor. During orld War II Mr. Wickham served three years the Navy, including overseas duty in the uth Pacific with a naval air group. He was rn in Norwalk, Ohio, but has lived in Cleve- nd since his early childhood.

Storer Broadcasting acquired WXEL a year o with station WJW. A major renovation oject is underway in downtown Cleveland for e complete reconstruction of WXEL and WJW dios and offices. The building is expected to completed early in 1956. WXEL became basic affiliate of the CBS-TV network in arch of this year.

/NBQ (TV) Color Plans Key lerchandise Mart Promotion

BC's color conversion plans for its o&o NBQ (TV) Chicago will be a major part of extensive development and promotion pro- am in 1956 for the city's Merchandise Mart, was announced Tuesday by Joseph Kennedy, wner of the world's largest commercial build- g.

Mr. Kennedy simultaneously announced the pointment of Thomas King, formerly pub- ity director for the Chicago Stadium, as vice esident in charge of advertising, marketing d promotion.

Development plans include conversion of the of area into color studios for WNBQ (TV).

DUB Appoints Branham Co.

HE BRANHAM Co. has been appointed sta- n representative for KDUB-AM-TV Lub- ck, Tex., and KPAR-TV (KDUB-TV's tellite), which will go on the air on ch. 12 in eetwater-Abilene, Tex., in mid-January, it as announced last week. W. D. (Dub) Rogers is president and general manager of Texas lecasting Inc., licensee of the stations.

HOWARD E. STARK
BROKERS and FINANCIAL CONSULTANTS
RADIO and TELEVISION STATIONS
50 EAST 58th STREET EL 5-0405
NEW YORK 22, N. Y.
All Inquiries Confidential

WITH Goes West

SALES presentation story of WITH Baltimore was related to Los Angeles agency timebuyers Wednesday at a luncheon meeting held in the Beverly Hilton Hotel, Beverly Hills. R. C. Embry, vice president and commercial manager of the Thomas G. Tinsley station, was host.

New WRCA-TV Dividend Plan Encourages 52-Week Buying

AS A MEANS of encouraging advertisers to purchase tv time on a 52-week basis, WRCA-TV New York last week instituted a new sales plan to be known as the "52-week double dividend."

Hamilton Shea, vice president of NBC in charge of WRCA-AM-TV, explained that an advertiser who purchases 52 weeks of the "14-50" plan will, during the period between June and September, be given a dividend equal to the expenditure of advertising in that particular period. He said the "14-50" plan applied to the new "double dividend" plan in this way; an advertiser who purchases fourteen 10 or 20-second station breaks during a week on a 52-week basis will receive a 50% discount on the purchases in all time periods except Class AAA time.

Palmetto Elects McElveen

H. MOODY McELVEEN Jr., general manager of WNOK-AM-TV Columbia, S. C., has been elected a vice president of the parent corporation, Palmetto Radio Corp. Mr. McElveen joined WNOK in 1947 and was named manager a year later. When tv operations were started in 1953, he assumed managership of both operations.



MR. McELVEEN

Mr. McElveen also is executive vice president of WORD Inc., owner of WORD Spartanburg, S. C.

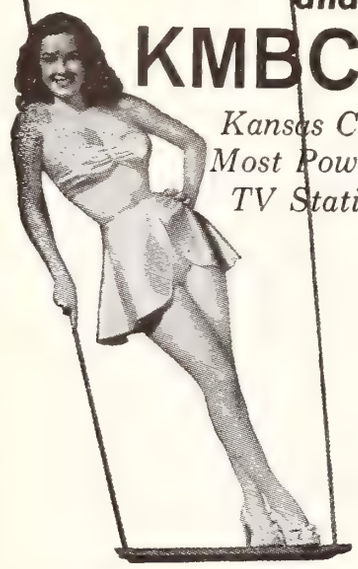
WCAU-TV Color Development

METHOD of telecasting opaque color photographs, trade marks and small packaged consumer items was announced by WCAU-TV Philadelphia last week. According to John G. Leitch, engineering vice president of the *Philadelphia Bulletin* station, this is accomplished by adding a "unique" optical unit to the current RCA 3-V camera system for color-casting films and slides. The unit has a 12-in. focal depth and in many cases eliminates the need for using live color cameras to demonstrate products in use. The system is used for color commerials.

KGLN to 1 Kw, 980 Kc

KGLN Glenwood Springs, Colo., increased its power Dec. 4 from 250 w to 1 kw and changed from 1340 kc to 980 kc, according to Rex Howell, president. The station also is using a new Gates transmitter and a new 260-ft. tower.

the SWING is to...
ABC
and
KMBC-TV
Kansas City's Most Powerful TV Station



"BIG TIME DAYTIME" programming with any commercial handling you want . . . live cameras always available.
"BIG TIME DAYTIME" precedes the sensational new ABC-TV evening schedules. Contact Free & Peters or:

Don Davis, *First Vice President*
John Schilling, *Vice Pres. & Gen. Mgr.*
George Higgins, *Vice Pres. & Sales Mgr.*
Mori Greiner, *Director of Television*

Somewhere Every Day
Radio and Television Stations are accused of Committing
LIBEL
SLANDER
PIRACY
PLAGIARISM
INVASION OF PRIVACY
COPYRIGHT VIOLATION
based upon acts of Station, Staff, Announcers, Speakers, Performers, Commentators
You can't predict claims — BUT YOU CAN INSURE
effectively against embarrassing loss by having our unique policy at almost trifling cost.
WRITE FOR DETAILS AND RATES
EMPLOYERS REINSURANCE CORPORATION
21 WEST TENTH STREET
KANSAS CITY, MO.

Do-It-Yourself

KEN JOHNSON, vice president of Kansas State Bank, Wichita, has been doing his firm's commercials since it began sponsoring the *Liberace Show* (alternating with Wichita Federal Savings & Loan Assn., Sunday, 6-6:30 p.m.) on KTVH (TV) Hutchinson, Kan.

The commercials, given from KTVH's remote studio in Wichita, have shown



customers how to open a checking account, savings account, bank by mail, borrow money, and have taken viewers on a guided tour of the bank.

"We at Kansas State Bank believe that the success of our commercials is due to the fact that staff members represent the bank on the air, giving the tv audience a chance to meet the people who will serve them and to show the actual services available," Mr. Johnson stated.

John C. Treacy to Manage NBC Spot Sales in Detroit

JOHN C. TREACY, formerly in charge of NBC Spot Sales' Cleveland office, has been transferred to Detroit to head tv sales there as manager, according to Thomas B. McFadden, vice president of NBC Spot Sales. Mr. Treacy replaces Allan Kerr, who has resigned. For the present, sales activity in Cleveland will be handled from Detroit, Mr. McFadden said. At the same time, appointment of Harriet Feinberg as radio promotion supervisor of NBC Spot Sales in New York was announced by Wilbur Fromm, manager of advertising and promotion of Spot Sales. She formerly was advertising and promotion manager of WABC-AM-TV New York.

Bashaw New KFH Manager

KFH-AM-FM Wichita, Kan., Sales Manager Thomas P. Bashaw has been named general manager of the stations, succeeding the late Frank V. Webb [B•T, Dec. 5], the board of directors has reported.


MR. BASHAW

Mr. Bashaw has been associated with radio for 23 years and has been with the *Wichita Eagle* station since 1949 first as program director and later in the sales division. Mr. Bashaw previously was with WMAQ, WLS and NBC, all in Chicago.

WPRS Protests 'Commercial' In 'National Guard Show'

WPRS Paris, Ill., has lodged a protest with the National Guard for "throwing in a plug for a commercial product" in the *National Guard Show*, which WPRS carries as a public service.

In a letter to the Guard, A. C. Ferguson Jr., WPRS general manager, stated, "If, in the future, commercial products are to be used in the National Guard shows please remove this station from your mailing list." Mr. Ferguson was referring specifically to program No. 106, "Let's Go to Town," which he said contained a plug for two tooth pastes.

STATION SHORTS

Independent Television Inc., licensee of WITI-TV Whitefish Bay, Wis. (ch. 6), announces construction underway on its studios, following completion of 1,046-ft. tower in less than four weeks.

KEPR-TV Pasco, Wash., satellite of KIMA-TV Yakima, Wash., showed new studios to more than 500 visitors at open house Dec. 4.

WWJ-TV Detroit is encouraging advertisers to use color film and slides by offering color at no extra cost through end of this year. Station describes its color facilities in new brochure detailing regular WWJ-TV color shows and color adjacencies with network colorcasts.

Construction has started on a new building housing studios and offices of WDVA Danville, Va., with completion scheduled for early June 1956, according to Emerson J. Pryor, vice president-general manager.

REPRESENTATIVE APPOINTMENTS

WNAM Neenah, Wis., names John E. Pearson Co., N. Y., national representative.

KDUB-AM-TV Lubbock, Tex., appoints The Branham Co., N. Y., for national radio-tv representation. KPAR-TV Sweetwater, planned as satellite of KDUB-TV, will also be represented by Branham, when it goes on air.

STATION PEOPLE

Sid Beighley appointed local sales manager, WMBR Jacksonville, Fla. He has been in radio 16 years.


MR. BEIGHLEY

Gene E. Stout, Philadelphia editor, *Tv Guide* magazine, to WPTZ (TV) Philadelphia as publicity director. Miss Stout succeeding Fred E. Walker, now general manager, WTTM Trenton, N. J.

Robert H. Kimball appointed director of promotion for WLW Cincinnati.

John Hendry, KOAM-TV Pittsburg, Kan., to KCNO Garden City, Kan., as news director.

William E. Hoeft, farm management consultant, appointed farm director, WTMJ-AM-TV Milwaukee, Wis., succeeding late Hugo Murray.

Bob Davis, KORE Eugene, Ore., to KVA Vancouver, Wash. as local sales manager. He has spe 11 years in rad with midwest a western stations.


MR. DAVIS

Jack Wells, produ tion and prograr ming coordinato KCSJ-AM-TV P eblo, Colo., to KG Spokane, Wash., station coordinato

Jim Hawkins a **Bill Greene** to KTVW (TV) Seattle as accou executives.

Bruce M. Johns, former floor manager, WBN TV Columbus, Ohio, to WTVN-TV Columbu as promotion and publicity manager.

Lincoln A. Mayo, tv operations staff, NB N. Y., to sales and production manager Upper Michigan-Wisconsin Bcstg. Co. Fro WJMS Ironwood, Mich., headquarters, he w supervise sales and production of WATW As land, Wis., and WIKB Iron River, Mich.

Texas Bill Strength, recording artist and di jockey, KWEN Memphis, and **John C. Talle** disc jockey, WHOO Orlando, Fla., to KEY Minneapolis.

Keith Mathers, radio-tv director, Lowe Runk Co., Oklahoma Ci advertising agenc returns to WK AM-TV Oklahon City as public rel tions director, r placing **Wally Ki nan,** now chief met orologist for statio Before joining Lo Runkle Mr. Mathe was assistant pr gram manager WKY-TV.


MR. MATHERS

Bernard L. Thom transfers as account executive from WND South Bend, Ind., to WNDU-TV.

Ken Lawrence, chief announcer, WNEM-T Bay City, Mich., appointed to station's special sales staff.

Lou Steele, WPAT Patterson, N. J., staff a nouncer, to WABD (TV) N. Y., in san capacity.

Bill Jaeger and **Dave Robinson** to WFBR Bal more as announcers. **George W. Slade** WFBR local sales staff.

2,500 Spots on KNX

KNX Los Angeles sold over 2,500 local and spot announcements during the week of Nov. 30, to be carried over a period of from 4 to 52 weeks, according to Donald M. Ross, general sales manager. Highlighting the surge of spot business was a 26-week contract from Lever Bros. for Pepsodent tooth paste and 416 spots from General Foods for Instant Maxwell House coffee over a three-week period.

'Forgotten' Men Aided

BOB DeHAVEN, WCCO Minneapolis, has helped 13 inmates of the Minnesota State Prison secure jobs they needed to be granted paroles.

Mr. DeHaven, on his *As You Like It* program (Monday, 7:05-8 p.m.), interviews two inmates each week who are eligible for parole. Nine have been placed on farms, one each as a baker, cook, linotype operator and employment agency worker.

Bernard E. Nash, resident parole agent, said the project has made a great contribution in improving the psychological atmosphere at the prison. "It has given all the men the feeling that someone cares about them and is looking at them as individuals rather than forgotten men," he said.

Nobel, to KQV Pittsburgh, Pa., talent staff.

. Ellen Weinstein, J. Wilner Advertising ncy, Baltimore, to WAAM (TV) Baltimore notion and publicity department.

gh Hall, KSYD Wichita Falls, Tex., to IL Cameron, Tex., as head disc jockey.

y Williams, former program director at DN Camden, N. J., to program continuity artment, WPEN Philadelphia.

y Patterson to WIST Charlotte, N. C. Miss erson formerly was with WBT Charlotte.

Berg, announcer, WOW Omaha, Neb., to A Denver announcing staff.

Ballance to KFWB Los Angeles as disc ey.

rge Bryson and **Mark Scott** selected to hancoverage of Cincinnati Reds baseball games WLWT (TV) Cincinnati.

tor C. Diehm, head of Vic Diehm Assoc. VDA Boston; WAZL-AM-FM-TV Hazelton, WIDE Biddeford, Me.; WHOL Allentown, and WHLM Bloomsburg, Pa.), elected to term as president of Northeastern Pennania Industrial Committee.

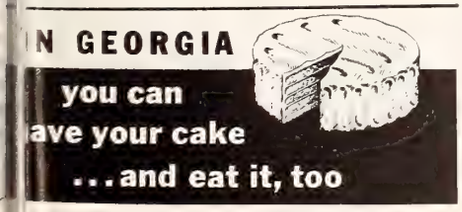
ert W. Ferguson, executive vice president general manager, WTRF-TV Wheeling, Va., elected to board of trustees of Oglebay tute, Wheeling.

Paschall, manager and part owner, KAFY ersfield, Calif., elected member of board Kern County Philharmonic Society.

ney Wallach, news writer-producer, KABC Los Angeles, father of boy, Jan Josef, . 29.

Cotter, sales staff, WMAQ Chicago, father oy, Kenneth. **Charles Dyer,** sales depart-t, WNBQ (TV) Chicago, father of boy, rles III.

ie Keefe, *Hometown* personality, WHAM--TV Rochester, N. Y., mother of girl, Molly, . 29.



Sheraton Plans Color; Theatre Inc. Sales Up

SIGNS of increasing activity in the closed-circuit tv field appeared last week when Sheraton Closed Circuit Television Inc. announced plans for the "first coast-to-coast closed circuit color television network," and Theatre Network Television Inc. disclosed that sales in the last few weeks have totaled more than $1.2 million.

William Rosensohn, executive vice president of the Sheraton Corp. of America subsidiary, said about 50 hotels will be linked in its coast-to-coast operation by Feb. 1, 1956, and about 50 more hotels will be added to the network by June 1956. He said the network will be available for use by business and industry and will be of particular value in the soft goods fields, "in which color plays such an important part in the presentation of products."

Mr. Rosensohn reported that Sheraton Television recently signed a contract with RCA for delivery of color tv projection equipment capable of producing a picture 15 by 20 feet. The first installation will be made in the Sheraton Astor in New York about the first of next month, he said.

TNT, meanwhile, has signed contracts for 10 multi-city telecasts from Dec. 21 to next April 21, according to Nathan L. Halpern, president. These include four programs ordered by the Upjohn Co. (pharmaceuticals), Kalamazoo, Mich., as a public relations project directed to physicians; two telecasts booked by the General Electric Co. for reports on new trade developments; a program for Smith, Kline & French Labs., Philadelphia, and programs for two major companies, details of which will be disclosed later. Another TNT telecast will serve the Republican National Committee on Jan. 20 when $100-a-plate "Salute to Eisenhower" dinners in 50 cities will be linked together by TNT facilities.

Feature Foods Plan Extends Services to Four Stations

FEATURE Merchandising Inc., Chicago, plans to extend its Feature Foods plan to stations in at least four other markets by Jan. 15, it was reported by Lyman L. Weld, president of the organization.

The merchandising service will be made available through WMBD Peoria, Ill.; WBOW Terre Haute and WGBF Evansville, both Ind., by Jan. 1 and is expected to start on WITH Baltimore by Jan. 15, according to Mr. Weld.

The food plan, now being carried by KYW Philadelphia, WGN Chicago, WHO Des Moines, KCMO Kansas City and WITY Danville, also covers drugs when they are carried by food outlets.

RCA Thesaurus Adds 16

RCA THESAURUS, radio station transcription library, last week announced 16 new subscribers. They are: WKLC St. Albans, W. Va.; KULA Honolulu; KJBS San Francisco; KGIL San Fernando, Calif.; WKRZ Oil City, Pa.; WNCC Bornesboro, Pa.; KIXL Dallas; WJPA Washington, Pa.; WDRF Chester Pa.; KGDE Fergus Falls, Minn.; KVHC O'Neill, Neb.; KMYR Denver; WIS Columbia, S. C.; KCRV Caruthersville, Mo.; WDEL Wilmington, Del., and WORK York, Pa.

World Promotes Basketball

A NEW PACKAGE of five recorded basketball game promotion aids is being released to station subscribers by World Bcstg. System, New York. The package, designed to attract listeners to winter sports coverage, includes musical themes, lead-ins to basketball schedules, scoreboards and songs to promote future games.

PROGRAM SERVICES SHORTS

Associated Press begins Photofax service to KFSD-TV San Diego, Calif., Dec. 21.

Charles Michelson Inc., N. Y., appointed exclusive U. S. program buyer by Television Corp. Ltd. of Sydney, Australia, and New Melbourne Herald Television Station, Australia.

PROGRAM SERVICE PEOPLE

Tony Ford rejoined Walt Framer Productions (creator-producer, *Strike It Rich, The Big Payoff* and promotion-publicity subsidiaries), N. Y., in new capacity of creative sales and production manager.

Francis R. Williams, United Press assistant superintendent of telegraph, appointed superintendent, succeeding **J. L. Hoppes,** who died recently. Mr. Williams had charge of UP communications during 1944-48-52 national political conventions.

L.B. Wilson INCORPORATED WCKY CINCINNATI O.

*Sept.-Oct. Pulse

—an old Cincinnati Habit:
—listening to WCKY;

10 years of 24 hour a day music and news programming has created in Cincinnatians, the habit of tuning to WCKY for

The Best in Music
The Latest in News

*21% of morning audience
22% of afternoon audience
21% of night time audience

BUY WCKY

EDUCATION

Texas School District Asks Reserved Channel Be Released

THE Bryan (Tex.) Independent School District last week asked the FCC to make available for commerical purposes reserved educational ch. 3 at College Station, Tex.

In a statement supporting the petition of John M. Lawrence III, who requested removal of the reserved channel with possible reassignment to an available uhf channel [B•T, July 18], the educational group said there appears no chance—now or in the foreseeable future—for the group to make use of the reserved channel.

Mr. Lawrence and his associates have offered to make public service time available for use by the school district and other educational institutions if the reserved channel is deleted, the group said, adding it would be better to have educational shows on a commercial station than an unused reserved channel and no educational programs.

Six Employes Designated By RCA to Get Fellowships

SIX RCA AND NBC employes were named last week to receive RCA Fellowships for the current academic year by Dr. C. B. Jolliffe, RCA vice president and technical director. Each fellowship, designed to encourage employes to work towards advanced degrees in subjects related to the electronics industry, carries a grant of $3,500, including $2,100 for living expenses, $650 for tuition and $750 as an unrestricted university gift.

Named were Robert E. Flory, RCA Labs, Princeton, N. J., for graduate work at the U. of Pennsylvania; George L. Kasyk, RCA Labs, Princeton, for doctorate work at Massachusetts Institute of Technology; William J. Hannan, RCA Commercial Electronics Products, Camden, N. J., for doctorate studies at the Brooklyn Polytechnic Institute; David J. Lobel, RCA Defense Electronics Products, Camden, for graduate studies at the U. of Pennsylvania; Wheeler Johnson, RCA Tube Div., Harrison, N. J., for graduate work at M.I.T., and Franklin M. Skinner Jr., NBC guest relations, New York, for graduate work in scenic design at Yale U.'s School of Drama.

Michigan U. Plans Conference

MICHIGAN STATE U.'s Dept. of Speech will present its 11th annual radio and television conference March 10, 1956, on the East Lansing campus. Events being arranged for students are job consultations with representatives of the broadcasting industry; a tv talent contest to include announcing, monologues and short dramatic scenes; a demonstration of television production techniques, and special showings and explanations of films related to television. Dr. Robert P. Crawford, director of radio-television education at the university, will be in charge.

EDUCATION SHORTS

WCBS-TV New York, in cooperation with city Board of Education, telecast its Nov. 26 Paul Tripp *On the Carousel* program to audience of 1,000 at meeting of National Council of Teachers of English. Purpose of large screen telecast, according to Board of Education spokesman, was to "give these public school teachers from all over the country an idea of how television can help in the teaching of literature."

Alabama Educational Tv Commission Network, Birmingham, is telecasting *Learning Is Fun* daily to primary classrooms. Educational stations WBIQ Birmingham and WTIQ Munford carry program.

MANUFACTURING

NEW GE PROJECT TO SPEED COLOR

'Color System Technical Project' will coordinate activities as company says it will move ahead with 'all possible speed.' I. J. Karr, engineer, named to head operation.

COLOR TV SPEEDUP at General Electric Co. was indicated in the formation last week of a new project that will be devoted solely to color development.

The new unit—"Color System Technical Project" — will integrate various activities of several departments which have been working in the field. I. J. Kaar, formerly division manager of engineering at GE, will head the new operation.



MR. KAAR

In announcing the project, Dr. W. R. G. Baker, vice president and general manager of GE's Electronics Div., said the new entity would "insure that all of the color television technical activities of the company move ahead on a common front with all possible speed."

Mr. Kaar, who was active in industry development of standards for both monochrome and color tv, stressed that color tv's "greatest problem today is the color reproducer tube which is not bright enough for viewing in a lighted room, and is too expensive."

Mr. Kaar said that GE was "confident that continued intensive development will provide the solution to the tube problem." He said that "there can be no doubt but that it [color tv] will be the next major advancement in the home entertainment field."

The GE announcement came in the same week that further color plans were revealed by RCA (see story page 85) and the entry of Sylvania Electric Products Co. into volume color set production (see story this page).

According to GE, its active departmental activity on color includes its laboratories in the electronics division; the tube, technical products and electronic components depa ments, as well as the tv receiver branch of t appliance and tv division.

Mr. Kaar, active with GE for the past years in radio and tv engineering developmen has held various executive posts in electroni engineering, radio and tv receiver and tran mitter activities.

In the industry, he served as panel chairm on receiver-transmitter coordination for t first National Television System Committ (monochrome standards) and as vice chairm of a panel on coordination for the seco NTSC which established standards for comp ible color tv.

SYLVANIA WILL MARKET COLOR SETS NEXT YEAR

Company plans to begin 'in volume' production of 21-inch tubes in April. Operations Vice President Arthur L. Chapman says he expects strong demand for color tv by next fall.

ENTRY of Sylvania Electric Products Inc. the color television set field was disclosed l week. The company will begin next April produce the sets "in volume."

The announcement was made by Arthur Chapman, vice president, operations, before meeting of more than 100 Sylvania televisio radio and high fidelity phonograph dealers at winter convention in Buffalo. He said Sylvan color sets will have 21-inch picture screens wi 250 square inches of viewing surface.

Mr. Chapman declined to forecast prices be charged for the Sylvania color receivers, b predicted that in the industry as a whole col sets will retail at $695 to $895 next fall wh Sylvania sets hit the market. He said Sylvan finally had decided to produce a color televisi set because it felt it was in a position now manufacture a set "meeting our own requi ments for color quality, reception and oth factors."

The picture tube to be used in the color s he said, has been "tested in our own productio over the past year," during which Sylvania h manufactured color tubes for several set make Sylvania is reported to be one of the t

Radio Set Production Said Highest in Seven Year Period

PRODUCTION of radio sets is running at the highest level in seven years, according to Radio-Electronics-Tv Mfrs. Assn.

In announcing factory output for the first 10 months of 1955, RETMA showed that 1,500,206 radio sets were produced in October, a four-week work month. This compares with 1,302,350 turned out in September 1955 (five-week month) and 997,788 in October 1954. The October 1955 radio figure is the highest four-week rate since February 1948.

Ten-month radio output reached 11,527,568 sets, compared to 8,040,230 in the same period last year. This exceeds the 10.4 million radios produced in the entire 12 months of 1954.

Output of tv sets fell to 759,735 in October. The figure compares with 939,515 in September and 921,476 in October 1954. Ten-month production of tv sets, however, was 6,520,241 in 1955, 5,654,791 in the same 1954 period.

In October tv production, 109,574 sets had uhf tuning facilities. The ten-month uhf factory total reached 977,537. Fm radio producti totaled 38,920 sets in October, with 5,749 sets also having fm tuning.

Following are radio and tv set producti totals during the first 10 months of 1955:

	Television	Home Radio Sets	Portabl Radi
January	654,582	280,121	47,3
February	702,514	232,831	109,1
March (5 wks)	831,156	300,840	233,4
April	583,174	193,431	265,8
May	567,394	161,357	258,7
June (5 wks)	589,973	181,930	255,8
July	344,295	141,119	79,4
August	647,903	300,513	106,1
Sept. (5 wks)	939,515	417,802	139,1
October	759,735	398,087	168,7
Total	6,520,241	2,608,031	1,663,7

	Auto Radios	Clock Radios	Tota Radio
January	573,837	166,885	1,068,3
February	597,742	150,031	1,089,7
March (5 wks)	774,025	173,944	1,482,2
April	567,876	72,602	1,099,7
May	563,369	130,608	1,114,0
June (5 wks)	584,567	182,605	1,204,9
July	404,443	93,517	718,4
August	403,320	137,604	947,6
Sept. (5 wks)	511,278	234,106	1,302,3
October	651,017	282,393	1,500,2
Total	5,631,474	1,624,295	11,527,5

rgest manufacturers of picture tubes. Mr. hapman said he expected a "real market" to evelop for color television sets during the st half of 1956, and praised the tv networks r the increases in color programming.

He told the convention that the market for lack-and-white sets will remain strong. As n example of the demand for black-and-white ceivers, Mr. Chapman revealed that Sylvania as "behind in meeting commitments" for veral lines of receivers.

Meanwhile, Don G. Mitchell, chairman and esident of Sylvania, spoke at the company's nnual product sales conference in Atlantic ity, predicting that the distribution-service usiness in the electronics industry will reach a olume of $5,178,000.000 in 1965, said to be pproximately double the present volume. In a reak-down of the 1965 volume, Mr. Mitchell id that by that time, $2,104,000,000 would o into electronic components; $1,389,000,000, to distributor revenue, and $1,685,000,000 to service and installation business. The 955 volume of business in distribution service, e said, should reach $2,059,000,000. He pre-icted a volume of $2,324,000,000 for next ear, and $3,303,000,000 by 1960.

DAVID T. SCHULTZ HEADS DUMONT LABS

Newly elected president and director succeeds Dr. Allen B. DuMont, who has become chairman of board.

AVID T. SCHULTZ, senior vice president nd treasurer of Raytheon Mfg. Co., was elected esident and director of Allen B. DuMont Labs st week. Effective Jan. 3, he succeeds Dr. Allen B. DuMont, who has become chairman of the board.



MR. SCHULTZ

Dr. DuMont's election as chairman was approved by company stockholders earlier in the fall [B•T, Oct. 17] as part of the "spin-off" of the laboratories' broadcast division. This action set up the DuMont Broadcasting Corp., which the issuance and transfer of stock ere completed under the spin-off plan a fort-ght ago [AT DEADLINE, Dec. 5]. The labora-ries, which develop and manufacture cathode-y tubes, tv receivers and transmitters and a ide variety of electronic instruments for com-ercial and government use, operates four ma-r plants in northern New Jersey and another Los Angeles.

Mr. Schultz, who is a director of Union Market National Bank, Apra Preheater Corp. nd Datamatic Corp., joined Raytheon in 1927 nd has been a vice president, treasurer and di-ctor of that firm for more than 25 years.



SEE PAGE 87

COLOR TO BURGEON IN '56, FOLSOM SAYS

THERE WILL BE a "real break-through of color television" in 1956, sparked by Chicago electronics suppliers, that will afford a "great opportunity" for advertisers, broadcasters, manufacturers, distributors and dealers alike, RCA President Frank Folsom predicted last week.

Mr. Folsom addressed over 500 RCA suppliers in a luncheon at the Merchants & Mfrs. Club in Chicago Wednesday, reviewing and previewing the electronics industry.

Chicago-area suppliers of RCA end products and services were assured by Mr. Folsom that new developments in electronics, particularly television, "will benefit everybody" and mean much to the city that turns out half of all tv receivers in the country.

Mr. Folsom noted that the electronics industry output in 1946 had a retail value of $1.6 billion and this year is expected to hit $12 billion. He foresaw an industry volume over $18 billion by 1965. By the end of 1964, Mr. Folsom ventured, the value of electronics will have tripled its 1950 figure and gross national product will have increased not quite two-fold. Mr. Folsom also predicted that within 10 years electronics will employ six million workers—directly or indirectly—compared to three million now.

RCA has "kept pace with this growth," he said, noting it accounts for 80% of its business today in products "which did not even exist commercially 10 years ago."

The RCA president claimed that since the FCC approved compatible color tv standards in 1953, RCA and NBC "have undertaken to break through the black and white curtain," manufacturing color sets and tubes, building colorcasting studios and televising more tinted tv programs.

Selection of WNBQ (TV) Chicago, projected as the world's first all-color tv station, has had ramifications in the industry, Mr. Folsom reported, in that dealers are already selling sets upon delivery and "next year quantity production will get under way on an increased scale."

Harber Heads GE Tube Plant

W. JESSE HARBER Jr., General Electric Co. production superintendent, Owensboro, Ky., has been appointed manager of the company's Syracuse tube plant at Electronics Park, R. E. Lee, general manager of the GE cathode ray tube sub-department, announced last week. Mr. Harber joined GE in 1950.

MANUFACTURING PEOPLE

Brooks A. Kafka, manager of marketing administration, General Electric Co.'s cathode ray tube sub-department, named department sales manager. He has been with GE since 1942.



MR. KAFKA

Verne Roberts, formerly distributor sales manager, Regency Div., Idea Inc., Indianapolis, appointed manager of tv-radio operations of Raytheon Mfg. Co., Chicago. **John M. Englisby,** sales manager for Fireye Div., Electronics Corp. of America, appointed assistant district sales and service manager for Raytheon Mfg. Co., N. Y. district.

MORE THAN "JUST A TOWER"

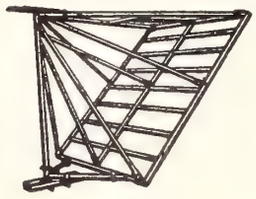
IT'S THE WHOLE JOB WRAPPED UP

From coast to coast you will find installations where TOWER'S "Package" service is paying off. We manufacture the tower and erect it—handle your job from the planning stage on through complete maintenance service.

A NEW HEAVY DUTY 600 FT. TV TOWER

Guyed type . . . heavy legs and braces . . . designed for 100 MPH wind and one-half inch ice load . . . hot dipped galvanized or shop coat of primer undercoat . . . supports all types of television antennas and coaxial feed line or wave guide . . . complete erection by experienced crews.

MICROWAVE TOWERS AND REFLECTORS



TOWER is a pioneer in Microwave towers and Microwave reflectors. We are manufacturers of famous Microwave passive reflectors used by the U. S Government, Bell Telephone System and leading manufacturers . . . TOWER reflectors are used widely by TV stations to direct microwave signal from studio to transmitter. We invite you to check with our satisfied customers.

Tower Fabricators And Constructors The World Over

TOWER Construction Co.
SIOUX CITY, IOWA

CANADA APPOINTS RADIO-TV COMMISSION

Three businessmen to study all aspects of country's broadcasting and telecasting, including licensing and control.

THREE BUSINESSMEN have been appointed as a royal commission by the Canadian government to study all aspects of Canadian radio broadcasting and television including "the licensing and control of private television and sound broadcasting stations in the public interest."

Chairman of the three-man board is 49-year-old R. M. Fowler, Montreal, president of the Canadian Pulp & Paper Assn. for the past 10 years. The other two members are 61-year-old James Stewart, Toronto, president of the Canadian Bank of Commerce, and Edmond Turcotte, 56, who was born in Lowell, Mass., and who is at present Canada's ambassador to Colombia.

The first royal commission on broadcasting in 1928-29 was headed by Sir John Aird. It was the Aird report which set up Canada's present system of broadcasting, for both government and private stations.

In addition to investigating the licensing and control of radio and television stations, the commission is specifically ordered to investigate (1) Canadian Broadcasting Corp. policies and their relation to the CBC's financing; (2) provision of an adequate proportion of Canadian programs for both public and privately owned tv stations; (3) the financial requirements of tv broadcasting by the CBC in relation to the extent, nature, standards and distribution of programs; (4) the financial requirements of CBC sound broadcasting in the light of the development of tv and population growth, and (5) provision and management of funds for tv and sound broadcasting by the CBC.

The matter of licensing and control has been a growing problem for the Canadian government. Under the Canadian Broadcasting Act, the government-owned CBC not only operates stations which carry advertising, but also operates all networks, recommends licensing of stations to the Dept. of Transport, and regulates the Canadian Broadcasting Act. Thus it acts as regulatory body over the privately-owned stations which are its competitors.

Demand for Change

Within the Liberal government's own party organization there has in recent years been a growing demand for a change in this setup, to form an independent regulatory body to administer the legislation for both the CBC and independent stations. This change is being pushed also by the Progressive-Conservative Party and the Social Credit Party, as well as influential business organizations such as the Canadian Chamber of Commerce. In addition, the Canadian Assn. of Radio & Television Broadcasters has presented its plea for an independent regulatory body to parliamentary committees for many years.

The growing problem of financing the CBC will also be a major subject for the royal commission. Currently CBC receives an annual government grant of $6.25 million, commercial revenue from radio and tv programs, and the 15% excise tax collected on all radio and tv sets and part sales. The CBC in its last report [B•T, Nov. 28] declared that this is not enough because of a likely dwindling in tv set sales in the next few years. A receiver licensing scheme has been suggested, which would be a return to the annual receiver license fee which the government dropped in 1952 after it had been in operation since the early days of broadcasting.

Mr. Fowler, before becoming president of the Canadian Pulp & Paper Assn., practiced law, was general counsel and secretary of the Canadian government's Wartime Prices & Trade Board from 1942-45, and prior to the start of World War II was a member of the secretariat of the Rowell-Sirois Commission, which investigated Canadian federal and provincial fiscal relations.

Mr. Stewart came to Canada in 1914 from his native Scotland and joined the Canadian Bank of Commerce as a junior, rising in the bank to his present post.

Mr. Turcotte was editor-in-chief of the former French-language Montreal daily *Le Canada*. In 1942 he organized the French-language information section of the government's Wartime Prices and Trade Board. After the war he was a member of the Canadian delegation to the UNESCO conferences at London and Paris, and in 1947 became Canadian consul-general at Chicago. He remained in this post until 1950, when he was made consul-general at Caracas, Venezuela. In 1953 he was appointed ambassador to Colombia.

PULSE LTD. BEGINS BRITISH OPERATION

THE PULSE LTD., a new firm which will provide a tv measurement service in Great Britain, was officially announced in New York last week by Dr. Sidney Roslow, director of The Pulse Inc. The new service's first report to subscribers was published Monday.

This marks the entry in Britain of the second major U. S. audience measurement firm with the advent of commercial television in that overseas nation. A. C. Nielsen & Co. already had set up an affiliated organization.

The new Pulse firm, all-British staffed under the direction of John Robertson, managing director, will show complete audience composition similar to the U. S. Pulse tv data and will issue monthly reports similar to those issued in this country. Pulse sample is a 4,000 minimum (of all homes) and, according to Dr. Roslow, will be expanded as tv usage increases in the country.

Mr. Robertson, an Australian, formerly was on the research staff of Unilever (international soap company) in Australia and Market Information Services Ltd. in London.

Dr. Roslow said that because commercial usage on the Independent Television Authority is restricted to spot announcements, Pulse Ltd. checks "advertising remembrance." This data permits comparison of program rating and "audience remembrance" to obtain "advertising efficiency," he said.

Subscribers include top advertising agencies in London such as J. Walter Thompson Co. Ltd.; Masius & Fergusson Ltd. (Aspro, Mars candy and other products); Pritchard, Wood & Partners Ltd.; Robert Freeman Ltd.; John Hobson Ltd., and "leading" American producers and distributors of films for tv, according to Dr. Roslow.

Dr. Roslow also noted that the British "have long been familiar with aided recall" as it has been practiced by the British Broadcasting Corp. in street interviewing (Pulse, however, conducts interviews at home). The personal, in-home interviewing of Pulse's "stratified probability technique sampling" includes more than 400 sampling points in the London ITA area, he said. Collateral Pulse services familiar to U. S. agencies and advertisers will be available for special marketing problems, Dr. Roslow said.



DR. SIDNEY ROSLOW (l), director of The Pulse Inc., confers in London with John Robertson, managing director of The Pulse Ltd., a newly established audience measurement firm in Great Britain which last week published its first report.

In disclosing the publication of The Pulse's Ltd.'s first report, which was based on interviewing during the week of Nov. 20 through Nov. 27, Dr. Roslow noted that the tv film show, *Robin Hood*, topped programming fare. He reported that U. S. tv film shows score high in Great Britain, among them *I Love Lucy* and *Dragnet*. All interviewing, he said, is conducted after 6 p.m., which coincides with the commercial 6-7 p.m. tv blackout in Britain, making the job easier for the interviewer.

In its surveying, Pulse found that there are 560,000 homes in the London area which have tv receivers capable of receiving the ITA channel. This, Dr. Roslow said, compares to other estimates of 450,000 to 475,000. BBC homes, he estimated, number nearly 1.5 million in that area.

Commerical Tv Predicted For Germany by Mid-1956

MANY observers in Germany believe that mid-1956 will bring about start of commercial video in the country as two important steps toward its introduction have been reported.

A group of the country's leading independent radio and television experts made a trip to London to study operation of Britain's Independent Television Authority commercial tv system and talk to BBC officials on how commercial and non-commercial systems get along. Meantime, state-operated German radio stations, which are presently turning out one joint national tv program, let it be known that they favor introduction of commercial tv during present off-air hours of their own stations rather than over new and independent stations.

Stepped up tv activities in Germany last fortnight put producers of theatrical films (now without government sudsidies for the first time in 10 years) in a jittery state of nervousness. At a meeting of their association they openly declared war upon tv, adopting a new policy of "not a single inch of film for tv!" but achieved little. A few days later a feature film only three-and-a-half years old was broadcast over all German transmitters.

American companies in Germany are believed to be potential and most important suppliers of film to growing German tv as there is at present not a single specialized tv film producer active in Germany (due to limited market, plus lack of export markets for German tv films).

GROUP OWNERSHIP VOIDS CKLW SALE

CBC denies sale to Paramount Windsor Theatres because of interests in CKCO-TV and CFCM-TV. In other actions, controls on spot announcements are relaxed, several stations get power increases.

RANSFER of control of CKLW-AM-TV Windsor-Detroit to Paramount Windsor Theres Ltd., subsidiary of Famous Players Canadian Corp., Ltd., was denied by the Canadian roadcasting Corp. board of governors at its eeting in Ottawa Dec. 1 on the principles of gulation 32(d) of the Canadian Radio Act. amous Players already holds a 50% interest CKCO-TV Kitchener, Ont., and CFCM-TV uebec. CKLW is currently licensed to Westn Ontario Broadcasting Co.

Multiple ownership of broadcasting and telesion stations is no longer being permitted nder the Canadian Radio Act.

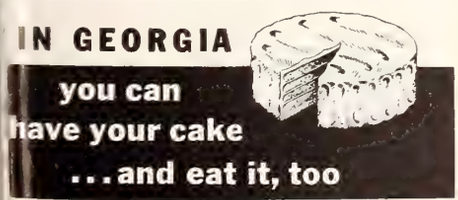
The CBC board granted independent broadsters permission to increase the number of ot or flash announcements in any quarterour period from four to five and from three to ur minutes of commercial time in any quarterour. The board met the requests of the anadian Assn. of Radio & Television Broadsters further in changing regulation 7(2) to rmit a station "with the previous consent of representative of the CBC [to] arrange for ecial announcement programs exceeding these mits with a proportionate reduction in paid ot or flash announcements during other riods."

The independent stations had asked for this ange to allow them to use more spot anouncements during daytime hours, while mainining the total spots used in any one week.

Tv power increases were granted to CKCW-V Moncton, N. B., ch. 2, from 5 kw video to kw video, and from 3 kw audio to 15 kw dio, and to CFCY-TV Charlottetown, P. E. I., . 13, from 21 kw video to 38.6 kw video and om 12.5 kw audio to 19.3 kw audio. CFCY-V is not yet on the air. Its power increase will so include an increase in antenna height from 1 ft. to 771 ft. above average terrain. The ation plans to be on the air by June 1, 1956.

Application of Twin Cities Television Ltd. for 100 w tv station on ch. 4 at Kamloops, B. C., as deferred for further study. Stewart-Warner orp. of Canada Ltd. was recommended for an perimental tv license on ch. 10 with 5 w video facilitate tv receiver manufacturing. License ould have to be cancelled if a commercial tv tion was started in the area.

Radio power increases were granted to CJOB innipeg, Man., from 250 w to 5 kw daytime d 2.5 kw nighttime with change of frequency om 1340 kc to 680 kc; to CFRG Gravelurg, Sask., from 250 w to 5 kw and change frequency from 1230 kc to 710 kc, with stan's operating hours changed to daytime only; RA-FM Ottawa, Ont., from 383 w on 93.9 to 1.1 kw on same frequency. Share transfers were approved for CFJC Kamloops, CKWX Vancouver, both British Columbia; CKDM Dauphin, Man.; CKNB Campbellton, N. B.; CKEC New Glasgow, CKCL Truro, both Nova Scotia; CJBQ Belleville, CHML and CHCH-TV Hamilton, CJRL Kenora, CKCO-TV, CKOT Tilsonburg, all Ontario; CHNC New Carlisle, CHRC Quebec, CKVM Ville Marie, and CJNB North Battleford, all Quebec.



CARTB Presents Plan To Canadian Cabinet

AN INDEPENDENT regulatory body and competitive televison were discussed in a brief presented by the Canadian Assn. of Radio & Television Broadcasters to the Canadian cabinet late in November at Ottawa.

After reviewing the history of the present Canadian broadcasting legislation the CARTB brief pointed out that "present legislation in broadcasting may have been intended as a sort of tariff wall. In this case the tariff was concerned not with economic but aesthetic considerations. Our recommendations would not affect that basic viewpoint. The position of the Canadian Broadcasting Corp. is established and assured. It occupies favorable channels in favorable locations, possesses adequate physical facilities and financing.

"Transfer of its regulatory powers to a new, or existing, tribunal not connected in any way with ownership or operation of broadcasting stations would not interfere with the operations or functions of the CBC. It would in no way lower or breach the theoretical tariff wall. Indeed, it would assist in creating a wider degree of public acceptance for it."

Regarding a change in government policy to allow a second television station in various Canadian centers, the CARTB brief asked for "serious consideration by the government of now permitting appropriate authorities to entertain applications for establishment of second television stations in any area of Canada."

The brief pointed out that the government's stated objective of "national coverage" has now been achieved with eight CBC and 28 independent tv stations licensed covering 75% of the Canadian population.

"Competitive television," the brief stated, "will provide better and more effective service. As experience in radio broadcasting has shown, it will tend to reduce the number of Canadians now regularly viewing U. S. television stations in those areas where only one Canadian signal is available. In the areas concerned, few viewers have a second or alternative service from Canadian sources so they must obtain that alternative service from American stations.

Direct Censorship Imposed On Brazil's Radio, Papers

DIRECT CENSORSHIP on radio stations, newspaper and magazines was imposed Thursday in Brazil by Gen. Antonio Jose Lima Camara, administrator of the national state of seige in that country. The action replaces the voluntary censorship system Gen. Camara announced the previous week.

Under the former scheme, directors of publications and broadcasting stations were responsible for infringement of the censorship rules. These prohibited criticism of the legality of the provisional presidency of Nereu Ramos, reports referring to the armed forces or their acts under the state of seige (except when supplied by authorities) and any news or comment which might cause disharmony in the armed forces.





TO OFFER SERIES ON HOMES

NEGOTIATIONS have been completed by Agency Recording & Film Service, Chicago, with Operation Home Improvement, N. Y., to produce a recorded radio series based on a forthcoming proclamation of "Home Improvement Year" by the U. S. Housing and Home Finance Agency. OHI is sponsored by the U. S. Chamber of Commerce and the broadcasts will be released coincidentally with the official announcement Jan. 16 by agency administrator Albert M. Cole. Series will consist of five- and 15-minute open-end interviews about home modernization and will be offered for sale to associations, manufacturers and dealers participating in "Home Improvement Year."

'SUPER CIRCUS' MOVES TO N. Y.

ABC-TV's *Super Circus* (Sun., 5-6 p.m. EST), which has been emanating from Chicago since its inception on Oct. 2, 1948, will originate from New York, starting Jan. 1.

WNHC-TV SHOWS BOWL FILM

WNHC-TV NEW HAVEN, Conn., scheduled tv coverage of the annual Miami, Fla., High School Orange Bowl football game between New Britain (Conn.) high and Miami Senior high for yesterday (Sunday) afternoon. Film, shot by WNHC-TV cameramen Jack Youngs and Frank Hogan last Friday evening with sportscaster Syd Jaffee narrating, was to be shown.

AIRS GA. TECH BOWL PLANS

WMAQ-AM-FM-WNBQ (TV) Chicago sports director, Johnny Erp, got an exclusive telephone interview with Dr. Blake Van Leer in which the Georgia Tech president revealed his school would fulfill its Sugar Bowl football commitment with Pittsburgh in New Orleans Jan. 2. The question had gone unresolved since Georgia Gov. Marvin Griffin's move to bar state colleges from play with teams manning Negro athletes. The word was picked up from WMAQ-WNBQ by the wire services.

IOWA NETWORK PROMOTION

IOWA TALL CORN Network went to the annual International Livestock Exposition held in Chicago week before last and featured its own display booth at the stockyards' amphitheatre. Pillsbury Mills (feeds) sponsored complete coverage to all of the Iowa network stations, with Bruce Davies delivering 45-minute programs daily Nov. 28-Dec. 3. Display was prepared for Iowa Tall Corn Network by C. Earl Williams, general manager of KFNF Shenandoah, Iowa.

WWDC 'IDENTITUNES'

WWDC Washington has integrated a library of specially produced "Identitunes" into its 24-hour service. Varying from 10 seconds to 1½ minutes, the tunes will be used as themes for all types of programs. They were written and produced for WWDC by Austin Croom-Johnson and Eric Siday in collaboration with Norman Reed, WWDC program director. Music was performed by a 20-piece orchestra and nine-voice choral group. Styles range from swing and blues to concert arrangements.

CONTINUES CHRISTMAS CALLS

THE Mutual Benefit Health & Accident Assn. of Omaha will sponsor for the sixth straight year the *Mutual of Omaha Calling* program on Christmas Day (MBS, 4-5 p.m. EST), during which overseas servicemen will speak to members of their families by telephone. Agency: Bozell & Jacobs, Omaha and N. Y.

TENNESSEE ERNIE ASKS OUT

NEW MUSICAL-VARIETY program, *The Curt Massey Show*, replaces *The Tennessee Ernie Show* in the Mon.-Fri. 7:05-7:30 p.m. EST period on CBS Radio, effective Jan. 2. Tennessee Ernie had asked for a contract suspension, which the network granted. Singer Massey had a 15-minute show on CBS Radio on a daily basis for nearly six years, starting in June 1949.

DOCUMENTS YOUTH SERIES

JUVENILE COURT files of the District of Columbia are source material for a new WTOP Washington series, *Children in Trouble*. Producer Patricia Searight, program director, WTOP, has also enlisted the cooperation of police, school and public welfare branches of the D. C. government for the Saturday afternoon show. Eighteen programs are planned.

WOV OLYMPICS COVERAGE

WINTER OLYMPICS in Italy, Jan. 26-Feb. 5, will be covered by WOV New York's Rome correspondent, Lucio Basco, direct from Cortina d'Ampezzo where the games will take place. The station, which has been active in the organization of the New York Committee for the Winter Olympics, plans to distribute the programs to other U. S. Italian-language radio stations.

CONFEREES SEE CBS-TV SHOW

EDWARD R. MURROW's and Fred W Friendly's Nov. 27 *See It Now* telecast on CBS TV, "Ballots at Bear Creek: an Educationa Western," was shown before 2,500 delegates a the White House Conference on Education Nov 30. The program, a documentary on the na tion's problem of school shortages, was re quested from CBS-TV by Conference chairma N. H. McElroy.

'TONIGHT' SALUTES U-I MOVIE

COINCIDING with Universal-International' New York premiere tomorrow night (Tuesday of "The Benny Goodman Story" starring Stev Allen, the latter's NBC-TV *Tonight* show wil salute the film for 90 minutes, starting at 11:3 p.m. In major cities U-I distributors will pla host to motion picture exhibitors for the tele cast.

RCA REVISES COLOR TV BOOK

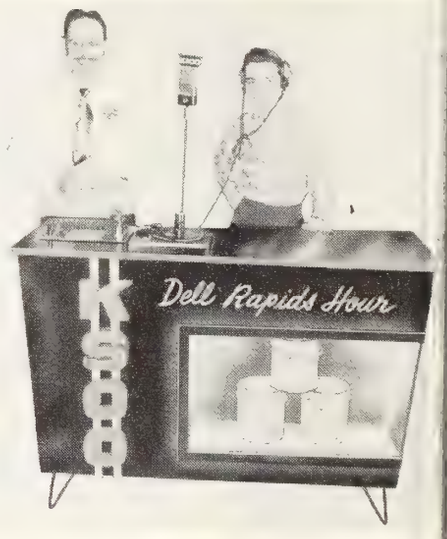
RCA INFORMATION department, N. Y., ha published a revised edition of *Color Television* The color-illustrated, 35-page, slick paper book carries an introduction by David Sarnoff, RC chairman of the board, with technical explana tion of color, color tv history and list of RC color "firsts."

KBIG USES MUSICAL ID'S

ID JINGLES were premiered Thanksgivin Day by KBIG Catalina, Calif. Claude Gordon' Orchestra and station vocalists cut the jingle at Capitol Records, using original music base on Avalon and Catalina themes. Alene Mc Kinney, KBIG music director, with Cliff Gil operations vice president, and Program Directo Alan Lisser collaborated on the new identifica tion production.

CBS TO COVER GATOR BOWL

CBS RADIO and CBS-TV will present th Gator Bowl football game between Auburn U and Vanderbilt U. from Jacksonville, Fla., o Dec. 31, starting at 2 p.m. EST.



MERCHANT Dick Krantz of Dell Rapids, S. D., teams with his son, Jerry, at console of Mini-Studio developed by E. C. Stangland, farm director of KSOO Sioux Falls, S. D. [B•T, Nov. 28]. Dell Rapids businessmen, like groups from neighboring communities, cooperate in sponsoring KSOO remotes, produce and star on their own shows. Mini-Studio has brought $7,000 in out-of-town business to KSOO this year.

ALLEN KANDER
AND COMPANY
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FOR THE PURCHASE AND SALE
OF RADIO AND TELEVISION
STATIONS
1701 K St., N. W. • Washington 6, D. C., NA. 8-3233
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111 West Monroe • Chicago 3, Illinois, RA. 6-3688

Station Authorizations, Applications

(As Compiled by B • T)

December 1 through December 7

cludes data on new stations, changes in existing stations, ownership changes, hearing ses, rules & standards changes and routine roundup.

Abbreviations:

p—construction permit. DA—directional antna. ERP—effective radiated power. vhf—y high frequency, uhf—ultra high frequency. t.—antenna. aur.—aural. vis.—visual. kw—kilotts. w—watts, mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorizations. SSA—special service authorization. STA—special temporary authorization.

m and Fm Summary Through Dec. 7

	On Air	Licensed	Cps	Appls. Pending	In Hearing
n	2,797	2,794	207	292	263
n	536	527	50	19	3

FCC Commercial Station Authorizations
As of November 30, 1955 *

	Am	Fm	Tv
censed (all on air)	2,791	520	145
s on air	17	16	332
s not on air	115	20	109
tal on air	2,808	536	477
tal authorized	2,923	556	586
plications in hearing	164	3	164
w station requests	217	4	28
w station bids in hearing	103	0	111
cilities change requests	140	5	41
tal applications pending	750	80	289
censes deleted in Nov.	1	4	0
s deleted in Nov.	1	0	3

*Based on official FCC monthly reports. These e not always exactly current since the FCC ust await formal notifications of stations going the air, ceasing operations, surrendering linses or grants, etc. These figures do not include ncommercial, educational fm and tv stations. r current status of am and fm stations e "Am and Fm Summary," above, and for tv ations see "Tv Summary," next column.

Tv Summary Through Dec. 7

Total Operating Stations in U. S.:

	Vhf	Uhf	Total
Commercial on air	335	102	437
Noncom. Educ. on air	13	4	17

Grants Since July 11, 1952:

(When FCC began processing applications after tv freeze)

	Vhf	Uhf	Total
Commercial	295	315	610[1]
Noncom. Educational	18	17	35[2]

Applications Filed Since April 14, 1952:

(When FCC ended Sept. 28, 1948-April 14, 1952 freeze on tv processing)

	New	Amend.	Vhf	Uhf	Total
Commercial	963	337	759	540	1,300[3]
Noncom. Educ.	59		32	27	59[4]
Total	1,022	337	791	567	1,359[5]

[1] 156 Cps (32 vhf, 124 uhf) have been deleted.
[2] One educational uhf has been deleted.
[3] One applicant did not specify channel.
[4] Includes 34 already granted.
[5] Includes 642 already granted.

FCC ANNOUNCEMENTS

lew Tv Stations . . .

APPLICATION

Ellensburg, Wash.—Kittitas Valley Tv Assn., t ch. 29 (560-566 mc); ERP 84 w vis., 42 w aur.; t. height above average terrain 1,215 ft., above ound 33 ft. Estimated construction cost $14,830, st year operating cost $6,000, revenue none. ost Office address 403 N. Pearl St., Ellensburg. udio location none. Trans. location, Kittitas unty, Wash. Geographic coordinates 46° 53' " N. Lat. 120° 26' 38" W. Long. Trans. ACL, ant. mposite. Consulting engineer George M. Frese, enatchee, Wash. Principals include Pres. **Cy organ,** appliance store owner; Secy. **James H. undy III,** fertilizer company owner. Five her equal principals in non-stock corporation ve no radio-tv interests. Station is to be oster of **KIMA-TV Yakima, Wash.** Filed Dec. 2.

APPLICATIONS AMENDED

Redding, Calif.—Sacramento Broadcasters Inc. nends application to correct coordinates and reest waiver of sec. 3.613 of rules. Amended ec. 1.

Redding, Calif.—Shasta Telecasters amends apication for new tv station re programming. mended Dec. 1.

PETITION

Jackson, Tenn.—Aaron B. Robinson petitions CC to amend sec. 3.606 so as to add ch. 49 to exington, Tenn., as educational outlet, and ove present educational assignment ch. 11 from exington to St. Joseph, Tenn., for commercial se in St. Joseph. Filed Dec. 2.

xisting Tv Stations . . .

ACTIONS BY FCC

KIEM-TV Eureka, Calif.—Granted ERP of 100 w vis., 50 kw aur. with ant. 1,650 ft. above average terrain. Granted Dec. 1.

WMBR-TV Jacksonville, Fla.—Granted ERP of 100 kw vis., 70 kw aur. Ant. 930 ft. above average terrain. Granted Dec. 1.

KHTV (TV) Hibbing, Minn.—Ch. 10 station deleted by letter of Nov. 28 for lack of prosecution at request of attorney. Announced Dec. 1.

WABC-TV New York—Granted ERP of 110 kw vis., 55 kw aur. with ant. 1,380 ft. above average terrain. Granted Dec. 1.

WHP-TV Harrisburg, Pa.—Granted ERP of 229 kw vis., 123 kw aur. with ant. 910 ft. above average terrain. Granted Dec. 7.

KCBD-TV Lubbock, Tex.—Granted ERP of 100 kw vis., 50 kw aur. Granted Dec. 7.

WEAU-TV Eau Claire, Wis.—Granted ERP of 144 kw vis., 72.4 kw aur. Granted Dec. 7.

APPLICATION

WIBW-TV Topeka, Kan.—Seeks cp to change ERP to 316 kw vis., 158 kw aur. and make equipment changes. Ant. height above average terrain 1,002 ft. Filed Dec. 2.

APPLICATION AMENDED

KENI-TV Anchorage, Alaska—Application of existing tv station amended to correct coordinates (not a move). Amended Dec. 1.

PETITION

WEEK-TV Peoria, Ill.—Petitions FCC to amend sec. 3.606 so as to substitute (1) ch. 77 for ch. 40 at Galesburg, Ill., and (2) ch. 25 for ch. 43 at Peoria and (3) issue order to show cause to petitioner why license of **WEEK-TV Peoria** should not be modified to specify operation on ch. 25. Filed Dec. 2.

CALL LETTERS ASSIGNED

KHTV (TV) Twin Falls, Idaho.—Magic Valley Television Corp., ch. 13.

WJMS-TV Ironwood, Mich.—Upper Michigan-Wisconsin Bcstg. Co., ch. 12.

New Am Stations . . .

ACTIONS BY FCC

Pueblo, Colo.—Frank Donald Hall granted 970 kc, 1 kw D. Post office address 1665 W. Evans Ave., Denver, Colo. Estimated construction cost $38,239, first year operating cost $36,000, revenue $42,000. Mr. Hall is former owner of **KLIR Denver.** Granted Dec. 7.

Sandersville, Ga.—Washington Bcstg. Co. granted 1490 kc, 250 w unl. Post office address Morningside Dr., Sandersville. Estimated construction cost $12,200, first year operating cost $40,000, revenue $48,000. Principals are equal stockholders Pres. **Jack Bradley,** 48% owner **WCON Cornelia, Ga.,** and Vice Pres. **Claude Williams Jr.** 48% stockholder WCON. Granted Nov. 30.

Athol, Mass.—Central Bcstg. Corp. application for cp for new station to be operated on 1390 kc, 1 kw D with remote control of trans. dismissed at request of applicant. Dismissed Dec. 2.

Orange, Mass.—James W. Miller granted 1390 kc, 1 kw D. Post office address Blanchard Bldg., Southbridge, Mass. Estimated construction cost $18,081, first year operating cost $30,000, revenue $45,000. Mr. Miller is 98% owner Tele-Pool Corp. (adv. agency), Southbridge, and holds half of **WESO Southbridge.** Granted Dec. 7.

St. Peter, Minn.—Gustavus Adolphus College granted 1310 kc, 1 kw D. Post office address St. Peter. Estimated construction cost $19,705, first year operating cost $23,500, revenue $28,000. Station is to be controlled by college's 17 trustees. Granted Dec. 7.

Pendleton, Ore.—John Truhan's application for cp for new station to be operated on 1290 kc, 1 kw D dismissed for lack of prosecution. Dismissed Dec. 1.

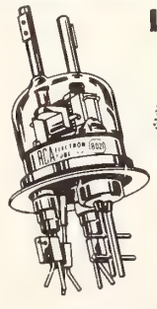
Morristown, Tenn.—Clifford G. Frost granted 1150 kc, 1 kw D. Post office address 505 High St., Sevierville, Tenn. Estimated construction cost $23,130, first year operating cost $22,000, revenue $30,000. Mr. Frost owns flour mill and ice company in Sevierville and is part owner of **WSEV Sevierville.** Granted Dec. 7.

APPLICATIONS

Grand Haven, Mich.—Grand Haven Bcstg. Co., 1370 kc, 500 w D. Post office address 128½ Washton St., Grand Haven. Estimated construction cost $14,980, first year operating cost $29,450, revenue $50,000. Principals are: Pres.-Asst. Treas. **Robert N. Runyon** (20%), special events and news director of **WOOD-AM-TV Grand Rapids, Mich.;** Vice Pres.-Gen. Mgr. **Robert L. Smith** (20%), staff announcer at WOOD-AM-TV; Treas.-Chmn. of Board **Hilbert Wulf** (40%), manufacturing interests, and Secy.-Gen. Counsel **Joseph F. Deeb** (20%), attorney. Filed Dec. 1.

Marshall, N. C.—Harold H. Thoms, 1460 kc, 1 kw D. Post office address 100 College St., Asheville, N. C. Estimated construction cost $7,625, first

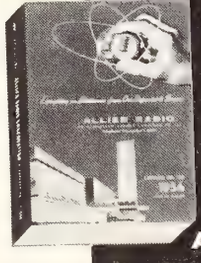
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year operating cost $27,500, revenue $30,000. Mr. Thoms owns **WISE-AM-TV Asheville, N. C.**, 75% of **WEAM Arlington, Va.**, 25% of **WCOG Greensboro, N. C.**, 25% of **WAYS Charlotte, N. C.**, and former 25% owner of **WAYS-TV.** Filed Dec. 2.

Gresham, Ore.—Embco Inc., 1230 kc, 250 w unl. Post office address 247 East Powell, Gresham. Estimated construction cost $13,300, first year operating cost $48,000, revenue $50,000. Principals are: Pres. **Gordon W. Swan** (50%), new car dealer; Vice Pres.-Treas. **Phil Ashline** (50%), sales manager of Mr. Swan's auto firm, and Secy. **Dean Alexander** (no stock), attorney. Filed Dec. 1.

Fountain Inn, S. C.—Fountain Inn-Simpsonville Enterprises Inc., 1600 kc, 1 kw D. Post office address Box 311, Fountain Inn. Estimated construction cost $25,075.99, first year operating cost $28,102, revenue $45,000. Principals are eight partners, each holding about 6% of authorized stock. These are: **Arthur Edwin Green,** service station and other interests; **D. L. Bramlett Jr.,** banker, insurance agency owner; **Melvin K. Younts,** stockholder in **WMRB Greenvile, S. C.; Conway J. Jones Jr.,** furniture store partner; **Robert W. Edwards,** promotion manager **WFBC Greenville, S. C.; Charles W. Spence,** lawyer; **Steven W. Hiott** bank director, insurance supervisor, and **Joe F. Thomason,** grocer. Filed Dec. 1.

McAllen, Tex.—Pool Bcstg. Co., 1580 kc, 1 kw D. Post office address Box 455, McAllen. Estimated construction cost $15,900, first year operating cost $42,000, revenue $42,000. Principals are equal partners **Robert F. Pool** and **R. F. Pool Jr.** Mr. Pool is realtor and formerly production manager of now defunct **KSLA (TV) Shreveport, La.,** and other tv stations. Mr. Pool Jr. is realtor. Filed Dec. 6.

Franklin, Va.—S. L. Goodman, 1220 kc, 250 w D. Post office address P. O. Drawer 2-Y, Richmond, Va. Estimated construction cost $16,700, first year operating cost $25,000, revenue $30,000. Mr. Goodman and his wife own Virginia Publishers Wing Inc. (Richmond), 75% of Wing Publications Inc. (Columbia, S. C.), 75% of South Carolina Magazine Corp. (Columbia), and 75% of South Carolina Labor News Inc. (Columbia). Filed Dec. 2.

Shelton, Wash.—Carl H. Deiz, 1240 kc, 250 w unl. Post office address 9340 N. Portsmouth, Portland, Ore. Estimated construction cost $24,945, first year operating cost $43,140, revenue $120,000. Mr. Deiz is U. S. government fiscal assistant. Filed Dec. 2.

APPLICATIONS AMENDED

Signal Hill, Calif.—The Cerritos Bcstg. Co. application for cp to operate on 1450 kc, 100 w unl. amended to change name of applicant to Raymond B. Torian, John W. Doran and Foster Earl Rutledge d/b as The Cerritos Bcstg. Co. Amended Dec. 6.

Denison, Iowa—Denison Bcstg. Co. application for cp for new am to operate on 1580 kc, 500 w D employing DA amended to change trans. location (move tower 160 ft. north of original location). Amended Dec. 2.

Gresham, Ore—Gresham Bcstg. Co. application for cp for new am to operate on 1230 kc, 250 w unl. amended to change power to 100 w. Amended Dec. 2.

Existing Am Stations . . .

ACTIONS BY FCC

KROG Sonora, Calif.—Application for cp to change from 1450 kc to 790 kc; increase power from 250 w to 1 kw and change hours of operation from unl. to D; make changes in ant. system dismissed at request of applicant. Dismissed Dec. 6.

WMEG Eau Gallie, Fla.—Granted change from 500 w to 1 kw, operating day only on 920 kc. Granted Dec. 7.

KNBR North Platte, Neb.—Granted increase in power on 970 kc D from 1 kw to 5 kw and change from DA-D to non-DA. Granted Dec. 7.

KUMA Pendleton, Ore.—Granted change from 1370 kc, 1 kw D to 1290 kc, 5 kw, DA-2, unl. Engineering conditions were stipulated. Granted Dec. 7.

APPLICATIONS

WOBS Jacksonville, Fla.—Seeks cp to increase power from 1 kw to 5 kw. Filed Dec. 6.

KFNF Shenandoah, Iowa—Seeks cp to change ant.-trans. location to on State Hwy. 48, 2 miles southwest of Essex, Iowa, and make changes in ant. (increase height) and remote control of trans. from 407 Sycamore St., Shenandoah. Filed Dec. 6.

WTCO Campbellsville, Ky.—Seeks cp to change trans. and studio locations and station from Campbellsville, Ky., to Munfordville, Ky. Also operate trans by remote control. Filed Dec. 1.

WNES Central City, Ky.—Seeks cp to erect new am tower (increase height) and side mount proposed fm ant. near top. Filed Dec. 2.

KVHL Homer, La.—Seeks mod. of cp to make ant. system changes (decrease height). Filed Dec. 6.

KJEF Jennings, La.—Seeks cp to increase D power from 500 w to 1 kw and make ant. system changes. Filed Dec. 1.

WPGC Morningside, Md.—Seeks mod. of license to change studio location to 4421 Southern Ave., S. E., Bradbury Heights, Md. (Request for waiver of sec. 3.30 of rules.) Filed Dec. 2.

WAMM Flint, Mich.—Seeks mod. of cp to make changes in DA pattern and correct geographic coordinates. Filed Dec. 1.

WSLI Jackson, Miss.—Seeks mod. of license to change studio location to west of Robinson Rd. (extension) about .3 miles north of Rt. 18 and 1.7 miles from Jackson City limits. Request waiver of sec. 3.30 of rules. Filed Dec. 6.

WBLA Elizabethtown, N. C.—Seeks mod. of cp for approval of ant.-trans. and studio location as Peanut Rd., Elizabethtown. Filed Dec. 1.

WTRN Tyrone, Pa.—Seeks mod. of cp for increased power from 500 w to 1 kw. Filed Dec. 6.

WPXY Williamsport, Pa.—Seeks cp to change frequency from 1300 kc to 1450 kc, change power from 1 kw to 250 w, change hours from D to unl. and change ant.-trans. and studio location, change station location from Punxsutawney to Williamsport, Pa. (A station license for WPXY Punxsutawney was submitted for cancellation and was cancelled Nov. 28 and call letters WPXY deleted. Above mentioned application, at request of applicant, is now considered application for cp for new am in Williamsport.) Filed Dec. 2.

WKLV Blackstone, Va.—Seeks cp to change from 1490 kc to 1440 kc, increase power from 250 w to 5 kw, change hours of operation from specified hours to D, change ant.-trans. and studio location, and make ant. system and equipment changes. Filed Dec. 2.

WBFY Charlottesville, Va.—Seeks mod. of cp to increase power from 250 w to 1 kw and change trans.-ant. location. Filed Dec. 6.

WMCD Welch, W. Va.—Seeks cp to increase power from 100 w to 250 w. Filed Dec. 2.

APPLICATION AMENDED

KILO Grand Forks, N. D.—Application for cp to change ant.-trans. location and make changes in ant. system (increase height) amended to make changes in ant. system (decrease height). Amended Dec. 2.

CALL LETTERS ASSIGNED

WDSP DeFuniak Springs, Fla.—Euchee Valley Bcstg. Co., 1280 kc, 5 kw D.

WKIX Raleigh, N. C.—Sir Walter Television Co., 850 kc, 10 kw D. Changed from WNAO.

WYCL York, S. C.—York-Clover Bcstg. Co., 1580 kc, 250 w D.

WEMB Erwin, Tenn.—Unicoi Bcstg. Co., 1420 kc, 1 kw D.

KWRD Henderson, Tex.—Wes Dean & Co., 14[illegible] kc, 500 w D.

KWFB Weatherford, Tex.—Weatherford Best Co., 1220 kc, 250 w D.

KTOO Casper, Wyo.—John L. Breece, 1400 k[illegible] 250 w unl.

New Fm Stations . . .

ACTIONS BY FCC

Austin, Tex.—J. E. Moore Jr. granted 98.3 m[illegible] 320 w unl. Post office address Box 538, Austi[illegible] Estimated construction cost $10,500, first year o[illegible] erating cost $12,000, revenue $15,000. Mr. Moo[illegible] is wholesale radio supplier and tv manufacture[illegible] Granted Nov. 30.

Cheney, Wash.—Eastern Washington College [illegible] Education application for cp returned. Exhibit[illegible] omitted. Engineering data improperly signed. R[illegible] turned Dec. 1.

Appleton, Wis.—Lawrence College of Wiscons[illegible] granted 91.1 mc, 10.5 kw. Post office address Ha[illegible] lan S. Kirk, business manager, Lawrence Colleg[illegible] Estimated construction cost $5,900, first year o[illegible] erating cost $2,500. Station will be non-comme[illegible] cial educational outlet. Granted Nov. 30.

Glendale, Wis.—High Fidelity Bcstg. Cor[illegible] granted 96.5 mc, 11 kw unl. Post office addre[illegible] 2563 N. Summit Ave., Milwaukee 11, Wis. Est[illegible] mated construction cost $6,359, first year opera[illegible] ing cost $3,515, revenue not given. Principals i[illegible] clude Pres. **Hugo Koeth Jr.** (50%), retail rad[illegible] dealer, Vice Pres. **Arlene Baker,** secretary, Secy Treas. **James G. Baker** (50%), 33.3% owner Pee[illegible] less Theatre Corp. and part time employe **WRJ[illegible] Racine, Wis.** Granted Nov. 30.

Existing Fm Stations . . .

ACTION BY FCC

WSNW-FM Seneca, S. C.—FCC cancelled licen[illegible] and deleted call letters at request of attorne[illegible] Action Dec. 2.

APPLICATION

WFBC-FM Greenville, S. C.—Seeks cp [illegible] change ERP to 10.4 kw; ant. height above avera[illegible] terrain: 1,114 ft.; trans. location to top of Pari[illegible] Mt. at WFBC-TV trans. site. Filed Dec. 1.

CALL LETTERS ASSIGNED

WKIX-FM Raleigh, N. C.—Sir Walter Televisio[illegible] Co., 96.1 mc, 29.5 kw. Changed from WNAO-FM

KHFI (FM) Austin, Tex.—J. E. Moore Jr., 98[illegible] mc, 320 w unl.

WLFM (FM) Appleton, Wis.—Lawrence Colleg[illegible] of Wisconsin, 91.1 mc, 10.5 kw.

WIUS (FM) St. Croix, Virgin Islands—We[illegible] Indies-Caribbean Radio, 100.1 mc, 780 w unl.

Ownership Changes . . .

ACTIONS BY FCC

KDON Salinas, Calif.—Granted assignment [illegible] license to Frank Oxarart Inc. for $115,000 plu[illegible] additional cost of some prepaid items, etc. Prin[illegible] cipals are: Pres. **Frank Oxarart** (50%), 20% owne[illegible] of **KVOA-AM-TV Tucson, Ariz.,** and 26⅔% owne[illegible] **KRKD-AM-FM Los Angeles;** Vice Pres. **Luci[illegible] Oxarart** (no stock), officer in assignee's holding[illegible] and Secy.-Treas. **John D. Feldmann Jr.** (50% [illegible] radio-tv producer. Granted Dec. 7.

WDVH Gainesville, Fla.—Application for assign[illegible] ment of license to WDVH Inc. returned to ap[illegible] plicant. Signed improperly. Returned Dec. 1.

WEBK Tampa, Fla.—Granted assignment of [illegible] to Hillsboro Bcstg. Co. Original equal partner[illegible] **Elmo B. Kitts, E. P. Martin** and **Alpha Marti[illegible]** will hold 25% interest and new stockholde[illegible] **John A. Branch** and **John D. Goff** will each hol[illegible] 12½% interest. Messrs. Branch and Goff are eac[illegible] to pay $2,162.55 to new firm. All are partners i[illegible] **WDCF Dade City, Fla.,** and **WPRY Perry, Fl[illegible]** Granted Dec. 7.

WTIK Durham, N. C.—Granted transfer of con[illegible] trol to **Hugh Holder** for $5,000 plus assumption o[illegible] $69,000 in debts. Mr. Holder, CBS announce[illegible] owns 33.3% of **WMYR Myrtle Beach, S. C.** Grant[illegible] ed Dec. 7.

KBCH Oceanlake, Ore.—Application for trans[illegible] fer of stock from William L. Guthrie to Williar[illegible] B. Comer returned. Necessary to file form 32[illegible] Returned Dec. 1.

KORN Mitchell, S. D.—Granted assignment o[illegible] license to **R. V. Eppel** (d/b as Mitchell Bcstg Assn.), present 50% owner and general manage[illegible] of station, for $50,000. Granted Dec. 7.

KOPP Ogden, Utah—Granted transfer of con[illegible] trol to KYMA Yuma Inc., for $55,000. New owne[illegible] is licensee of **KYMA Yuma, Ariz.** Treas. **Georg[illegible] R. Cook** owns 25% of **KOY Phoenix, Ariz.,** an[illegible] has minority interest in **WLS Chicago.** Vice Pres **John L. Hogg** is 25% owner KOY, **Glenn Snyde[illegible]** is 25% owner KOY, minority stockholder WL[illegible] and 25% owner **WINN Louisville, Ky.** Secy. **John R. Williams** is 25% owner KOY, **Robert K. Hansel[illegible]** and **Roger D. Thomsen** are salesmen for, respec[illegible] tively, **KIVA-TV Yuma** and **WDLB Marshfield[illegible] Wis.** Granted Dec. 7.

KAYE Puyallup, Wash.—Application for assign[illegible]

(Continues on page 96)

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Salesman: Thoroughly experienced salesman for midwestern 5000 watt independent. Position available immediately. Box 655E, B•T.

Newsman: Experienced in handling all functions of a radio news department with emphasis on local news. Must be able to handle major newscasts on the air. Experience in operation of a mobile unit helpful. Position immediately available on 5000 watt, midwestern independent. Box 656E, B•T.

Young, aggressive salesman for midwest metropolitan station. Excellent opportunity. Guaranteed salary and commission. Box 683E, B•T.

Salesman—If you are a top-notch producer with a proven record we want you. Good guaranteed draw plus 5 figure earnings with growing multiple operations in midwest. Please write fully. Box 697E, B•T.

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Announcers

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RADIO

Help Wanted—(Cont'd)

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Wanted: Staff announcer who is ready for competitive market of 125,000. Salary entirely dependent on experience and ability. Send tape and resume immediately. Box 690E, B•T.

Announcer: Pennsylvania station needs man with control board experience and potential for developing into air-personality. Good voice. Box 711E, B•T.

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Announcer, 3rd class license essential. Send tape, photograph and resume. KMLB, ABC-NBC, Monroe, La.

Announcer with first ticket. Accent on announcing with some maintenance. Immediate opening, network station, contact John Taylor, KWIK, Pocatello, Idaho.

Announcer with first class ticket. Emphasis on announcing. Must be southerner with conversational delivery, no "screamer" wanted. Must be available for interview. Beri Moor, WAMI, Opp, Alabama.

LOOKING FOR AN OPPORTUNITY?

EXECUTIVE & STAFF LEVELS
CONFIDENTIAL CONTACT
NATIONWIDE SERVICE

It's simple prudence to place your future in the hands of an organization exclusively dedicated to the broadcast industry.

This is a specialized professional service that taps wide resources, headed by a man of long experience in TV-Radio . . . Howard S. Frazier.

WE ARE ALWAYS SEEKING WELL QUALIFIED PLACEMENT CLIENTS OF GOOD CHARACTER FOR ALL EXECUTIVE & STAFF POSITIONS WITH TV AND RADIO STATIONS

BROADCASTERS EXECUTIVE PLACEMENT SERVICE, INC.

333 Trans-Lux Bldg. 724 Fourteenth St., N.W. Washington 5, D. C.

RADIO

Help Wanted—(Cont'd)

Combo announcer-engineer with emphasis on announcing. Immediate opening. Forward tape and full particulars to V. G. Balkcum, WGBR, Goldsboro, N. C.

Negro disc jockey, stylist preferred, for rock 'n roll program. Ideal working conditions—experience necessary. Send tape, picture and resume of experience to WHAT, Philadelphia 31, Pa.

Wanted: Experienced announcer with first phone license. $1.76 per hour. WKNK, Muskegon, Michigan.

Top deejay-announcer for personality shows. You can earn top dough. We want top man. Experienced only. Immediately. Paul Parker, General Manager, WLAS, Jacksonville, N. C.

Announcer: Immediate opening for experienced man. Must have car, 1000 watt daytimer in eastern Pennsylvania, one of chain, Excellent opportunity for advancement to executive or sales position, overtime, paid vacations, pleasant working conditions. Reply by phone to Assistant Manager, WLSH, Lansford, Pa.

Technical

Chief engineer-announcer for permanent job with top 1000 watt independent located in major California market. Excellent spot for mature, sincere and experienced man. Send resume, tape. Box 659E, B•T.

Chief engineer-announcer for Virginia 250 watter. Send complete details, including salary requirements and phone number. Box 695E, B•T.

Experienced studio maintenance engineer. Top salary. KTBS-TV, Shreveport, La.

Wanted for growing 5 kw fulltime: a capable engineer who knows both theory and practice, who is good with his hands as well as his head. We are looking for a good man who likes creative construction and thorough maintenance, with a minimum of supervision. No announcing. Experience desirable but not essential. If you don't fit these specifications, please don't apply. If you do, please let us hear from you soon. WCOJ, Coatesville, Pa.

Chief engineer-announcer. New beautifully-equipped 1000 watt daytimer. Send resume and tape or call for interview. Bill Duke, Main 4-4908, WKDL, Clarksdale, Miss.

Engineer-announcer. Experienced only. Must be good! We pay top price! Immediately. Paul Parker, General Manager, WLAS, Jacksonville, N. C.

Immediate opening. WSBA-Radio and Television need 1st class engineer. Contact Lew Jones, Chief Engineer, WSBA-Radio, York, Pa.

Radio technicians wanted for large high frequency stations installation, involving high-power transmitters, diversity receivers, single-sideband and frequency shift equipment, vhf multichannel link, and large antenna fields. Contract employment. Air mail full details, experience and references to INTELEC, S. A., Edificio Industria, Ave. Este 2, Caracas, Venezuela.

Programming-Production, Others

Program director for top Illinois daytimer. Must be prepared to report for work on or before January 1st. Send background details, salary requirements, etc. Do not send tape or disc until requested. Preference given applicants from Illinois and adjoining states. Box 579E, B•T.

Continuity writer, male. Must be top-flight. 1000 watt fulltime fast-stepping operation serving second largest market in Indiana. Excellent working condition. If you can double for few hours in either announcing or sales, your potential is greater. Give full resume and references as well as expected salary. Box 715E, B•T.

Program director-announcer—experienced, for 1kw CBS affiliate. Immediate opening. KVOR, Colorado Springs, Colo.

Wanted! Traffic manager. Give full background. WWIN, Baltimore 1, Md.

Charles W. Levene—Charles W. Asburn, please write James H. Rees, Union National Bank, Fayetteville, Tennessee, giving your current address.

RADIO

Situations Wanted

Managerial

neral manager—excellent references. Experi-ced sales, programming, personnel, business, nily man. Currently sales manager. Box 676E, T.

anager-salesman employed in small market eks better opportunity. Ten years experience in phases. No floater, no character. Civic leader, nily. Prefer mid-southeast. Employer in-rmed. Write Box 677E, B•T.

esently employed midwest. Desire position in utheast as manager or commercial manager. sume on request. Box 686E, B•T.

anager wishes to relocate. Has successful oven formula for profitable radio operation. If u want ratings, sales, agency contacts, nine ars experience all phases radio, plus top ref-ences, write. Box 693E, B•T.

anager-sales director . . . twenty years ex-rience . . . family . . . dependable . . . ficient . . . references. Box 708E, B•T.

Salesmen

lesman, DJ, engineer, continuity, programming, oduction, 6 years. College. Employed. Box 5E, B•T.

nployed manager - salesman - engineer wants ick change, Oklahoma, Texas. Box 675E, B•T.

Announcers

oung man, 30, with nine years broadcasting ex-rience, seeks job as manager of small station deep south, preferably Florida. Making over 2,000 commissions in major midwestern market 1955. Will take cut for right position. Presently nployed. Can furnish outstanding references. ox 625E, B•T.

egro. Nationally known rock 'n roll DJ. Avail-le early 1956. Permanent. Box 635E, B•T.

perienced staffer. Versatile DJ. Smooth com-rcial delivery. Now available. Tape. Box 636E, T.

ature beginner, college, radio-tv school, good oard training. Particular interest in news; good elivery. Now in Chicago, location unimportant. ox 657E, B•T.

ant rythm-blues, pop deejay plus singing? I ant future. Employed, available January. Four ears experience. Married, 26. Tape, photo. Box 8E, B•T.

ast. Experienced staffer, 24, married. Currently nployed. Box 663E, B•T.

ewsman, announcer. Trained speaker, authori-tive delivery. Versatile, adapatable. Experi-aced staffer. Do you want performance? Call e. Box 666E, B•T.

ttention — south — southwest — west — sports-aster—commercial announcer—7 years experi-ace, play-by-play, announcing, writing, film, ed-ing, etc. . . need change to dry or salt air cli-ate. Married, college, top references. Proven bility on both radio and television—desire. urrently employed by top station in state. Box 9E, B•T.

ianist wants to learn radio announcing. Prefer ortheast. Experienced accompaniest. Small sta-on. Box 679E, B•T.

ecent broadcasting graduate with first phone li-ense seeks employment as combo man or an-ouncer. Tape, photo, etc. on request. Box 684E, •T.

nnouncer, singer, salesman, experienced man, . Single, car. University graduate seeks position ith radio or tv station. Will travel or relocate. ox 688E, B•T.

ooking for competent announcer? Well here I m raring to go. Thoroughly trained in news, ommercials, DJ work, sportscasting. Money not ritical, right opportunity is. Box 689E, B•T.

bove average radio announcer wishes to break he "sound barrier". Box 691E, B•T.

nnouncer—Prefer Florida permanently—strong xperienced—family. Box 692E, B•T.

xperienced sportscaster available for spring aseball. 8 years all sports, saleable play-by-lay in midwest metropolitan market. Also sales nd tv. Married, 33. Box 701E, B•T.

Stop! Go no further, for here is the DJ personality, news and idea man, personified you've been waiting for. An asset to any station. Box 703E, B•T.

Deep, resonant voice announcer with working knowledge of the business. Prefer news, commercial DJ. Available immediately. Box 704E, B•T.

Staff announcer, married, recent broadcasting school graduate. Versed all phases. Will travel. Tape, resume. Box 705E, B•T.

Platter spinner, sportscaster, newsman, veteran, single. Tape on request. Box 706E, B•T.

Good experienced play-by-play announcer wants permanent position with sports minded station. Above average job. Box 710E, B•T.

Announcer, young, single, vet. Versatile. News, commercials, DJ, sports. Desires immediate position. Tape and resume upon request. Jack Davis, 421 Crown St., Brooklyn, N. Y. HYacinth 3-5994.

Experienced announcer relocating permanent staff. Versatile, reliable air personality. News, commercials. Teenager platter appeal. Tom Hopkins, Box 92, Bernardsville, New Jersey. Bernardsville 8-0538.

Experience? Talent? Like big money (9x12 preferably). Write me! Hear me! Hire me! Expect me anywhere! L. Landis, 427 North 7th Street, Newark, New Jersey.

Experienced DJ-announcer. News, commercials, control board. Veteran, single, third ticket. tape available. Desires radio-tv location. Roy Mergner, 127 Ramsey Avenue, Keansburg, N. J.

Experienced announcer, DJ; third class ticket. Also tv announcer, slides-films-audio experience. Wishes summer work with option on fulltime. Tape and resume: Don Miles, WLRN, Bethlehem, Pa.

Pop music DJ, eight years radio and stage experience. First phone. Morris, 2561 Collier Dr., N. W., Atlanta. SYcamore 4-1204.

Announcer DJ. Experienced. Prefer mid-morning show. References and further information available. No $75 offers please. Kenny Sargent, KLIF, Dallas.

1st phone 4 years broadcasting experience. Desire position in same. Clarence Williams, 100 W. 139 Street, New York, N. Y., AU 3-0122.

Announcer, approaching 30, many years experience, now employed as program director—Call Fairfield, Iowa, 371-J. Ask for Ken.

Technical

Recent RCA Institute and SRT graduate; versatile announcer; and phone; college background; prefer west-midwest. Box 673E, B•T.

Experienced radio-tv announcer-engineer, recently left 316kw television station. Desire permanent relocation in the west or midwest. Box 685E, B•T.

Engineer, 1st phone, experience all phases broadcast, operation, maintenance. West preferred, married. No announcing. Box 707E, B•T.

Programming-Production, Others

Program director, 10 years radio. Newsman, announcer, copy, sales. Want opportunity in radio or tv with minimum $7,000.00. Box 660E, B•T.

Sportcaster, publicist, sales, for radio-tv operation. College. Just released from service. Box 665E, B•T.

Program director-announcer-engineer desires to relocate. Experienced and good reputation. Would like to make money for you while making some for myself. All offers carefully considered. $100 weekly. Box 694E, B•T.

Exclusive service: Localized international news at within-budget costs. Top-flight Washington/foreign correspondent returning to Middle East will make select tapes for local newscasts. Hometown personalities, economic news, human interests and travel features, specific assignments. Tapes air expressed directly to you. Write now for exclusive arrangement. Arthur M. Brandel, National Press Club, Washington, D. C.

TELEVISION

Help Wanted

Salesmen

Opening in television sales, vhf-ABC station in basic market. Salary, guarantee plus, commission. Box 667E, B•T.

Announcers

Expanding television operation in large booming western city needs top announcers. Submit full resume and SOF audition. Box 626E, B•T.

Experienced announcer need for full power Michigan vhf staff and on-camera work. Personality type with punch. Send photo and resume. Box 642E, B•T.

Technical

Western vhf tv station, network affiliate, offers brilliant opportunity for qualified engineers in expanding operation. Send complete resume first letter. Box 629E, B•T.

South Florida vhf tv station has opening for experienced maintenance engineers and engineering training. Box 712E, B•T.

Programming-Production, Others

Excellent opportunity for television director with minimum of three years experience. Network affiliate in major market. Box 627E, B•T.

Television continuity writer needed by fast-moving network affiliate in large western city. Send complete resume and salary desired in first letter. Box 628E, B•T.

(Continued on next page)

DISC JOCKEYS— IMMEDIATE OPENINGS!

See our ad on the front cover of this issue. Then, if you're interested in being with America's most "program-minded" radio group, send your tape. We're expanding again—adding WDGY, 50,000 watts, in Minneapolis, subject to FCC approval. Openings available effective after first of the year in all of our markets. We are particularly interested in disc jockeys with a smooth selling ability. If you have a personality identity such as singing, piano playing, voice characterizations, impersonations, etc., so much the better. If you're good we want to talk business. Every tape carefully auditioned, and promptly returned. (Be sure to include address *inside* box.) Send all tapes to: Todd Storz, President:

MID-CONTINENT BROADCASTING CO., OMAHA 2, NEBRASKA

KOWH Omaha — **WHB** Kansas City — **WTIX** New Orleans

TELEVISION

Situations Wanted

Managerial

Nation's best general manager—radio or television. Experienced in national and local sales, engineering, personnel, production and programming. Well-know throughout the industry. Available at once. Box 985C, B•T.

General manager-commercial manager—Proven organizational ability, exceptionally strong in sales. Unusual production, programming, personnel, engineering. 10 years top management experience, including two years tv manager. Highest industry references. Box 561E, B•T.

Production-Programming, Others

Tv announcer-director, 30, B.A. degree. 6 years radio-tv experience. Reliable. Relocate. Box 612E, B•T.

Presently employed general manager of successful small 250 watt station interested in general learning job in tv. Applicant is young with five years experience in all phases of radio. Prefer non-metropolitan market. Box 662E, B•T.

Education, experienced, talent. Radio and tv. 10 years large market, announcing, single, writing acting. Presently tv continuity director. Stable, family man. Seeking opportunity. A lot to offer to the right operation. Box 664E, B•T.

Program director-announcer . . . 10 years experience television-radio. Sports play-by-play, discs, speciality. Looking for job with a future. Box 668E, B•T.

Newscaster available for east coast area. Some announcing. Agency references. Box 680E, B•T.

Experienced tv director. Strong local station background with some network experience. Experienced in programming and execution of all production elements. Understand tv station economics. Box 702E, B•T.

Young man: College, four years experience, editing, camera lighting, news, commercial writing, program, photography. Availability two weeks. Have American papers. John Macfarlane, Wolville, Nova Scotia, Canada.

Newsman experienced in picking it up and writing it down. Two years experience on-camera. Single, veteran. Reply: Don Meighan, KENI, Anchorage, Alaska.

FOR SALE

Stations

Southern local 250w. Good sound economy. Well accepted. Box 699E, B•T.

West coast local. Ideal growing area. $10,000 down. Box 700E, B•T.

Metropolitan market station in area famed for mild winter climate, showing growth with industrial expansion. Station is major network and priced within 1¼ times its annual gross (in $100,000 range), with both market figures and FCC averages showing a greater potential. Paul H. Chapman, 84 Peachtree, Atlanta.

Kentucky daytimer priced at book value of assets: $49,991.79. Gross past six months, $31,043.48. Half cash. Paul H. Chapman, 84 Peachtree, Atlanta.

Eastern buyers should contact me for good sound buys. John I. Hanly, 1739 Connecticut, N. W., Washington, D. C.

Free list of good radio and tv station buys now ready. No obligation. Jack L. Stoll & Associates, 4958 Melrose Ave., Los Angeles 29, Calif.

Single station, mid-south market 15 million plus retail sales. $45,000. Paul H. Chapman, 84 Peachtree, Atlanta.

Radio stations for sale, 100 watts day to 50 kw full, Minnesota, Iowa, Washington, Virginia, Illinois, Wisconsin and California, also uhf, vhf, write for detail Hugh R. Norman, Box 534, Davenport, Iowa.

Equipment

RCA TF5A superturnstile. Tuned channel 5 but tunable 4 or 6. Box 575E, B•T.

6 Gates CB-11 3 speed turntables $85 each . . . 2 for $160. Guaranteed A-1 condition. Cash only. Also 1 Raytheon 250 transmitter and Raytheon delux console $1,800 complete. Box 678E, B•T.

G.E. power supplies, slide projector and attachments, stablizing amplifiers, pre-set panel, master control panel, etc. Equipment has been in storage but not in use. For details and price write Box 687 E, B•T.

FOR SALE—(Cont'd)

Equipment

RCA high frequency field intensity meter typ 301-B, 18 to 125 megacycle, am & fm. Don Abit KDTH, Dubuque, Iowa.

For sale—RCA TF-6AH superturnstile—channe 10. Minor changes to channel 7 through 13. Use 8 months, 2½ years old. Excellent condition Pressurized. Make offer. KOLN-TV, Lincoln Nebraska.

In excellent used condition 100—#500 Centur 6-inch 250-750 watt Fresnelite spotlights with pip clamps. 25—#2570 Century Barn Doors for #50 spotlights. WDSU-TV, 520 Royal Street, Ne Orleans 16, Louisiana.

For sale: complete RCA 5C transmitter to b available January 1. Reasonable offers considered Contact Harold Holland, WFBM, Indianapolis.

One Presto type RC-10/24 tape recorder trans port mechanism in portable case, priced fo quick sales. WJTN, Jamestown, New York.

For Sale: 250 watt fm broadcast transmitter typ BT-1-B with tubes and crystal to operate on 92. mc. Fm monitor type BM-1-A to match; all ex cellent condition. WLOE, Inc., Leaksville, N. C.

Booth Leasing Corporation—a national leasin service—whereby you choose the equipment you need—new or used—BLC purchases it from you supplier, at the established price and place it i your studio, transmitter and office on flexibl lease terms written to meet your specific re quirements. Rentals paid under lease drawn a recommended by BLC are tax deductible expens items. For full information for your attorney tax counsel and yourself, write, wire or phon Gene O'Fallon & Sons, KFEL-TV Building—55 Lincoln Street, Keystone 4-8281, Denver, Colo rado.

WANTED TO BUY

Stations

Principal interested in profitable station locate mid or north central for $20,000 down. N brokers. Box 661E, B•T.

I want to buy a radio station. Am presently sta tion manager wanting to become station owne Send complete information. Have down pay ment. Box 696E, B•T.

BROADCASTERS THROUGHOUT THE COUNTRY FIND...



Time, worry and expense can be saved by calling Northwest *First*. John Birrel, our Employment Counselor may have just the person you need. There's no charge for this service and you are assured of well-screened, professionally trained people.

Here's why Broadcasters prefer Northwest's graduates...

- Over 16,000 square feet devoted to studios, control rooms, and student servicing.
- Five complete image orthicon camera chains.
- Six complete control rooms with professional consoles, rack-mounted tape recorders, disc recorders, turntables, monitors, switchers
- Film editing equipment
- An outstanding staff of professional instructors who are presently working at network affiliates—NBC, CBS, ABC.
- Practical training. Professional trainees learn by doing — actually participating in closed-circuit productions.

Your collect wire or call is always welcome Call Northwest *first*. Our Employment Counselor . . . John Birrel . . . assures you of immediate, personal attention

SUBSCRIBER TO NARTB

NORTHWEST RADIO & TELEVISION SCHOOL

HOME OFFICE: 1221 N. W. 21st Avenue Portland, Oregon • CA 3-7246

HOLLYWOOD, CALIFORNIA 1440 North Highland HO 4-7822

CHICAGO, ILLINOIS. . . . . 540 N. Michigan Avenue DE 7-3836

WASHINGTON, D. C. . . . . 1627 K Street N. W. RE 7-0343

WANTED TO BUY—(Cont'd)

Stations

tion wanted. Colorado, Texas, Oklahoma, ansas, Kansas, Missouri. Ralph Erwin, Broker, x 811, Tulsa.

Equipment

transmitter, low power, monitor, antenna, solette, state condition and best price. Box E, B•T.

nted: Remote amplifiers, broadcast micro- nes, studio console, 500 watt am broadcast nsmitter. Box 623E, B•T.

nted—up to 1,200 ft. used 1⅝" ohm transmis- n line. State manufacturer, price and condi- n. Box 624E, B•T.

ggie PT6-AH contact. KYNO, Fresno, Cali- nia.

—used of standard make 1000 watt 8-inch lens. snel lens spotlights with pipe clamps. WDSU- , 520 Royal Street, New Orleans 16, Louisiana.

nted: 2 equipment racks in good condition. ould like RCA type 84, or equivalent. Send oto (if possible) and asking price to: A. R. ser, WNMP, 2201 Oakton Street, Evanston, Ill.

nted: 12" recording turntable with 78-33⅓ tor suitable for use with RCA type 72-D re- ding attachment. Must be in top-notch condi- n. Write, phone Radio Station WOHI, East erpool, Ohio. FUlton 5-1490.

nted to buy: 500 or 1000 watt transmitter, ferably RCA. Send all details about price and e it has been used to XEAW, P. O. Box 628, nterrey, Nuevo Leon, Mexico. If possible in- de photograph and diagrams.

INSTRUCTION

C license training—correspondence or resi- nce. Resident classes held in Hollywood and shington. Beginners get FCC 1st class license 3 months. For details write Grantham School, pt. 1-N, 821 19th Street, N.W., Washington, D.C.

C first phone license. Start immediately. arantee coaching. Northwest Radio & Televi- n School, Dept. B, 1221 N.W., 21st Street, Port- d 9, Oregon.

RADIO

Help Wanted

Salesmen

BROADCAST EQUIPMENT SALES ENGINEER WANTED

Qualified sales engineer with experience in radio broadcast and studio equipment sales wanted for travel in midwest area. Must own car and be willing to travel for company with an excellent reputation for highest quality equipment. Box 598E, B•T.

ACCOUNT EXECUTIVE $10,000 POTENTIAL

For 1000 watt fulltime fast stepping promotion-minded operation serving second largest market in Indiana. Liberal draw against 15%. Our account executives will make $10,000 this year and have fine chance for $12,000 next year. We will help you get started with a list of local active accounts. If you are sincere, settled, can and want to sell radio advertising, contact us immediately. Airmail special complete resume and references.

Box 714E, B•T

Announcers

ANNOUNCER CONTROL BOARD OPERATOR

For Rocky Mountain regional CBS 5000 watts. Salary around $375.00, depending on ability and experience. Airmail complete details, photo to: Box 709E, B•T

RADIO

Help Wanted—(Cont'd)

SOUTH FLORIDA East Coast

Combo man with first phone ticket

EMPHASIS ON ANNOUNCING

Ideal working conditions
Good starting pay
Top rated station

IMMEDIATELY ! ! ! !

BOX 672E, B•T

Technical

CHIEF ENGINEER AM-FM-TV

Overall supervision of growing operation in major Eastern market. Pleasant living and fine future possible for right man who is not afraid to work at it.

Box 681E, B•T

TELEVISION

Help Wanted

Salesmen

REAL OPPORTUNITY

Central California valley independent TV station offers excellent opportunity for above-average earnings to two (2) young salesmen with radio or TV sales background who have *proof* that they know how to sell retail accounts in rural market—who will stay on the streets and who *like* to fill out daily sales reports. Laggards won't last over 30 days but live-wires who want to earn $10,000.00 per year and over as present salesmen are doing have unlimited future with beginning guarantee of $400 against 15% commissions.

Box 674E, B•T.

Situations Wanted

Programming-Production, Others

AGENCY OR CLIENT ON YOUR BACK?

Let former executive producer (with one of nation's largest sponsors) with bright creative record handle them with dispatch and experience. Returning to directly-creative field, he is now available for responsible production assignment.

Box 713E, B•T.

MISCELLANEOUS

LEASE

Outstanding series singing weather announcements—"The Singing Weathermen" featuring The Debonaires, top network talent. Exclusive one station per city. Price $75.00 per year. Send $2.50 deposit for audition. Deposit refunded if audition returned within thirty days. Bloch and Co., 1010 Euclid Bldg., Cleveland 15, Ohio. (If in mid-Atlantic area contact Mr. Eisenberg, 2524 North Charles St., Baltimore 18, Md.

FOR SALE

Stations

VHF

Partially constructed VHF TV station, to be ABC outlet in 3-station market, ranked within "top 100" of nation. For sale at cost of expenses to date, less than $100,000.

CALL

PAUL H. CHAPMAN

RADIO AND TELEVISION STATION BROKER

84 PEACHTREE STREET, N. W.

ATLANTA, GEORGIA

ALPINE 3207

Equipment

TOWERS
RADIO—TELEVISION
Antennas—Coaxial Cable
Tower Sales & Erecting Co.
6100 N. E. Columbia Blvd.,
Portland 11, Oregon

INSTRUCTION

FCC 1st PHONE LICENSES IN 5 TO 6 WEEKS
WILLIAM B. OGDEN—10th Year
1150 W. Olive Ave.
Burbank, Calif.
Reservations Necessary All Classes—
Over 1700 Successful Students

Employment Services

PR* vs *PR

We'll match your PERSONNEL REQUIREMENTS, against the PROVEN RECORDS of qualified people.

A confidential service to Radio and TV Stations, and program producers, anywhere.

Palmer-DeMeyer (Agency)
50 E. 42nd Street, N.Y.C.
MU 2-7915
Paul Baron, Dir.: Radio-TV-Film-Adv.
Resumes welcome from qualified people.

(Continues from page 90)

ment of license to Radio K Inc. dismissed at request of applicant. Dismissed Dec. 6.

APPLICATIONS

WULA Eufaula, Ala.—Seeks assignment of license to **Edward B. Fussell, Jessie B. Fussell** (present owners), **Ralph W. Hoffman** and **Emily G. Hoffman** d/b as Alabama-Georgia Broadcasters. Mr. and Mrs. Hoffman are to own half of station for $5,000. Mr. Hoffman is WULA station manager. Filed Dec. 6.

KXOC Chico, Calif.—Seeks transfer of control to **Jack O. Gross** for $25,000 plus assumption of $52,750 in notes, plus $10,000 for agreement not to compete in Chico market in next five years. Mr. Gross is former owner of **KFMB-AM-FM-TV San Diego, Calif.** Filed Dec. 6.

WFEC Miami, Fla.—Seeks assignment of license to Florida East Coast Bcstg. Co. for $70,000. Principals are: Pres. **Harry Trenner** (60%), dir., General Teleradio Inc., and vice pres., MBS; Vice Pres.-Secy. **Herbert Schorr** (40%), gen. manager of WFEC; **Florence Trenner,** housewife, and **Lillian Schorr,** WFEC employe. Filed Dec. 2.

WMT-AM-TV Cedar Rapids, Iowa—Seeks transfer of negative control (50%) to trustees **William B. Dolph, William B. Quarton and Natl. Metropolitan Bank of Washington** acting in behalf of benefical owners **Helena Mark Kamons, John Shaffer Mark, Dale Shaffer Mark** and **Mary Mark Merrill,** children of Helen Shaffer Mark, transferor. Mrs. Mark is to be given promissory notes in value of $500,000 ($1,000 per share). Mr. Dolph owns radio production firm. is 15% partner in **KJBS San Francisco,** pres. of WMT, 29% owner WMT-TV, treas. of **KULA-AM-TV Honolulu** (see under Ownership Changes, applications), dir. of **KGIL San Fernando, Calif.,** and holder of 40.2% interest in **KMYR Denver, Colo.** Mr. Quarton owns 20% of WMT-TV and 5% of KULA-AM-TV. Natl. Bank of Washington engaged in banking business since 1814. Mrs. Kamons is asst. secy.-dir. of WMT. J. S. Mark is public relations counselor. D. S. Mark is vice pres. of automotive supply firm. Mrs. Merrill is housewife. Filed Dec. 1.

KSTT Davenport, Iowa—Seeks assignment of license to **Quint Cities Bcstg. Co.,** parent company. Corporate change only; no change in control. Filed Dec. 1.

WPTX Lexington Park, Md.—Seeks acquisition of control by **William J. Thomas** for $9,228. Mr. Thomas is buying out his partners. Filed Dec. 1.

WMTE Manistee, Mich.—Seeks transfer of control to **James R. Sumbler** for $30,999.90. Mr. Sumbler, whose professional name is Jim Gray, is announcer for ABC, Chicago. Filed Dec. 1.

KABQ Albuquerque, N. M.—Seeks assignment of license to Duke City Bcstg. Corp. for $110,000. Principals are: Pres.-Treas. **Edward M. Sleighel** (60%), gen. manager of **WTRY Troy, N. Y.**; Vice Pres. **Nancy W. Sleighel** (39.6%), housewife, and Secy. **E. D. Johnston** (.4%), attorney. Filed Dec. 2.

WCED-AM-FM Du Bois, Pa.—Seeks transfer of control to **Jason S. Gray** and **Harold T. Gray.** Purchase price of $266,846.06 includes real estate, *Du Bois* (Pa.) *Courier-Express,* and other printing property. No breakdown of price was made. Messrs. Gray each held 25% of WCED-AM-FM prior to present transaction. H. T. Gray is 12½% owner of **WILK-AM-TV Wilkes-Barre, Pa.** Filed Dec. 6.

KULA-AM-TV Honolulu, Hawaii—Seeks assignment of license from Pacific Frontier Bcstg. Corp. to Television Corp. of America Ltd. for $600,825.50. Principals include: Pres. **Richard C. Simonton** (25%), electrical engineer, wired-music interests, and 36⅔% owner of **KRKD-AM-FM Los Angeles;** Exec. Vice Pres. **Jack A. Burnett** (25%), 10% owner of Pacific Frontier; Secy.-Treas. **Arthur B. Hogan** (25%), investment broker and pres. of KRKD-AM-FM and **Albert Zugsmith** (25%), movie producer, media broker. Albert Zugsmith Corp., owned by Messrs. Hogan and Zugsmith, is 36 2/3% owner of KRKD-AM-FM.

APPLICATION RESUBMITTED

WDVH Gainesville, Fla.—Application for assignment of license to WDVH Inc. resubmitted. Resubmitted Dec. 2.

Hearing Cases . . .

INITIAL DECISIONS

WICU (TV) Erie, Pa.—Hearing Examiner Herbert Sharfman issued initial decision looking toward grant of application of Dispatch Inc., for renewal of license of WICU (TV). Action Dec. 7.

FINAL DECISIONS

Elmira, N. Y.—FCC assigned ch. 9 to Elmira, N. Y., and changed offset carrier requirements in Washington, D. C., from nine minus to nine even and in Greenville, N. C., from nine even to nine minus, effective Jan. 6, 1956. This resulted from rule-making initiated Oct. 7, 1954, on petition by Elmira Television for such drop-in at Elmira and conflicting petition by Williamsport Radio Bcstg. Assoc. Inc. to assign that ch. to Blossburg, Pa. Rejected Elmira Television request for show cause order to enable **WTVE (TV) Elmira** to operate on ch. 9 and made ch. available for application by any interested party. Action Nov. 30.

Richmond, Va.—Dec. 2 FCC announced decision of Nov. 30 granting application of Richmond Television Corp. for new tv station to operate on ch. 12, Richmond, with waiver of sec. 3.613 to locate main studio six miles from center of city and denying competing application of Richmond Newspapers Inc.

OTHER ACTIONS

Conelrad—FCC initiated rule-making to incorporate in part 3 of its rules that part of Conelrad plan which pertains to conduct of noncommercial educational fm and international stations during alert. New subpart H to part 3 of rules governing Radio Broadcast Services is proposed to make participation in Conelrad mandatory for these services. Comments may be filed by Jan. 3, 1956. Action Nov. 30.

Zone I—FCC vacated its action of July 20, 1955, which would have permitted use of maximum power with ant. heights up to 1,250 ft. for vhf stations in Zone I, and make this proceeding part of its proposed general television rule-making of Nov. 10. Commission will also consider in general rule-making proceeding proposal to permit certain stations in Zone II to operate with maximum power irrespective of ant. height. Also amended sec. 3.614 (b) of rules, effective Jan. 16, 1956, to permit vhf stations in Zone I which had been authorized to relocate their trans. sites and construct new towers and ant. in excess of 1,000 ft. after issuance of third notice (March 21, 1951) and had completed or substantially completed construction of towers and ant. prior to issuance of sixth report and order (April 14, 1952) to use max. power at height specified in authorization.

WSLA (TV) Selma, Ala.—Dec. 2 FCC announced its memorandum opinion and order of Dec. 1 dismissing petition of Deep South Bcstg. Co. directed toward Commission June 29 action enlarging issues in proceeding re application for mod. of cp of WSLA (TV) Selma.

Fort Lauderdale, Fla.—FCC designated for hearing application of Charles W. Stone for new am to operate on 1470 kc, 1 kw, DA-D; made **WWPB Miami** and **WAHR Miami Beach, Fla.,** parties to proceeding. Action Nov. 30.

Tifton, Ga.—Nov. 30 FCC granted joint petition by **WTIF** and **WWGS Tifton, Ga.,** to extent of extending to Dec. 12 time for filing proposed findings in protest proceeding involving application of WTIF for new am to operate on 1570 kc, 1 kw D in Tifton.

WOPA Oak Park, Ill.—By separate orders of Dec. 1 FCC (1) denied petition by **WOPA Oak Park** for reconsideration and grant without hearing of its application to move its trans. to Chicago and (2) waived rules to accept WOPA late appearance in proceeding.

WSUH Oxford, Miss.; East Arkansas Broadcasters Inc., Wynne, Ark.; Warren L. Moxley, Blytheville, Ark.; WHER Memphis, Tenn.—Designated for consolidated hearing applications of WSUH to change from 1420 kc to 1430 kc with 1 kw D; East Arkansas for new am to operate on 1400 kc, 250 w unl.; Moxley for new am station on 1410 kc, 500 w D and WHER to change from 1430 kc, 1 kw D to 1410 kc, 5 kw D. Denied request of East Arkansas for additional time to amend application. Action Nov. 30.

Henryetta, Okla.—Dec. 1 FCC (1) granted "appearance" filed by Henryetta Bcstg. Co. insofar as its requests dismissal without prejudice of its application for new am station (1590 kc) in Henryetta, Okla. (which is in consolidated proceeding with application of Henryetta Radio Co.) denied petition in all other respects; and (2) dismissed as moot Broadcast Bureau petition to dismiss with prejudice Henryetta Bcstg. Co. application.

KSLM-TV Salem, Ore.—FCC designated for hearing on Jan. 23, 1956, application for mod. of cp to move trans. site from location 5.5 miles from Salem and 22.4 miles from Portland, increase vis. ERP from 5.5 kw to 100 kw and make equipment changes. **KPTV (TV)** and **KOIN-TV,** both **Portland,** were made parties to proceeding. Action Dec. 7.

Miners Bcstg. Service Inc., West Chester, Pa.; Rollins Bcstg. of Delaware, Inc., Philadelphia; Franklin Bcstg. Co., Philadelphia—Granted petition of Miners for reinstatement of its am application which was dismissed without prejudice Aug. 19, 1954, and accepted May 23, 1955, amendment; denied Miners petition to direct Rollins t show cause why frequency of **WJWL Georgetow Del.,** should not be changed from 900 kc to 12 kc; denied petition of Rollins to dismiss applica tions of Miners and Franklin; designated for con solidated hearing applications for cps for ne am stations to operate on 900 kc, D by Mine with 500 w, Rollins and Franklin, each with 1 kw DA; made **WPEN Philadelphia,** party to pro ceeding. Action Nov. 30.

Williamsport-Milton, Pa.—FCC, on protests b **WLYC Williamsport, Pa.,** and **WMLP Milton, Pa** postponed effective date of Oct. 5 grant to Wi liamsport Radio Bcstg. Assoc. Inc. for new am t operate on 1380 kc, 1 kw D, Milton, and desig nated said application for hearing on Jan. 2 made protestants parties to proceeding. An nounced Dec. 6.

Cleveland, Tenn.—Nov. 30 FCC granted petitio by Rounsaville of Cleveland Inc. to extent extending to Dec. 5 time for filing exceptions an supporting brief in protest proceeding involvin application of **WCLE** for new am to operate o 1570 kc, 1 kw D in Cleveland, Tenn.

New Johnsonville, Tenn.—Johnsonville Bcst Co. designated for hearing on its application fo new am to operate on 1450 kc, 250 w unl. **WPA Paducah, Ky.,** and **WHDM McKenzie, Tenn.,** wer made parties to proceeding. Action Dec. 7.

Othello, Wash.-Pendleton, Ore.—Dec. 1 FCC (1 denied petition by Robert R. Moore, tr/as Othell Bcstg Co., Othello, Wash., to accept late appear ance in consolidated proceeding on his applica tion and that of John M. Carroll, tr/as Umatill Bcstg. Enterprises, Pendleton, Ore., each seekin new am on 1050 kc, (2) dismissed with prejudic Moore's application, and (3) dismissed as moo Moore's petition requesting dismissal witho prejudice.

New Rules

PART 3 of the FCC rules governing Radio Broadcast Services, as revised Nov. 3, was published in the Dec. 9 issue of the *Federal Register.* This revision combines in a single edition all the rules, regulations, and technical standards for the radio broadcasting services—am, fm, tv, etc.—with all amendments outstanding as of Nov. 3. The Commission has not reproduced copies of this revision. Copies may be obtained by ordering the Dec. 9 *Federal Register,* if any are left, or waiting until the printed revision is put on sale by the Supt. of Documents, Govt. Printing Office, Washington.

Routine Roundup . . .

December 1 Decisions

BY THE COMMISSION

Granted SCA

WWPG-FM Palm Beach, Fla.; WJAS-FM Pitts burgh; WFMF (FM) Chicago; WMIT Charlott N. C.

December 2 Decisions

ACTIONS ON MOTIONS

By Chief Hearing Examiner James D. Cunningham

Triangle Pub. Inc., Central New York Bcstg Corp., Elmira, N. Y.—Granted petiton of Triangl for dismissal without prejudice of its tv applica tion (ch. 18); and retained in hearing status Cen tral New York Bcstg. Corp. application. Actio Nov. 30.

Oceanside-Carlsbad Co., Oceanside, Calif.- Granted petition for dismissal without prejudic of its am application. Action Nov. 30.

By Hearing Examiner J. D. Bond

Central New York Bcstg. Corp., Elmira, N. Y.- Granted motion to advance hearing date re it tv application (ch. 18); applicant's written direc affirmative case exhibits shall be exchanged o or before Dec. 5 and date for commencement o hearing in this proceeding is advanced from Jar 3, 1956 to Dec. 13, 1955. Action Dec. 1.

By Hearing Examiner Herbert Sharfman

WEOL Elyria, Ohio—Gave notice of prehearin conference Dec. 5 re application of WEOL Elyri for renewal of license. Action Nov. 29.

WMAN Mansfield, Ohio—Gave notice of pre hearing conference Dec. 8 re application o WMAN Mansfield for renewal of license. Actio Nov. 29.

By Hearing Examiner Basil P. Cooper

Broadcast Bureau—Granted petition for con tinuance of hearing from Nov. 28 to Nov. 30 i ch. 4 proceeding, involving applications of Mid western Bcstg. Co. and Straits Bcstg. Co., Cheboy gan, Mich. Action Nov. 28.

Straits Bcstg. Co., Cheboygan, Mich.—Grante petition for leave to amend its tv applicatio (ch. 4) (a) to disclose that R. E. Hunt, applican has become partner in applicant for new ar station at Munising, Mich.; (b) to specify certai changes in equipment and slight change in ERP (c) to show an increase of approx. 10% in esti mated cost of construction; etc. Action Nov. 2

By Hearing Examiner H. Gifford Irion

Fort Lupton-Brighton, Colo.—Issued order gov erning hearing re am applications of Harr Laurence Hill, Fort Lupton, and Arline Hodgins, Brighton, Colo.; exhibits relating to di rect case of applicants shall be exchanged n later than Dec. 7 and formal hearing conferenc will be held Dec. 19, date now appointed for com mencement of proceeding. Action Nov. 29.

By Hearing Examiner J. D. Bond

The Cerritos Bcstg. Co., Signal Hill, Calif.- Denied petition of Nov. 23 for continuance hearing scheduled for Dec. 1 re its am applicatio Action Nov. 29.

December 1 Applications

ACCEPTED FOR FILING

Modification of Cp

KMYC Marysville, Calif.—Seeks mod. of c (which authorized erection of third tower to b used with present northeast tower for D operatio

nd changes in DA-D pattern) for extension of ompletion date.

KAUS Austin, Minn.—Seeks mod. of cp (which uthorized mounting tv ant. on east tower) for xtension of completion date.

KTRH Houston, Tex.—Seeks mod. of cp (which uthorized changes in DA-D ant. system) for exnsion of completion date.

WWLP (TV) Springfield, Mass.—Seeks mod. of p (for changes in existing tv facilities) to extend ompletion date to July 1, 1956.

WTPA (TV) Harrisburg, Pa.—Seeks mod. of cp which authorized new tv station) to extend comletion date to June 15, 1956.

WATR-TV Waterbury, Conn.—Seeks mod. of cp as mod. which authorized new tv station) to exend completion date.

License to Cover Cp

WMAL-FM Washington, D. C.—Seeks license to over cp (which authorized changes in licensed tation).

WEPS (FM) Elgin, Ill.—Seeks license to cover p (which authorized changes in licensed staon).

WUOT (FM) Knoxville, Tenn.—Seeks license to over cp (which authorized changes in licensed tation).

WKOW-TV Madison, Wis.—Seeks license to over cp which authorized new tv station.

WAKU Latrobe, Pa.—Seeks license to cover cp hich authorized increased power and equipment hanges.

KHSL-TV Chico, Calif.—Seeks license to cover p which authorized new tv station and to change udio location to 180 W 4th St., Chico.

Remote Control

WALT Tampa, Fla.; KOLE Port Arthur, Tex.; HAT-FM Philadelphia.

Cp

WEPS (FM) Elgin, Ill.—Seeks cp to replace ermit (which authorized changes in licensed staon) which expired June 29.

KCFM (FM) St. Louis, Mo.—Seeks cp to replace p which authorized new fm station which exired Nov. 7.

Renewal of License

WMRO Aurora, Ill.; KPRS Kansas City, Mo.; LCX LaCrosse, Wis.; WMT Cedar Rapids, Iowa; LEE Ottumwa, Iowa; KMNS Sioux City, Iowa; XLW Clayton, Mo.; KDKD Clinton, Mo.; KREI armington, Mo.; KFRM Kansas City, Mo.; MMO Marshall, Mo.; WIL St. Louis; KWOS-FM efferson City, Mo.; WMBH-FM Joplin, Mo.

Renewal of License Returned

KBOA-FM Kennett, Mo.—Application for reewal of license returned. Notary seal not affixed.

KWAR (FM) Waverly, Iowa—Application for enewal of license returned. Filed on wrong orm.

KCRV Caruthersville, Mo.—Application for reewal of license returned. Not signed correctly.

Extension of Authority

MBS New York—Seeks extension of authority transmit programs to **CKLW Windsor, Ont.,** tations owned and operated by Canadian Bcstg. orp., and stations licensed by Canadian Minister f Transport.

December 2 Applications

ACCEPTED FOR FILING

Modification of Cp

WARK Hagerstown, Md.—Seeks mod. of cp (as od. which authorized installation of new ant. nd increased height) for extension of completion ate.

WQXR New York—Seeks mod. of cp (which uthorized increased power, install DA-1 and ake equipment changes) for extension of comletion date.

WTVN Columbus, Ohio—Seeks mod. of cp which uthorized mounting tv ant. on top of northwest ower (increase height) for extension of compleon date.

KDLS The Dalles, Ore.—Seeks mod. of cp which authorized new am station) for extension f completion date.

WMAL-TV Washington, D. C.—Seeks mod. of p (which authorized cp to make changes in acilities of existing tv station) to extend comletion date to April 13, 1956.

WTAO-TV Cambridge, Mass.—Seeks mod. of p (as mod. which authorized new tv station) to xtend completion date to July 5, 1956.

License to Cover Cp Resubmitted

KGAS Carthage, Tex.—Resubmits application or license to cover cp which authorized new am tation.

License to Cover Cp

KOFI Kalispell, Mont.—Seeks license to cover p which authorized new am station.

KCVL Colville, Wash.—Seeks license to cover p which authorized new am station.

December 6 Applications

ACCEPTED FOR FILING

License to Cover Cp

WPLA Plant City, Fla.—Seeks license to cover p which authorized increase in power.

WCLB Camilla, Ga.—Seeks license to cover cp hich authorized change in frequency and increased power.

WCRV Washington, N. J.—Seeks license to over cp (as mod.) which authorized new am station.

WOHS Shelby, N. C.—Seeks license to cover cp which authorized increased power.

WNRG Grundy, Va.—Seeks license to cover cp which authorized new am station.

KZUN Opportunity, Wash.—Seeks license to cover cp which authorized new am station.

WCLG Morgantown, W. Va.—Seeks license to cover cp which authorized increased power.

WEKZ Monroe, Wis.—Seeks license to cover cp which authorized increased power.

WKLJ Sparta, Wis.—Seeks license to cover cp which authorized change in frequency and increase in power.

License to Cover Cp Resubmitted

WGOL Goldsboro, N. C.—Resubmits application for license to cover cp which authorized new am station.

Remote Control

KUOM Minneapolis, Minn.; WJPR Greenville, Miss.

Renewal of License

WMCW Harvard, Ill.

December 7 Decisions

By the Commission

Renewal of License Granted

WOSH Oshkosh, Wis.; WTIM Taylorville, Ill.; WFOB-AM-FM Fostoria, Ohio; WROY Carmi, Ill.; WEAW Evanston, Ill.

SCA Granted

KCMS (FM) Manitou Springs, Colo.; KTKT-FM Tucson, Ariz.; WGCM-FM Gulfport, Miss.; WBBQ-FM Augusta, Ga.; WGH-FM Newport News, Va.

Broadcast Bureau Decisions

Actions of Dec. 1

WATR-TV Waterbury, Conn.—Granted extension of completion date to June 29, 1956.

WTPA (TV) Harrisburg, Pa.—Granted extension of completion date to June 15, 1956.

WHOT Campbell, Ohio—Granted license to cover cp which authorized new am station.

WBEZ Rehoboth Beach, Del.—Granted license to cover cp which authorized new am station.

Actions of Dec. 2

WIBA-FM Madison, Wis.—Granted STA to remain silent to March 31, 1956.

WUOT (FM) Knoxville, Tenn.—Granted license to cover cp for power of 70.5 kw ERP.

KFSD-TV San Diego Calif.— Granted extension of completion date to June 30, 1956.

WICA-TV Ashtabula, Ohio—Granted extension of completion date to June 30, 1956.

WMAL-TV Washington, D. C.—Granted extension of completion date to April 13, 1956.

KTYL Mesa, Ariz.—Granted mod. of cp for extension of completion date to Feb. 1, 1956.

KTRH Houston, Tex.—Granted mod. of cp for extension of completion date to June 27, 1956.

MBS New York—Granted extension of authority to transmit programs to CKLW Windsor, Ont., stations owned and operated by Canadian Bcstg. Corp and stations licensed by Canadian Minister of Transport for period ending Feb. 28, 1957.

KDLS Portland, Ore.—Granted mod. of cp for extension of completion date to June 30, 1956.

WCSI Columbus, Ohio—Granted license to cover cp which authorized increased power.

WAKU Latrobe, Pa.—Granted license to cover cp which authorized increased power.

KTLU Rusk, Tex.— Granted license to cover cp which authorized new am station.

Actions of Dec. 5

KFBC-TV Cheyenne, Wyo.— Granted extension of completion date to Feb. 1 1956.

WNIB (FM) Chicago— Granted license to cover cp.

WKBI St. Marys, Pa.—Granted cp to make ant. system changes.

WAMM Flint, Mich.—Granted mod. of cp to make DA pattern changes.

KAUS Austin, Minn.—Granted mod. of cp for extension of completion date to Feb. 1, 1956.

Actions of Dec. 6

WKNY-TV Keene, N. H.—Granted extension of completion date to June 24, 1956.

WTAO-TV Cambridge, Mass.—Granted extension of completion date to July 5, 1956.

WSAJ Grove City, Pa.—Granted permission to remain silent from Dec. 17, 1955 to Jan. 2, 1956.

WARK Hagerstown, Md.—Granted mod. of cp for extension of completion date to April 1, 1956.

KMYC Marysville, Calif.—Granted mod. of cp for extension of completion date to March 27, 1956.

WQXR New York—Granted mod. of cp for extension of completion date to Feb. 29, 1956.

WTVN Columbus, Ohio—Granted mod. of cp for extension of completion date to Jan. 2, 1956.

WSLI Jackson, Miss.—Granted mod. of license to change studio location.

WNDU South Bend, Ind.—Granted cp to change ant.-trans. location and make changes in ant. and ground system.

WBLA Fayetteville, N.C.—Granted mod. of cp for approval of ant.-trans. and studio location.

KJEO (TV) Fresno, Calif.—Granted extension of completion date to June 8, 1956.

WGTH-TV Hartford, Conn.—Granted extension of completion date to July 5, 1956.

WNOW-TV York, Pa.—Granted extension of completion date to July 5, 1956.

WHBF-TV Rock Island, Ill.—Granted extension of completion date to June 21, 1956.

UPCOMING

DECEMBER

Dec. 13: NARTB Sports Committee, Waldorf-Astoria, New York.
Dec. 16: NARTB Tv Viewer Reaction Committee, NARTB Hdqrs., Washington.

JANUARY

Jan. 5: NARTB Television Information Committee, NARTB Hdqrs., Washington.
Jan. 10: Employer-Employe Relations Committee, NARTB Hdqrs., Washington.
Jan. 12: Oklahoma Assn. of Broadcasters, Lawton.
Jan. 12: NARTB Tv Film Committee, NARTB Hdqrs., Washington.
Jan. 12-13: NARTB Radio Standards of Practice Committee, NARTB Hdqrs., Washington.
Jan. 19-21: South Carolina Broadcasters Assn. Annual Convention, Clemson House, Clemson.
Jan. 26-27: NARTB Code Review Board, San Francisco.
Jan. 30-31: NARTB Board Committee, San Marcos Hotel, Chandler, Ariz.

FEBRUARY

Feb. 1-3: NARTB Board of Directors, San Marcos Hotel, Chandler, Ariz.
Feb. 2-3: Institute of Radio Engineers National Symposium on Microwave Techniques, Philadelphia.

MARCH

March 10: Michigan State U. Dept. of Speech 11th Annual Radio-Tv Conference, East Lansing.
March 14-16: Assn. of National Advertisers Spring Meeting, The Homestead, Hot Springs, Va.
March 16: Connecticut Broadcasters Assn., Waverly Inn, Cheshire, Conn.
March 19-22: IRE National Convention and Radio Engineering Show, Waldorf-Astoria, New York.

BROADCASTING TELECASTING

THE NEWSWEEKLY OF RADIO AND TELEVISION

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Sales Through the Air: 1955

THE 36 advertising agencies with the largest billings in radio and television are spending $812.5 million for the broadcast advertisements of their clients during 1955, according to B•T's fourth annual agency survey (full findings page 27).

That's a lot of money. It's 43% of those agencies' total expenditures for all media during the year. It's $113.3 million more than the top 36 agencies of 1954 spent for the broadcast media then, or an average increase of 16.2%. But those agencies with the largest radio-tv billings increased them far more than the average. Young & Rubicam's broadcast expenditures for 1955 are up 20% over 1954; Leo Burnett's are up 26%; McCann-Erickson's, 30% Benton & Bowles', 34%.

The conclusion is obvious: Those who use radio and television most continue to use them more and more, year after year.

Antennaed Farms

THE U. S. Census Bureau has provided invaluable information to U. S. advertisers who wish to sell goods or services to farmers. The bureau has proved that television, the most dramatic avenue to the consumer, now extends to more than one out of every three U. S. farms.

Or, to be more accurate, that was the proportion of farms equipped with tv more than a year ago when the Census of Agriculture was made. The ratio now, of course, must be presumed to be considerably higher. There are now probably two million farms with television—over 40% of all farms.

As our story in this issue reports, television saturation increased more than twelvefold in U. S. farm homes between the spring of 1950, when the regular decennial census was taken, and the fall of 1954. In the same period tv saturation increased less than sixfold in city homes.

At one stage of television's brief history, it was widely believed that tv would never be able to deliver a farm audience, owing to the limited range of television stations as compared with that of radio stations. The 1954 argriculture census pretty well demolishes that belief.

To be sure, there are still many farms outside the reach of tv, and it is to be hoped that the television system will be enabled to expand to cover most of them in a reasonable time.

But the two million farms now equipped with tv, over 40% of the total farm market, constitute circulation that demands the attention of advertisers.

Together, the two broadcast media are obviously the best roads to the farm. With radio the advertiser can reach practically any farm in America. With television he can reach 40% of all farms with the unequaled impact of tv selling.

The Meeting Issue Was Met

HERE'S democracy at work: More broadcasters attended fewer meetings in 1955 and got more accomplished than ever before.

It happened because the NARTB cut the number of annual field sessions from 17 district meetings to 8 regional gatherings. There was less wear and tear on broadcasters and on the NARTB staff. The savings to all concerned probably exceeded $2 million.

Just a year ago B•T conducted a survey which showed overwhelmingly that station management wanted fewer meetings. The radio and television boards of NARTB, backed by management, followed through, not only because it was the will of the membership but because of hardship on President Hal Fellows and staff who had to hedge-hop to 17 practically back-to-back meetings, coast-to-coast.

In tallying results of the regional sessions which concluded last month, it was found that the delegates liked the condensed schedule and that more of them participated. Now they want the three-day sessions telescoped into two days. And they'll probably get them next year.



Drawn for BROADCASTING • TELECASTING by Sid Hix

"Haven't you heard about enough sermons for one Sunday?"

More than that, the membership handed the NARTB a "platform" for 1956. They want action on the daylight time problem. They would like solution of the multiple rating service confusion. They hope the FCC will do something about easing the record identification rule (and they'll probably get their wish). And, as always, they would like to reduce the "hardship" of copyright fees.

There was a surprise too—the rhubarb over the proposal that the association's name be changed back to "National Assn. of Broadcasters." Four of the eight regions favored dropping "National Assn. of Radio and Television Broadcasters," on the ground that the word "broadcasters" covers both radio and tv. Frankly, we were not in favor of the original change, but there were extenuating circumstances. The television lads insisted upon it as a condition precedent to the fusion of the then Television Broadcasters' Assn. into the then NAB. We thought "NARTB" would be too unwieldly. But now we're conditioned to it.

In the same democratic spirit, maybe it's an issue to be decided at the NARTB annual convention in Chicago in April. It would give some of the orators an opportunity to spell-bind their colleagues at what has become a rather dull and dreary windup business session.

Their Two-Bits' Worth

NOT EVEN advocates of subscription television will be able to make much capital of the survey findings released last week by Ford Frick, U. S. baseball commissioner.

In a nationwide survey conducted at Mr. Frick's direction, 37% of the respondents said they would be willing to pay 25 to 50 cents to see baseball games on toll tv "if it was felt such a plan was necessary to keep baseball operating."

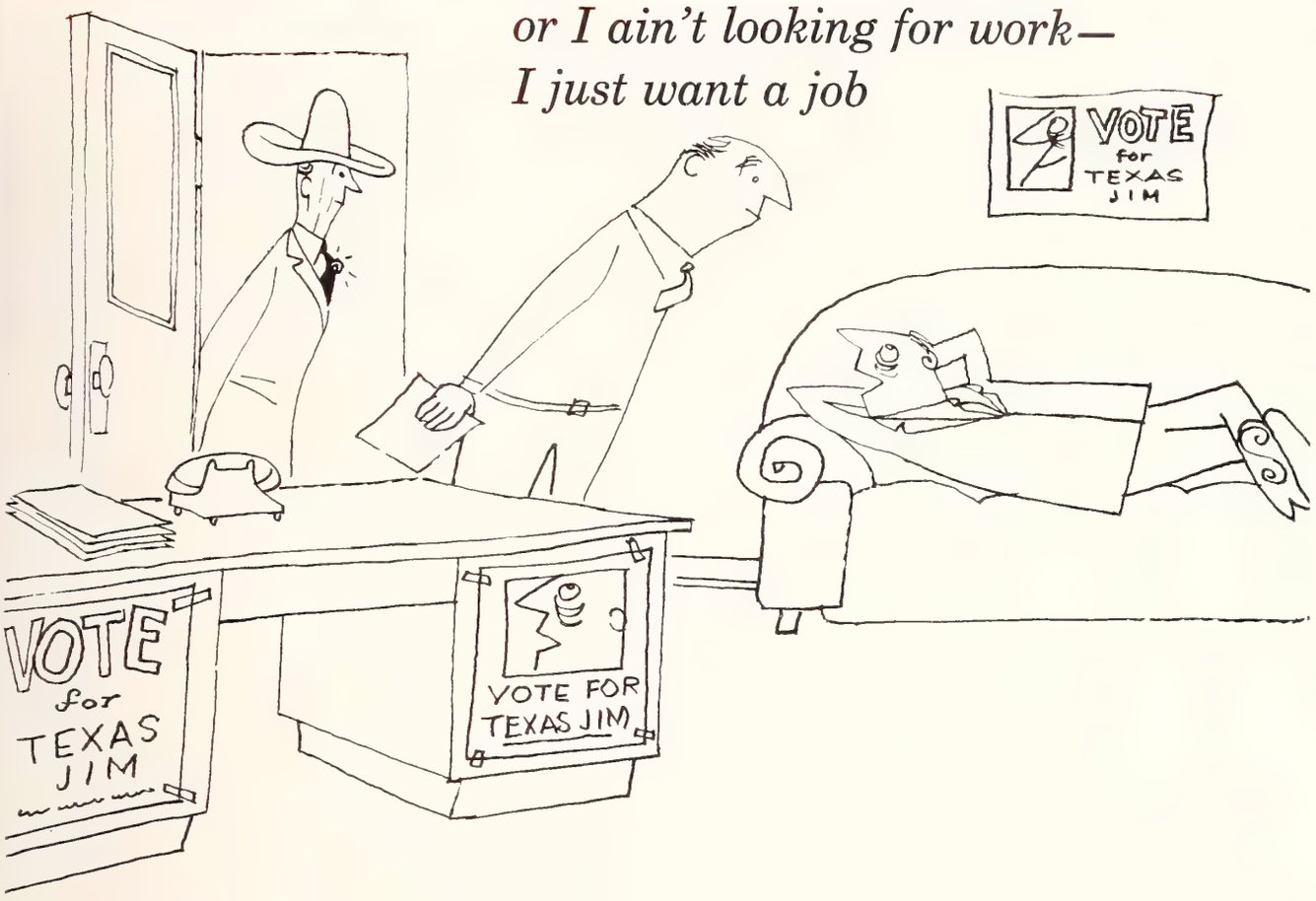
Without concern for other features of the survey, we wish to point to the phrase: "if it was felt such a plan was necessary to keep baseball operating." This question must have resulted in weighted answers like those which would most likely be obtained in response to such a question as: "If your neighbor's children were starving, would you chip in two-bits for milk?" Only the hopelessly anti-social would give a negative answer.

The baseball fan, it must be presumed, is interested in perpetuation of the game—even to the extent of saying he would contribute directly to its support through the medium of toll television. To say he would not pay for televised baseball—if toll tv were "necessary to keep baseball operating"—would be to say he did not care if the game became extinct.

Neither advocates nor opponents of subscription television can get a definitive reading from such research as this.

SUBOURBON LIFE

or I ain't looking for work— I just want a job



The manager of a candidate for county office, so a Texas story goes, awakened his charge from an afternoon nap and said, "Tex, according to a story making the rounds, you ain't taken a sober breath since Thanksgiving. How'm I going to get you elected judge with that kind of conduct?" "You etcetera," the man answered, "you wake me up for that? I can't pay no mind to talk like that—I'm spending all my waking hours fighting *false* rumors."

The rumor that our ten thousand watt a.m. signal covers New York is false. The fact that it covers 78 counties with a population of approximately 2 million is true. The rumor that Amarillo is first in the nation in retail sales per household is true.



NBC AFFILIATE

AM: 10,000 watts, 710 kc. TV: Channel 4. Represented nationally by the Katz Agency

After 2,500 broadcasts, we ask you —

"Who's as busy as our Bea?"



BEA JOHNSON, Director of Women's Activities for KMBC-KFRM-KMBC-TV and winner of the 1953 McCall Magazine Golden Mike Award for outstanding public service, completed her 2,500th broadcast for the KMBC Broadcasting Company November 22, 1955.

A WHIRLWIND of energy with a world of talent, Bea Johnson has established an enviable record of accomplishments during her nearly two decades with the KMBC Broadcasting Company.

In addition to earning some of the most coveted laurels in her field (the McCall Magazine Award, the Zenith Television Award and the Ohio State Award), Bea has received a long list of civic and other professional honors.

The results of her tireless participation in community, national and international affairs show up consistently in the ratings for her daily show, "Happy Home" — the highest-rated women's TV program, network or local, in Kansas City. Audience figures prove that Kansas City women appreciate the tremendous interest Bea takes in keeping abreast with important happenings in the world of women.

Like all of the high-calibered personnel on the KMBC staff, Bea is more than a face on a TV screen or a voice on the air. She is an important community figure — a person who is respected, admired and emulated by her thousands and thousands of Radio and TV fans.

The station's policy of providing topnotch air personalities explains, in part, the amazing sales ability of KMBC Radio and Television. To find out more about the terrific influence of KMBC-KFRM-KMBC-TV on the Kansas City market, see your Free & Peters Colonel.

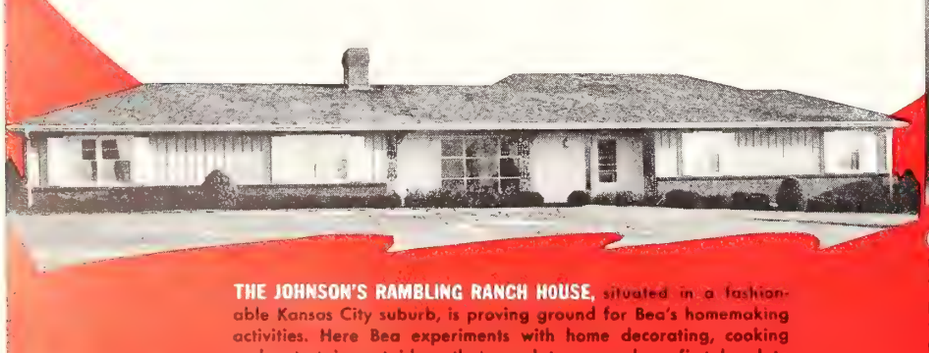


BEA JOH

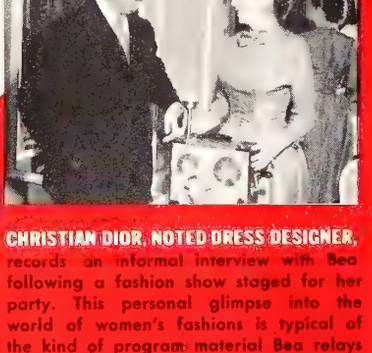
BEA'S OWN "HAPPY HOM basis for her intuitive of what kind of programmi to a women's audience. Th family, left to right, are: be Dean, a highly successful bu Becky, 13, a high-school whose various school and tivities rival her mother fo Woman of the Year" awa Jill, 10, a fifth-grader wh herited all the charm and personal successful parents; and the Johns Sugar, the only member of the fa seems just to take life easy.



MINGLING WITH THE INTERNATIO Bea attends a party at Lambeth London, England's Queen Mother guest of honor and the Archbisho terbury was host. The event took pl Bea's recent trip to Europe, whon ducted a party and was one of a accredited women correspondents the Big Four Geneva Conference.



THE JOHNSON'S RAMBLING RANCH HOUSE, situated in a fashionable Kansas City suburb, is proving ground for Bea's homemaking activities. Here Bea experiments with home decorating, cooking and entertainment ideas that are later passed on first hand to her Radio and TV listeners.



CHRISTIAN DIOR, NOTED DRESS DESIGNER, records an informal interview with Bea following a fashion show staged for her party. This personal glimpse into the world of women's fashions is typical of the kind of program material Bea relays to her Radio and Television audiences.



BBC TURNS THE TABLES as cr for the British Broadcasting C interviews Bea in London. European junket, Bea sent hom programs and film material fo casts. This example of on-the age points up one of the rea the only woman broadcaster west listed in the 1956 editio Who in Radio and Television.



the Swing is to "BIG-TIME" DAYTIME *on Kansas City's Most Powerful TV Station—*

KMBC-TV

KMBC Radio *of* Kansas City KFRM Radio *for* the State of Kansas



FREE & PETERS, I
Exclusive National Represent

DON DAVIS, First Vice President
JOHN SCHILLING, Vice Pres. &
GEORGE HIGGINS, Vice Pres. &
MORI GREINER, Director of Tele
DICK SMITH, Director of Radi

EMBER 19, 1955 35c PER COPY

BROADCASTING TELECASTING

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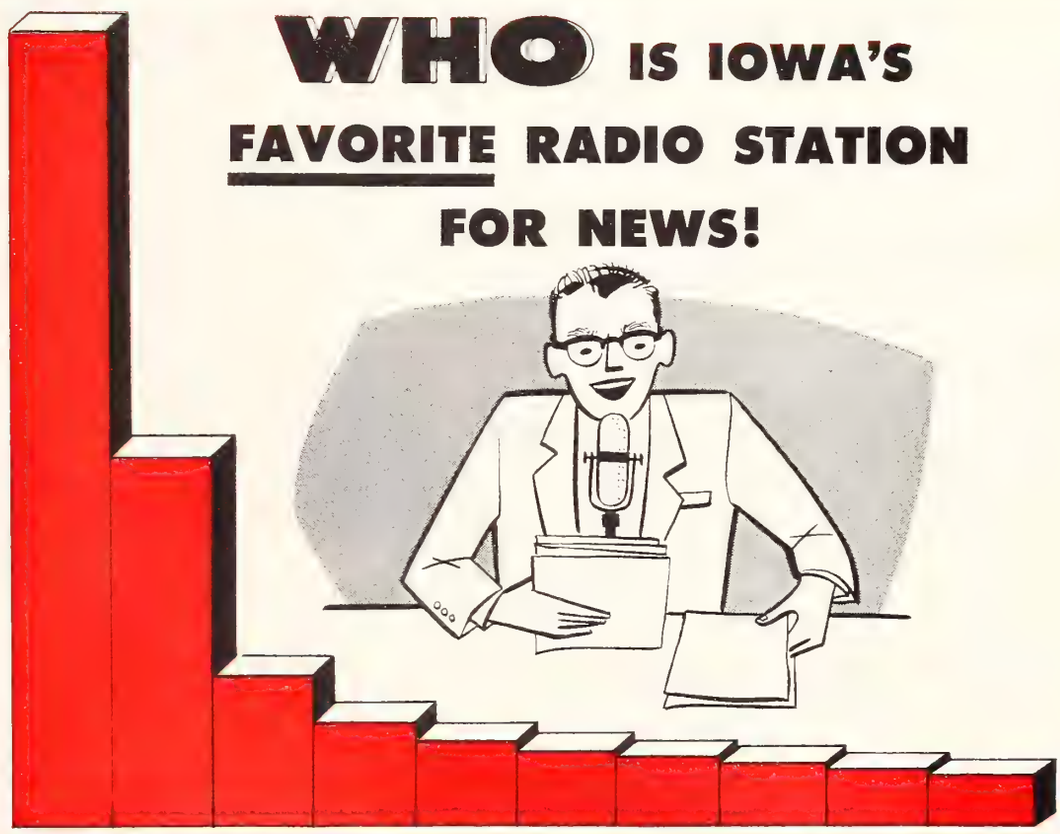
ays $12.2 Million KO Feature Films
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25TH year

NEWSWEEKLY RADIO AND TV

WHO IS IOWA'S FAVORITE RADIO STATION FOR NEWS!



WHO	WMT	KRNT	WOW	KGLO	KMA	KSCJ	WOC	KDTH	KROS
32.9%	14.8%	5.3%	3.7%	3.3%	3.0%	2.8%	2.5%	2.2%	1.8%

The chart above is lifted intact from the authoritative 1955 Iowa Radio-Television Audience Survey—the 18th consecutive study by Dr. Forest L. Whan of Iowa audiences.

The 1955 Survey proves that except for working, listening to the radio is still the principal activity in the average Iowa home—*and that WHO still gets the biggest hunk of radio-listening in the State.*

NBC Affiliate



FREE & PETERS, INC., National Representatives

Write us or ask Free & Peters for your complimentary copy. Except for rates and availabilities, it tells you ALL you need to know about radio and television in Iowa!

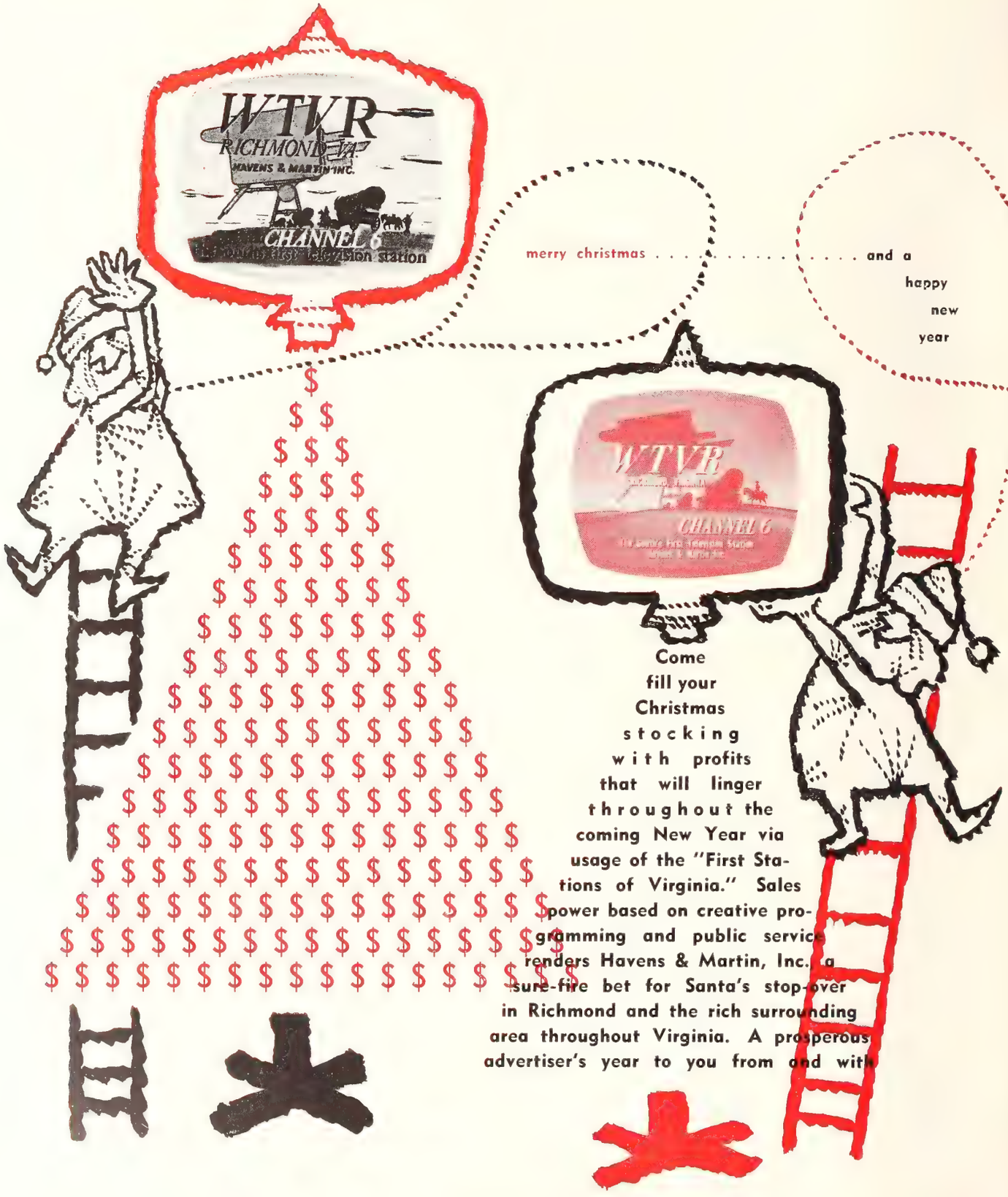
BUY ALL of IOWA— *Plus* "Iowa Plus"—with

WHO

Des Moines . . . 50,000 Watts

Col. B. J. Palmer, President

P. A. Loyet, Resident Manager



Come fill your Christmas stocking with profits that will linger throughout the coming New Year via usage of the "First Stations of Virginia." Sales power based on creative programming and public service renders Havens & Martin, Inc. a sure-fire bet for Santa's stop-over in Richmond and the rich surrounding area throughout Virginia. A prosperous advertiser's year to you from and with

WMBG AM **WCOD** FM **WTVR** TV

First Stations of Virginia

a Christmas gift for YOU



Our New Tower (1685 feet above average terrain)

CITY GRADE COVERAGE

DALLAS and FT. WORTH

PLUS 40 ADDITIONAL COUNTIES
IN TEXAS AND OKLAHOMA

POPULATION 2,272,600

Holiday Greetings

KRLD-TV

The Times Herald Station
Owners and Operators of KRLD Radio, 50,000 Watts
The Branham Company, Exclusive Representative.

The BIGGEST buy in the BIGGEST market in the BIGGEST State

CBS

Channel 4, Dallas
MAXIMUM POWER

JOHN W. RUNYON
Chairman of the Board

CLYDE W. REMBERT
President

Published every Monday, with Yearbook Numbers (53rd and 54th issues) published in January and July by Broadcasting Publications, Inc., 1735 DeSales St., N.W., Washington 6, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.


Merry Christmas to all and
to all a good year
WGAL-TV
Lancaster
Pennsylvania
WDEL
Wilmington
Delaware
WGAL
Lancaster
Pennsylvania
WKBO
Harrisburg
Pennsylvania
WLEV-TV
Allentown, Easton
Bethlehem, Penna.
WORK
York
Pennsylvania
WEST
Easton
Pennsylvania
WRAW
Reading
Pennsylvania
STEINMAN STATIONS · Clair McCollough, Gen. Mgr.

closed circuit®

NEW YARDSTICKS? FCC is considering revision of its program yardsticks in regard to definitions of public service, education, religion and discussion. Legal staff now is undertaking study at Commission's behest, and will make its recommendations to FCC shortly. Current definitions, in minds of some Commissioners, are too narrow and overly stress commercial sponsorship.

B•T

FROM preliminary discussion he had with tv station operator, it's plain Matthew Fox, head of Motion Pictures for Television, expects to get more than his money back when he acquires RKO Teleradio Pictures feature stock for $12.2 million (story page 40). Mr. Fox reportedly quoted price of $100,000 per year for five years for feature package in medium market—plus guarantee that station would carry eight commercial spots per day throughout contract period for consumer goods company in which Mr. Fox has interest. P. S.: Station operator doesn't think Mr. Fox was kidding.

B•T

DOUBLE-HEADER PARTY • Celebration of NBC's 30th anniversary as network and Brig. Gen. David Sarnoff's 50th in communications—is being planned for NBC affiliates next year. NBC is thinking of convention to celebrate double event, has sounded out some affiliates about Havana. Time: about November 1956.

B•T

FCC continues in quandary over now-celebrated Fresno case wherein its membership split three ways and with no clear majority (at least four Commissioners) for either applicant. FCC last week decided to refer question of procedure to General Counsel Warren E. Baker, with likelihood of final consideration this week. Fundamental question presumably is whether Comrs. Hyde and Bartley, who voted against both applicants, actually could be construed as participating since their votes cancelled out affirmative action for either station.

B•T

SOMEBODY'S GOTTA GIVE • Federal Communications Bar Assn., representing attorneys practicing before FCC, found itself in inadvertent conflict with Republican National Committee last week. Bar group has selected Jan. 20 for its annual dinner with FCC members as honor guests. That's same evening that GOP has scheduled its $100 per plate Eisenhower dinners in Washington and throughout country. It's logically presumed that at least four Republican members of FCC will deem it desirable to attend GOP function.

APPROVED at AFL-CIO merger convention Dec. 8 (but not announced) was realignment of network broadcast schedules of two unions under consolidation effective Jan. 2. Edward Morgan, AFL newscaster, who has held down 10:15 p.m. slot on ABC Radio, moves to 7:15 daily period on same network now occupied by John Vandercook for CIO. Mr. Vandercook is expected to take over new five-minute segment at 10-10:15 p.m. on ABC Radio. Both accounts, placed through Furman-Feiner, New York, aggregate about $625,000 for time. M. S. Novik, broadcast consultant and president of WOV New York, continues as top authority on broadcast matters for merged union.

B•T

COURT-SHY • Despite allegations of instances of monopoly-type abuse, there's still no sign that any broadcaster will launch suit to test NCAA college football control. While NARTB Sports Committee didn't divulge it, members decided to poll association's board of directors before issuing statement putting NCAA on notice that broadcasters are unhappy with football control and might do something about it. Next step—if it's ever taken—will be filing of suit by aggrieved station or network.

B•T

REPORTS to contrary, Jack Harris, vice president-general manager KPRC-AM-TV Houston, last week affirmed he had renewed both am and tv representation contracts with Edward Petry & Co. for long term.

B•T

RINGING OUT 1955 • FCC meets this Wednesday for final full-dress session of year, with likelihood that number of transfer cases (perhaps including NBC-Westinghouse Philadelphia-Cleveland swap) will be cleaned up. There may be one or two additional hearing cases, too, it's thought. While there will be no regular meeting Dec. 28, Chairman McConnaughey expects at least quorum (four Commissioners) to be present to handle any non-controversial matters requiring 1955 action. Outlook is for "big days" Jan. 4 and 11.

B•T

FURTHER indication that FCC proposes to proceed in deciding tv docket cases and deintermixture petitions for overall allocations rule-making given last Wednesday in Evansville, Ind., ch. 7. FCC voted 4-2 (Hyde, Bartley dissenting; Lee absent) to deny petitions of two uhf stations (WFIE Evansville; WEHT Henderson, Ky.) for deintermixture, paving way for decision on competitive applications of Evansville Tv Inc. and On The Air Inc. (WGBF). Examiner Sharfman issued initial decision in favor of Evansville Tv Inc.

SHOPPER • Chicago Tribune Co., contrary to reports that its WGN-AM-TV are on block, reportedly is shopping for new broadcast properties, notably in tv. Affiliated in ownership with Tribune Co. is *New York Daily News*, which owns WPIX (TV).

B•T

SECONDARY market tv station now carrying Hazel Bishop-sponsored This Is Your Life *(NBC-TV) was called last week by representative of Bishop agency, Raymond Spector Co., and asked how many free spots station was willing to carry for cosmetic firm. Spector man was quoted as saying he had been told to make similar inquiry of 20 secondary stations on NBC-TV lineup. Raymond Spector, head of agency, told B•T Friday that Bishop was cutting back station lineup on show but denied he knew of free spot request.*

B•T

GOING FOR BROKE? Advocates of freedom of speech and courts are cheered by news that Colorado Supreme Court has decided to put sound-visual media on trial next Jan. 30 under full court procedure (story page 74). But serious angle, some observers feel, is spectre of old legal doctrine of *stare decisis* (let decided matters stand). If radio-tv emerge with favorable court ruling, it will be significant step forward in freedom of speech and access battle. On other hand, in case of unfavorable decision there is belief unsympathetic legal entities—and most of them are concededly unsympathetic—would quickly invoke *stare decisis* against modern reporting media.

B•T

AIRLINES are turning to radio to promote scheduled flights. Trans-World Airlines Inc. is considering expansion of current radio saturation campaign in additional markets, effective early next year, through BBDO, New York, and American Airlines for a San Francisco to Chicago special flight is using three radio stations in both Chicago and San Francisco, starting Dec. 26 for 13 weeks, through Lennen & Newell, New York.

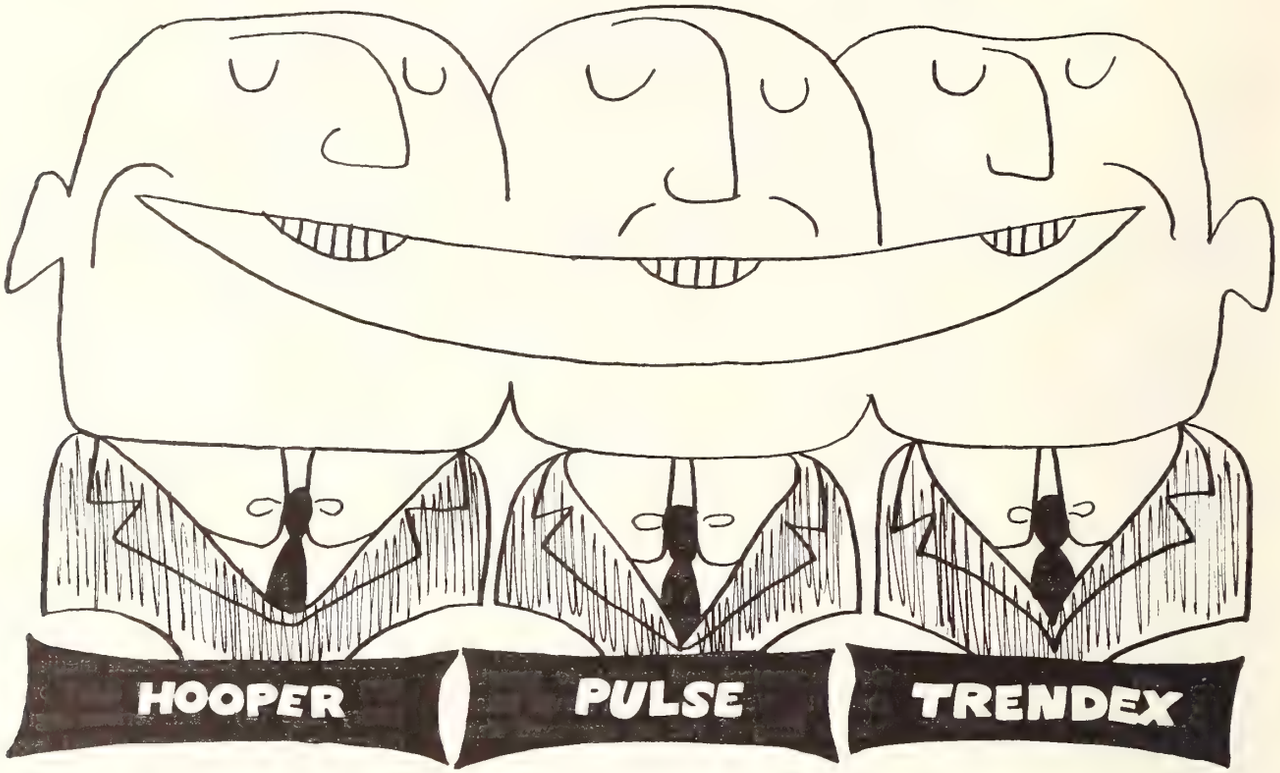
B•T

TV COPY • In move that will be watched by other agencies, Kenyon & Eckhardt, New York, is planning to place its television commercial producers, now reporting to radio-tv programming department, in copy department.

B•T

RICHARD BEAN, media director, Grey Adv., New York, is expected to join McCann-Erickson, New York, as associate media director, after first of year.

all three say the same mouthful:



No matter who asks the questions in **OMAHA**

the answer is **KOWH**

Master of all who survey Omaha! That's KOWH—with 43.7% average share-of-audience by Hooper (Oct.-Nov.). The latest Pulse for Omaha-Council Bluffs has KOWH on top in every time period! So does Trendex. KOWH has placed first in audience year after year, gradually increasing first place dominance until now KOWH is first in every time period of every survey in the Omaha market. Mid-Continent programming and excitement—plus good coverage (660 KC.) are accomplishing wonders for national as well as local advertisers. So whichever rating you rate tops, you make no mistake with KOWH, which rates first with all three. Get an earful from the **H-R** man, or KOWH General Manager **Virgil Sharpe.**

MID-CONTINENT BROADCASTING COMPANY
President: Todd Storz

WHB, Kansas City	**WTIX, New Orleans**	**KOWH, Omaha**
Represented by	Represented by	Represented by
John Blair & Co.	Adam J. Young, Jr.	H-R Reps, Inc.

at deadline

GE URGES FCC TO STUDY POSSIBILITY OF SHIFTING ALL TELEVISION TO UHF

QUALIFIED proposal for all-uhf tv turned up in deluge of allocations comments which continued to become public at FCC Friday. GE, in carefully worded statement, urged FCC to study question of whether or not all tv should be moved to uhf. Signed by W. J. Morelock, technical products chief, GE proposal recommended holding on to uhf, expressed thought there is more room for nationwide tv service in 70 uhf channels than in only 12-15 vhf frequencies.

"The purpose of our comments," GE statement read, "is to urge that any consideration of the issues in this rule-making proceeding should start with a thorough objective inquiry into the possibility of an adequate all-uhf television service."

If such a move is made, GE said, five to seven year transition period should be allowed. GE also recommended that during time Commission considers comments and counter-comments on rule-making, no vhf grants be made in uhf markets.

Other significant filings that came to light Friday:

Crosley Broadcasting Corp. submitted study made by its William S. Alberts, chief propagation engineer, of various possibilities with addition of extra vhf channels taken from 72-76 mc and 88-108 mc (fm) portion of spectrum. In one section, two vhf channels are carved from fm, permitting added vhf allocations to 20-23 of top 84 metropolitan districts. Under strict accountability regarding spurious emission and response effects, this was reduced to 11 metropolitan districts and 14 outside such districts. In second plan, which adds three vhfs, two from fm and one from 72-78 mc (moving chs. 5 and 6 upward by 2 mc), 31 metropolitan districts could be given additional channel and nine other cities could be given added vhf frequency. Taking spurious emission and response effects into account, this would permit 21 metropolitan districts and 14 other cities to be given one additional vhf. Crosley study also indicated converters (for new vhf channels) would cost about same as for uhf ($15 for single channel up to $60 for more expensive continuous tuner).

B•T reporters and editors worked through Thursday night and Friday digesting comments from flood that struck FCC late Thursday in television re-allocation proceeding. Main story on those documents handled through Thursday night begins on page 27.

Uhf Industry Coordinating Committee recommended single-market concept for tv stations; urged elimination of intermixture; lower separation factors and lower powers (50 kw maximum for chs. 2-6; 100 kw for chs. 7-13) unless station can show higher powers are necessary.

Steinman stations (WGAL-TV Lancaster, Pa., ch. 8; WLEV-TV Bethlehem, Pa., ch. 51) suggested no changes in separation factors; no limitations on power and antenna heights, and claimed there was not enough information known to use directional antennas and cross-polarization effectively.

Military's point of view regarding antenna heights was called to FCC's attention by T. P. Pike, Assistant Secretary of Defense. Mr. Pike referred to current studies, asked FCC to consider Defense Dept. position on tall towers.

200,000 Color Set Sales In 1956, Mitchell Predicts

COLOR SET SALES in 1956 should reach about 200,000 while U. S. electronics industry will attain sales and revenues of approximately $10.8 billion, Don G. Mitchell, chairman and president of Sylvania Electric Products Inc., estimated in statement set for release yesterday (Sun.).

Mr. Mitchell placed number of tv sets sold to public this year at about 7.6 million for volume of $1,055,000,000 and said figure would rise to 9.6 million sets in 1960 with dollar value of about $1,521,000,000, and in 1965 to 11.6 million sets with value of nearly $2 billion. He estimated that 31% of sets sold in 1960 and 72% of total set sales in 1965 will be color receivers.

Sales for home radios in 1955, he said, will amount to about 6.7 million for dollar volume of about $134 million, decreasing to 6 million sets for gross of about $120 million in 1956 and rising to 7.3 million sets and gross of nearly $140 million in 1965. He estimated automobile radio sales at about 7 million this year for about $175 million volume, and some 5 million in 1956 for $150 million and 5.5 million in 1960 with volume of about $137 million.

Another industry leader, Dr. W. R. G. Baker, vice president and general manager, General Electric Co.'s Electronics Div., was to predict Saturday that overall sales of color receivers in 1956 will total about 150,000. He said that GE's color receiver, to be introduced by its newly created special color development unit [B•T, Dec. 12], probably will not be placed on market before second half of 1956. He believes that 7.1 million monochrome sets will be sold next year and about 7 million home and portable radios.

'Queen' Buys Imminent

SIGNINGS expected to be announced this week by NBC for its *Queen for a Day* in 4:30-5 p.m. EST period, starting Jan. 3 [BUSINESS BRIEFLY, Dec. 5], to include Procter & Gamble (product as yet not selected), through Compton Agency, picking up 4:45-5 p.m. segments, Mondays, Wednesdays and Fridays, starting Feb. 6 for 52 weeks, and Miles Labs, Chicago, through Geoffrey Wade, that city, buying Thursday, 4:45-5 p.m. EST segment on weekly basis, starting Jan. 5 and running through Sept. 27. Also expected as sponsor: Dixie Cup.

• BUSINESS BRIEFLY

ONE SHOT WITH BING • North America Companies, consisting of Insurance Co. of North America, Philadelphia Fire & Marine Insurance Co. and Indemnity Insurance Co. of North America, sponsoring CBS Radio's *Christmas Sing With Bing*, Dec. 24, 9-10 p.m. EST, for one performance only. Move said to represent insurance companies' first time in network radio. Agency: N. W. Ayer & Son Inc., Philadelphia.

RENEWS, REALIGNS • Monarch Wine Co. (Manischewitz wine), Brooklyn, N. Y., renewing spot radio-tv campaign in about 150-200 markets in January, but is realigning markets and adjusting schedules on individual stations. Agency: Emil Mogul Co., N. Y.

BREW OVER MIAMI • Van Munching & Co. (importers), N. Y., placing 13-week radio spot campaign on four Miami, Fla., stations for Heineken's Holland beer, starting today (Mon.). Peck Adv., N. Y., is agency.

BROKERS BROADCAST • Bruns, Nordeman & Co. (brokers), N. Y., launching 13-week radio spot campaign Jan. 2 for Mutual Funds Investments in four metropolitan New York, New Jersey and Connecticut markets. Agency is Peck Adv., N. Y.

L&M GOES SOUTH • Liggett & Myers (L&M filters), N. Y., will buy radio spot announcement campaign in four southern states—North and South Carolina, Alabama, and Mississippi—starting Jan. 2 for 13 weeks. Cunningham & Walsh, N. Y., is agency.

RISING TO RADIO • Standard Brands Inc. (Fleischmann's yeast), N. Y., planning spot radio campaign in some 90 markets throughout country, starting early next month, with concentration on programs appealing to women. Agency: J. Walter Thompson, N. Y.

L&M RENEWS 'MATINEE' • Liggett & Myers renewal of contract for *NBC Matinee Theatre*, Mon.-Fri. afternoon show on NBC-TV, reportedly signed. L&M originally had purchased 13 participations on program.

TOOTSIE ROLL BUYS • Tootsie Roll Co., through Moselle & Eisen Agency, N. Y., to sponsor *Paul Winchell and Jerry Mahoney Show*, starting with Dec. 24 show (Sat., 11:30 a.m.-noon EST).

LEVER RADIO SPOTS • Lever Bros. (Silverdust), N. Y., launching 21-week radio spot campaign in 60 major markets in South, Middle Atlantic, North, East and Central states, beginning Jan. 9. Agency is Sullivan, Stauffer, Colwell & Bayles Inc., N. Y.

VASELINE PICKING TV • Chesebrough Mfg. Co. (Vaseline hair tonic), N. Y., preparing spot television campaign throughout country and currently is reviewing markets. Total stations to be used close to 100 with kickoff date first week in January. Agency: McCann-Erickson, N. Y.

LUCKY STRIKE NEWS • American Tobacco Co. (Lucky Strike cigarettes), N. Y., planning to sponsor radio news programs in about 20 markets effective after first of year. BBDO, N. Y., is agency.



There Can Be Only *One* Leader In Central New York It's WHEN-TV

Audience surveys throughout the year . . . every year . . . identify WHEN-TV as the Number One station in the bountiful Central New York market.

	QUARTER-HOUR FIRSTS				
ARB	WHEN-TV	281	PULSE	WHEN-TV	177
	Opposition	193		Opposition	98
	Ties	17		Ties	5

Latest Figures Available

MEREDITH *Radio and Television* STATIONS

affiliated with **Better Homes and Gardens** and **Successful Farming** magazines

KANSAS CITY		SYRACUSE		PHOENIX		OMAHA	
KCMO	KCMO	WHEN	WHEN	KPHO	KPHO	WOW	WOW
RADIO	TV	RADIO	TV	RADIO	TV	RADIO	TV
810 kc.	Channel 5	620 kc.	Channel 8	910 kc.	Channel 5	590 kc.	Channel 6
ABC	CBS	ABC	CBS	ABC		CBS	NBC

Represented by KATZ AGENCY INC. — JOHN BLAIR & CO. — BLAIR TV, INC.

at deadline

ABC Radio Morning Shows Shifted for New Business

IN move designed to accommodate new and renewed business representing more than $2 million annually in ABC Radio's morning block and to strengthen lineup of programs in period, Don Durgin, vice president in charge of ABC Radio, is announcing reshuffle of shows effective today (Mon.) and addition of five minutes to Walt Disney's *Magic Kingdom* and *My True Story* programs.

New time periods, all in Mon.-Fri. morning segment include: *Magic Kingdom,* 11-11:30; *My True Story,* 10-10:30; *Whispering Streets,* 10:45-11, and *When a Girl Marries,* 10:30-10:45.

Among new sponsors in morning block, Mr. Durgin said, are Swift & Co., Chicago, through McCann-Erickson, Chicago, for *Magic Kingdom,* starting Dec. 29; Stanback Co. Ltd. (headache remedies), Salisbury, N. C., through Piedmont Adv., Salisbury, and Pharmaco Inc., Kenilworth, N. J., through Doherty, Clifford, Steers & Shenfield, New York, for *Whispering Streets,* starting in early January. New advertisers of ABC Radio's *Breakfast Club* (Mon.-Fri., 9-10 a.m. EST) include Standard Brands (Blue Bonnet margarine), through Ted Bates & Co., New York, starting Jan. 5; Rexall Drug Co., Los Angeles, through BBDO, New York, starting Feb. 6 and Magla Products (ironing board covers), Newark, N. J., through Edward Lieb Adv., Newark, starting Feb. 16.

Color Tv Mobile Units To Be Leased by RCA

RCA announced Friday it will offer for lease to tv stations new RCA color tv mobile units for originating local events. Unit will be equipped with video and audio facilities and two live studio cameras and would be operated by station personnel, A. R. Hopkins, manager, RCA Broadcast Products Dept., said.

First such unit expected to be ready for service this month for tv stations within 150-mile radius of Philadelphia, with additional on-wheel services to be extended at later date to other major tv centers. WCAU-TV has scheduled use of unit to originate telecast on New Year's Day of annual Mummers' Parade in Philadelphia.

WBUF-TV Purchase Hearing Set Despite NBC Request

HEARING on NBC purchase of ch. 17 WBUF-TV Buffalo, N. Y., set for Jan. 4 following prehearing conference Friday. Hearing based on protest by ch. 2 WGR-TV Buffalo. WGR-TV said it plans to subpoena Brig. Gen. David Sarnoff, Robert Sarnoff, Joseph Heffernan and Charles Denny, NBC, and Chris Witting and E. V. Huggins, Westinghouse, regarding its charges that NBC pressured Westinghouse into exchange of properties (Westinghouse's KYW and WPTZ [TV] Philadelphia for NBC's WTAM-AM-FM and WNBK [TV] Cleveland and $3 million). NBC request that hearing be postponed until outcome of appeal to court on FCC's right to set protest for hearing turned down by examiner. NBC plans to appeal examiner's ruling to full FCC.

NEWSPAPERS TOO

LAW requiring identification of sponsors of paid radio, tv and newspaper advertising will be sought at next session of Michigan legislature, starting in January, by Republican leaders in state. They said law is needed so public will know who pays for advertising "and can judge accordingly the merit of statements made." Action followed newspaper ads criticizing Republicans, with party leaders claiming sponsors were labor groups. (Under FCC rules, based on Communications Act provision, radio and tv sponsors must be identified on air.)

NARTB Seeks New Formula To Learn Viewer Attitudes

METHODS of finding out what public thinks of television programs were reviewed Friday at first meeting of NARTB Viewer Attitude Committee, headed by Ward L. Quaal, WLWT (TV) Cincinnati. Composed of board members, committee met at NARTB, Washington.

Results of pilot sample study of reaction, conducted for NARTB Tv Code Review Board, were studied. Committee felt other techniques and sites should be examined in search for new way of finding public attitude toward tv. Report will be made to board at February meeting.

Burnett Names Three V. P.s

ELECTION of three vice presidents announced Friday by Leo Burnett Co., Chicago, fifth-ranking U. S. agency in terms of radio-tv billings. Lee Bland, program and direction manager, becomes vice president in charge of broadcasting production. David Dole, broadcasting operations manager, was appointed vice president in charge of broadcasting business division. Gordon Minter, manager of film production, Hollywood, also appointed vice president.

Birmingham Buy Filed

APPLICATION filed with FCC Friday for $18.7 million purchase by publisher-broadcaster Samuel I. Newhouse of Birmingham News Co. and its stations (WAPI, WAFM [FM] and WABT [TV]) including Huntsville (Ala.) Times Co. (WHBS-AM-FM Huntsville) [B•T, Dec. 5]. Application contained no segregation of price for newspaper and radio properties with $16.5 million to be paid for stock, remainder for notes and loans outstanding. Birmingham News Co. listed over $10 million total assets.

Y&R Sets Up Educ. Foundation

YOUNG & RUBICAM Inc., New York, announced Friday establishment of educational foundation to aid students working in liberal arts fields. Preference will be given to relatives of Y&R employes (those earning less than $15,000 per year), but scholarships will not be restricted solely to kin. Initial $100,000 grant has been made by agency to Young & Rubicam Foundation for use during 1956 in sums ranging from $200 to $2,000 annually.

PEOPLE

JOHN W. CRAWFORD, copywriter at Kenyon & Eckhardt Inc., Chicago, elected vice president of agency. Before joining K&E he was with Leo Burnett Co., same city.

GEORGE E. YONAN, formerly with Chicago Film Studios Div. of Chicago Film Lab Inc., tv production firm, to Kling Film Productions Inc., same city, as producer-salesman, effective today (Mon.).

JOHN B. SHELTON, formerly with Crosley Broadcasting Corp. and Avery-Knodel Inc. (station representative firm), both Chicago, and previously Chicago office manager of WOR-AM-TV New York, to Everett-McKinney Inc., Chicago, as western sales manager. He succeeds **ROBERT MESKILL,** who joined CBS Radio Spot Sales account executive staff in Chicago [B•T, Nov. 28].

WILLIAM L. YOUNG, vice president and director of marketing and merchandising, William Esty Co., N. Y., named member of copy planning board. **GRANT THOMPSON,** Esty account executive, elected vice president.

JOHN B. SOELL will resign as account executive for H-R Representatives, effective end of year, to enter station management. He formerly was with DuMont Tv Network handling political broadcasts among other assignments, and before that was with WJZ (now WABC) New York and KXOK St. Louis.

PETER G. PETERSON has been appointed manager and **CHESTER L. POSEY** chairman of plans board in Chicago office of McCann-Erickson Inc. Mr. Peterson has been vice president and director of marketing services, responsible for research, media and promotional planning; Mr. Posey has been vice president and creative director in Chicago.

MALCOLM KLEIN appointed assistant general sales manager of KABC-TV Los Angeles, succeeding **DONALD QUINN,** resigned to become partner in McGovern-Quinn Co., station representative. Mr. Klein has been sales representative for KABC-TV since 1952, previously was with KLAC-TV (now KCOP [TV]) there.

LORING H. DUNTON, general manager of Video Expediting & Library Service Inc., N. Y., appointed exchange manager of modern tv division of Modern Talking Picture Service Inc., N. Y.

EDWARD DE PIANELLI, international banking and business expert, joins executive staff of Research Co. of America.

ROBERT W. KOCH, formerly with Motorola Corp. as advertising manager of Detroit branch and with Transportation Adv., Detroit, as sales representative, appointed sales representative, WXYZ Detroit.

BERNARD TOLK, associate editor of *Printers' Ink,* resigns effective Jan. 1 to join public relations and promotion organization founded three years ago by George Biderman, which henceforth will be known as Biderman, Tolk & Assoc., N. Y.

Two More Staffers Added To Barrow's Network Study

TWO MORE MEMBERS were added to FCC's network study staff. Announced Friday were appointments of Dr. Jesse Markham and Dr. Warren Baum. These bring to six, number of network investigation personnel under U. of Cincinnati Law School Dean Roscoe L. Barrow [B•T, Dec. 12].

Dr. Markham is associate professor of economics, Princeton U. Dr. Baum is economist with Rand Corp.

the week in brief

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*Reg. U. S. Patent Office

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New 1000-ft. Tower

will bring most of Arkansas to

KTHV

CHANNEL 11

LITTLE ROCK!

KTHV, Little Rock — only on the air since November 27 — is now building a new 1000′ super-tower, *1800 feet above average terrain!*

With maximum 316,000 watts on Channel 11, KTHV will deliver an excellent picture to *most of Arkansas.* Presently on the air from 5 to 10:45 p.m. daily, and 4 to 10:45 p.m. on Sunday, KTHV will soon be going full time, *becomes Basic CBS Television Outlet on April 1!*

The star-spangled CBS and ABC shows below are already scheduled. Better ask your Branham man for availabilities NOW!

OMNIBUS
BISHOP SHEEN
G. E. THEATRE
ALFRED HITCHCOCK PRESENTS
APPOINTMENT WITH ADVENTURE
FAMOUS FILM FESTIVAL
ROBIN HOOD
BURNS & ALLEN
GODFREY TALENT SCOUTS
DECEMBER BRIDE
STUDIO ONE
NAVY LOG
THE PHIL SILVERS SHOW
MEET MILLIE
GODFREY AND HIS FRIENDS

THE MILLIONAIRE
I'VE GOT A SECRET
U. S. STEEL HOUR
FOUR STAR PLAYHOUSE
MAMA
OUR MISS BROOKS
CRUSADER
WANTED
PERSON TO PERSON
BEAT THE CLOCK
STAGE SHOW
HONEYMOONERS
TWO FOR THE MONEY
IT'S ALWAYS JAN
DOUGLAS EDWARDS NEWS

Plus LOCAL NEWS, WEATHER, SPORTS

316,000 Watts
Channel 11

NOW AFFILIATED WITH CBS AND ABC

Full CBS Affiliation on April 1

Henry B. Clay, *Executive Vice President*
B. G. Robertson, *General Manager*

Affiliated with KTHS, Little Rock
and KWKH, Shreveport





RADIO DIVISION

EDWARD PETRY & CO., INC.

NEW YORK • CHICAGO • LOS ANGELES • DETROIT • ST. LOUIS • SAN FRANCISCO • ATLANTA

CAPITAL TYPES #17



THE HEAD WAITER

Belongs to the Secret Order of the Itching Palm. Frightens dignitaries and tourists alike. Has secret yen to be a statesman, once took correspondence school course in public speaking. Student of horses, carries around private black list of animals he has lost money on. Plays the ukulele.

And Washington advertisers are playing hob with the opposition when they use WTOP Radio. Small wonder. WTOP gives them (1) the largest average share of audience (2) the most quarter-hour wins (3) Washington's most popular personalities and (4) ten times the power of any other radio station in the Washington area.

WTOP RADIO

Represented by CBS Radio Spot Sales

IN REVIEW

SLEEPING BEAUTY

AS DANCE-CRITICS are wise to point out, either you're a balletomane or you're not, so don't expect to take in ballet with mixed feelings. But television has changed that form of thinking, as it has other kinds as well. Take last week's "Sleeping Beauty Ballet" on NBC-TV's *Producers' Showcase,* as an example.

What came out of the tube was magnificent television, produced in the most compatible of colors and scenic effects; it was grand entertainment on a spectacular scale; it was mature television despite the network's feeling that John Van Druten's "marginal notes" helped to spell ballet out to the Great Unwashed.

But the telecast proved once more that the lack of time and limitations of space are not suited for ballet, and we don't mean Ed Sullivan's kind either. Balletomanes legitimately objected to the constant zooming in and out of the arena as if the NBC-TV crews were manning dive-bombers instead of cameras; the abrupt cut-offs from dance to dance; and the "electronic effects" of transparent images. Tv yes, but not ballet.

A word or two about one of *Showcase's* commercials. It was unfortunate that the Ford agency people were prompted to toss in an uninhibited 20th century jazz adagio following the second act, and the line "This Christmas, give all five of the Ford Family of Fine Cars" might not sit too well with Mr. Average Citizen in the weeks to come. Since Ford has given us some of the better live commercials in the past, it was all the more a regrettable lapse of taste.

Production costs: Approximately $182,000.

Sponsored by RCA Victor and Ford Motor Co. through Kenyon & Eckhardt on NBC-TV every fourth Monday, 8-9:30 p.m. EST.

Produced jointly by Nicholas Sergeyev for the Royal Opera House, Convent Garden Ltd., London, and Donald Davis and Dorothy Mathers for NBC-TV.

Cast (Sadler's Wells Ballet): Margot Fonteyn, Michael Sommes, Frederick Ashton, Beryl Grey, Rowena Jackson, Brian Shaw and entire corps de ballet. (NBC-TV): David Wayne, Jada Rowland, Edmund Gaynes and Dennis Kohler.

Narrative play by John Van Druten, staged by David Wayne.

Production (Sadler's Wells): director: Ninette De Valois; assoc. director and choreographer: Frederick Ashton; musical director: Robert Irving; costumes and scenery: Oliver Messel. (NBC-TV): assoc. supervisor: Andrew McCullough; director: Clark Jones; assoc. director: Dean Whitmore; art: Richard Day; settings: Burr Smidt; costumes: Jerome Boxhorn; make-up: Richard Smith; lightings: Jack Fitzpatrick; unit manager: Perry Cross.

DREAM GIRL

"DREAM GIRL," the Dec. 11 offering of Maurice Evans' *Hallmark Hall of Fame,* presented a real challenge to the television technicians which was met and overcome without a hitch.

In playing the title role, Vivian Blaine was required to go through many changes of costumes as she imagined herself on a romantic Mexican lark, a mother of twins, a fallen woman, and a love-smitten murderess, to mention a few. The changes were accomplished on stage, with Miss Blaine as her own wardrobe mistress, using one basic dress throughout with accessories changing its appearance.

In spite of—or because of—Miss Blaine's constant appearance before the cameras in the 1½-hour production and her many changes of apparel, the real star of "Dream Girl" was Hal *($64,000 Question)* March. As a cynical, know-it-all newspaper reporter, the question and answer man gave an excellent and believable performance. Evelyn Varden, in her original Broadway role, won applause as the wealthy and chronically complaining mother of Miss Blaine.

Production costs: $92,000.

Sponsored by Hallmark Cards Inc. through Foote, Cone & Belding on NBC-TV every third Sunday, 4-5:30 p.m. EST.

Producer-host-narrator: Maurice Evans; director: George Schaefer; NBC executive producer: Jack Rayel; associate producer: Mildred Freed Alberg; author of "Dream Girl": Elmer Rice; tv adaptation: S. Mark Smith.

THE ERNIE KOVACS SHOW

HINDERED by failing microphones and ragged pacing, the first performance (Dec. 12) of the new *Ernie Kovacs Show* (NBC-TV Mondays through Fridays) turned out to be a not too amusing affair. Even the comedian's top joke—in which he demonstrated various types of "canned laughter" by actually opening cans that seemed to emit human sounds—was overly long, and his puppet feature, "The Kapusta Kid in Outer Space," was pointless and dull. Songstress Edie Adams (the real life Mrs. Kovacs) was in good voice but her selection, the sentimental "Scarlet Ribbons," seemed inappropriate among the zany proceedings. Matt Dennis was more at home in his vocalizing of "Will You Still Be Mine?"

Production costs: Approximately $17,000 per week.

Sustaining sponsorship on NBC-TV, Mon.-Fri., 10:30-11 a.m.

Producer-director: Jack Hein; technical director: Jerry Cudlip; asst. director: Dick Gillespie; unit manager: Hugh Brannigan; stage manager: Art Angilly; set designer: Bill Moore; video director: George Anderson; lighting director: Bob Riley; writers: Rex Lardner, Alen Robin, Deke Hayward.

SEEN and HEARD

Edward R. Murrow added two more colorful portraits to his impressive tv gallery on CBS-TV's *See It Now* program Dec. 13—this time "Two American Originals," Grandma Moses, the 95-year-old artist, and Louis (Satchmo) Armstrong, the jazz trumpet player. As subjects of Mr. Murrow's unobtrusive and relaxed interviewing technique, they both revealed themselves as fascinating personalities. Filmed scenes of Mr. Armstrong's recent and highly successful concert tour of Europe were in the best Murrow tradition.

Leo Durocher, introduced on *NBC Matinee Theatre* (Dec. 12, 3-4 p.m. EST) as a "truly theatrical personality" did a competent job playing his old real-life role, a baseball team manager. But "O'Toole from Moscow," a Rod Serling fantasy about a Russian diplomatic employe who ends up starring for the Cincinnati Reds, adequately written as it was, was no fit framework for dynamic Mr. Durocher. Leo the Lip shows to best advantage when doing his own dialog, whether directed at umpires or the public at large. If he shows up as himself on his new Sunday night series to debut on NBC in January, the network has material for a good program.

Let's Face The Facts!





This holiday month we Face the Facts with the world's greatest advertiser and promotor of good will.

Head of his own firm, Santa Claus is, without a doubt, the best known of all accounts . . . and he'll be visiting every home in the KFAB area 'long about December 25.

It's going to be another great Christmas in the KFAB area . . . with business at an all-time high . . . and communities small and large bursting at the seams . . . growing bigger and better.

As we count our blessings, we extend our good wishes to our many advertisers, old and new, who make our service possible and to the thousands of loyal listeners who have made our record great.

Everyone at Free and Peters . . . join Harry Burke and the entire KFAB staff in wishing you . . . MERRY CHRISTMAS.

THE MIDWEST-EMPIRE STATION

50,000 WATTS

KFAB

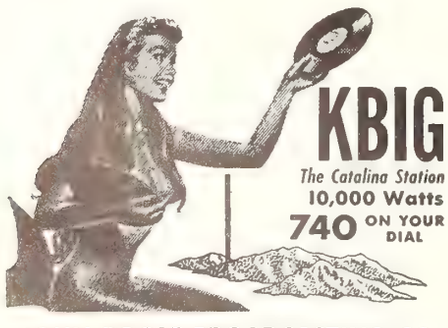
OMAHA NBC RADIO

In Southern California there's only 1 Independent

powerful enough and popular enough to register audiences in radio survey ratings of both Los Angeles and San Diego.

Reach BOTH these great markets via the salt-water route from Catalina, by KBIG . . . at a lower cost-per-thousand listeners than any other station.

Any KBIG or Robert Meeker Account Executive will show you the documents.



JOHN POOLE BROADCASTING CO.
6540 Sunset Blvd., Hollywood 28, California
Telephone: HOllywood 3-3205

Nat. Rep. Robert Meeker & Assoc. Inc.

our respects

to JOHN JACOB KAROL



EXACTLY 25 years ago tomorrow (Tuesday) John Jacob Karol went to work with CBS as director of research, firm in the conviction that network radio was a highly valuable medium of mass advertising, despite reservations from advertisers and other media.

Today, in his role of vice president in charge of network sales for CBS Radio, Mr. Karol still is trumpeting the praises of network radio (some call him its No. 1 booster) in the face of new skepticism from certain advertising agencies and segments of the broadcast media itself. Some jaundiced observers (in television, for instance) might quip that network radio is right back where Mr. Karol found it in 1930, but this recognized minister plenipotentiary of the aural medium will answer:

"I think 1956 is going to be the big year for network radio. Based on current estimates, we expect 1956 gross billings at CBS Radio to exceed those of 1955. I feel certain that the new 'segmentation' plans of selling, opening network radio to small as well as large advertisers, will contribute substantially to the resurgence of the medium."

It was a chain of fortuitous circumstances that brought Mr. Karol into the broadcast field. He was born in Portland, Ore., on July 26, 1904, and trained for a career in medical research at Harvard U., where he earned his B.A. in chemistry in 1927, and at the U. of California, where he received his master's degree in zoology in 1928 on a Carnegie Research Fellowship. Mr. Karol had made arrangements to enter the Columbia U. medical school in the fall of 1929 to study for a medical degree as well as a doctorate in physiology.

He was swerved from the projected career in medicine by an offer from Archibald Crossley to work for one year as New York manager of his research firm. Mr. Karol had become acquainted with Mr. Crossley during his days at Harvard when he had taken on some research assignments.

It was during his period of service with Crossley that Mr. Karol started to accumulate a thorough grounding in radio research, then in its infancy. At the outset, Crossley representatives merely checked to make sure that a sponsor's commercial had been delivered, because in those days line breaks and interruptions were not infrequent. Subsequently, Crossley offered clients additional services, such as "recall" and "coincidental" surveys.

In 1930, Mr. Karol prepared a report on radio which probably was the most inclusive one made up to that time. It was called "The Advertiser Looks at Radio" and was compiled from Crossley data and information supplied by the Assn. of National Advertisers. As an outgrowth of that report, ANA and Crossley joined hands in what became known as the Cooperative Analysis of Broadcasting.

Mr. Karol elected to stay with Crossley after his first year of service was completed, partly because radio research work intrigued him but also because he married that year (1930). Shortly thereafter, on Dec. 20, 1930, he became director of research for CBS.

In his role of director of research, Mr. Karol found, as the years rolled by, that he was called upon to provide an increasingly growing amount of market information for salesmen and to accompany them on their rounds. In 1935, when these many duties became burdensome, he was appointed CBS market research counsel. The man he recommended as his successor was a young graduate student in psychology whom Mr. Karol met at Ohio State U. on a speaking assignment. The youth who accepted Mr. Karol's offer was Frank Stanton, now president of CBS Inc.

Mr. Karol's training in research stood him in excellent stead as he progressed to more responsible posts in the sales end of network operations, beginning in the mid 1930's. He moved to assistant sales manager of CBS in 1937, and subsequently served as sales manager. In 1951 he was appointed vice president in charge of sales for CBS Radio.

Today, Mr. Karol has as many as three offers a month to speak on the merits of radio, but he points out that he accepts relatively few. He explains that he limits his talks to groups that he feels will be of benefit to radio.

Mr. Karol's sales strategy is directed toward gaining advertiser support for network radio. He points out that if the persons who pay the bills are interested, the agencies will be more receptive. In recent months Mr. Karol has noted an awakening interest by advertisers in network radio, the most dramatic of which is purchase of three CBS Radio daytime programs by Lever Bros., Chesebrough-Ponds Mfg. Co. and Hazel Bishop Inc. for an estimated $4 million in annual gross billings [B•T, Dec. 5]. It was heartening to Mr. Karol that Lever Bros. was set to return to the network with *Aunt Jenny* on Jan. 2, after having that program off the air since last March.

Mr. Karol has been secretary and treasurer of the American Marketing Assn. and is a former president of the Market Research Council. He served as president of the Radio Executives Club of New York for the 1949-50 term. Mr. Karol is a member of the Seven Bridges Field Club, Chappaqua, N. Y., and the Harvard Club of New York.

In 1930, Mr. Karol married the former Ann Hale. They have two children, Kathryn (Mrs. Paul Ross) and John Jr., a Williams College junior. The family resides in Chappaqua.

For relaxation, Mr. Karol enjoys horseback riding. He likes to read biographies and science books and publications, in line with his early-day interests.



STORER BROADCASTING COMPANY

WSPD · WSPD-TV Toledo, Ohio	**WJBK · WJBK-TV** Detroit, Mich.	**WAGA · WAGA-TV** Atlanta, Ga.	**WGBS · WGBS-TV** Miami, Fla.	**KPTV** Portland, Ore.
WWVA Wheeling, W. Va.	**WBRC · WBRC-TV** Birmingham, Ala.	**WJW · WXEL-TV** Cleveland, Ohio		

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111 Sutter St., San Francisco 4, Calif., SUtter 1-8689

It's Here! RCA's Productio



MORE EFFICIENT

"All-in-one" Processing Amplifier combines the signal processing functions of previous channel amplifier, gamma corrector, shading generator, and monitor auxiliary.



COMPACT

The new equipment utilizes only 100 inches of rack space; can be mounted in only 1⅓ racks for efficient, compact installation.



LOW OPERATING COST

Requires half the ac power needs of conventional equipment and permits elimination of 50% of former dc power supplies. Uses 9 less rack-mounted units, and 134 fewer tubes — conservatively operated for extended life.



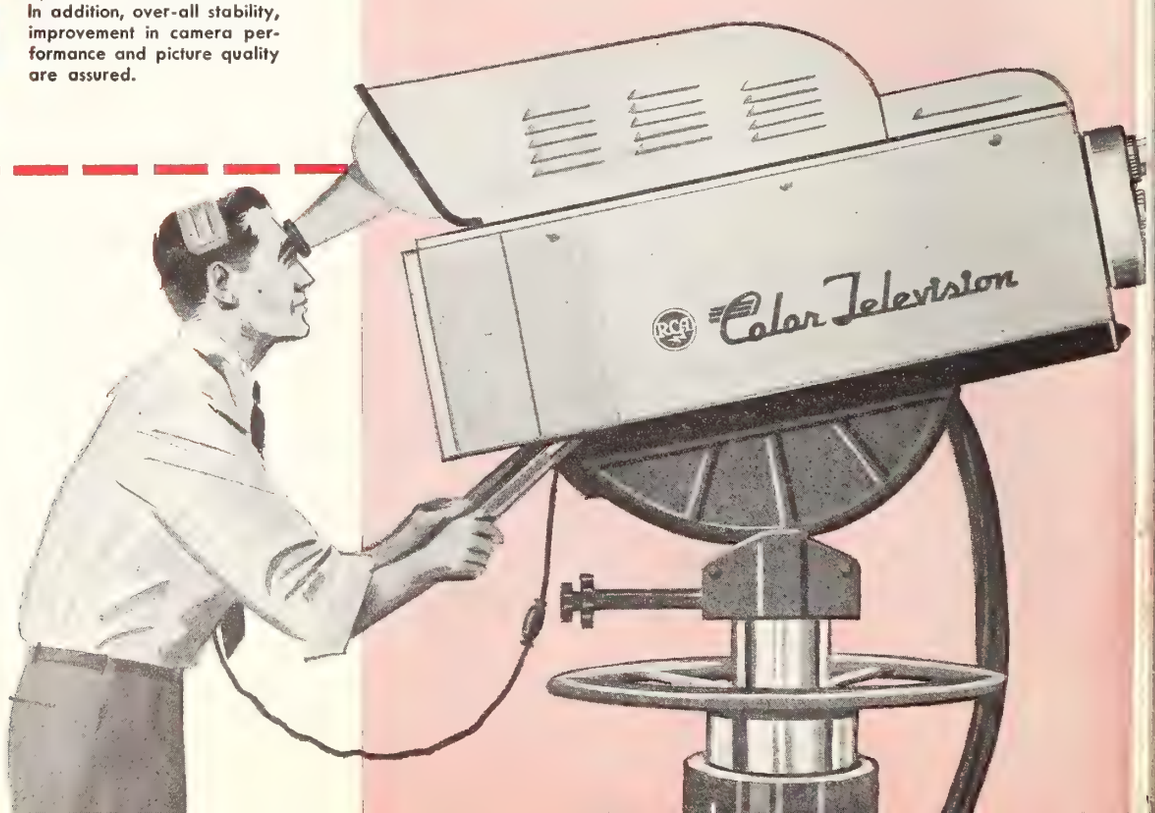
FAST SETUP

Centralized controls minimize setup time, require but a single operator for control functions. In addition, over-all stability, improvement in camera performance and picture quality are assured.

No need to wait any longer for *production* live color TV equipment! RCA has it now . . . a complete new TK-41 Color Camera chain with new all-in-one Processing Amplifier, which combines four major functions in one. It not only provides important savings in components, floor space and operating costs, but assures highest quality at lowest expense.

This is the complete color camera TV equipment that television stations are now using in their swing to color, or in expanding their color facilities. For complete technical information, call your RCA Broadcast Sales representative. In Canada, write RCA VICTOR Company Limited, Montreal.

RCA TK-41 TYPE COLOR CAMERA



COLOR CAMERA TV EQUIPMENT

. . with the revolutionary all-electronic

processing amplifier

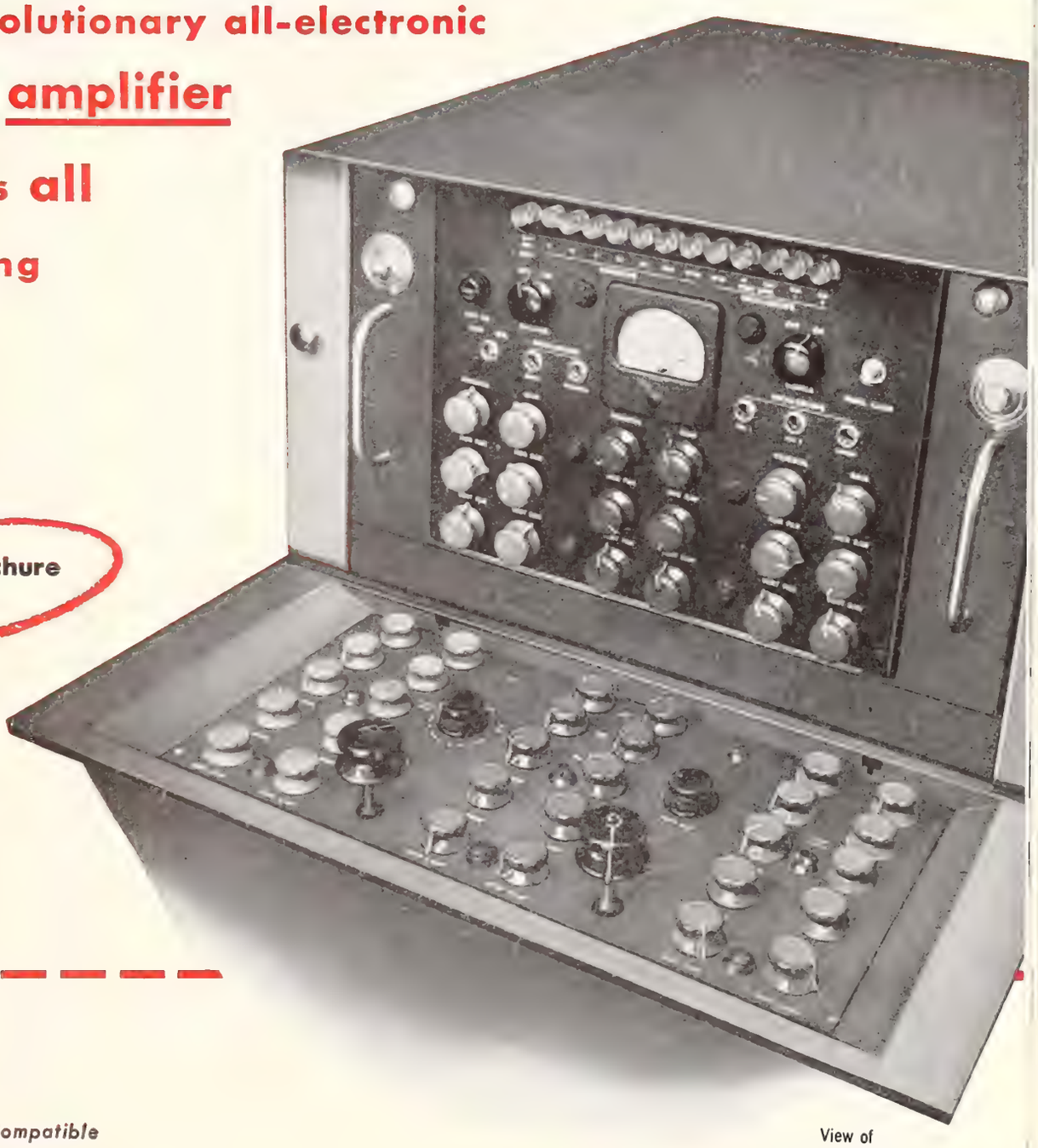
vhich combines all

ignal processing

unctions in a

ingle chassis.

-Page Descriptive Brochure
vailable on Request.



A Pioneered and Developed Compatible Color Television

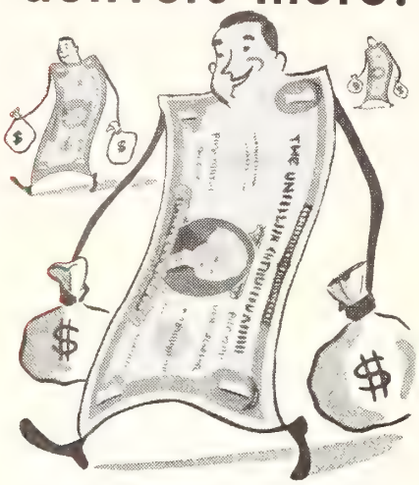
View of Processing Amplifier with front shelf removed

RCA

RADIO CORPORATION of AMERICA

ENGINEERING PRODUCTS DIVISION **CAMDEN, N.J.**

Your dollar delivers more!



WSJV-TV

pay less to sell the SOUTH BEND MARKET—

Class "A" time rate comparison of South Bend area stations

Time	WSJV	Station B	Station C
1 hour	$300.00	$500.00	$400.00
½ hour	$180.00	$300.00	$240.00
5 min.	$ 90.00	$125.00	$100.00
Effective Radiated Power	250,000 watts	185,000 watts	204,000 watts

America's 5th richest market*

Average per family income in the South Bend Market is $6,923.00—ranking it *first* in Indiana and *fifth* highest in the nation.

*Source: 1955 Sales Management Survey of Buying Power

WSJV-TV

ABC—Elkhart—Channel 52

JOHN F. DILLE, Jr., *President*
PAUL C. BRINES, *General Manager*

Your Growth Network Station

Serving

South Bend-Elkhart
Northern Indiana
Southern Michigan

For availabilities see your

H-R TELEVISION MAN

National Representatives

OPEN MIKE

Agency Round-Up

EDITOR:

Just thought I would drop you a note to tell you how informative and helpful we think your magazine has become to us. We were particularly impressed and very much interested in your yearly round-up of advertising agencies and television and radio billings.

Knowing some of the inside story, and how difficult it is to get these things accurately done, we are very much impressed with the reliability of the story. Therefore, we find it helpful.

Norman B. Norman, Exec. V.P.
Norman, Craig & Kummell Inc.
New York

A Spector Rebuttal

EDITOR:

Herewith a copy of a letter sent to Allen M. Woodall, president, WDAK Columbus, Ga. Dear Allen:

Your letter to B•T, which was published in the Nov. 28 issue, is not only unfair—but it is untrue . . .

You know that last year your station was not included among the NBC affiliates that were to carry the three Hazel Bishop tv shows—*This Is Your Life, Martha Raye* and the spectaculars. When you phoned me long distance, I spoke to you. And when you came to my office, I not only gave you a cordial reception, but had lunch with you on one or two occasions. I also spent considerable time with you at the NARTB banquet in Chicago. As a result of your presentation, we placed all three programs on your station.

As co-sponsors of *This Is Your Life* with P&G, we evaluate all stations and markets together. It was the consensus of opinion of both Benton & Bowles and ourselves that *This Is Your Life* could not pay out on your uhf station—in your market. That we could do a more effective avertising job of buying spots on the vhf station as well as programs on the CBS radio outlet.

You will recall that when we canceled your station many months ago, you phoned me long distance. I spoke to you. When you came to New York, I saw you and explained the situation thoroughly. As a matter of fact, I probably have spent more time with you than with any other tv station on our network list. In view of this, I cannot understand how your letter to B•T could have contained such a deliberate distortion of the truth . . .

Richard G. Blaine, Mgr., Radio-tv Dept.
Raymond Spector Co., New York

[EDITOR'S NOTE: Mr. Woodall's letter to B•T (OPEN MIKE, Nov. 28) criticized a statement by Raymond Spector, agency president, which characterized NBC-TV as being "arrogant, brazen and callous" (B•T, Nov. 14). Mr. Woodall said that to find out the true meaning of those words, Mr. Spector should assume the role of a salesman and call on his own agency.]

Radio's New Era

EDITOR:

Why is it when a business like radio, regardless of values, is in even a mild depression and has to increase values, reduce rates, or otherwise take it on the chin, even going into the red, that advertising agencies want even more blood.

We are in the advertising business, yet practically all agencies and advertisers want local promotion and merchandising in ever-increasing amounts from broadcasters, simply because of the intense desire of the broadcaster to stay alive, to eat.

There was a day, not so long ago, that most

#7-
Harrassed Harry



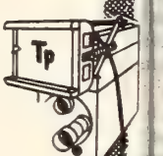
Director
frantic,
commercial due

Star performer,
Missed his cue!

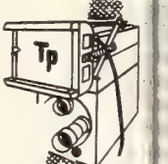
BUT - not with
TELEPROMPTER
SERVICE

That's why—
ADVERTISERS PREFER
TelePrompTer stations like

KNXT
Channel 2
Los Angeles



WBBM-TV
Channel 2
Chicago





Trademark registered U. S. Pat. No. 2835273 Other Patents Pending

TELEPROMPTER CORPORATION
300 W. 43 St., New York • JU 2-3800
LOS ANGELES CHICAGO WASHINGTON TORONTO

us tried to convince our listeners and loyal llowers that we had a highly respected edium—for advertisers, public service and erything believable. To this end, we have ent countless thousands on fairs, soil con-rvation, farm safety, bond sales, major emer-ncy relief projects and hundreds of minor mpaigns. To most of these we have given ent, money prizes, awards, travel gifts and a ore of other dividends.

These projects, down through the years, have elded a bountiful and loyal audience that lieves in our medium and purchases the mer-andise sold through it.

Now we come to the new era wherein the te card for time or space seems to imply time the air, talent for client disposal, intense erchandising, free plugs and tickets to the se Bowl. In short, the more odds and ends, ther than the advertising worth, seems to be e principal reason for purchase. Unfortu-tely, the heaviest askings are from advertisers d agencies with the largest accounts, so the ducement to compliance is serious indeed. If me or all of the money used under the old licy of general public promotion is necessary even required, the inevitable result is clear. We, as broadcasters, are apt to blame the encies and advertisers for all these extras. have a feeling that the shoe fits—not there, t here!

Paul A. Loyet,
V. P. & Res. Mgr.
WHO-AM-TV Des Moines, Iowa

Music and News Plus

DITOR:

On Dec. 8, Carl Haverlin, president of Broad-st Music Inc., addressed a luncheon-meeting Philadelphia's Television & Radio Advertisers lub. It was a fine speech, well received, and ought up some interesting assertions regard-g programming of a music and news station. r. Haverlin made reference to WNEW New ork as an example of using what he called, he third ingredient—I, for imagination."

At WPEN we also have made this third in-edient our paramount endeavor. We see it an extra plus. For example, while we are sentially a music and news station, we have red personalities who are outstanding enter-iners or performers in themselves.

For the past three years now, we have not ad announcers as such. Rather, we feature ese personalities who are engaged only after suring ourselves that they possess certain alifications over and above the average radio erformer.

First of all they must have the ability to en-rtain and attract an audience. After all, many ations offer music. . . . Then, of course, these ersonalities must be able to sell and move an dvertiser's product off the shelves. . . . Finally, e personality employed by the station must be rong enough as an attraction and possess suf-cient talent to make personal appearances. . . .

One more word: A station with a music and ews programming schedule can, within this rmula, invade every area of the program spec-um.

William B. Caskey, V.P. & Gen. Mgr.
WPEN Philadelphia

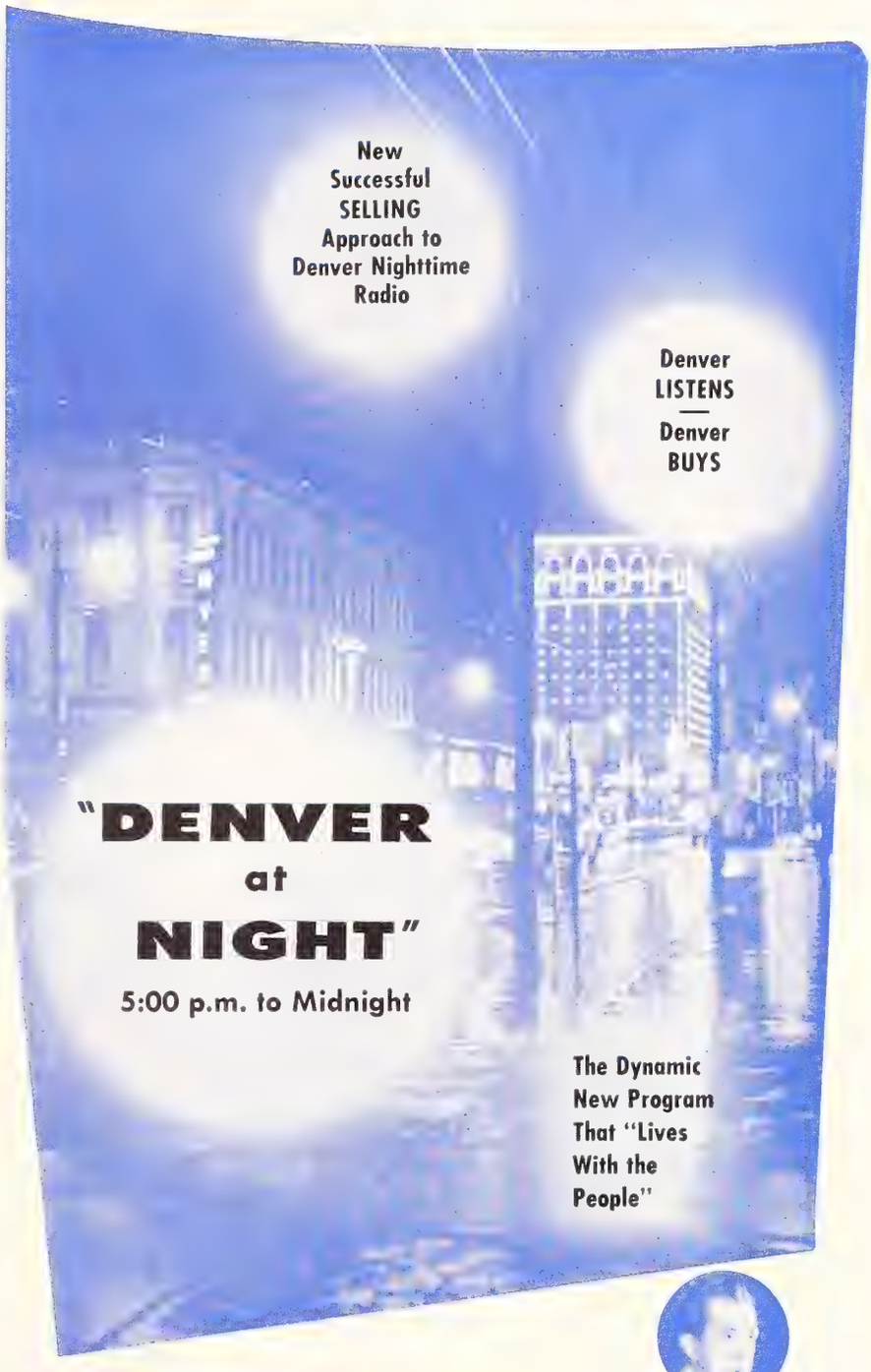
Hitting Back

DITOR:

Your editorial, "The Zenith Bite" [B•T, Dec.], is all too true. I've purchased a Zenith tv mplete with Flashmatic tuning.

Now, I'm awaitin' a Zenith tv commercial come on the golderned contraption.

E. J. (Bert) Haling, Adv. Dir.
Great National Life Insurance Co.
Dallas, Tex.




TOM CARLISLE

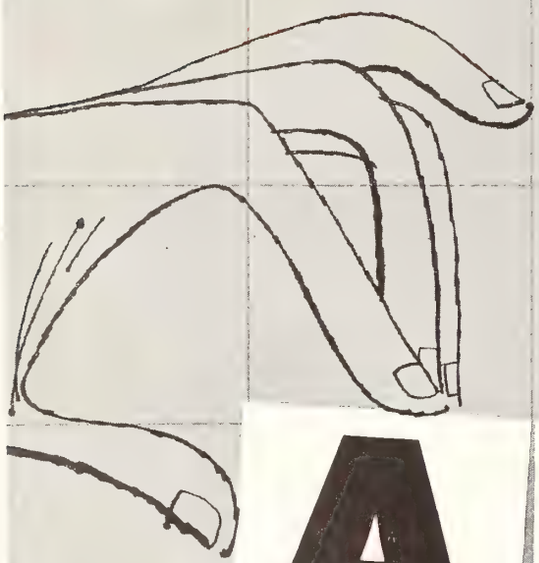

CHARLIE ROBERTS


WARREN CHANDLER

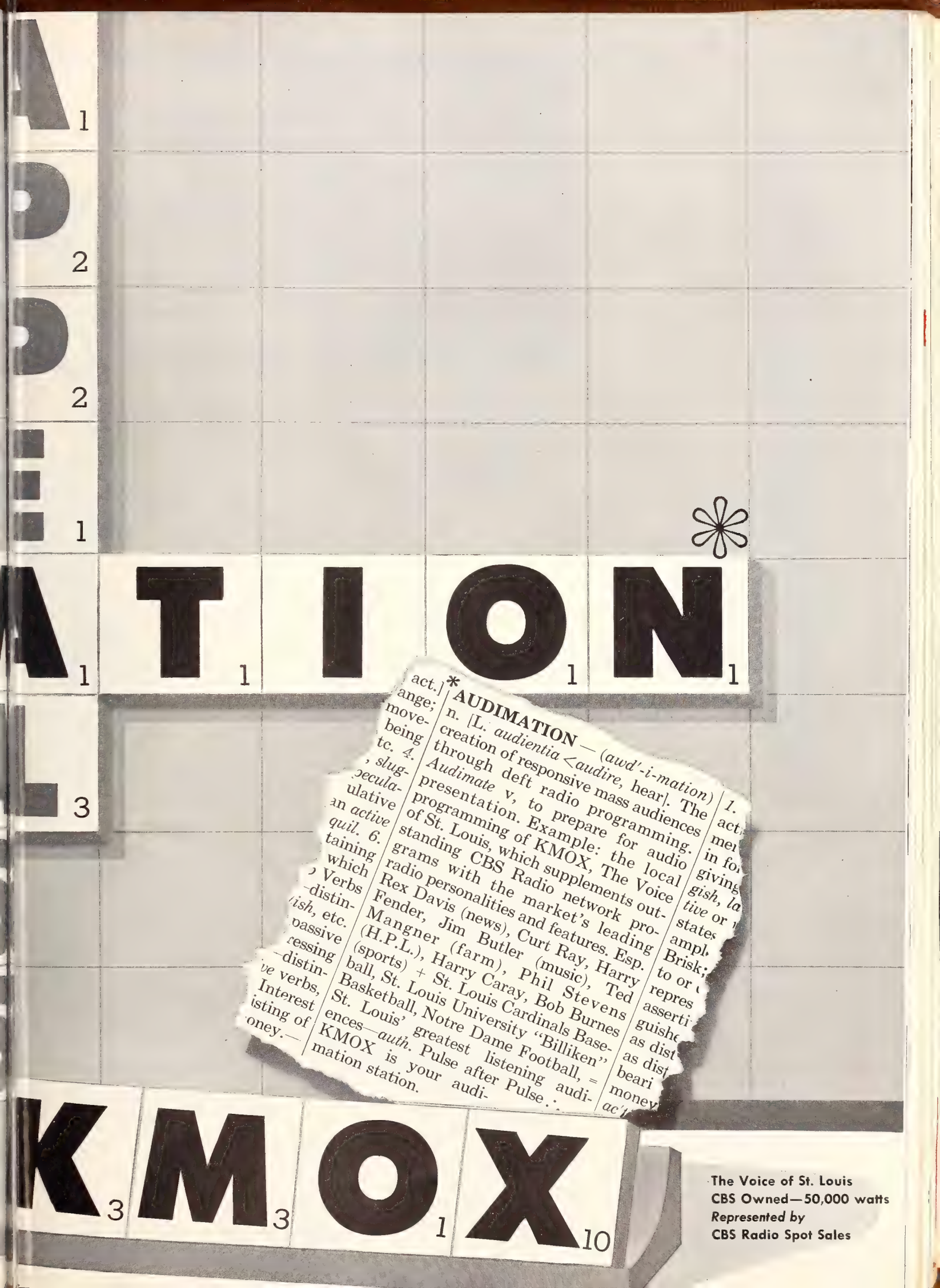
People are interested in people . . .
People buy from people who sell . . .
These KLZ people can **SELL**
and they are reaching the people
who **BUY** with "Denver At Night."

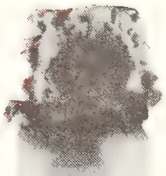
CBS in Denver
KLZ RADIO 560 K.C.
DENVER
Denver's Personality Station

CALL YOUR KATZ MAN OR
KLZ RADIO SALES TODAY!



RADIO AUDIO


*AUDIMATION — (awd'-i-mation) n. [L. audientia <audire, hear]. The creation of responsive mass audiences through deft radio programming. Audimate v, to prepare for audio presentation. Example: the local programming of KMOX, The Voice of St. Louis, which supplements outstanding CBS Radio network programs with the market's leading radio personalities and features. Esp. Rex Davis (news), Curt Ray, Harry Fender, Jim Butler (music), Ted Mangner (farm), Phil Stevens (H.P.L.), Harry Caray, Bob Burnes (sports) + St. Louis Cardinals Baseball, St. Louis University "Billiken" Basketball, Notre Dame Football, = St. Louis' greatest listening audiences—auth. Pulse after Pulse . . . KMOX is your audimation station.
KMOX
The Voice of St. Louis
CBS Owned—50,000 watts
Represented by
CBS Radio Spot Sales



i
was
borned
in
witnland

I'm mild, satisfying and I taste like a cigarette should. I was reared in the most exciting sales market on the Eastern seaboard--right under the noses of sophisticated New York advertising men (and that's where a good cigarette should be.)

Witnland is rich not only in bright tobacco but in unharnessed purchasing power. Now Eastern North Carolina has a 316,000 watt NBC affiliate to boot. Add Grade A service to the mighty Marine Bases at Cherry Point and Camp Le Jeune for good measure. Transmitter at Grifton, N. C. Studios and offices at Washington, N. C.



witn
channel 7
NBC

serving eastern north carolina
transmitter at grifton, n. c.
studios & offices at washington, n. c.
316,000 watts
headley-reed co., rep.



HOWARD A. JONES

on all accounts

EXPERIENCED observers watching the new $2 million Dr. Pepper advertising campaign unfold in 1956 are likely to detect the fine creative hand of a 13-year veteran with Grant Adv. Inc., Chicago.

As executive vice president and head of the agency's central creative committee, Howard A. Jones displays this talent on Grant accounts as the occasion arises. He is account supervisor on Dr. Pepper Co., Dallas (which is handled by Will Grant, agency president), and Chrysler Corp.'s Airtemp Div. Dr. Pepper will spend well over $1 million on broadcast media [B•T, Nov. 28] and Airtemp uses spots.

Born in Jamestown, N. Y., Dec. 6, 1900, Howard Aldred Jones was reared in New Orleans. He attended Rugby Military Academy, Detroit Central (now Wayne U.), U. of Chicago and taught at Shadyside Academy while attending Carnegie Tech dramatic school. He was graduated from the U. of Chicago in 1922. Mr. Jones became editor for Butler Bros.' catalog service in 1923 and later joined U. S. Gypsum Co. and B. Kuppenheimer & Co. Mr. Jones maintained his own advertising-merchandising-sales promotion firm from 1926-30.

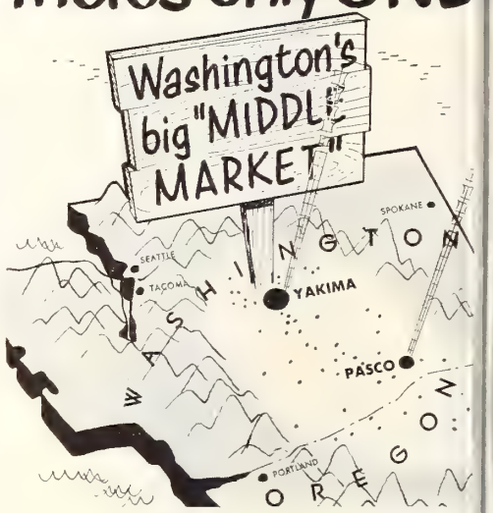
Mr. Jones' first brush with agencies came with Albert Frank Co. (now Albert Frank-Guenther Law) as head of its Chicago commercial business department 25 years ago. He moved to Ruthrauff & Ryan in late 1931, assigned as an account man-copywriter. In 1934 Mr. Jones became associated with Blackett, Sample & Hummert. He was appointed a vice president and worked on J. A. Folger & Co. (coffee), John R. Thompson Co. (restaurants), Procter & Gamble and Bauer & Black, writing commercials and producing programs. He joined Lord & Thomas in 1939 as vice president, serving first in New York on National Biscuit, Folger coffee and American Tobacco accounts and later in Chicago handling Armour & Co., Luxor, Folger and Pabst accounts.

Made executive vice president in charge of creative staff at Grant, Mr. Jones has been active with such accounts as (again) Folger and the U. S. Army and Air Force (1950 for 18 months) as well as Cudahy, Ovaltine, Dr. Pepper and Airtemp. Last week he was busy preparing copy for Dr. Pepper and a beer account.

Howard Jones is also well known as the owner of 63 thoroughbred race horses and likes golf and squash. He married the former Maud Eleanor Talcott. They have two children—a daughter, Mrs. William B. Snyder, and a son, Talcott, 25, transferred last week from the Dodge account in Grant's Detroit office to the agency's Hollywood office.



there's only ONE



If you built a fence around it you couldn't make Washington state's big "MIDDLE MARKET" any more exclusive. Mountains and miles hold out competing media while KIMA-TV, Yakima, with its satellite KEPR-TV, Pasco, gives you coverage tailored to dominate the population and wealth of the entire area. Get the surprising facts of this unusual single station, *major market* in the Pacific Northwest. Call our rep . . . he's help!



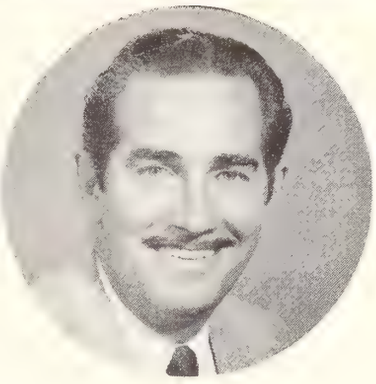
KIMA-TV
YAKIMA with it's Satellite
KEPR-TV PASCO

NATIONAL REPRESENTATIVES: WEED TELEVISION
PACIFIC NORTHWEST: MOORE AND LUND

Pick the time that's best for you on

"DIAL 970"

WAVE'S New Monitor-Like Radio Service!



6:00 a.m. — 9:00 a. m.

WAKE UP WITH WAVE

Brings Louisvillians all they need to know to start the day. News every half hour. Time, weather, traffic, farm and school news. Sports scores and other services.



4:00 p.m. — 6:30 p. m.

ROAD SHOW

Riding with Louisvillians in their cars—getting them home relaxed and informed. Music, news, weather and traffic reports, time, sports and humor.

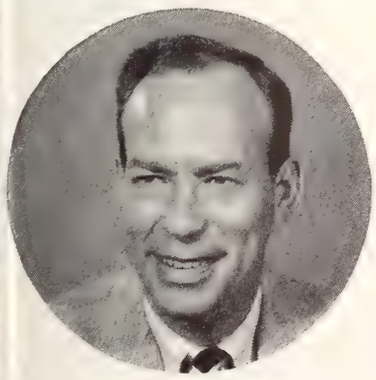
Here's the sparkling DIAL 970 line-up — from early morning till late at night! Check availabilities with NBC Spot Sales!



1:00 p.m. — 1:30 p. m.

CAROUSEL

Fun and facts for busy Louisville homemakers. Club news and interviews. Book reviews and music. Brass-ring contest.



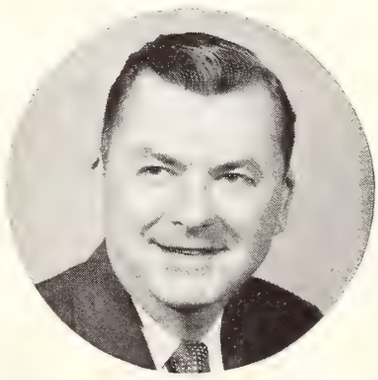
9:15 p.m.—10:30 p. m.

NIGHT BEAT

The pulse of Louisville after dark. Direct local news. Direct local sports round-up. Music and world news. Human-interest features.

DIAL 970—

WAVE'S DYNAMIC NEW RADIO SERVICE FOR A DYNAMIC NEW LOUISVILLE!



10:30 p.m.—12:00 mid.

BOB KAY SHOW

Louisville's top teen-age program, with unusual adult appeal. Nightly remote. Favorite pop records. Interviews. Exclusive d/j contest. Teen club meetings.

WAVE

LOUISVILLE

5000 WATTS • NBC AFFILIATE

NBC SPOT SALES

Exclusive National Representatives



KWKH SHREVEPORT

DOESN'T STOP AT START!

The space-devouring strides of KWKH range far out into rural areas, covering hundreds of places like Start (La.) in our big, 80-county daytime SAMS area.

We're first in the sprints, too. Latest Hoopers show that Metropolitan Shreveport prefers KWKH over the second station, *morning, noon* and *night* —up to 104%!

Cost-per-thousand listeners is far, far less than any other station in the area. Get all the facts from The Branham Company.



Nearly 2 million people live within the KWKH daytime SAMS area. (Area includes additional counties in Texas, Oklahoma and New Mexico not shown in map.)

KWKH

A Shreveport Times Station

TEXAS
SHREVEPORT, LOUISIANA
ARKANSAS

50,000 Watts • CBS Radio

The Branham Co. Representatives

Henry Clay General Manager

Fred Watkins Commercial Manager

BROADCASTING TELECASTING

ecember 19, 1955 Vol. 49, No. 25

OVER 200 PRESCRIPTIONS OFFERED FOR UHF-VHF ILLS

Comments that flood FCC at deadline last Thursday stay in the same general pattern: the uhfs want deintermixture in some form, the vhfs oppose any change curtailing their coverage. There is some support for both low-power vhf community stations and u-v boosters.

HE TELEVISION industry gave the FCC a ide range of choices on how to set things to ight in the allocations-shaky video field last eek. There were few surprises.

More than 200 comments were filed—the ast bulk of them at deadline Thursday—in nswer to the FCC's rule-making invitation ssued last month [B•T, Nov. 14].

In general, the same suggestions were made hat had been made in other proceedings:

Uhf stations wanted deintermixture to pro- ect them from vhf outlets.

Some uhf operators seemed more interested n switching to vhf channels—no matter wheth- r they were full fledged, or hedged-in drop-ins.

Vhf owners protested that they would suffer o encroachments on their present service areas.

Many vhf outlets filed notices that they were o be considered on the *qui vive* and eligible to nswer any attacks on their dominion.

Educational groups banded tightly in pro- ection of the educational reservations. From ommercial interests many filings which urged dditional vhfs bluntly called for an end to ducational reservations.

Here and there there were new recommenda- ions. One was by RCA-NBC which filed ormally advocating continued use of uhf, de- ntermixture and the use of directional anten- as to reduce interference, but not for mileage eparation.

CBS resubmitted its proposal of last month o insure at least three comparable outlets in s many of the top 100 markets as possible. Westinghouse Broadcasting Co. supported this lan.

ABC filed anew its plea for three competitive acilities in the top 100 markets, but also asked or deintermixture and the deletion of educa- ional reservations.

Storer Broadcasting Co. called again for de- ntermixture, while once again the Mullaney- Welch, Mott & Morgan plan, with reduced sep- rations to permit 200-odd additional vhf chan- els to be dropped in was submitted.

Zenith and Skiatron dropped comments into he overall rule-making proceedings. They oth claimed that subscription tv would take are of the financially rocky uhf stations, with- out any need of disturbing the allocations tandards.

Former Comr. Frieda B. Hennock filed—in er own name. She called for deintermixture and the preservation of uhf.

The comments were requested by the FCC in an attempt to take an overall look-see at the emotionally charged uhf-vhf picture. This began 18 months ago when uhf outlets found themselves unable to make headway against established vhf stations, or discovered that their progress disintegrated when a vhf station began operating in their area.

This gave rise last year to hearings before a Senate Commerce subcommittee. Earlier this year, the Commission heard arguments by uhf stations calling for deintermixture. Last month, the Commission decided that the whole subject should be the object of an overall review.

Thirty days were given for comments. Jan. 6 was made the deadline for counter comments.

There was some talk of postponements. At the last minute, it was understood, two requests for extensions were received.

Former Comr. T. A. M. Craven, Washington consulting engineer, sought and received permission from the FCC to file late.

At stake is the future of uhf. Unless these high band outlets receive succor by deintermixture or by receiving vhf channels, they will have to go out of business, some claimed.

The Commission has been in conferences with the Office of Defense Mobilization seeking additional vhf channels from government users This is still in the joint meeting stage, but unofficially there is optimism in some circles.

As a sidelight to the allocations proceeding, uhf stations have been staging a legal battle-royal to prevent the Commission from deciding pending vhf cases. To date the FCC has issued final decision in two such cases, Corpus Christi, Tex., and Madison, Wis.

A condensation of comments filed with the FCC last week follows:

RCA-NBC urged the retention of uhf to provide a full-scale tv service. It said the Commission should consider "each and every proposal advanced" if it gives promise of alleviating the difficulties of uhf-vhf television. These include, RCA-NBC said, additional vhf channels, uhf directional antennas, uhf on-channel boosters, etc.

Specifically, RCA-NBC urged the FCC to try to persuade Congress to repeal the excise tax on uhf receivers; to "deintermix on a sufficiently broad basis to create a nucleus of predominantly uhf service areas from which uhf may grow and expand."

RCA-NBC also declared that the FCC should encourage multiple owners to undertake the operation of uhf stations in intermixed markets.

In urging deintermixture, RCA-NBC said that the Commission may want to consider "whether deintermixture is not of such importance that it should be made a separate phase of this proceeding and given priority."

The criteria for deintermixing, according to RCA-NBC, should be:

1. Areas which have considerable uhf circulation now in existence.

2. Vhf channels displaced as a result of deintermixture should be used to increase competition and service in major vhf markets.

3. No deintermixture in markets where there are at least three vhf channels allocated.

4. No new vhf allocations should be made in markets which become predominantly uhf as a result of deintermixture, or which now have considerable uhf circulation.

In discussing directional antennas, RCA-NBC said that the technical problems associated with building a high-gain uhf directional antenna are in some instances simpler than for an omni-directional antenna. Rules should be relaxed, RCA-NBC said, to permit uhf directional antennas when used to better serve certain areas, but not for the purpose of decreasing mileage separations.

Principles that the FCC should follow if additional vhf channels are obtained were outlined by RCA-NBC. These were that (1) any modification of the present allocation plan should be done wholesale, not on a case-by-

COMMENTS BOX SCORE

The weight of opinion submitted to the FCC was heavily on the side of retaining some combination of vhf and uhf services, but with deintermixture in varying degrees. ABC and CBS refiled earlier proposals for equalizing facilities in major markets. RCA-NBC submitted a deintermixture plan. Here's how other comments, analyzed by B•T at the time this story went to press, shaped up:

43 stations—all uhf—want some form of deintermixture.

18 stations—all vhf — oppose any change in FCC rules and regulations that would curtail their present coverage patterns.

12 stations—all uhf—want the rules amended to provide channels for low power vhf community stations.

4 stations—all vhf—ask the FCC to allow vhf as well as uhf stations to operate booster stations.

3 stations—all uhf—ask that a minimum of three vhf channels be allocated to every major market, as proposed by CBS.

case basis; and (2) no modification of the present tv plan should be adopted which results in degrading or destroying rural and small community service, which is not based on a channel being actually available for commercial tv, which does not provide for "substantial" expansion of tv service.

As to cross-polarization, RCA-NBC was chary. It has been successful under "carefully controlled conditions," RCA-NBC said, but many of these conditions cannot be controlled in a home installation. Cross-polarization might also require outdoor antennas, and where these are already in existence, might require modification or replacement.

RCA-NBC also urged further study of the question of drop-ins through reduced mileage separation or through the use of directionals.

CBS renewed its proposal of last October that at least three comparable facilities should be assigned to as many of the top 100 markets as possible [B•T, Oct. 10].

Under what CBS termed Plan I, 84 of the 100 leading tv markets would have three equivalent facilities. At present only 52 of the top 100 markets have that many competitive outlets, the network pointed out.

Under Plan II, which is based on the addition of three vhf channels, all of the top 100 markets would have at least three competitive stations.

Plan II does not require the elimination of uhf, CBS asserted.

Under Plan I, the 84 markets with three or more competitive facilities are brought into being by 26 drop-ins, seven move-ins, and by using four unapplied for channels in other markets. Only two deintermixture plans were proposed. These were for Peoria and Madison (see story on Madison grant, page 62). All the others would be vhf markets.

By move-ins, CBS means the voluntary move of a station from a smaller city to a larger market.

Some decrease in minimum mileage separations would be required, CBS noted. But these would be confined to a minimum. The drop-ins would be constricted in radiation toward existing stations so that present Grade B contours would be protected. Use of directional antennas and cross-polarization would also be used to minimize interference, CBS said.

CBS also suggested that the FCC ask Congress for permission to award a dropped in vhf channel to an existing uhf operator without a hearing. This should also permit a vhf station to move to a larger market without considering other applications for that frequency.

Minimum separations should be no lower than 130 miles in Zone I, 140 miles in Zone II and 150 miles in Zone III.

The CBS plan also included its economic study which is predicated on the present financial foundation of broadcasting to permit 588 stations—422 of them in the 108 leading markets. Yet today, CBS pointed out, only 263 competitive outlets are assigned to the top 100 markets, whereby under its study, 398 stations could be supported in those 100 areas.

ABC's Contention

ABC's position was that the first priority should be the establishment of at least three comparable facilities in the major markets. Unless this is accomplished, the network said, the "economy of scarcity" will continue and tv will be confronted with a "virtual monopoly."

The hope of having at least one station in all communities must await further economic growth, ABC said.

But, ABC emphasized, uhf must not be abandoned. The addition of vhf channels, by reducing separations "could provide only a partial answer to existing problems," ABC said, and the possibility of obtaining additional vhf space from other services is "clouded with . . . uncertainty."

Deintermixture is essential to preserve uhf television, ABC declared. "Failure to act promptly will mean a practical abandonment of uhf before we are in a position to determine that such abandonment will not permanently stunt the television industry . . .," ABC said.

ABC also declared itself in favor of stations being allowed to move from one market to another "where such a move would be in the public interest."

The network also called for a "re-examination" of the concept of reserving channels for educational stations. It proposed that the educational reservation be abolished and that educational applicants be permitted to apply for commercial channels on the same status as all applicants.

Some additional vhf stations can be obtained from a slight reduction of present mileage separations, ABC said. It suggested that co-channel stations could be located not closer than 130 miles transmitter-to-transmitter. Power would be determined to produce the same interference field at the Grade A contour as would be produced by a vhf station with maximum power and 1,000 ft. antenna height operating at the standard separation for the zone involved.

New minimum separation should be adduced, ABC said, without reference to such techniques as directional antennas and cross-polarization. These should be used to further reduce interference based on the minimum mileage separations recommended, or to increase service.

Storer Broadcasting Co., operating two uhf stations (KPTV [TV] Portland, Ore., and WGBS-TV Miami, Fla.) for a year, contended uhf will fail unless a program of deintermixture is begun quickly. In a flat area like Miami, it was stated, the service is substantially equal to vhf in signal strength and area coverage. The public will buy all-channel tuners and converters only where they can't get national network programs without conversion, Storer contended, and said there is little chance for economic uhf service in a community with two vhf stations carrying CBS and NBC programs.

In essence, the Storer petition urged retention of the uhf band for tv and elimination of intermixture in as many areas as feasible without deleting existing vhf services. It added the Commission should refrain from authorizing the first vhf stations in areas that are now uhf-only and second vhf stations in areas where an intermixture problem would be aggravated.

Noting that uhf growth came to a virtual standstill in mid-1954, the petition offered a deintermixture plan "of substituting uhf channels for ungranted vhf channels in areas now served by uhf stations where conversion to uhf has been substantial enough to provide assurance that uhf stations will be able to effectively compete, and where not more than one vhf service reaches the community involved from a vhf station located within 60 miles."

Westinghouse Broadcasting Co. urged immediate adoption of the CBS Plan A. It argued that "priority No. 1" should be protection of service areas of existing stations providing service to 96% of the population, in view of the public and industry investment in tv and the welfare of a major segment of the economy.

Three competitive tv services in each of the first 100 markets were advocated to permit growth and development "of three truly competitive national network services." Also favored were continued reservation of channels for educational tv use long enough to gain adequate public support; adoption of an allocation plan for as many uhf-only markets as possible to promote growth of service, including development of less expensive receivers; continued study of ways to attain recognized goals, plus prompt action as solutions are developed for specific markets.

H. Leslie Hoffman, president of Radio-Electronics-Tv Mfrs. Assn., wrote FCC Chairman George C. McConnaughey that RETMA's Frequency Allocation Study Committee was unable to come to unanimous agreement on a statement prior to the Dec. 15 deadline. He said the committee members, representing a broad cross-section of the manufacturing industry, desired to be of help, adding, "We hope that you will feel free to call on us."

The Mullaney-Welch, Mott & Morgan plan was again submitted to the Commission. This provides, according to its protagonists, for at least 200 more vhf assignments using the present 12 channels in that portion of the spectrum.

Basic to the plan is the establishment of boundary lines for existing stations. These would be, it is emphasized, exactly what the FCC provided in its Sixth Report—based on existing allocations which if all were taken would result in specified interference-free contours for existing stations. Using this as the formula, and adding the "flexibility" of directional antennas and cross-polarization, the number of vhf possibilities could be increased substantially, it is claimed.

In one detail, however, the Mullaney-Welch, Mott & Morgan plan does disturb the existing allocations plan. It calls for the deletion of all commercial allocations not yet applied for.

The plan is based on the assumption that if all Zone I stations were truly separated by 170 miles (the minimum separation in the crowded northeast area), stations would have interference-free coverage out only 48 miles (for chs. 2-6) or 54 miles (for chs. 7-13). Similar reasoning is applied to Zones II and III. Under this figuring, it should be possible to drop in a vhf channel where it can be proved no greater interference would be received by an existing station than if it actually had a co-channel station exactly 170 miles away in Zone I. These drop-in stations, the plan envisages, could use powers up to 300 kw and antennas up to 2,000 ft.

Establishment of a subscription tv system, with no changes in the present allocation plan, was recommended by two subscription tv proponents—Zenith Radio Corp. and Skiatron Electronics & Tv Corp., both of which have proposed their own pay tv systems. Both maintained the present trouble is economic, not technical, and that no amount of technical changes can give tv the additional revenue it needs from sources other than advertising.

Zenith asked that the FCC authorize pay tv, but limit its use for the first two years to stations which can show they need additional economic support to survive.

Thus, Zenith said, 104 uhf stations, 92 post-

(Continues on page 56)

BOXSCORE

THIS is the current status of tv cases before the FCC:

AWAITING FINAL DECISION:	**14**
AWAITING ORAL ARGUMENT:	**10**
AWAITING INITIAL DECISION:	**5**
IN HEARING:	**10**

DETROIT STORES SET ALL-TIME RECORD IN SECOND WEEK OF NEWSPAPER STRIKE

Sales for Dec. 5-10 week were 9% above same week last year, while national increase was only 5%. Radio, tv stations carried burden of advertising, with nearly all time sold out.

DEPARTMENT store sales in Detroit set an all-time record as the local newspaper strike was ending its second week, according to the Federal Reserve Board's official index.

The board found Detroit store sales for the Dec. 5-10 week were 9% above the same week year ago. The index figure for the week was 254 (average 1947-49 week=100), the highest Detroit weekly index on record.

Not a single daily newspaper was published in Detroit during the Dec. 5-10 week, all major dailies having stopped publication Dec. 1 when stereotypers went on strike, yet Detroit's 9% increase was far above the national average of 5%.

Department store sales during the Nov. 28-Dec. 3 week also were 9% above the same 1954 week, according to the Reserve Board. During that week, however, newspapers were printed for three days. A major storm kept down Dec. sales.

For the four-week period ending Dec. 10 the board found the index was 14% above the comparable weeks in 1954.

The Reserve Board's index shows that department store sales during the four November weeks when the total sales were far below the December level, were as follows: Oct. 31-Nov. , up 15% over same 1954 week; Nov. 7-12, up 0%; Nov. 14-19, up 21%; Nov. 21-26, up 1%.

Dramatic indication of the record Dec. 5-10 sales total is found in comparing the index figure of 254 with the index of 207.6 for the previous week (Nov. 28-Dec. 3), an increase of 22.7%.

Charles Boyd, secretary of the Detroit Retail Merchants Assn., told B•T that combined November-December sales at this point are running ahead of 1954. He said that while many major stores are enjoying record business, some are running about the same or less than year ago.

Supplementary publications have increased their Detroit coverage during the strike, along with the greatly expanded service and extra time provided merchants by radio and tv stations [B•T, Dec, 5, 12]. The local shopping news has been running maximum issues, feeling the shortage of newsprint. *Polish Daily News,* with a normal run of 100,000 and 90% Polish language, has a 160,000 circulation during the strike and its content has been switched to 60% English. Two out-of-town papers, *Emergency Press* and a shopping news type, have appeared. *Detroit Reporter,* printed by the Newspaper Guild of Detroit, is carrying advertising but this has been automotive, hardware and furniture stores for the most part rather than department stores.

A program showing operations in the hotel city room of the *Reporter* was produced by WJ. of Detroit and broadcast over WJBK. Bill Rabe, WJBK producer-narrator, set his microphone between city desk telephones and picked up the hubbub of an emergency city room as a murder story broke.

Sales at stores in Detroit's new Northland shopping center, opened in spring of 1954, were reported "exceptionally good."

Key business indicators show general trade activity in Detroit stayed close to expected pre-Christmas levels the first full week of the strike, according to on-the-scene information gathered by Television Bureau of Advertising.

Little radio or tv time was left in the Detroit area, with stations devoting all available time and energy toward cooperation with stores. Already some store officials have voiced regret they had not learned how to use tv effectively in past. Some of the hastily prepared telecasts were described as poor, and comment was heard that these were not a fair test of tv's power to sell merchandise.

The TvB check showed that mass transportation about matched the same week in 1954. Parking lot business was better than 1954.

Some high-promotion stores depending on specially priced goods designed for mail and phone orders were said to be in trouble.

Radio's successful role in promoting department store sales in the New York newspaper strike in 1953 and the Tacoma, Wash., strike two years was cited by Radio Advertising Bureau. RAB was considering sending a representative to Detroit to observe developments.

On Location

WITH U. S. television in mind as an advertising-promotion medium for feature motion pictures, several U. S. film producers working on location in Europe are filming tv commercials abroad as well as special, tv-slanted "featurettes" of several minutes duration to be used for tv promotion.

During the shooting of the feature-length "Foreign Intrigue" production in various European countries, Sheldon Reynolds filmed several tv spot commercials featuring actor Robert Mitchum for eventual use in the U. S., as well as a special 10-minute tv slanted news subject dealing with the piano theme of the *Foreign Intrigue* tv series. Similarly, producer Norman Krasna added several days to the shooting schedule of "Ambassador's Daughter" in France to produce eight tv commercials, as well as an eight-minute "featurette," using stars Olivia de Havilland, John Forsythe, Myrna Loy, Edward Arnold and Adolph Menjou. Director King Vidor, filming "War and Peace" in Rome, is selecting film footage for tv commercials and preparing a short subject, featuring Audrey Hepburn, Henry Fonda, Mel Ferrer and John Mills.

PEPSI NAMES K&E; WELCH WITHDRAWS

Soft drink firm's annual ad budget of $10.5 million switches to new agency next March 31.

THE PEPSI-COLA Co., will transfer its entire advertising budget of $10.5 million to Kenyon & Eckhardt, New York, effective March 31, it was announced last week by Alfred N. Steele, president of the company. At the same time, Kenyon & Eckhardt and Welch Grape Juice Co. announced the termination of their advertising agreement because of product conflict. The latter account bills approximately $1.2 million.

Pepsi-Cola's choice of a new agency was made one week after the firm had ended its contract with Biow-Beirn-Toigo [B•T, Dec. 12]. The advertiser had screened a half-dozen agencies.

Of Pepsi-Cola's $10.5 million advertising budget, approximately $2 million is allotted to television and radio, all of which goes into spot campaigns.

Nearly 80% of Welch Grape Juice Co.'s budget goes into television participations on *The Mickey Mouse Club* on ABC-TV and into tv spot campaigns.

Pepsi-Cola is the second major account to switch to Kenyon & Eckhardt this year. Several months ago the agency acquired the Whirlpool Corp. from Beaumont & Hohman, Chicago.

Kenyon & Eckhardt ranked ninth in overall radio-tv billing during 1955 with $34.5 million.

The new agency appointment followed on the heels of various statements and counter-statements between the client and Biow-Beirn-Toigo a fortnight ago.

The confusion started when John Toigo, executive vice president of Biow-Beirn-Toigo, announced that notification of the termination of the contract had been served on the agency by Pepsi-Cola. In the same statement Mr. Toigo said that he personally had a two-year contract with the advertiser.

This statement was followed by one from Pepsi-Cola which said in effect that Mr. Toigo's announcement had been made without the knowledge of Mr. Biow, chairman of the agency.

Later the same day, Mr. Biow released a statement complimenting Mr. Toigo on "the magnificent job this office did on Pepsi-Cola under the direction of John Toigo."

This was followed by another statement from Pepsi-Cola announcing the end of the contract with B-B-T.

One of the unofficial reasons given for the break in Pepsi-Cola and B-B-T's seven-year-old relationship was the alleged similarity in advertising campaigns—art work and copy theme—between Pepsi-Cola and Philip Morris, another B-B-T client.

On Wednesday of last week, the Kenyon & Eckhardt appointment was made.

Meanwhile, the Welch Co. is looking for a new advertising agency.

New Studebaker Tv Budget 60% Greater Than 1955's

TELEVISION commercial expenditures scheduled by the Studebaker Div. of Studebaker-Packard Corp. for its 1956 cars will be increased 60% over 1955, it was announced last week by William A. Keller, general sales manager of the division.

Mr. Keller said that the increase is being made "to add new stations in line with dealer recommendations and to carry out a balanced spot television program."

The overall campaign, including media other than tv, will be the "largest advertising and merchandising program" in Studebaker history. It will cost $12 million and will be supplemented by a $3.5 million program by dealers.



HOW HIGH THE SKY?

DODGE FINDS ANSWER IN CAR-A-YEAR GIVEAWAY

WHEN SPONSORS are giving away $64,000 and $100,000 jackpots to lure viewers to their television programs and commercials, the contest-minded advertiser begins to ask himself if the sky is the limit. If it is, his second question becomes, "How high is the sky?"

A couple of months ago, Jack W. Minor, advertising director for the Dodge Div. of Chrysler Corp., found himself faced by these two questions. He answered them thusly:

He was contest-minded. He got that way because Dodge was to be one of the first major auto lines to unveil its 1956 model in the fall and he had to find some merchandising or promotion theme to sustain consumer and dealer interest in the weeks following as the other major manufacturers were catching the publicity spotlight with the introduction of their models.

Mr. Minor discovered that the National Safety Council was in the market for extra promotion of its safe-driving campaign and might be receptive to a mutually beneficial promotion. Dec. 1, on the eve of the Christmas-buying season, also was to be National Safe Driving Day, proclaimed by President Eisenhower.

The Dodge executive talked with Ned Dearborn, NSC's national president in Chicago, and submitted a safe-driving contest which would help both. The essence was that Dodge would use its new ABC-TV *Lawrence Welk Show* to boost the contest in which NSC would act as preliminary judge to secure candidates for a weekly on-the-air safety quiz. The quiz would produce a total of four national winners each of whom would be awarded a new Dodge each year for the rest of his life—probably 30 or 40 years—meaning 30 or 40 new cars—each. The other finalists each would receive a 1956 Dodge.

Mr. Dearborn agreed and Mr. Minor found a half-million dollar merchandising project dumped in his lap with but a few weeks to go before the Oct. 7 Dodge unveiling.

On the surface it would appear that Mr. Minor had reached to the sky to assure the success of the 1956 Dodge promotion. But he believed that the lure of a new car each year for life was the kind of public attention-getter that television could exploit to the fullest, hence be worth every dollar.

Within just a few years, Dodge and its parent firm have become big spenders in network television. Aside from the Welk Show, Dodge also is using Bert Park's *Break the Bank* and Danny Thomas' *Make Room for Daddy*, both on ABC-TV. Chrysler also sponsors *Shower of Stars* and *Climax* on CBS-TV. All of the shows were to be used in the contest promotion, with Mr. Parks commuting from New York to Hollywood each week to quiz contestants who would appear on the Welk program.

How much does it cost Dodge to "hire" four American families as lifetime "salesmen" for their cars? (Actually, now it is seven since the contest has proven so successful it has been extended through Christmas Eve.) Not as much as one might think. The plan is partially self-liquidating. Assuming the factory cost of each new car is about $2,000, Dodge starts off with a $14,000 investment in prizes for the seven finalists this year (not counting cars for runners-up). But next year, when the winners turn in their 1956 models for their free 1957 cars, Dodge regains the current used-car value on each car. It could sell them through used-car channels or otherwise capitalize on their market value.

Once the contest plan was cleared with the Safety Council, Mr. Minor called in the Dodge advertising agency, Grant Adv., to handle details.

Mr. Minor previewed the contest to Dodge's 4,800 dealers across the nation on a long-playing phonograph record sent to each.

When the contest entry period closed Nov. 21, the traffic safety slogans submitted totaled in the millions, Grant Adv. officials said, and the National Safety Council announced that the contest had done more than any other single factor to make the public safety conscious while driving.

Dodge dealers also were happy. Millions of prospective customers had visited them to obtain and fill out their safety slogan entry blanks. A lot of them also bought new Dodges. By Thanksgiving, Dodge was advertising that sales of its 1956 cars were 308% over last year. The day after Thanksgiving, Dodge found the contest such a success it was decided to extend it three weeks.

As dealers forwarded the contest entries to Chicago, they were checked by a contest board of the Safety Council for aptness, sincerity, clarity and timeliness.

Once the finalist was approved and accepted, he was contacted by the nearest of nine Dodge news bureaus operated by Grant Adv. News stories were written and publicity photographs taken of the contestant and his local Dodge dealer.

Supporting advertising of the "Dodge for Life" contest has been heavily scheduled across the nation in daily and weekly newspapers. Radio spots have been purchased to combine with the established television advertising and round out the promotion schedule.

Production of the actual contest on television has been handled by John Gaunt, Grant vice president in charge of radio and television out of the Hollywood office.

Bill Brown, head of Grant's Hollywood public relations office, set up a staff of writers and photographers to work with the contestants and dealers as they arrived.

Mr. Parks is perhaps the busiest of all contest principals. He traveled more than 25,000 air miles during the first four weeks of the contest, leaving New York just after his Thursday night show, arriving in Los Angeles Friday to rehearse for the Saturday Welk show, then leaving Sunday in time to return to New York for rehearsals on *Break the Bank*.

Has it been worth it?

Unquestionably the answer is "yes," according to advertising director Minor. "This has proved to be the most successful promotion Dodge ever attempted," he told B•T. "It has paid off in good will for Dodge because of its promotion of traffic safety; it has paid off in added sales because it is bringing an attractive automobile to the attention of the public, and it has paid off in dealer relations through the post-announcement boost during the contest period when other new car announcements were being made."



ALL SMILES over the spectacular success of the current Dodge car-a-year quiz program are (l to r) Eddie Sobol, show producer; John Gaunt, Grant Adv. vice president and show supervisor, and Jack W. Minor, Dodge advertising director.

ADAMS, JONES GET NEW AGENCY POSTS

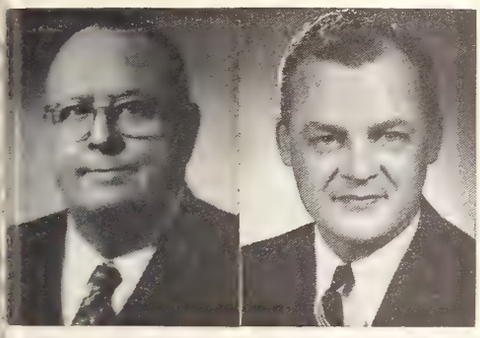
President of MacManus, John & Adams Inc. becomes board chairman, is succeeded by executive vice president. Other officers elected.

JAMES R. ADAMS, president and co-founder of MacManus, John & Adams Inc., Bloomfield, Mich., was elected board chairman last week and Ernest A. Jones, executive vice president of the agency, was elected to succeed Mr. Adams as president [AT DEADLINE, Dec. 12].

These changes capped a series of moves within the agency.

In the major expansion, the board elected five new vice presidents and amplified responsibilities of other staff officers.

Mr. Jones at 40 is one of the youngest presidents of a major advertising agency. He has been with MJ&A for 17 years, occupying nearly every position in the company. He was account



MR. ADAMS MR. JONES

executive on the Pontiac and Dow accounts, head of the New York office and responsible for the development of the *Medic* program on NBC-TV and for a campaign introducing Saran Wrap, which the agency credits as one of its more successful efforts.

In assuming the board chairmanship, Mr. Adams said the new position would not mean any slowdown in his activity and that since he has no plans for retirement, he hopes that he can make a greater contribution to the business by having more time to devote to creative and service work. Toward this end, Mr. Adams will serve as head of the agency's new creative and planning committee.

Elected as new officers of the agency were Frank T. Sinner, vice president and assistant to the board chairman; Charles F. Adams, vice president; Robert L. Garrison, vice president; Armin Seiffert, vice president and manager, art department, and William J. Whiting, vice president.

John R. MacManus, who continues as a senior partner and executive vice president, assumes direction of the "operating" committee; Leo A. Hillebrand, a vice president of the agency, becomes secretary and senior financial officer, and Fred J. Hatch adds the title of general manager to that of vice president.

James R. Adams joined in 1934 with T. F. MacManus and W. A. P. John (retired as board chairman some months ago) to form MacManus, John & Adams Inc., after having served as copywriter on the Chevrolet account at Campbell-Ewald Co., Detroit, as well as being copy chief and eventually taking charge of the Cadillac account and serving at various times as supervisor of both Pontiac and Oldsmobile at the agency.

Basically a copywriter, Mr. Adams' talent for creative copy, particularly on behalf of General Motors Corp.'s Pontiac and Cadillac divisions, is nationally known in the advertising field.

Mr. Jones came in contact with the agency during the time he was a senior at the U. of Michigan, where he was managing the school's band. Pontiac Motor Car Div. at that time was sponsoring radio broadcasts from various colleges and Mr. Jones, shortly after graduation in 1938, joined Pontiac's agency in charge of production and traffic on the account.

The agency currently rates itself as one of the nation's top 25 in volume of business (it placed 29th in B•T's ranking of the top 36 agencies in radio-tv billings for 1955 with a combined radio-tv billing of $8.5 million. Estimated total advertising billing: $34 million). It has offices in New York, Baltimore, Miami, Chicago, San Francisco, Los Angeles, Toronto, Canada, and headquarters in Bloomfield Hills, a suburb of Detroit.

In addition to GM's Pontiac and Cadillac, the agency handles the following, among its major accounts: Bendix Aviation Corp., Bendix-Westinghouse Automotive Air Brake Co., Bower Roller Bearing Co., Bull Dog Electric Products Co., Cumberland Brewing Co., Dow Chemical Co., Ferry-Morse Seed Co., Gerity-Michigan Corp., Hartman Luggage Co., Minnesota Mining & Mfg. Co., National Plastic Products Co. and Reichhold Chemicals Inc.

Two Agencies Formed By Walker & Downing

WALKER & DOWNING advertising agency, Pittsburgh, is being replaced by two separate corporate companies, one already in operation and the second to become effective Jan. 1. The agency actually has operated as two separate divisions—Walker & Downing General Agency and Walker & Downing Industrial Div.—since 1939. The agency was formed in 1914.

The newly-incorporated firm of W. S. Walker Advertising Inc. has taken over all accounts, services and personnel of the general agency by purchase from the estate of the late William S. Walker [B•T, Oct. 31]. Officers are Charles P. Richardson, president; Frederick L. Newmeyer Jr., executive vice president; Albert F. Young, vice president, and George Luchik, secretary-treasurer. All were actively engaged in the management of the agency under Mr. Walker.

Walker & Downing Industrial Div. will change to Downing Industrial Advertising Inc. Jan. 1. Officers are Harold S. Downing, president-treasurer; John F. Sweeny, executive vice president; E. George Zilliac, Hugh E. McDonald and Donald C. MacDonald, vice presidents, and H. S. Downing Jr., secretary.

Both organizations will retain their offices in the Oliver Bldg., Mellon Square, Pittsburgh 22.

Holiner Leaves Ted Bates

MANN HOLINER, vice president in charge of the Hollywood office, Ted Bates & Co., will resign from the agency effective Jan. 1 in order to work on a new Broadway show. As the creator of the Maxwell House coffee *Baby Snooks* show with the late Fanny Brice, Mr. Holiner has been associated with several large advertising agencies, including Benton & Bowles and Lennen & Mitchell, with the latter as radio-tv director. During the war, Mr. Holiner, as an Army major, helped organize the Armed Forces Radio Service and produced and directed the service's "Command Performance."

COLORCASTING

Advance Schedule Of Network Color Shows

(All times EST)

CBS-TV

Dec. 20 (9:30-10 p.m.) *Red Skelton Show,* S. C. Johnson & Son through Needham, Louis & Brorby, and Pet Milk Co. through Gardner Adv. on alternate weeks (also Dec. 27, Jan. 3, 24).

Dec. 22 (8:30-9:30 p.m.) *Climax,* Chrysler Corp. through McCann-Erickson.

Dec. 24 (7-7:30 p.m.) *Gene Autry Show,* William Wrigley Jr. Co. through Ruthrauff & Ryan (also Dec. 31, Jan. 7, 14).

Jan. 14 (9:30-11 p.m.) *Ford Star Jubilee,* Ford Motor Co. through J. Walter Thompson.

NBC-TV

Dec. 19-23 (5:30-6 p.m.) *Howdy Doody,* participating sponsors (also Dec. 27-30, Jan. 3-6, 9-13).

Dec. 19, 22, 23 (3-4 p.m.) *Matinee,* participating sponsors (also Dec. 27-30, Jan. 3-6, 12-13).

Dec. 20 (11a.m.-12 noon) *Home,* insert in color at 11:37-11-44 a.m. Participating sponsors.

Dec. 20 (8-9 p.m.) *Milton Berle Show,* Sunbeam Corp. through Perrin-Paus Co., and RCA and Whirlpool Corp. through Kenyon & Eckhardt (also Jan. 10).

Dec. 22 (9-9:30 p.m.) *Dragnet,* Liggett & Myers through Cunningham & Walsh.

Dec. 24 (9-10:30 p.m.) *Max Liebman Presents,* "Babes in Toyland," Oldsmobile Div., General Motors Corp. through D. P. Brother.

Dec. 25 (3:30-4 p.m.) *Zoo Parade,* American Chicle Co. through Ted Bates.

Dec. 25 (4:30-5:30 p.m.) *Assignment: India,* sustaining.

Jan. 1 (7:30-9 p.m.) *Happy New Year,* U. S. Rubber Co. through Fletcher Richards, Maybelline through Gordon Best and Savings & Loan Assn. through McCann-Erickson.

Jan. 2 (12:15-1:45 p.m.) *Tournament of Roses Parade,* Minute Maid through Ted Bates.

Jan. 9 (7:30-9:30 p.m.) *Producers' Showcase,* "Peter Pan," Ford through Kenyon & Eckhardt and RCA through Kenyon & Eckhardt, Al Paul Lefton and Grey.

Jan. 15 (3:30-5:30 p.m.) *NBC Opera,* "Magic Flute," sustaining.

[Note: This schedule will be corrected to press time of each issue of B•T]

RADIO-TV SPONSORS MAY SEND TALENT TO ENTERTAIN SERVICEMEN OVERSEAS

Hollywood unit which has supplied stars for tours may disband after first of year, and military sees broadcast media as logical choice to fill gap. Sponsored troupes could deliver commercials and build good-will, services point out, while getting free transportation, housing and food. Talent expenses would be tax-deductible.

BROADCASTING may help solve the armed forces' problem of providing morale-building entertainment for servicemen abroad.

Radio and television, according to Defense Dept. officials, not only are viewed as the chief source of talent for show units overseas, but the principle of "sponsored" shows may be a good answer to the lack of ready talent that will follow the predicted death of the Hollywood Coordinating Committee.

The shows would be originated, packaged and underwritten by major sponsors or individual networks and stations—or anyone else, for that matter. They would buy the talent, make up a show unit and send it to camps abroad, complete with "commercials" and product samples, if they wish. In return, the sponsor, network or station would be allowed fullest opportunity to exploit the unit through publicity at home and would benefit commercially by "selling" the servicemen and their many on-base families who often can purchase the product at the local commissary or post exchange.



COL. GOETZ

Does this sound like a pretty expensive "cost-per-thousand" for a restricted audience? Defense officials believe not, since the talent expenses are tax deductible and once the armed services approve a show unit the government provides the transportation, food and housing at no cost to the sponsor. The goodwill of servicemen who tomorrow will be consumers at home again, plus the publicity potential, are obvious extras, they note.

The "sponsored" system already is being used to a limited extent, B•T was told last week by Col. Joseph F. Goetz, chief of Armed Forces Professional Entertainment Branch, in Hollywood to arrange Christmas show units. He said Procter & Gamble is planning to send a unit abroad and did so earlier. Canada Dry has a unit in Europe now, he said, while Philip Morris sent a unit overseas about a year ago to tie in with promotion of the snap-open pack.

WLW Cincinnati, WHIO Dayton and WSM Nashville are among radio stations which have sponsored show units, Col. Goetz said, often using their own talent properties and promoting them domestically on the air and in other publicity while the units were abroad.

Col. Goetz was disturbed that movie industry sources had been quoted in Hollywood trade papers as believing the morale need for entertainment "isn't what it was during the war." He told B•T the need actually is greater because during the war the serviceman was concerned with fighting and had a lot on his mind, while now he is concerned with filling up lonesome leisure hours.

"We are going to continue to fill the need for entertainment shows and we are going to get them from any source we can," Col. Goetz said. He said he was surprised upon his arrival in Hollywood to hear reports that HCC would disband after the annual Christmas junkets.

HCC is the cooperative entertainment industry organization which succeeded the Hollywood Victory Committee after World War II and which has been the clearing house for talent appearing in free public service events. It has functioned in behalf of talent in the same way The Advertising Council coordinates public service advertising efforts.

HCC is not to be confused with Theatre Authority, the entertainment industry's long-standing clearing house for talent appearing on telethons or public benefits where paid admissions are involved. TA units get 15% of the benefit income, which is put into various actor charities. TA is backed chiefly by the various guilds.

Aside from clearing talent for use on shows for servicemen, HCC also has acted as clearing authority for entertainers used on radio-tv shows and other events in behalf of American Red Cross, March of Dimes, American Cancer Society and like organizations. It is expected that should HCC be discontinued, these groups would be in the same predicament as Col. Goetz. HCC clears about 2,000 appearances a year.

Stanley Richardson, HCC executive secretary, told B•T there is nothing official about discontinuance of the organization although he understood that Motion Picture Producers Assn., composed of the major Hollywood film companies, has voted to discontinue its annual $25,000 support of HCC. Others contributing to HCC are Screen Actors Guild, USO Camp Shows Inc. and the Defense Dept., each giving $5,000 a year. Mr. Richardson said ABC, CBS, MBS and NBC originally were active, each contributing $1,000, but they discontinued their financial support about a year ago.

Movies' Withdrawal

Mr. Richardson said unofficial reports were current that the movie industry is withdrawing its large contribution because most of the talent now comprising the units is identified with television and records rather than movies, which pay the biggest share of the bill and don't get the publicity.

USO, functioning on public donations, has not been able to keep up its extensive program of organizing show units because of dwindling finances, it was learned. USO coordinates its shows for servicemen through Col. Goetz' office, although the USO headquarters at 6 East 45th St., New York, serves as clearing house for passports, medical shots, schedules and other details of all shows going to camps abroad.

With Col. Goetz in Hollywood are Lawrence Phillips, vice president of USO; Lt. Col. Jerome B. Coray of the Army, and Lieut Comdr. W. K. Davis of the Navy. Col. Goetz is Air Force, but represents all services and headquarters in Washington, D. C., at the Office of the Adjutant General. He cooperates with Armed Forces Radio & Television Service and said some units may appear soon on the small service television stations at various bases abroad.

Nearly 100 entertainers were to have left Hollywood Friday morning by plane for bases in Europe, the Far East, Alaska and other areas. They will comprise seven units, returning about Jan. 10, he said.

The present need for show units, Col. Goetz said is: Alaska, one show every six weeks to stay five weeks; Newfoundland-Labrador-Greenland, same as Alaska; Europe-North Africa, one show every three weeks to stay eight weeks; Far East, including Korea, Japan and Pacific islands, one show every three weeks to stay 16 weeks.

Col. Goetz said company executives are encouraged to go along when a commerical firm or group sponsors a unit because they are part of the show, going on stage and introducing the m.c. "It gives him a good chance to tell the boys that So-and-So Company hasn't forgotten them and is happy to bring them this show," he said.

Col. Goetz said that regardless of what happens to HCC, he will organize show units of volunteer professional talent, arrange sponsored units and coordinate units arranged by USO and other groups.

D'ARCY ADV. NAMES HARRY CHESLEY V. P.

HARRY W. CHESLEY Jr., vice president in charge of marketing, Philip Morris Inc., will become executive vice president and a director of D'Arcy Adv., St. Louis and New York, Jan. 2.



MR. CHESLEY

Mr. Chesley's election was announced jointly last Wednesday by Robert M. Ganger and Percy J. Orthwein, D'Arcy chairman and president, respectively.

Before joining Philip Morris in 1952, where he directed the introduction of the new Marlboro and the package change of Philip Morris cigarettes, Mr. Chesley served as a vice president and national sales manager of Pepsi-Cola Co.

From 1938 to 1942, Mr. Chesley was national sales promotion manager for the Pabst Brewing Co. and during World War II he served as assistant secretary of air staff in Washington as well as executive aide to the commanding general, U. S. air forces (combined), Pacific Ocean area.

Mr. Chesley will headquarter in St. Louis.

B-B-T Gets Lanolin Plus

BIOW-BEIRN-TOIGO Inc., New York, has been appointed to handle the $1.2 million Lanolin Plus, Chicago, account, effective Jan. 1. The line of cosmetic products is currently sponsoring the *Robert Q. Lewis Show* on CBS-TV on a participating basis which ends in two weeks, and is presently being serviced by Duggan-Phelps Adv., Chicago. Future plans for television are in the making.

Hazel Bishop Hikes Budget

HAZEL BISHOP Inc., New York, which recently added liquid make-up to its line of "once-a-day" cosmetics, announced last week that it has increased its advertising budget by $2 million for an introductory campaign using major market tv spots as well as network programs. These are *This Is Your Life*, NBC-TV; *Douglas Edwards and the News*, and *Road of Life*, both CBS Radio.

FIRST

in out-of-home audience

Survey after survey has proved that W-I-T-H leads every station in Baltimore in out-of-home audience. The latest was a Hooper Radio Audience Index of business establishments. With a 20.3% share of this audience, W-I-T-H is the No. 1 station.

We don't have to tell you how important this big out-of-home audience is. It's a big BONUS—and from W-I-T-H you get the BIGGEST BONUS of all!

Let your Forjoe man tell you all about W-I-T-H —the station that delivers listeners at the lowest cost-per-thousand in town!

IN BALTIMORE BUY

W-I-T-H

Tom Tinsley, President **R. C. Embry, Vice President**



DAYTIME TELEVISION LEADERSHIP

8 A.M. to 6 P.M. Monday through Friday

KWTV . . . . . 30 quarter hour strips
"Station B" . . . . 9 quarter hour strips
Tie. . . . . 1 quarter hour strip

...AND AT NIGHT,

KWTV's cost-per-thousand is as much as 20% lower than that of "Station B"

Here are facts from the October Telepulse for the metropolitan Oklahoma City area:

KWTV Highest rated nighttime network show — $64,000 QUESTION **54.7**

KWTV Highest rated daytime network women's show —— BIG PAYOFF **11.3**

KWTV Highest rated daytime participation show —— MY LITTLE MARGIE **12.2**

KWTV Highest rated children's network show — MICKEY MOUSE CLUB **18.3**

KWTV Highest rated children's participating show — RANGE RIDER **13.4**

Get on the winning team
Call or write

KWTV **OKLAHOMA CITY**

World's Tallest Man-made Structure

EDGAR T. BELL, *Executive Vice President*
FRED L. VANCE, *Sales Manager*

Represented by **AVERY-KNODEL, INC.**

Bamberger Co. Signs $1 Million Spot Pact

Purchase with WAAT-WATV (TV) Newark, N. J., for 52 weeks hailed as major breakthrough in traditionally tv-cautious department store field. Campaign begins.

A MILLION-DOLLAR radio-tv campaign, on a 52-week basis, was started Wednesday by L. Bamberger & Co., Newark, on WAAT-WATV (TV) there. The Bamberger purchase was hailed in tv quarters where tabs are kept on department store activity as the medium's first major break-through in the tradionally tv-cautious department store field.

L. Bamberger operates a huge department store in Newark and four branch stores in northern New Jersey located in Millburn, Morristown, Plainfield and Princeton with a sixth suburban store under construction in Paramus. It is said to be the largest operation of its kind in the state of New Jersey.

These stores also are at the fringe market area of Macy's Department Stores in metropolitan New York (Macy's has a main store in Manhattan and four suburban stores in the metropolitan area). R. H. Macy & Co. Inc. is the parent company of some 27 store units in the U. S., including the Bamberger units and Macy's New York stores, and main stores in San Francisco, Kansas City, Atlanta and Toledo, Ohio. In the latter cities, suburban stores range from one in Kansas City to six in Atlanta.

Although various department stores have used tv in various cities across the country either as a "shoppers guide" or in some other limited manner, the flirtation with the medium has been more "shopping about" than "buying."

The Bamberger contract with the Bremer Broadcasting Corp.'s stations, however, entails a full-scale use of the tv medium, as well as the use of radio, to supplement its advertising in newspapers.

The Campaign Format

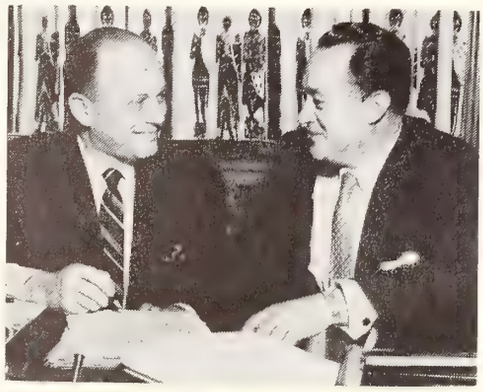
At the outset—in the pre-Christmas season—the contract calls for seven 10-second ID's (slides) per day for six days per week (Sunday excluded) or a total of 42 tv spots per week (on WATV) which later will be built up to a peak of 77 spots per week. The Mon.-Sat. schedule on radio (WAAT) calls for 21 10-second time signals per day, or 126 per week.

By early January, the Bamberger sponsorship will add eight hours of tv programming (six hours of feature film and two hours of live) per week. The Bamberger radio-tv plan, it was said, will operate similarly to the co-op advertising (support of manufacturers whose goods it handles in promoting the products at the local buying level) used in newspaper advertising.

Initial announcement that an agreement had been reached between the department store and the stations was made jointly Tuesday by David L. Yunich, president of Bamberger's, and Irving R. Rosenhaus, president of Bremer Broadcasting.

In that announcement, Mr. Yunich said radio-tv would offer increased opportunities for the store operation to broaden its advertising base "and show visually what Bamberger's and her products represent." Mr. Yunich said lineage would not be curtailed. Radio and tv advertising, he said, would serve as "supplementary media in reaching potential new customers and others not fully reachable through newspapers alone." The broadcast media, he said, would be of "great assistance" as Bamberger's expands into suburban markets. No agency is involved; Bamberger's places its business direct.

The stations noted that in the past, department stores—particularly in major markets—have used tv and radio only for brief tests, short-term campaigns or on a minor scale. Recalled was a comprehensive use in pre tv days of radio by Joske's in San Antonio, Tex., developed in cooperation with the then NAB.



SIGNING a contract covering what is said to be the first long-term and comprehensive use of radio and tv by a major market department store are David L. Yunich (l), president of Bamberger's, Newark, N. J., and Irving R. Rosenhaus, president of the Bremer Broadcasting Corp., operators of WAAT and WATV (TV), which will air the store's commercials.

John R. Little to Manage FC&B San Francisco Office

JOHN R. LITTLE, a Foote, Cone & Belding vice president, last week was named San Francisco manager of the agency. He succeeds Ford Sibley, who has been transferred to the New York office in an executive capacity.



MR. LITTLE

Mr. Little has served as supervisor of five FC&B accounts in the Los Angeles office, including Bullock's (department stores), Security First National Bank, the All-Year Club of Southern California, Hughes Aircraft, and Pacific Mutual Life Insurance. He joined Foote, Cone & Belding in 1942 after three years as sales promotion and public relations director of the All-Year Club. Prior to that he was sales consultant to several large Southern California firms.

BBDO Raises Two in S. F. To Vice Presidencies

WILLIAM R. SIMPSON and J. B. Pollock of BBDO's San Francisco office, have been appointed vice presidents of the agency, Ben Duffy, president, announced last week. Mr. Simpson, with the agency since 1942, is copy chief in San Francisco, and Mr. Pollock, group supervisor of BBDO's Standard Oil of California account, joined the agency in 1944.

Tv Electronics Inc. Reports Stock Additions During Year

SUBSTANTIAL additions to its portfolio of entertainment industry common stocks were made by Television Electronics Inc., New York, during its fiscal year ended Oct. 31, according to the mutual investment company's annual report issued last week to shareholders.

Among the additional purchases reported during the year were 10,000 shares of ABC-Paramount Theatres; 6,000 shares of CBS A; 9,000 shares of General Tire & Rubber Co.; 4,000 shares of RCA and 9,800 shares of Storer Broadcasting Co. Among the increased purchases in the film field were 17,500 shares of Columbia Pictures; 30,600 shares of Paramount Pictures Corp.; 4,000 shares of Walt Disney Productions and 21,000 shares of Warner Bros. Pictures Inc.

"Because we are more certain than ever of the great potential growth in the science of electronics and nucleonics," Chester D. Tripp, president of the Fund, declared, "we feel that current conditions are affording us an opportunity to entrench ourselves further in these fields to best advantage."

Total net assets of Television-Electronics Funds Inc. were listed on Oct. 31 at $105,847,907, equal to $11.05 per share, compared with $55,868,018, or $9.47 per share on Oct. 31, 1954. Number of shares outstanding this year amounted to 9,574,053 against 5,901,271 last year.

New York Sets in Use Up 29% in Fall of '55

IN a special study of the New York Market, C. E. Hooper Inc., radio measurement firm, found a "tremendous" increase in radio listening over that of a year ago.

Reporting last week on the coincidental study —conducted of a sample size of 72,155 in October and November, the Hooper firm found an overall 29% increase in sets-in-use compared with the preceding fall.

Gains in homes using radio were found for every major time block: Monday-Friday, 7 a.m.-noon, up to 25.8%; noon-6 p.m., increase of 22.1%; Sunday, 10 a.m.-6 p.m., up 35%; Saturday, 8 a.m.-6 p.m., increase of 51.6%; Sunday-Saturday, 6 p.m., up 37.2%.

Compared with November 1952 (a time when the Hooper firm found radio listening at a low ebb in the area), the following increases were noted: Monday-Friday, 8 a.m.-noon, up 43.4%; noon-6 p.m., increase of 47.8%, and Saturday, 8 a.m.-8 p.m., up 77.7%.

Gruen Names Somerfield

RALPH M. SOMERFIELD, manager of Bulova Watch Co.'s new products division since 1945, was named last week to head up Gruen Watch Co.'s new dealer tv-radio service. Mr. Somerfield's appointment is in line with Gruen's plans to increase sponsorship of local radio and tv programs, Bruce Enderwood, Gruen's vice president for advertising, said. Mr. Somerfield will offer a counseling service to dealers and provide tv-radio copywriters for dealer commercials.

Pittsburgh Agency Moves

THE PITTSBURGH advertising agency of Wasser, Kay & Phillips Inc. last week completed a move to new and larger offices in that city. The new quarters, located at 1231 Banksville Road, occupy the second floor of a modern two-story brick structure and are designed for television production, art and copy departments.



J. WARD MAURER (r), vice president in charge of advertising for the Wildroot Co., is congratulated upon his election as chairman of the board of Advertising Research Foundation by Fred B. Manchee, outgoing ARF chairman and vice president-treasurer of BBDO.

J. Ward Maurer Named As Chairman of ARF

J. WARD MAURER, vice president in charge of advertising, Wildroot Co. (hair tonic), was elected chairman of the Advertising Research Foundation board of directors at the fifth annual meeting Monday of ARF subscribers in New York.

The board is "tripartite," with equal representation of advertisers, agencies and media.

ABC President Robert E. Kintner was elected for a two-year term (for tv) and CBS Radio President Arthur Hull Hayes for a three year term as media directors on the board. Dr. W. H. Wulfeck, chairman of William Esty Co.'s executive committee, was elected vice chairman and Edward P. Seymour, vice president, Crowell-Collier Pub. Co., was reelected treasurer of the board.

In other election results, William A. Hart continues as president of ARF, Fred B. Manchee, executive vice president and treasurer of BBDO, as director (ARF's board chairman last year), and Edward F. Herrick of the ARF staff, as secretary (re-elected).

Advertiser members of the board, in addition to Mr. Maurer, are Henry Schachte, Lever Bros., and Paul B. West, Assn. of National Advertisers, one year terms; Ben R. Donaldson, Ford Motor Co., two year term; Bay E. Astes Jr., United States Steel Corp., Frank W. Mansfield, Sylvania Electric Products Inc. and Dr. D. P. Smelser, Procter & Gamble Co., three year terms.

Agency members include Frederic R. Gamble, American Assn. of Adv. Agencies, and B. B. Geyer, Geyer Adv. Inc., one year terms; Fergus Mead, The Buchen Co., two year term; Arno Johnson, J. Walter Thompson Co., and Charles A. Pooler, Benton & Bowles Inc., three year terms. One agency directorship remains to be filled.

Besides Messrs. Kintner and Hayes, media directors are Walter C. Kurz, *Chicago Tribune*, Paul Montgomery, McGraw-Hill Pub. Co., and Vernon C. Myers, *Look* magazine, all for one year, and John C. Sterling, *This Week* magazine, three year term.

NETWORK NEW BUSINESS

Hartz Mountain Products (bird and pet products), N. Y., to co-sponsor *Super Circus* (ABC-TV, Sun., 5-6 p.m. EST), beginning Jan. 1, bringing the program to full sponsorship. Others are **Roto-Broil Corp. of America Inc.** (electric rotisseries), through Product Services Inc., N. Y., and **Chunky Chocolate Corp.**, N. Y., through Hilton & Riggio, N. Y. Agency for Hartz is Friend-Krieger & Rader Inc., N. Y. The program, which moves to N. Y. Jan. 1, will be produced by Martin Stone Assoc.

Seven-Up Co., St. Louis, started sponsorship last week of 3:30-3:45 p.m. (EST) Wednesday segment of CBS-TV's *Bob Crosby Show*. Seven-Up's agency is J. Walter Thompson Co., Chicago.

AGENCY APPOINTMENTS

Superior Household Mfg. Co. (So-Soft Synthetic Sponges), Chicago, appoints M. M. Fisher Assoc., Chicago, as advertising and merchandising counsel.

Fuel Generators, Newton, Iowa, appoints Grant, Schwenck & Baker Inc., Chicago, to handle its advertising.

Seattle Packing Co. (Bar-S meats), Seattle, names Miller, Mackay, Hoeck & Hartung, that city, for advertising, effective Jan. 1.

Standard National Adv. Agency, Seattle, announces new campaigns for Palix fresh oysters, L. A., and for Oyster Sticks, new product of Olympia Oyster Co., Seattle.

Meredith WOW Inc. (WOW-AM-TV Omaha), appoints Buchanan-Thomas Adv. Co., Omaha.

A&A SHORTS

M. B. Scott Inc., W. Hollywood, is agency for Sleep-Eze Co. (sleeping pills), L. A., sponsor of CBS Radio's *Surprise Theatre* (Sat., 12:55-1 p.m.). Barton A. Stebbins Adv., L. A., was reported in B•T Dec. 5 as Sleep-Eze agency.

McKim Adv. Ltd., Toronto, moves to new McKim Bldg. today (Monday) at 1407 Yonge St.

Ben Bezoff & Co., advertising and public relations agency, Denver, changed name to Arnold & Co.

Galen E. Broyles Co., Denver advertising agency, has moved into new quarters at 200 Clayton St., according to President Galen Broyles. The new building features a 17x23 ft. conference room which has a tv set, film projection and audition equipment built into a fold-away cabinet. The agency also has a Colorado Springs office.

A&A PEOPLE

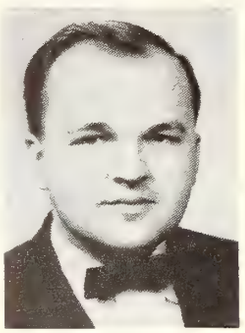
John W. Crawford, copy supervisor, Kenyon & Eckhardt, Chicago, elected vice president by agency board. Before he joined K&E several months ago, Mr. Crawford was copy department manager at Leo Burnett Co., Chicago.



MR. CRAWFORD

William R. Simpson, copy chief, BBDO San Francisco office, and **J. B. Pollock,** account supervisor on Standard Oil account, BBDO San Francisco office, elected vice presidents of that agency.

David R. Hayes, W. E. Long Co., Chicago agency for group of bakeries, appointed director of radio and television. With Long for two years, Mr. Hayes has been responsible for creative scheduling, media - production liaison and radio-tv client contact.



MR. HAYES

George Forman, member of Bulova Watch Co.'s advertising and sales promotion department since 1949, named advertis-

LATEST RATINGS

NIELSEN

Top Radio Programs
Two Weeks Ending Nov. 12, 1955

Rank	Program	Homes (000)
Evening, once-a-week (Average for all programs)		(786)
1.	Dragnet (NBC)	1,896
2.	Two for the Money (CBS)	1,757
3.	Our Miss Brooks (CBS)	1,757
4.	You Bet Your Life (NBC)	1,665
5.	Great Gildersleeve (NBC)	1,572
6.	64,000 Dollar Question (CBS)	1,572
7.	Godfrey's Scouts (Toni) (CBS)	1,526
8.	Edgar Bergen (CBS)	1,434
9.	Gunsmoke (CBS)	1,434
10.	Gene Autry Show (CBS)	1,295
Evening, multi-weekly (Average for all programs)		(786)
1.	One Man's Family (NBC)	1,804
2.	News of the World (NBC)	1,665
3.	Lowell Thomas (CBS)	1,572
Weekday (Average for all programs)		(1,387)
1.	Young Dr. Malone (CBS)	2,312
2.	Guiding Light (CBS)	2,312
3.	Ma Perkins (CBS)	2,173
4.	Arthur Godfrey (Campana 11:00) (CBS)	2,127
5.	This Is Nora Drake (B. Myers) (CBS)	2,081
6.	Road of Life (CBS)	2,035
7.	Helen Trent (Toni) (CBS)	2,035
8.	Arthur Godfrey (Kellogg) (CBS)	2,035
9.	Perry Mason (Procter & Gamble) (CBS)	1,988
10.	Arthur Godfrey (Campana 10:15) (CBS)	1,988
Day, Sunday (Average for all programs)		(509)
1.	Your Nutrilite Theatre (NBC)	1,249
2.	Woolworth Hour (CBS)	1,249
3.	Symphonette (CBS)	971
Day, Saturday (Average for all programs)		(694)
1.	Gunsmoke (CBS)	1,619
2.	Allan Jackson-News (12:00) (CBS)	1,295
3.	National Farm and Home Hour (NBC)	1,249

Copyright 1955 by A. C. Nielsen Co.

PULSE

Top 20 Regularly Scheduled Once-A-Week Shows

	Rating Nov.	Oct.
$64,000 Question (CBS)	51.9	53.4
Ed Sullivan Show (CBS)	40.0	37.9
I Love Lucy (CBS)	39.1	36.9
Shower of Stars (CBS)	37.1	30.9
Groucho Marx (NBC)	35.1	34.2
December Bride (CBS)	30.4	28.2
Disneyland (ABC)	30.3	26.1
Honeymooners (CBS)	30.1	30.4
Perry Como (NBC)	29.0	25.7
Robert Montgomery (NBC)	28.7	
Burns and Allen (CBS)	28.0	28.5
Lux Video Theatre (NBC)	27.5	27.8
I've Got a Secret (CBS)	27.3	27.5
Godfrey's Talent Scouts (CBS)	27.2	26.5
GE Theatre (CBS)	27.1	26.3
Dragnet (NBC)	26.8	27.1
Our Miss Brooks (CBS)	26.6	26.9
This Is Your Life (NBC)	26.6	26.3
Jack Benny (CBS)	26.5	
Big Story (NBC)	26.3	
Martha Raye (NBC)	26.3	27.5

Top 10 Regularly Scheduled Multi-Weekly Shows

Mickey Mouse Club (ABC)	16.2	14.4
Guiding Light (CBS)	11.1	10.8
Love of Life (CBS)	10.9	10.6
Search for Tomorrow (CBS)	10.3	10.1
Howdy Doody (NBC)	9.9	10.6
CBS-TV News (CBS)	9.7	9.9
News Caravan (NBC)	9.7	9.6
Big Payoff (CBS)	9.6	9.4
Arthur Godfrey (CBS)	9.4	9.1
Art Linkletter (CBS)	9.4	
Strike It Rich (CBS)	9.4	9.1

WCPO-TV
CINCINNATI

and

WEWS
CLEVELAND

announce the appointment of

BLAIR

as national representative
effective January 1, 1956

WCPO-TV
Channel 9
ABC-TV NETWORK
CINCINNATI 6, OHIO

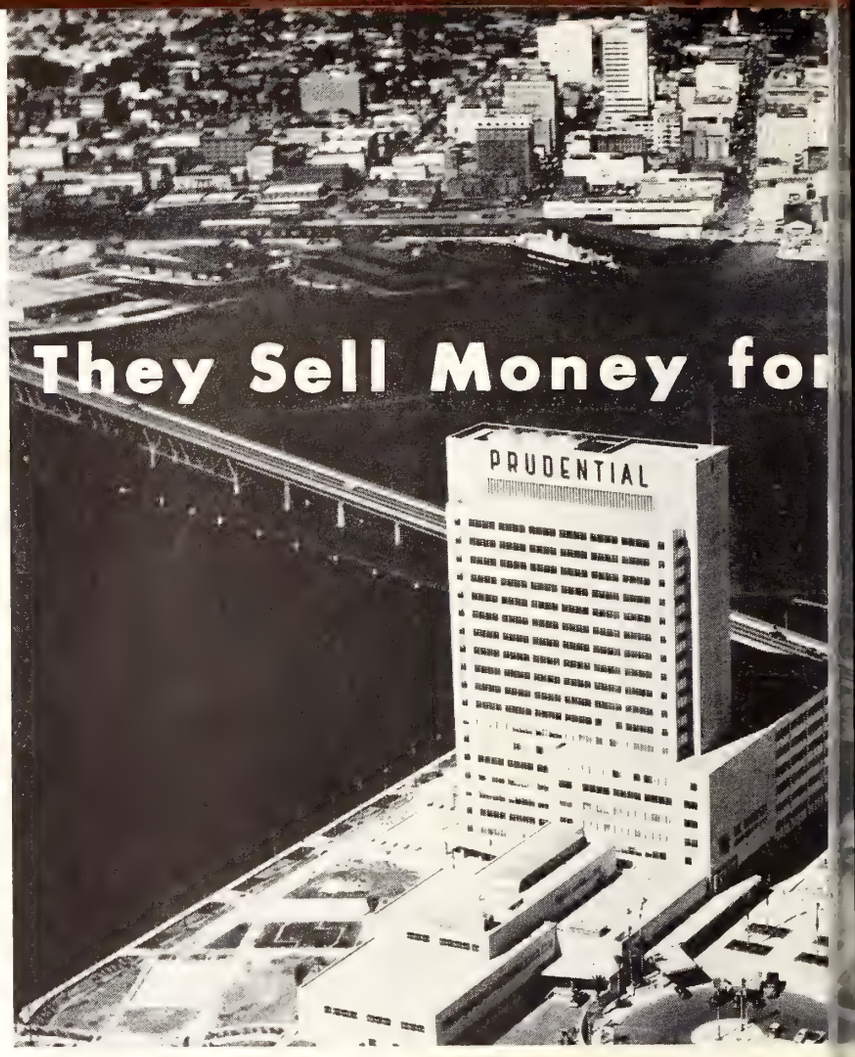


WEWS
Channel 5
ABC-TV NETWORK
CLEVELAND 14, OHIO

SCRIPPS-HOWARD RADIO, INC.



Spending $350,000 for supplies alone in its home town of Jacksonville annually, Gulf Life has a local payroll of $2 million, assets of $128 million, and $857 million insurance in force among 1.4 million Southeasterners.





Independent Life pays approximately $2 million annually to its 400 Jaxon employees, has $10 million in mortgage loans in its home county, spends $175,000 annually for printing and stationery alone in WMBR-TV's home town.

9 Home Offices and 33 Regional Branches Make Jacksonville the Insurance Center of the Southeast

FLORIDA'S tourist-attracting sunshine also warms the gov ernmental atmosphere, adding a friendly climate for busines and industry. The tax barometer reads "No state income tax. Result: a multi-million dollar industry with annual home offic payroll of $13 million for hustling Jacksonville.

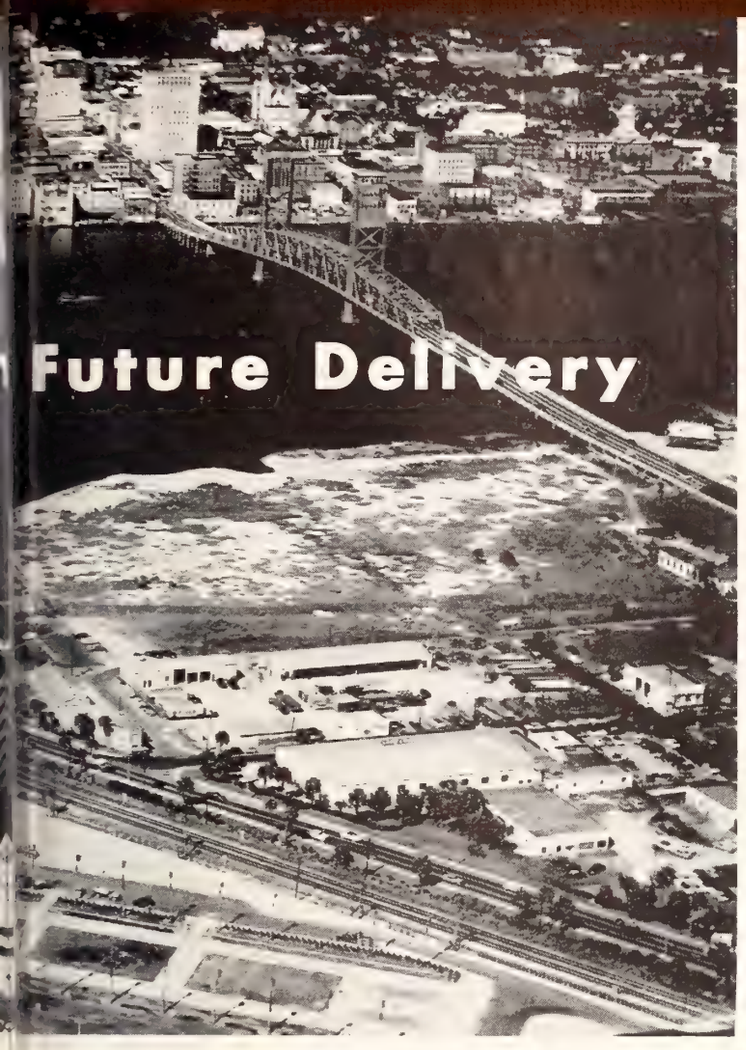
Providing home office employment for more than 3,500 person the insurance business is a stabilizing factor in the Jacksonvill economy. Home of more than 600 industries, major seaport, sit of important Navy installations, Jacksonville is a market o 375,000, marketplace for 700,000 more. You reach most of ther via WMBR-TV, the oldest, most powerful, most-watched tele vision station in the area.

United Life Insurance Company operates exclusively in Florida, has $50,000,000 life insurance in force, 150,000 policy holders, and employs 240 Florida men and women.

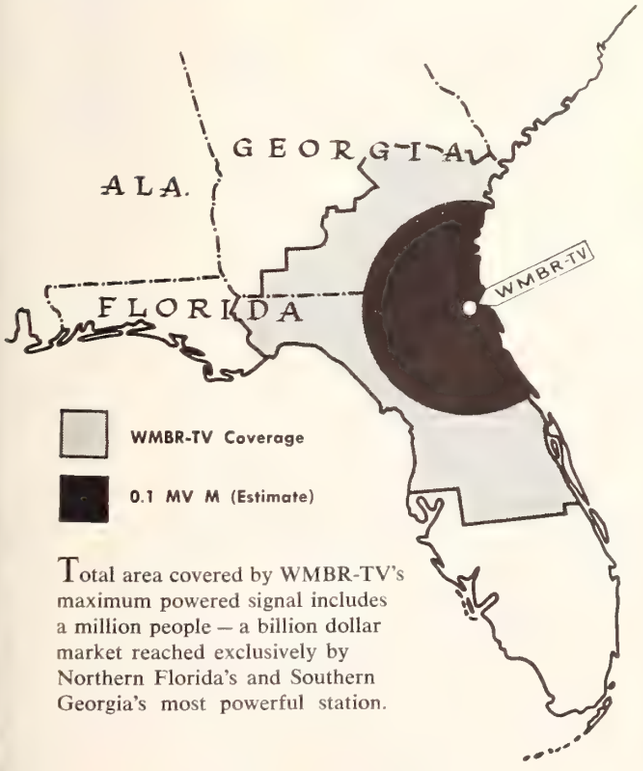
The Afro-American Life Insurance Company's million-dollar install tion grew from modest ($700 initial assets) start in 1901. Curre assets: $7,874,000. Annual Jaxon payroll: $337,144. Insurance force: $43,000,000. Jacksonville's Negro population enjoys pra tically full employment.







Jacksonville's newest and tallest skyscraper – the $15 million, 22-story South-Central Home Office of the Prudential Insurance Company. Employing 1,500, SCHO serves 10 states, pays out $1 million a week in claims.



Total area covered by WMBR-TV's maximum powered signal includes a million people – a billion dollar market reached exclusively by Northern Florida's and Southern Georgia's most powerful station.

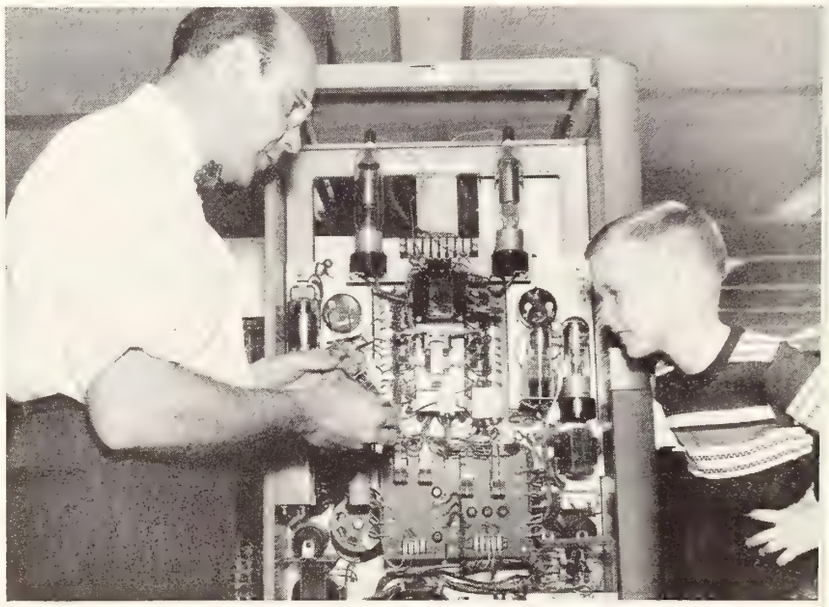
WMBR-TV

Channel 4 • Basic CBS

Represented by CBS Television Spot Sales



State Farm's Southeastern office employs 363, writes fire and auto insurance for Florida, Georgia, North and South Carolina. Payroll exceeds $1,250,000 annually.



Electronic computers like this one figure policy dividends, deduct them from premiums, establish balances – at the rate of 6,000 per hour, which is only a bit faster than folks are moving to Florida (2,600 people per week).

Peninsular Life, Florida's oldest chartered life insurance company, was founded in 1901 in Jacksonville, now employs 600, one-third of whom live here. Construction of new home office on semi-suburban site set new standard for commercial building, boosted Jacksonville as insurance center.



ing manager, Emerson Radio & Phonograph Corp. He succeeds **Edward Kantrowitz,** recently appointed assistant to Lester Krugman, vice president in charge of marketing.

Arthur E. Duram, head of tv-radio department, Fuller & Smith & Ross Inc., Cleveland, elected a director of that agency.

George M. McCoy Jr., media department, Colgate-Palmolive Co., to N. W. Ayer & Son, N. Y., as manager and administrator in time-buying department.

Dr. Homer Wood, assistant placement counsellor, Lever Brothers Co., to Grey Adv. Agency, N. Y., as manager of research department.

Jerome Harrison, ABC-TV eastern sales manager, to McCann-Erickson, N. Y., as executive staff member, radio-tv department.

Sherman E. Rogers, creative director, Platt-Forbes Inc., N. Y., appointed copy chief, Anderson & Cairns Inc., N. Y.

Albert K. Burwinkle, art director, elected vice president, and **Ruth Hazelwood,** public relations staff, promoted to assistant account executive, Grant Advertising Inc., N. Y.

Charles J. Weigert, Benton & Bowles Inc., N. Y., to Joseph Katz Co., Baltimore, as director of media.

Sherman E. Rogers, former creative director, Platt-Forbes Inc., to Anderson & Cairns Inc., N. Y., as copy chief.

Gordon G. Roberts, formerly with Martin L. Smith Co., N. Y., advertising agency, has joined Ruthrauff & Ryan, N. Y., as copywriter.

Theodore Braude, former advertising and merchandising manager, Hazel Bishop Inc., N. Y., to Joseph Katz Co., Baltimore agency.

Robert L. Ervin, Arndt, Preston, Chapin, Lamb & Keen Inc., Philadelphia, to contact department of Gray & Rogers agency, Philadelphia.

Charles F. Wilkinson, formerly vice president and head of art department of Mckee & Albright Inc., Philadelphia, to art department of Gray & Rogers, Philadelphia.

Louis G. York, sales staff, KSVP Artesia, N. M., to Kansas City office of Cary-Hill Inc., Des Moines advertising agency, as account executive.

Lawrence A. Wilson, formerly account executive, McCarty Co., L. A. agency, to Byron H. Brown & Staff Inc., Beverly Hills, Calif., as production manager.

Frederick M. Avery, director of Colgate-Palmolive Co., Jersey City, N. J., premium department, named premium buyer for that company.

Bill Brennan, former CBS-TV producer, to Young & Rubicam agency, N. Y., for special assignment on production staff.

Carl A. Shem, formerly account executive, Standard Oil Co. (of Ohio) account at McCann-Erickson Inc., Cleveland, to Compton Adv. Inc., Chicago, as executive on Socony Mobil Oil Co. (Chicago Div.) account.

Don Belding, vice president and chairman of executive committee, Foote, Cone & Belding, L. A., was elected regional vice president of Defense Orientation Conference Assn. Composed of business leaders, DOCA helps interpret U. S. defense matters to public.

Willis A. Weld, 59, vice president and account executive, Fensholt Adv. Agency Inc., Chicago, died Nov. 27. He had been with agency for over 10 years.

DEAL BY FOX FOR RKO FILMS SEEN CLOSED BY YEAR'S END

President of Motion Pictures for Television would acquire 650-700 features and nearly 1,000 short subjects for $12.2 million. Only details as to contract remain to be evolved, says Thomas F. O'Neil.

TRANSACTION whereby Matthew Fox, president of Motion Pictures for Television, will acquire 650-700 RKO feature films for $12.2 million cash, will be closed prior to year end, B•T learned authoritatively last week.

Thomas F. O'Neil, RKO Radio Pictures Inc. president, who has been negotiating directly with Mr. Fox, confirmed the transaction, asserting that it would be advantageous to both groups to close before the calendar year end. Only details as to contract remain to be evolved, he said. The contract itself probably will cover some 675 feature films out of the total of some 750 because of probable inability to procure clearances on the entire stock.

The purchase price, it was understood, would include features and close to 1,000 shorts.

Included in the group are about 150 films on which RKO Teleradio Pictures Inc. will retain first run rights for two years for all markets. These would be available for disposition to tv networks or national advertisers during that period and then would revert to Mr. Fox's company. The figure placed on these rights for the two-year period is $3 million.

Offsetting the $3 million evaluation on these films is the retention of rights to show the entire backlog of films on the O'Neil stations, for which an overall price of $3 million is committed. Thus the final transaction would entail the $12.2 million figure.

It could not be ascertained last week who would be associated with Mr. Fox in this unprecedented venture, involving the largest stock of feature films to be made available for tv. Mr. Fox procures foreign as well as domestic rights for the stock.

The transaction is the sequel to Mr. O'Neil's acquisition of RKO last July for $25 million from Howard Hughes.

Although plans for the use of the library were not disclosed, it was speculated that Mr. Fox might turn over 200 of the better films and shorts for pay-as-you-see television.

Mr. Fox signed a contract with Skiatron, Electronics &. Television Corp., New York, developers of "subscriber-vision" method of toll tv, more than a year ago, under which Mr. Fox was licensed to serve Skiatron exclusively for program production and for financial assistance to obtain product for pay television. A syndicate headed by Mr. Fox, operating under the name of Skiatron Tv Inc., has been functioning since that time.

Though toll tv still has to be considered by the FCC, it was understood that Mr. Fox is in the process of concluding arrangements with foreign governments to supply films for a system of pay tv abroad. It was pointed out that the RKO library contains many films that are still popular and undated, and could be received favorably, both abroad and in the U. S. These films would be considered a nucleus of programming for toll television. The European market was said to be regarded by Mr. Fox as a propitious one to put pay tv "on the road," as motion picture exhibitor resistance is not expected to be so strong as it is in the U. S. Favorable reception abroad for pay tv might make the task here easier, according to some supporters of the system.

A long-time motion picture executive, Mr. Fox entered the tv film field in 1946 when he established United World Films, which distributes 16mm to tv as well as to schools, churches and other groups. In 1950, he extracted from United World the films suitable for tv and in conjunction with Flamingo Films and Associated Artists Productions established Motion Pictures for Television. Flamingo Films and AAP currently are operating tv film and distribution companies, with no connection with MPTV or one another.

Mr. Fox began to reduce his activities in the tv film distribution field in September 1954 when he assigned local and regional distribution rights to eight syndicated properties to the UM&M Corp. [B•T, Oct. 4, 1954]. This year he turned over distribution rights to some 700 features to Guild Films Co. [B•T, Feb. 7].

At the time of the transaction with Guild Films, Mr. Fox said the move was taken so that he might devote more time to his Skiatron interest. He also said that MPTV would confine itself to the development and financing of tv program productions and to supervision of its relationship with UM&M.

Mr. Fox also is "substantial" stockholder, with holdings estimated at $1 million, in C&C Super Corp. (soft drinks), of which Walter S. Mack is president. It was reported that Mr. Fox acquired this stock earlier this year by assigning to C&C Super Cola the assets of Western Television Corp., a Fox company that produced syndicated tv film programs, and which had earned about $1 million in time from stations in return for programming. In the transaction, Mr. Fox acquired stock for the air time which he allocated to C&C Super Corp.

General Teleradio, RKO Merger Approved by FCC

THE FCC last week approved the merger of General Teleradio Inc. and RKO Radio Pictures Inc. into RKO Teleradio Pictures Inc. [B•T, Nov. 28]. General Teleradio (owned by General Tire & Rubber Co.) bought RKO Radio Pictures last summer for $25 million from Howard Hughes.

The new entertainment giant will comprise two divisions: General Teleradio for radio and tv properties, including control of Mutual Broadcasting System, and RKO Radio Pictures for film production and distribution.

The parent company will be headed by Thomas F. O'Neil, who also will retain command of the radio-tv operations. Daniel O'Shea continues as chief of film activities.

At the time the merger was announced, it also was disclosed that General Tire & Rubber Co., then 90% owner of General Teleradio, had bought out R. H. Macy & Co.'s 10% interest in General Teleradio for $2¼ million.

General Teleradio owns seven radio stations and six tv stations. These are: WNAC-AM-FM-TV Boston, WGTH-AM-TV Hartford, KHJ-AM-FM-TV Los Angeles, WOR-AM-FM-TV New York, WHBQ-AM-TV Memphis, WEAT-AM-TV West Palm Beach, and KFRC San Francisco. In addition, General Teleradio owns 58% of MBS, and 100% of Yankee Network in New England and the Don Lee Network on the west coast. Pending FCC approval is the $650,000 sale of the Hartford tv station to CBS.

Skip this if you know how to say



W, 23rd letter of the English alphabet, replaced the Anglo-Saxon runic wen in the 11th century. Usually a consonant, as in *CBS Network*, its sound is a voiced bilabial formed by raising the far reaches of the tongue (as for o͞o, pronounced with a vowel-type of lip-rounding). Written w is silent in some words, as *answer*, but we're not interested in silence. Though virtually a voiceless fricative in wh, the latter consonant is more to the point, as in *wh*erewithal, in which Iowa (pronounced perfect for marketing) wallows. In cognate words, Eastern Iowa's W corresponds to the Sanskrit v and the extinct Greek digamma (ēitheos—unmarried youth—and that's about enough along those lines).



M, 13th letter of the alphabet, is a sonant bilabial continuant. You stop up the oral passage, or lips, lower the soft palate for nasal resonance, and blow. M has syllabic value in some words of Greek origin, like chasm (kas'm), but this can't compare with the value it has in proper time-buying context, as in double o͞o emmmm tee, but we get ahead of our story. Words like mnemonic, where the m is silent, are best ignored, which we'll have to try and remember (as in mnemonic). In Roman numerals M stands for 1,000, which, with the addition of a decimal point after the 1, gives you a rough idea of how a certain radio tv station stands in batting average with Eastern Iowans.



T, 20th letter of the you ought to know what by now, usually is a voiceless alveolar stop, not to be confused with the commuter's late afternoon stop ("One on the rox, Joe"). With h it forms the digraph th, which represents the characteristic English interdental fricative, voiced in *th*is, voiceless in *thing*. With i it sometimes acquires a sh sound, as in palatial, which just happens to be the correct word for homes in double o͞o emmm teeland. With Z it forms the Katz Agency, our national representative, not to be confused with an alveolar stop. T is frequently silent before l or n, as in *often*, which is what we hope we'll be hearing from you. Our mail address is Cedar Rapids, as in Iowa.

NTA BUYS 10 SELZNICK FEATURE FILMS

National Telefilm Assoc. pays 'over $1 million' for distribution rights to features, will offer them for sale to network or national sponsor for telecasting on once-a-month basis.

IN ACQUIRING the tv distribution rights last week to 10 David O. Selznick motion pictures at a price said to be "over $1 million," National Telefilm Assoc., New York, plans to offer the films for sale to a network or national sponsor for exposure on a once-a-month basis under the title of *David O. Selznick Presents.*

This development was learned by B•T after a joint announcement of the transaction Tuesday by Frank I. Davis Jr., president of the Selznick Co., and Ely Landau, NTA president. Under contract terms, NTA has acquired the tv distribution rights to the motion pictures



MR. LANDAU



MR. SELZNICK

in the U. S. and Canada for a five-year period. These films are the first Selznick properties to be released for tv. The projected once-a-month series would use the newly acquired films, plus at least two other motion pictures also to be obtained from Mr. Selznick in negotiations still to be completed. As envisaged, the series would present Mr. Selznick as host, with additional plans to build a merchandising program around the association.

NTA paid more than $100,000 for each Selznick picture, believed by Mr. Landau to be "the largest amount by far" to be paid by a tv distributor for a Hollywood-produced film. He said the top price previously paid for a Hollywood film by a tv distributor probably was not more than $50,000.

The sale of the package was negotiated by Mr. Landau and Oliver Unger, executive vice president of NTA, and Mr. Selznick and Mr. Davis. Mr. Unger is reported to have conducted negotiations for the Selznick product for more than four years, part of which time he had been associated with companies other than NTA.

Motion pictures in the package include: "The Farmer's Daughter," with Loretta Young, Joseph Cotton and Ethel Barrymore; "Notorious," with Cary Grant and Ingrid Bergman; "Since You Went Away," with Jennifer Jones, Claudette Colbert, Lionel Barrymore and Shirley Temple; "Portrait of Jenny," with David Wayne, Miss Barrymore and Mr. Cotton; "The Paradine Case," with Gregory Peck, Ann Todd and Charles Laughton; "I'll Be Seeing You," with Ginger Rogers, Mr. Cotton and Shirley Temple; "The Spiral Staircase," with Dorothy Maguire, George Brent and Miss Barrymore; "Garden of Allah," with Marlene Dietrich and Charles Boyer; "A Bill of Divorcement," with John Barrymore and Katharine Hepburn, and a re-make of "Bill of Divorcement," with Adolph Menjou and Maureen O'Hara, which will be re-titled for tv release.

Mr. Landau told B•T that he currently is negotiating with two of the major film studios for a backlog of their films to be issued at the rate of 50 a year. He declined to name the studios but said he is assured of "proper financial backing." Mr. Landau said he "is still in the running" for General Teleradio's package of 750 RKO feature films and 900 shorts, although independent tv film executive Matthew Fox reportedly has the "inside edge" in this transaction.

First Quarter Report Shows Profit for NTA

IN ITS first "progress report" to stockholders, National Telefilm Assoc., New York, publicly-owned tv film distributors, last week reported that net income for the three months ended Oct. 31 amounted to $60,531, equal to nine cents per share on 650,000 shares of common stock outstanding. NTA operated at a loss during the corresponding period last year.

As an indication of the company's growth, Ely Landau, president, observed that in the three-month period up to Oct. 31, a total of $1,050,832 in tv exhibition contracts was written, as against $842,660 in the prior three months.

Revenues derived from tv film rentals in the three-month period ended Oct. 31, which is NTA's first quarter of the current fiscal year, amounted to $660,995, according to Mr. Landau. He noted that earnings in the first quarter were sufficient to cancel out the earned surplus deficit of $55,808 that existed on July 31. The balance of the earnings, he said, has been added to the stockholder's equity.

"Of prime importance is the company's healthy backlog of earnings, represented on the balance sheet as deferred film rental income," Mr. Landau pointed out. "This amount increased $144,540 in the first fiscal quarter to reach a new peak of $671,375.

Stock in NTA was offered for sale last June and the company has more than 1,000 stockholders. The company is listed with the American Stock Exchange.

Roach Tv Commercial Films To Bill $1.5 Million in '55

HAL ROACH Studios' tv commercial film department will post $1.5 million in billings for the year ending Dec. 31—a 125% increase over 1954—according to Sidney Van Keuren, department vice president and general manager.

During the current year, Roach has added to its roster of clients such national advertisers as the Chevrolet Div. of General Motors, Johnson's wax, Delco batteries and appliances, Reynolds aluminum, United Airlines, Eastman Kodak, Marlboro cigarettes, Norelco, electric shavers, Slenderella and Helena Rubenstein cosmetics.

Mr. Van Keuren said that a major portion of new business placed with Roach is from New York and Chicago accounts.

Fred A. Niles Reveals Plans For Own Tv Production Firm

FRED A. NILES, who resigned as executive vice president of Kling Film Productions [AT DEADLINE, Dec. 12], last week announced plans to open his own tv production firm in January.

The organization will specialize in programs and commercials, with offices in Chicago (headquarters) and Hollywood, he told a news conference Monday, but declined to elaborate on his plans.

No successor has been announced for his post at Kling Film Productions, subsidiary of Kling Studios Inc., which Mr. Niles founded in 1947. During his tenure at Kling, the operation was expanded to include a syndicated division for programs and commercials. Offices were established in other cities and studios were purchased in Hollywood. Prior to joining Kling, Mr. Niles was associated with WAAF Chicago as a news commentator.

Robert Eirinburg, president of Kling Studios Inc., is expected to name a production executive and sales manager shortly. Addition of Harry W. Glasser as vice president and Harold W. Phillips to the creative staff of the parent organization were announced last week. Among others who resigned at Kling Film Productions along with Mr. Niles, were Chris Peterson, head of the syndicated division, and Ruth Ratny, continuity and public relations specialist.

Transfilm Expands To Tv Programming

EXPANSION of Transfilm Inc., New York, into tv film programming was announced last week by William Miesagaes, president of the company. Since 1941 Transfilm has been a producer and distributor of industrial films and later moved into the tv film commercial field. Mr. Miesagaes said Transfilm has established a special projects division to handle tv film as well as theatrical motion picture production. The first tv film project under consideration, he said, is a children's series. Walter Lowendahl, Transfilm executive vice president, will devote full time to the special projects division and has turned over his former industrial film activities to Robert H. Klaeger, vice president in charge of tv film commercials for Transfilm.

John Schneider Re-Elected President of Film Council

RE-ELECTION of John Schneider, vice president of Biow-Beirn-Toigo, New York, as president of National Television Film Council was announced Thursday at the Council's annual Christmas Party in New York. The occasion also was used to honor CBS-TV comic Phil Silvers for "furthering the use of film in television" with his *You'll Never Get Rich* series.

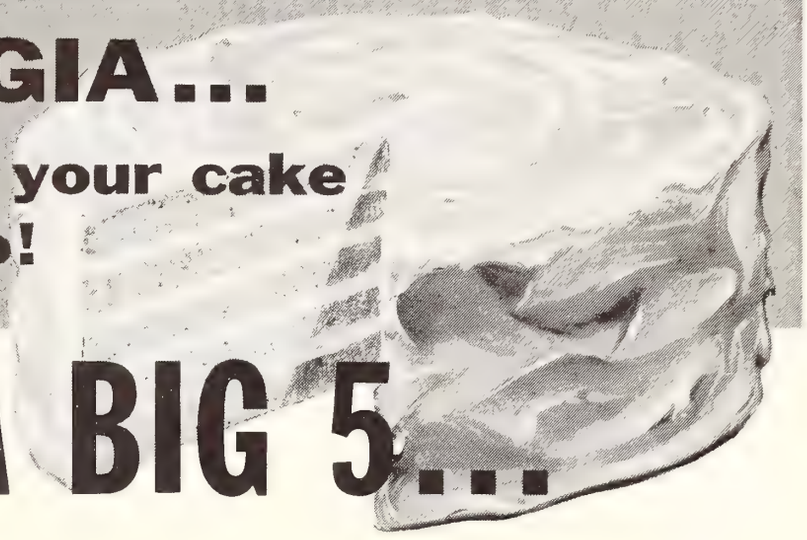
Other NTFC officers for 1956: William Rettig, W. T. German Inc., executive vice president; Sidney Mayers, Standard Television Corp., executive secretary; Charles Carpenter, Technicolor Corp., treasurer; Beaulah Jarvis, NBC Film Div., general secretary; Arche Mayers, Standard Television, vice president, distribution; Bert Hecht, Bill Sturm Studios, vice president, production; Howard Olds, McCann-Erickson, vice president, agencies; Dave O'Shea, Weed Inc., vice president, stations; Ken Cowan, B•T, vice president, membership, and Lou Feldman, Du-Art Labs, vice president, laboratories.

Johnson Films Adds Service

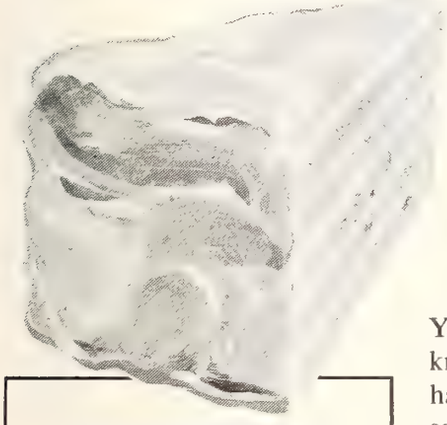
ED JOHNSON FILMS, Hollywood, has set up a new department to work with advertising agencies in the preparation of tv commercials designed for low and medium budget production, it was announced last week. The department also will provide slide film and motion picture scripts for sales training and other purposes. Ted Byron heads the new service.

IN GEORGIA...

you can have your cake and eat it, too!



The GEORGIA BIG 5...



the station group that gives you all the *practical advantages* of a network...*plus all the local impact of home-town programming!*

You know the *intense* listener loyalty that stations command *locally*. You know the *strong dealer influence* that stations wield *locally*. Now you can have these *local* advantages of five long-established stations...PLUS time-saving network economies—with the GEORGIA BIG 5! Five leading stations in one buy . . . involving only *one* bill.

Buy the GEORGIA BIG 5—get the added sales power of local merchandising support!

The sale you start with your spot is *clinched* by the point of sale merchandising support supplied by each *Georgia Big 5* station. In addition you can count on a full array of selling aids: trade calls by station personnel who are your dealers' *neighbors* . . . trade mailings and tune-in announcements. Your Avery-Knodel man will give you full details!

CHECK these important FACTS ABOUT GEORGIA

In the two year period ending 1954:

- ☐ Georgia radio homes. . . . . UP 22%
- ☐ Georgia population . . . . . UP 17%
- ☐ Georgia automotive sales . UP 43%
- ☐ Georgia retail sales. . . . . UP 13%

Four good reasons why Georgia deserves deeper penetration than ever before... *deeper* penetration than *one-station coverage* can give! Ask for *all* the facts about the big new growth of Georgia!

The GEORGIA BIG 5

is your *big Georgia buy*... more Georgia homes *at less cost per minute!*

The *Georgia Big 5* delivers 83%—yes 83% —of all Georgia radio homes! More Georgia homes—at less cost per minute—make the *Georgia Big 5* your big buy—your best buy—in the nearly $3 billion Georgia market.



MERCHANDISE SOLD VIA GEORGIA BIG 5 WGST WGAC WRBL WMAZ WTOC

WGST *Atlanta* 5,000W ABC

WGAC *Augusta* 5,000W ABC

WMAZ *Macon* 10,000W CBS

WTOC *Savannah* 5,000W CBS

WRBL Columbus 5,000W CBS

AVERY-KNODEL, Inc. National Representatives

Hullinger Productions Moves Washington, D. C., Studios

HULLINGER Productions Inc., Washington, D. C., tv and industrial film company, has moved its headquarters in the Nation's Capital to the Evening Star Television Center, 4461 Connecticut Ave. NW. The company formerly operated at studio space in the tv building of American University.

One of the first tv shows to be made in the new location will be *Mary Haworth's Mail,* a series starring Mary Haworth, syndicated columnist. Other series on the Hullinger production calendar are *What Do You Think?,* a panel show moderated by Frank Edwards on scientific subjects; *This Is Washington,* documentaries narrated by H. R. Baukhage,, and *Makers of Destiny,* depicting the activities of Washington's national and international celebrities.

UPA Opens Calif. Office To Film Tv Commercials

UNITED PICTURES OF AMERICA has established a West Coast tv commercial film department for the production of tv film cartoon spot announcements. The new department will be located temporarily at 3115 West Olive Ave., Burbank, Calif.

The majority of UPA's filmed commercials heretofore had been produced in New York, with occasional spots filmed at the Burbank headquarters. Under the new setup, commercials will be filmed at both locations.

MCA-TV Triples Budget For Advertising-Promotion

MCA-TV Film Syndication Div. will triple its advertising and promotion budget to more than $750,000 in 1956, it was announced last week by Frank McMahon, director of advertising and promotion.

Mr. McMahon claimed this figure represents "the largest advertising allocation of any film distributor." The budget, he said, will be used primarily for trade publication advertising and direct mail campaigns for MCA-TV's syndicated film series.

FILM SALES

Atlantic Television Corp., N. Y., has sold feature film, "39 Steps," co-starring Robert Donat and Madeleine Carroll, in 20 markets, with starting dates between now and early January.

Fremantle Overseas Radio & Tv Inc., N. Y., reports company's cartoon package sold in France, Luxembourg, Monaco and Switzerland, and *Armchair Adventure* series to Suedwestfunk in Baden-Baden for telecast over full German tv network.

MCA-TV Ltd., Beverly Hills, Calif., announces sale of *Waterfront* to Albers Div. (cereals, feeds, Friskies dog food), Carnation Co., L. A., through Erwin, Wasey & Co., N. Y., for showing in 16 western cities. Series of 30-minute films begins in early 1956 in eight California markets: San Francisco, San Diego, Sacramento, Fresno, Stockton, Salinas, Bakersfield and San Luis Obispo. Others are Seattle, Spokane and Yakima, all Wash.; Portland and Eugene, Ore.; Salt Lake City; Boise, Idaho, and Phoenix, Ariz. Star, Preston Foster, will make commercials for Albers and participate in promotion campaign. *Waterfront* is Roland Reed production.

Medallion Productions, Hollywood, has made new sales of "Paddy the Pelican" cartoons to: KFJZ-TV Fort Worth, Tex.; KUTV (TV) Salt Lake City; KTNT-TV Seattle-Tacoma, Wash.; KVAR (TV) Mesa-Phoenix, Ariz., and KBTV (TV) Denver.

Craftsman Films, N. Y., reports its *Greatest Fights of the Century* tv film series sold in 34 markets to date. Most recent sales have been to sponsors for telecasting on KEYD-TV Minneapolis, WNBK (TV) Cleveland and KMBC-TV Kansas City, Mo.

Richard H. Ullman Inc., Buffalo, N. Y., announces 100% increase in tv sales for past five months over first six months of 1955. Large share of credit is given *Watch the Birdie,* children's animated quiz show which has recently been sold to KTLA (TV) Los Angeles (Malt-O-Meal corn flakes), KSD-TV St. Louis (Sealtest dairy products), WTTV (TV) Bloomington-Indianapolis (Malt-O-Meal) and WTVJ (TV) Miami, Fla. (Seven-Up beverage).

Associated Artists Productions, N. Y., announces its "Movieland" group of 11 feature films has been sold in 63 markets, with latest sales to General Teleradio-owned WGTH-TV Hartford, Conn., and WEAT-TV West Palm Beach, Fla.

Ziv Television announces sale of programs in Spanish in several Latin American markets. Sponsors include General Motors Corp. for *Highway Patrol* on WAPA-TV San Juan, P. R., and for *Mr. District Attorney* in Caracas; Ron Petrero (rum), Mexico City, for a third-year cycle of *Favorite Story* in Mexico City, and Riggs-Miller Co. (appliance distributor), Bogota, Colombia, for *I Led Three Lives,* in Bogota.

RCA Recorded Program Services, N. Y., announces that sales of *The Little Match Girl,* half-hour tv film, have increased to 48, with latest purchase by Canadian Broadcasting Corp. for 20 stations. Based on Hans Christian Andersen Christmas classic, film also was distributed in 1953 and 1954.

FILM PRODUCTION

National Telefilm Assoc., N. Y., reports 26 additional half-hour films of *The Mad Whirl* roller derby series being produced in Hollywood will be made available to stations.

Joseph and Raymond Gislon of Swan Film Inc., Hollywood, have bought tv story "Tin Pan Sally" from songwriter Pony Sherrell for production of tv musical comedy series.

United Film & Recording Studios, Chicago, announces production on second series of 26 quarter-hour programs for *It's Baby Time.*

Yma Sumac, Peruvian singer, will produce and star in her own variety tv series, *Toast of the World,* to start filming in Hollywood first week in January. Show will feature worldwide talent, as discovered by star on her concert tours. Series is being packaged by William Morris Agency, N. Y., for U. S. and international distribution.

Kling Studios, Hollywood, is producing tv series about Disneyland for Carnation Co., L. A. Erwin, Wasey Co., L. A., is agency.

Screen Gems Inc., N. Y., announces production to begin shortly on two new half-hour tv film series *Emergency,* and *Mystery Theatre.*

Atlas Film Corp., Oak Park, Ill., reports tv film commercials in production for Kellogg Co. of Canada. Ed Morgan, Leo Burnett Co., Chicago, is handling the account. Commercials feature Franklin Ferguson and Franklin McCormick.

'Confidential' Demand

GUILD FILMS Co., New York, has received more than 250 requests from civic groups for private showings of *Confidential File,* according to Reub Kaufman, Guild Films president.

Requests for prints of the filmed series, which deals with pressing moral and social problems facing U. S. cities, have been so numerous that Guild Films is attempting to work out a system to provide the films to these civic groups in cooperation with sponsors and television stations. Among the groups which have asked for the films are the New York City Police Dept., various Better Business Bureaus, Columbia U., National Assn. for Mental Health, Parent-Teachers Assns., the U. S. Dept of Health, Education and Welfare, the Wichita, Kans., School Board and a Senate sub-committee investigating comic books.

Roland Reed-Gross-Krasne Productions, L. A., this month launched first jointly produced tv film series, *Test Pilot,* starring Preston Foster and K. T. Stevens, with Bobby Clarke in juvenile role. They will shoot 26 segments at California Studios, owned by Jack Gross and Philip Krasne, with location filming at L. A. Douglas Aircraft plant.

Family Films Television Inc., Hollywood, is filming tv series, *The Answer,* for Radio & Television Commission of Southern Baptist Convention.

Storyboard Inc., L. A., announces contracts totaling $100,000 with Calkins & Holden Inc., N. Y., for production of 18 tv spots, nine 20 second and nine one minute, for Stokely Van Camp account.

FILM DISTRIBUTION

Associated Artists Productions, N. Y., has acquired theatrical feature film, "The Emperor's Nightingale," for tv distribution. Based on Hans Christian Andersen tale, film is narrated by Boris Karloff.

Arrowhead Productions, Culver City, Calif., has set HarriScope Inc. for syndication of *So This Is Hollywood* series formerly seen Saturday nights on NBC-TV.

Ziv Television Programs Inc. has launched sales campaign for new syndicated tv film series, *Man Called X,* starring Barry Sullivan. Series, expected to start in some markets as early as January, is based on radio series of same title recounting adventures of an intelligence agent.

Association Films Inc., N. Y., is offering without charge to tv stations 14½ minute black-and-white film, *Helping The Taxpayer—What Happens When the Government Questions Your Tax Return,* for showing during income tax period, Jan. 1-April 15, 1956.

FILM RANDOM SHOTS

Atlas Film Corp., Oak Park, Ill., appointed to produce tv commercials for Motorola Inc., Chicago, through Leo Burnett Co., that city.

Modern Talking Picture Service, N. Y., announces new group of free films: "The Golden Leaf," 26-minute color film with narration, produced for American Tobacco Co.; "Soft as a Cloud," 23½ minutes, for Dow Chemical Co.; "Let's Roll with the Champions," 13½-minute bowling film, for Anheuser-Busch Inc.; "The Case of Officer Hallibrand," 27½ minutes,

FIRST IN AUDIENCE

IN METROPOLITAN SHREVEPORT*

19 OF THE TOP **20** SHOWS

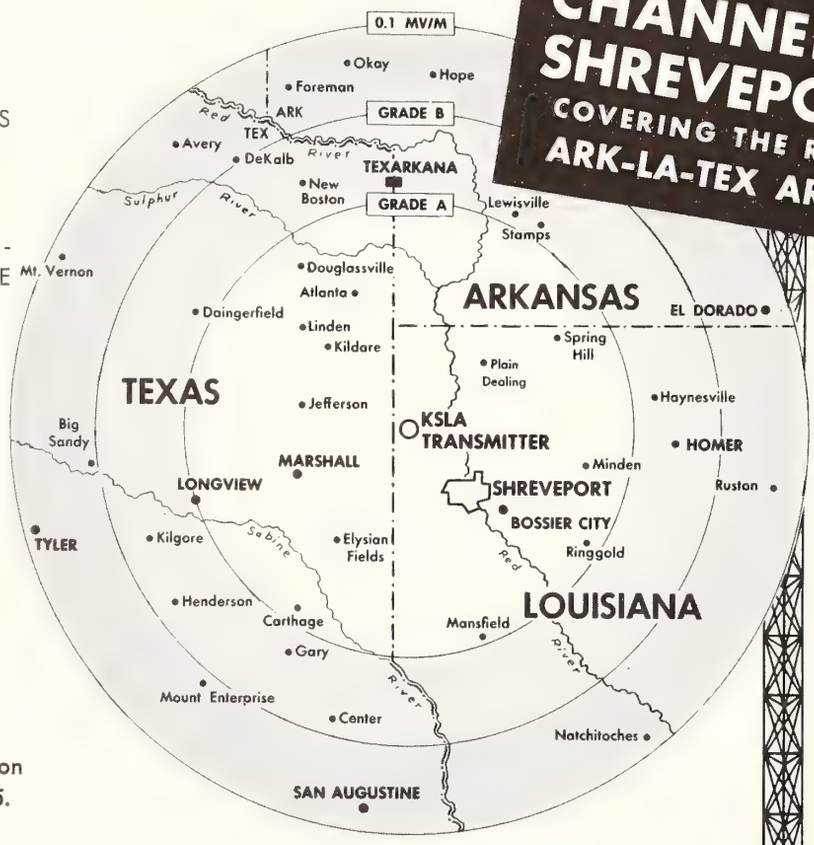
68% OF THE NIGHT-TIME AUDIENCE

61% OF THE DAY-TIME AUDIENCE

Leads in 150 out of 168 nighttime quarter hours.
Leads in 108 of 199 daytime quarter hours.

*Based on ARB Survey of television viewing — week of October 9-15.

CHANNEL 12 SHREVEPORT
COVERING THE RICH ARK-LA-TEX AREA



Louisiana's TALLEST TOWER — 1,442 Feet Above Sea Level

KSLA offers you audience leadership . . . full power coverage of over 155,000 sets . . . 23 months on-the-air experience . . . AND THE LOWEST TV COST IN SHREVEPORT. *Present low rates stay in effect through June of next year for advertisers established by the end of this year!* In this important Southern market this is your BEST POSSIBLE TV BUY. See your Raymer man right away.

PAUL H. RAYMER COMPANY, INC. National Representatives
New York • Atlanta • Detroit • San Francisco • Hollywood • Dallas • Chicago

FIRST IN SHREVEPORT, LOUISIANA

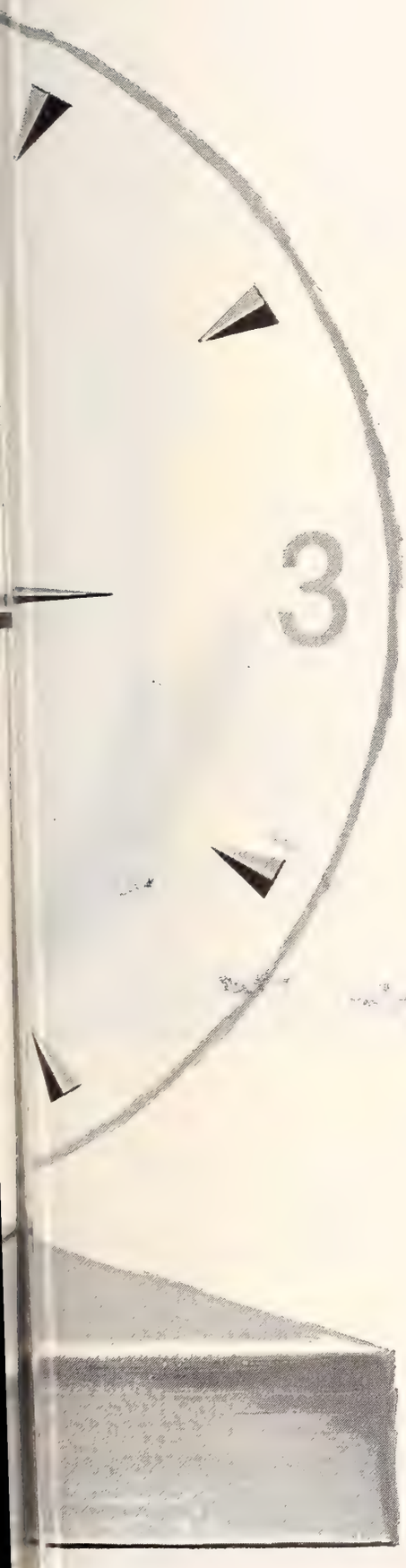
KSLA CHANNEL 12

Affiliated with CBS and ABC

CBS TELEVISION NETWORK

ABC


abc's
"afternoon
film
festival"
gives
daytime tv
that
nighttime
look
12
6

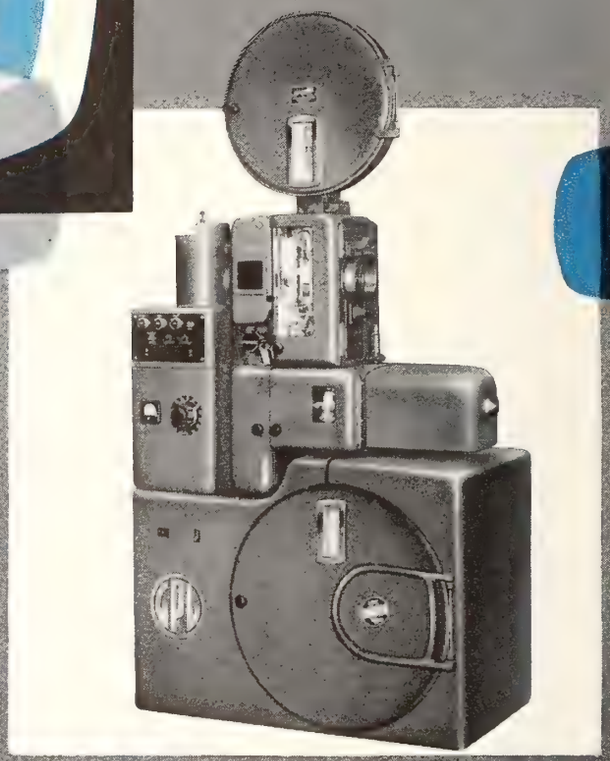


Here is the first of ABC-TV's major efforts for 1956. Starting January 16, ABC-TV is giving afternoon television the big, night-time look. Every weekday (3 to 5 PM EST) *Afternoon Film Festival* will present a different, topflight J. Arthur Rank movie. These will be modern films of the type that is doing so well on ABC-TV Sunday nights. This means you can sponsor outstanding, pre-tested TV entertainment (i.e. The Cruel Sea, The Captive Heart, Always a Bride) at a new, low, daytime price. The buying plan is flexible, designed for large and small advertisers. The ratings should give one of the lowest costs-per-thousand in daytime television. Personable Allyn Edwards as master of ceremonies will be available to deliver your sales message. In all aspects ABC-TV's *Afternoon Film Festival* should be one of television's best buys.

abc television network

7 West 66th St., New York 23, New York, *Susquehanna 7-5000*
20 North Wacker Drive, Chicago, Illinois, *Andover 3-0800*
277 Golden Gate, San Francisco, *Underhill 3-0077*

for THE BEST IN COLOR



the GPL 35mm. telecast projector

The new model GPL 35 mm. telecast projector will enable your station to broadcast the finest in color television.

This GPL projector utilizes the famed SIMPLEX XL projector mechanism and sound head—the standard of the motion picture industry and the product of International Projector Corporation, an affiliated GPE Company. In adapting the Simplex equipment to television, GPL engineering skill has produced the leader in the 35 mm. field Here are some features:

- Flatness of illumination greater than 90% of high level
- Jump and weave less than 0.15% of picture width
- Resolution in excess of 500 lines
- 40% nominal application time
- Relay condensing optics provide image of 5-9/16" diagonal at a distance of 37¾" from film gate
- Dual lamp system for completely reliable operation
- Standard motion-picture sound specification with 150- and 600-ohm output available
- Permits still-frame operation
- Designed for use with 3-vidicon color or black and white film chains

Write, wire or phone for detailed information.

General Precision Laboratory Incorporated
[illegible] New York
A SUBSIDIARY OF GENERAL PRECISION EQUIPMENT CORPORATION

for Ohio Oil Co., and "Yours To Keep," 27 minutes, for U. S. Savings and Loan League.

Spotlite News, L. A. newsreel firm, is distributing 1956 *Southland Newsfilm Directory,* which contains listing of newsreels, tv stations and news directors in southern California. Public relations and publicity people can get free copy from Spotlite News at 607 N. LaBrea Ave., L. A.

Cellomatic Corp., N. Y., producer of live animation technique for presentations and television, has established subsidiary to handle film productions created off Cellomatic projector. Subsidiary company, Cellomatic For Films, will be headed by **Paul F. Adler,** who continues association with Affiliated Program Service Inc., New York, which he has directed for six years.

Rev. Patrick Peyton, originator and coordinator of *Family Theatre* program over Mutual, was guest of honor at testimonial luncheon in New York, prior to leaving for Spain where he will produce a series of half-hour films, centering around "the miracles of the Rosary," for both tv and theatrical release.

Blondeau International Television, N. Y., has been established at 520 Fifth Ave. by **Jean Paul Blondeau,** French radio-tv packager, for dubbing kinescopes of U. S. programs into French, Italian and Spanish. **Ted Hudes** has been engaged as publicity-promotion representative of new company.

Screencraft Enterprises, L. A. production firm, has opened new office in Portland, Ore., in Corbett Bldg. **Bob Ernst** heads Portland operation.

Lou Edelman and **Robert Sisk** announce change of corporate name of their company from 616 Co. to Wyatt Earp Enterprises Inc. Company serves as production unit for their ABC-TV *Life and Legend of Wyatt Earp* series.

FILM PEOPLE

George J. DeMartini general partner of Cohen, Simonson & Co., N. Y. brokerage firm, elected to board of directors of Guild Films Co. Inc., N. Y.

Jack McGuire, head of his own publicity and public relations firm, appointed associate producer for Gaelic Productions, Chicago radio-tv production firm, effective Jan. 3. He also will handle public relations.

A. Robert Bonagura, NBC network sales department, named account executive in N. Y. office of CBS-TV Film Sales, replacing **Gil Johnston,** appointed sales manager of KWK-TV St. Louis.

Lee Polk, tv writer-director, appointed program director of Sandy Howard Productions, N. Y.

Douglas Whitney, staff producer, CBS-TV, to RKO Radio Pictures Inc., Hollywood, as executive in charge of RKO casting and talent department.

Gustave W. Eisenmann, former director and production manager, Princeton Film Center Inc., Princeton, N. J., film distributors, to Robert J. Enders Adv. Inc., Washington, D. C., as general manager of motion picture division.

George Bruce, writer, signed to script new pilot for *Alarm,* Roland Reed Productions, Culver City, Calif., planned series about professional fire fighters.

Wynn Nathan, vice president in charge of sales, MCA-TV Ltd., Film Syndication Division, Beverly Hills, Calif., father of girl, Jody, Dec. 8.

You need only buy WFBG-TV to cover all of central and Western Pennsylvania. With maximum power of 316,000 watts, WFBG-TV blankets the rich, heavily-



Basic CBS affiliate with ABC, NBC Network Coverage

populated areas between Pittsburgh and Harrisburg. In addition to the 537,452 tv sets in its coverage area, you get a bonus of 131,556 television homes in Metropolitan Pittsburgh.*

WFBG-TV

Altoona, Pa.

BASIC CBS *NETWORK*

also ABC, NBC affiliate

Represented exclusively by H-R Television, Inc.

*Videodex January 15, 1955 Gives WFBG-TV 11.6% in Pittsburgh, or more than 130,000 homes.

Everybody talks about the weather in Flint . . . especially after Roy Nester's 7:55 AM and 4:40 PM special 5-minute weather show. Roy, with thorough U. S. Navy training, not only gives current conditions and forecasts, but supplies extensive background information on local activity. Dew point . . . frontal passage . . . relative humidity . . . are all everyday conversational items with Roy's

weather works wonders

loyal and steady band of listeners. As you might expect, "Today's Weather" gets results . . . in any weather. That's why your Katz Agency man can show you a distinguished sponsor list dating back to 1947. Right now there's room for you on the list in just a few places. You can call Katz for exact times.

flint, michigan **wfdf**

nbc affiliate









Represented nationally by the

Katz Agency

Associated with WFBM AM & TV Indianapolis—WOOD AM & TV Grand Rapids—WTCN AM & TV Minneapolis-St. Paul

TRADE ASSNS.

SPORTS UNIT RAPS NCAA TV POLICIES

Review of situation by NARTB Committee at New York meeting reveals signs of unrest among many colleges. Problem referred to Freedom of Information Committee.

NARTB's Sports Committee last week reaffirmed its stand for radio-tv's equal access to sports coverage, and at the same time referred the problem to the NARTB Freedom of Information Committee. George J. Higgins, KMBC-AM-TV Kansas City, presided at the meeting, held Tuesday in New York.

The Freedom of Information Committee is the watchdog group that has been spearheading the broadcast media's campaign for equality with other practitioners in access to coverage of legal and similar public proceedings.

One factor in the stand was a U. of Missouri demand that a network pay $500 for rights to make films for an insert—amounting to less than two minutes—in a tv network newscast [CLOSED CIRCUIT, Nov. 21]. Another was a review of the workings of the National Collegiate Athletic Assn.'s controlled television situation. The committee concluded that the NCAA plan works against the public interest by depriving viewers of football telecasts they would like to see.

The Freedom of Information Committee is expected to reaffirm that the NARTB board should take a strong stand—conceivably, a legal one—in opposing the NCAA plan. NCAA meets Jan. 8 in Los Angeles, and it was hoped NARTB would be allowed to have an observer on hand. Even within the NCAA there has been unrest regarding the controlled telecast situation. Mainly this has come—publicly—from the Big Ten and the Pacific Coast conferences and from a scattering of individual NCAA members, such as Notre Dame U. In addition, it was reported, some of the smaller schools—schools whom the NCAA plan supposedly was designed to "protect"—have now indicated privately dissatisfaction with the plan.

States Tender Reports

The Sports Committee also heard reports on activities of state associations in establishing sports committees of their own to work with the national committee and handle various local sports situations. There are now 31 such local state sports committees, it was pointed out. Aside from collegiate football, the committee reviewed—but took no position on—developments in such other sports as professional football, baseball, and boxing.

Members of the committee were asked to contribute "do's" and "don'ts" for guidance of sportscasters. Mr. Higgins has compiled such a list [B•T, May 31, 1954].

Present beside Mr. Higgins were: Fred Knorr, WKMH Dearborn, Mich.; Alois A. Schmidt, WFCB Dunkirk, N. Y.; Don Searle, Farm & Home Radio Co., Los Angeles; A. E. Spokes, WJOY, Burlington, Vt.; Gene Trace, WBBW Youngstown, Ohio; Kenneth L. Carter, WAAM (TV) Baltimore; Albert D. Johnson, KENS-TV, San Antonio; Lawrence H. Rogers II, WSAZ-TV Huntington, W. Va. Network observers attending were Tom Velotta, ABC; Elmer Lower and William McPhail, CBS; John Burnett, MBS, and Lindsay Nelson, NBC, all New York.

Members excused were Robert O. Reynolds,

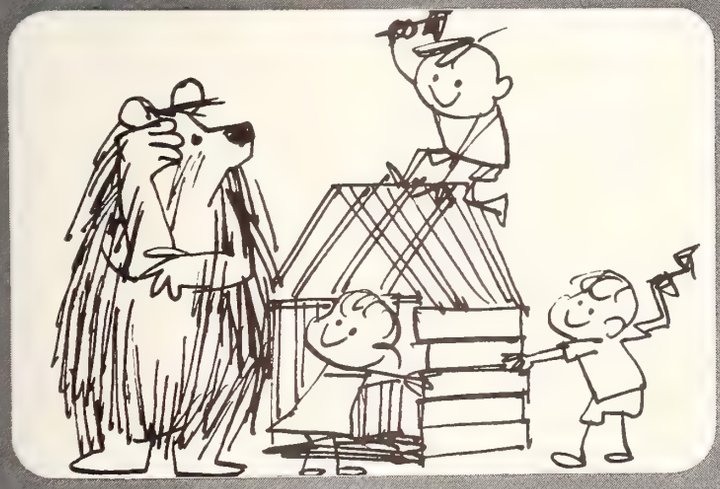
We're building more homes in growing San Diego!













San Diego is now the Nation's 15th Market
in the sale of Lumber and Building Materials.
(Sales Management, Survey of Buying Power, 1955)

Bigger than – Buffalo, New York; Kansas City, Missouri;
Miami, Florida or Dallas, Texas.

There are more people, BUILDING MORE,
making more, spending more,
and watching Channel 8 more than ever before!

KFMB ABC CBS **TV**

WRATHER-ALVAREZ BROADCASTING, INC. SAN DIEGO, CALIF.

REPRESENTED BY PETRY

America's more market

SUNDAYS, MONDAYS and ALL WAYS

WOLF

has a lion's share of audience

SUNDAYS (daytime)	32.6%	1st PLACE

MONDAY thru SATURDAY	WOLF Share of Audience	
Mornings 8 A.M.-12 Noon	16.9%	2nd PLACE
Afternoons 12 Noon-6 P.M.	33.3%	1st PLACE
Evenings 6 P.M.-10:30 P.M.	29.7%	1st PLACE

everywhere you go . . .

MONDAY thru FRIDAY 9 A.M. to 5 P.M.

Barber Shops	50% (tie)	1st PLACE
Beauty Shops	31%	1st PLACE
Cleaners	23.1%	2nd PLACE
Dentists	24.6%	1st PLACE
Drug Stores	36.4%	1st PLACE
Grocery Stores	47.3%	1st PLACE
Service Stations	51%	1st PLACE

RATING for RATING

RATE for RATE

in CENTRAL NEW YORK it's

FREE . . . Get the whole story (Spring 1955) covering home-auto-store listening, 4 and 8 year trends, TV operating hours, also new (October 1955) Business Establishments Survey. Included are the basic market facts on pupulation, labor force, industrial work hours, automobiles, telephones, and monthly sales comparisons. Ask for your copy of The Syracuse Inside Story.

WOLF

SYRACUSE, N. Y.

National Sales Representatives

THE WALKER COMPANY

KMPC Los Angeles, and Robert R. Tincher, KVTV Sioux City, Iowa.

Those attending from NARTB were President Harold E. Fellows; John F. Meagher, vice president for radio; Thad H. Brown Jr., vice president for television; Richard M. Allerton, manager of research; Robert L. Heald, chief attorney; Robert K. Richards, consultant; Joseph M. Sitrick, manager of publicity and informational services, and Howard H. Bell, assistant to the president.

Radio Adv. Bureau Announces Committee Membership for '56

COMMITTEE memberships of the Radio Advertising Bureau for 1956 was announced in New York Wednesday by Joseph E. Baudino, of Westinghouse Broadcasting Corp., who is RAB board chairman.

Kenyon Brown, KWFT Wichita Falls, once again is chairman of the executive committee which includes Charles T. Ayres, NBC Radio, New York; Charles C. Caley, WMBD Peoria; Arthur Hull Hayes, CBS Radio, New York; Ward D. Ingrim, KHJ Los Angeles; William B. McGrath, WHDH Boston, and Allen M. Woodall, WDAK Columbus, Ga.

RAB's finance committee will have John S. Hayes, WTOP Washington, as its chairman again with the following members: Don Durgin, ABC Radio, New York; Simon Goldman, WJTN Jamestown, N. Y.; C. Howard Lane, KOIN Portland, Ore.; Robert Schmid, MBS, New York; Donald W. Thornburgh, WCAU Philadelphia, and Lee Wailes, Storer Broadcasting Co.

Serving for the first year as chairman of the membership committee is John C. Cohan, KSBW Salinas, Calif. Other members: Frank P. Fogarty, WOW Omaha; James H. Moore, WSLS Roanoke; Al Spokes, WJOY Burlington, Vt., and Joseph J. Weed, Weed & Co., New York.

The by-laws committee has Elroy McCaw, WINS New York, as its chairman, and is comprised of Jack W. Harris, KPRC Houston and Robert T. Mason, WMRN Marion, Ohio.

2,400 Attendance Reported For Radio Adv. Bureau Series

MORE than 2,400 radio station executives attended the fall series of Radio Advertising Bureau clinics held over the past three months, Kevin Sweeney, RAB president, has reported.

The 1955 clinics, which ended on Dec. 2 with a meeting for New York area sales and management personnel, was the sixth such series of selling sessions that RAB has held for members across the country since its incorporation six years ago. The sessions were conducted by either Mr. Sweeney; R. David Kimble, director of local sales and services; Arch L. Madsen, director of station relations, or James F. Baker, Jr., assistant director of local sales and services.

The series' program this fall was based upon the concept of "Sound Selling in Selling Sound," with sales presentations and case history compilations presented by means of sound. Mr. Sweeney reported that thus far more than 2,100 orders for the sales tools presented in the program have been filled for member stations by RAB headquarters.

Mr. Sweeney added that plans are under way for the winter-spring 1956 series of 55 sales clinics, as well as for the 45-meeting series for the fall of next year.







holiday greetings from all of us to all of you



Earl Abrams
David Atkinson
Raymond Ahearn
Frank Beatty
Beverly Berl
Dave Berlyn
Virginia Bialas
Hilma Blair
Sharleen Cappella
Larry Christopher
Anita Cohen
John Cosgrove
Joanne Cowan
Ken Cowan
Rufe Crater
George Dant
Jacqueline Eagle
Wally Engelhardt
Rocco Famighetti
Fred Fitzgerald
Bob Foster
Eli Fritz
Frank Gentile
Selma Gersten
Dave Glickman
Gladys Hall
Sid Hix
Harold Hopkins
Beverly Horney
Ed James
Barbara Kolar
Win Levi
Leo Lippman
Maury Long
Eleanor Manning
Wilson McCarthy
Duane McKenna
Warren Middleton
Irv Miller
James Montagnes
Frank Model
Gwen Moore
Dawson Nail
John Osbon
Bill Phillips
Joseph Rizzo
Bruce Robertson
Eleanor Schadi
Barbara Seabrooke
Ed Sellers
Munsey Slack
Florence Small
Harry Stevens
Betty Taishoff
Larry Taishoff
Hy Tash
Lamar Underwood
Don West
Audrey Weston
Eunice Weston
Milton Wolf
Norma Wooton
Jessie Young
Sol Taishoff

Broadcasting Telecasting

S. C. Assn. Schedules Meet

ANNUAL meeting of the South Carolina Radio & Tv Broadcasters Assn. will be held Jan. 19-21 at Clemson House, Clemson, S. C. Speakers include Charles H. Tower, NARTB employer-employe relations manager; Jerome Feniger of Cunningham & Walsh; James W. Blackburn of Blackburn-Hamilton Co., and Frank Hardin, WIST Charlotte, N. C. Cletus Brazzell, WELP Easley, is meeting chairman, with James Coggins, WKDK Newberry, program chairman.

Program Protection Sought

COMMUNITY antenna system operators must recognize the property rights of broadcasters whose programs these systems utilize, in the opinion of the NARTB Community Antenna Committee. At its Dec. 7 meeting in Washington the committee, under directive of the association's television board, considered the problem and decided to recommend to the tv board that NARTB take part (as friend of court) in any litigation involving such rights.

Attending were William Fay, WHAM-TV Rochester, chairman; William C. Grove, KFBC-TV Cheyenne, Wyo.; Lawrence H. Rogers II, WSAZ-TV Huntington, W. Va.; Thomas Fisher, CBS, and Harry Olsson, NBC.

Ohio AWRT Elects Shea

JEANNE SHEA, hostess of *Kitchen Fair* on WBNS-TV Columbus, Ohio, was elected president of the Ohio Chapter of American Women in Radio & Television at a meeting of the group in Columbus. Others named were Cathy Donges, WTAG Ashland, vice president; Mary Holt, WJMO, WJW, and WNBK(TV), all Cleveland, secretary, and Virginia Patterson, WHIO-TV, Dayton, treasurer.

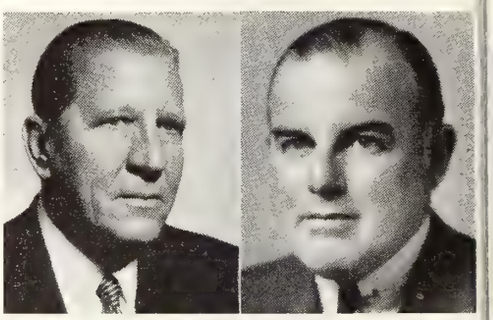
Young Re-Elected By Station Reps

ADAM J. YOUNG Jr. was re-elected to a second term as president of Station Representatives Assn. at SRA's annual meeting in New York last Thursday. Mr. Young is president of Adam J. Young Jr. Inc.

Other officers elected: H. Preston Peters



MR. YOUNG MR. PETERS



MR. BLAIR MR. WEED

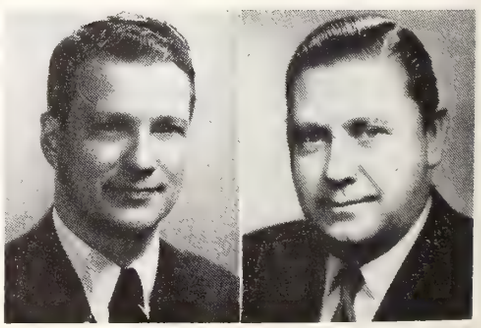
Free & Peters, vice president; Robert Meeker, Robert Meeker Assoc., secretary, and Eugene Katz, Katz Agency, treasurer.

Named to the board of directors were Joseph Weed, Weed & Co.; Lewis H. Avery, Avery-Knodel Inc.; John P. Blair, John Blair & Co., and John E. Pearson, John E. Pearson Co.

The group elected to membership in the association H-R Television and H-R Representatives, headed by Frank M. Headley, and Broadcast Time Sales, headed by Carl L. Schuele.



MR. AVERY MR. KATZ



MR. MEEKER MR. PEARSON

Acivities for the year were reported by Mr. Young and Managing Director Lawrence Webb.

POWERFUL FREE MERCHANDISING INCREASES SALES for MARS CANDIES!

Two outstanding merchandising aids are open to advertisers on KXLY-TV. "Telemarket" gives over one hundred displays in retail stores. "Parade of Products" provides one full week of saturation with spots on KXLY Radio (CBS). Both are FREE! Inquire for details.

"Telemarket has been very effective in promoting our products in the Inland Empire Food Stores, and Parade of Products has given us that extra bit of publicity that always helps.
"You will be happy to know that October 1955 has been the largest dollar volume month that my company has ever had in this territory."

Very truly yours,
Harry R. Poole
Territory Manager
Mars Incorporated

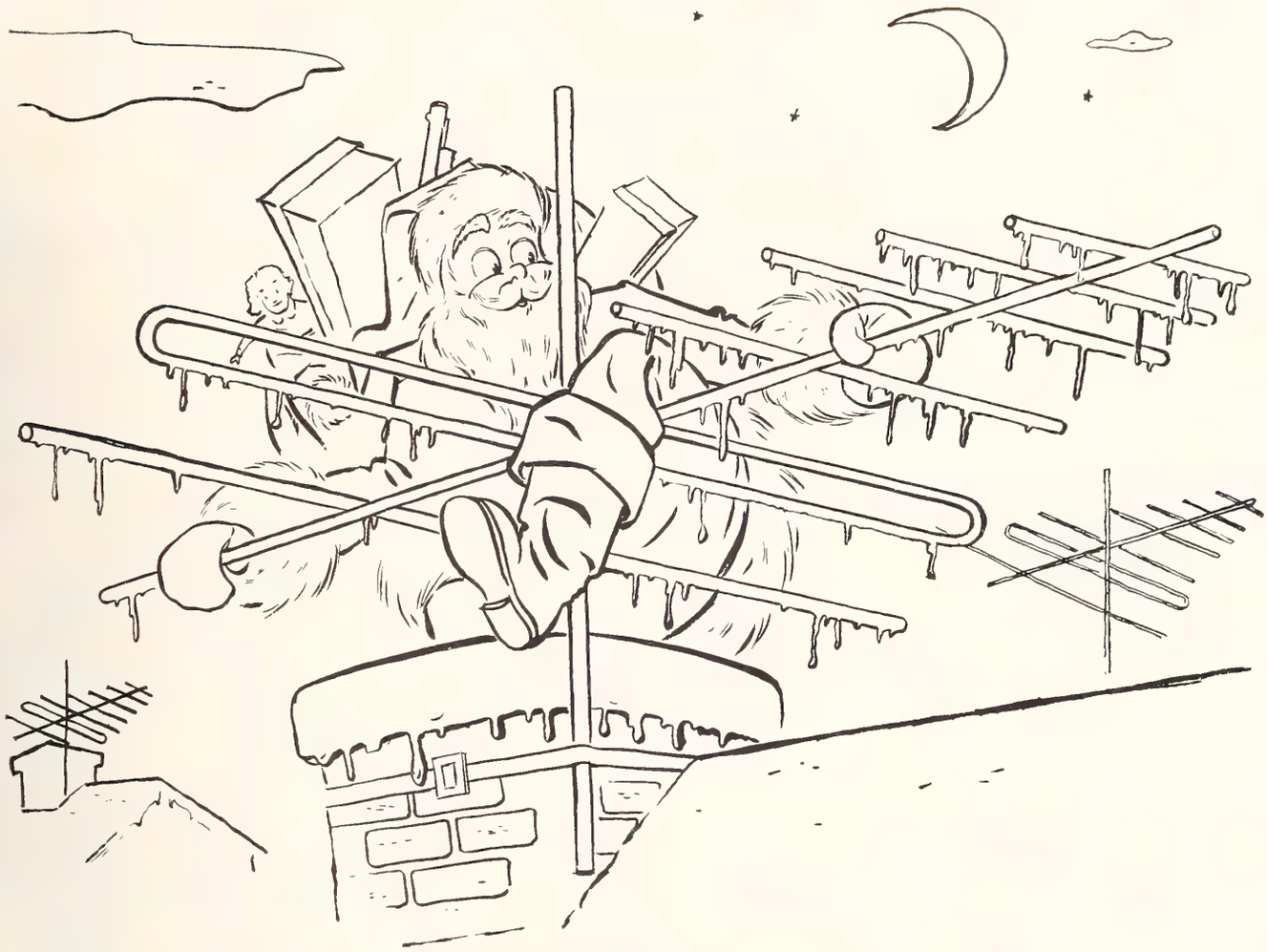
Available at a discount when purchased in conjunction with the "XL" Network.

•CBS•

SPOKANE **KXLY-TV** WASHINGTON

RICHARD E. JONES
vice pres. & gen. mgr.

Rep.- AVERY-KNODEL
Moore & Lund: seattle, portland



looking for coverage ?...

look to wfmy-tv!

It's a Merry Christmas and happy jingle bells for every cash register in the Prosperous Piedmont section of North Carolina and southwest Virginia — especially for those distributors that look to WFMY-TV.

Thanks to WFMY-TV's coverage of the Prosperous Piedmont every day is Christmas in the 46 county area of the industrial South. With full 100,000 watts of power plus *basic* CBS coverage of more than 2 million potential customers, you get Christmas-like sales and profits year-round.

To hear your cash register jingle year-round in this $2.3 billion market, call your H-R-P man today.

wfmy-tv
Channel 2
GREENSBORO, N. C.
Represented by
Harrington, Righter & Parsons, Inc.
New York — Chicago — San Francisco

CBS TELEVISION NETWORK
Now In Our Seventh Year

OVER 200 UHF-VHF PRESCRIPTIONS — (Continued from page 28)

freeze vhfs and "some" pre-freeze vhfs would "immediately qualify" for pay tv. In addition, pending applications would add 62 new stations, giving them incentive to begin construction. Zenith said FCC records show stations receiving less than 7½ hours weekly of CBS or NBC paid programming "comprise most" of those in financial distress, and Zenith suggests use of this standard to determine financial need.

Zenith would hold pay tv time to 15% of a station's total annual time and prohibit commercials during a pay tv program.

The two-year monopoly would give those stations now facing a financial crisis the immediate benefits of pay tv revenue and would not have any "disruptive effect" on network affiliates in the "network must markets," Zenith said.

Zenith said the "principal cause of the current crisis lies in the accidental and unnatural limitation" of broadcasting to advertising, making the industry "unique" among all other American industries, including other communications media, in that it does not make a charge to consumers.

Skiatron, in asking for a pay tv system, also advocated a "head start" for the first pay tv stations—three years. The company asked the FCC to "press forward" with its year-old rule-making proceeding on pay tv "so pregnant with answers to the basic economic questions posed in this proceeding."

Skiatron said the only revenue now derivable from the present tv broadcasting system "forces the majority of programs to a level dictated by the requirements of mass advertising," whereas programming "for selective audiences could become profitable under a system of direct payment."

Comments were filed by five educational tv groups, headed by the Joint Committee on Educational Tv. In general, they objected to changes in the present allocations plan which would affect reserved educational channels.

JCET questioned whether addition of new vhf channels would be sufficient to support a nationwide tv system, especially if uhf were watered down or discarded, and whether reduction of separations between vhf stations might not injure the present vhf service, especially in rural areas.

JCET asserted its belief that both uhf and vhf are necessary for a nationwide tv service, and said the question is not whether uhf can be maintained, but "how it can be preserved and stimulated."

The educational tv organization said the FCC's notice of proposed rule-making states that some of the proposals "envisage fundamental departures from the present system," but "do not challenge the Commission's basic objectives." JCET said it feels some of the proposals definitely do affect the FCC's basic objectives, among them provisions for educational tv.

Oppose Giving Up Service

Three associations representing special radio services licensees in the 152-162 m.c. bands submitted comments objecting to any move to turn over these frequencies to television. They cited impracticabilities in moving to other frequencies as well as expenses in buying new equipment. They are: Industrial Radio Service Assn., claiming 400 licensees; American Petroleum Institute's Central Committee on Radio Facilities, claiming 6,378 units owned by licensees, and National Committee for Utilities Radio, claiming the largest number of licensees in industrial radio.

Frieda B. Hennock, ex-FCC member, said alternatives before the Commission are a nationwide competitive system with at least 2,000 stations, capable of expansion; or, "a monopoly of scarcity of tv spectrum space, which will limit the number of stations, program sources and advertising potential of the public's airwaves.

Fearing the "death-knell" of uhf, which represents 85% of all tv, she urged preservation of the Sixth Report and Order, plus an amendment to eliminate intermixed vhf and uhf channels in the same areas as completely as possible.

WRTV (TV) Asbury Park, N. J., which discontinued operation on ch. 58 in August because of vhf competition, renewed its request that Commission rules and standards be relaxed to permit low power community vhf stations.

Suspended ch. 39 KNUZ-TV Houston, Tex., which said it was forced off the air by competition from three v's, said that no overall rule was possible which would solve the individual problems of U. S. communities. It recommended the establishment of low-power vhf stations on chs. 2-13 to permit as many v assignments as possible, and said it would apply for

COVERS KANSAS LIKE A "CHRISTMAS WREATH"



WICHITA WINDY

wants to thank you for your confidence in him during the past year. You'll hear more from him in 56!

Wichita Plus 14 Other Important Kansas Communities

Repeated surveys show Wichita Windy has the MOST Kansas towns and communities on his Christmas list – and on his viewing list all year. More accounts depend on KTVH's Windy because he gets into Wichita and 14 other important communities with unduplicated CBS coverage... puts profits into the toe of your sock at Christmas and all year 'round.

KTVH HUTCHINSON KANSAS

VHF 240,000 WATTS

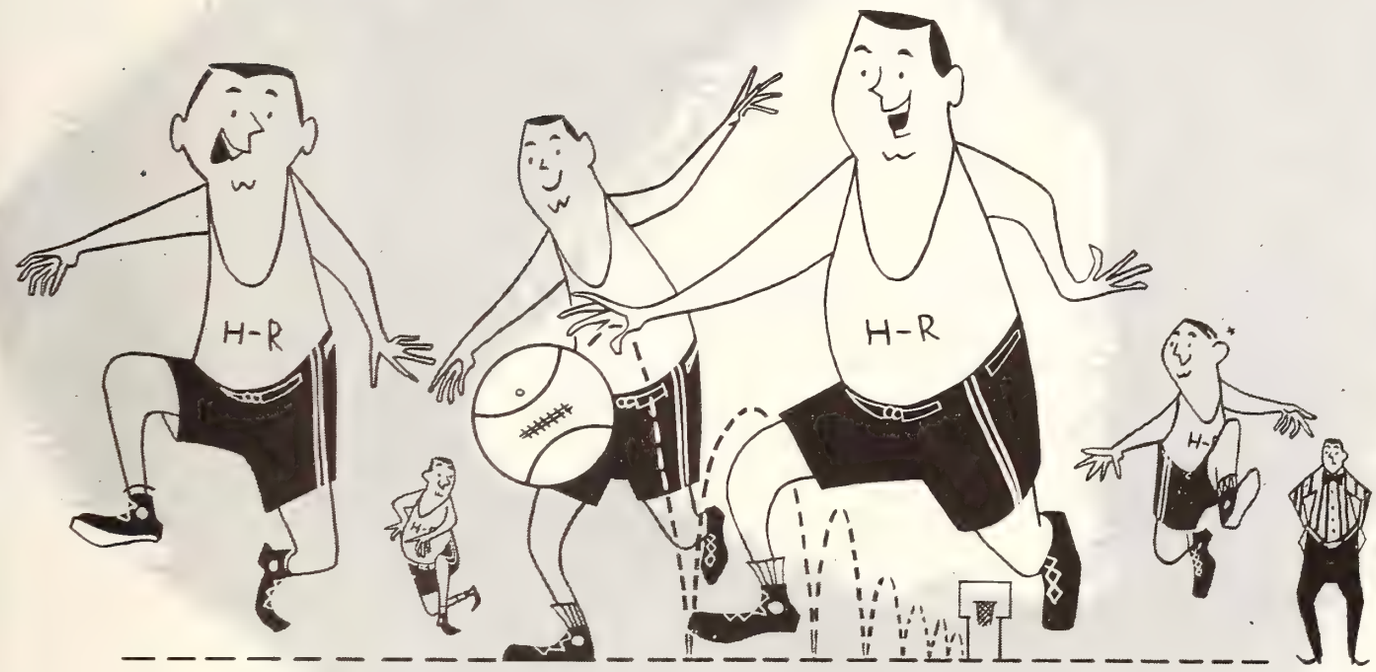
CBS BASIC

CHANNEL 12

Represented Nationally by H-R Representatives, Inc.

KTVH, pioneer station in rich Central Kansas, serves more than 14 important communities besides Wichita. Main office and studios in Hutchinson; office and studio in Wichita (Hotel Lassen). Howard O. Peterson, *General Manager*.

WORKING PARTNERS



FRANK HEADLEY, President
DWIGHT REED, Vice President
FRANK PELLEGRIN, Vice President
CARLIN FRENCH, Vice President
PAUL WEEKS, Vice President

RADIO **TELEVISION**

We have made it a point at H-R to maintain a staff that has "plenty on the ball". Plenty of experience and background and "know-how" in the field of radio and television. The original working partners who started this firm, were all mature and experienced men who knew the problems and needs of buyers of time and station operators. As we have grown, our staff has been carefully selected with these things in mind. We believe that those we serve are entitled to receive the very best in presentation and representation. To make sure of this "We always send a man to do a man's job".

380 Madison Ave.
New York 17, N. Y.
OXford 7-3120

35 E. Wacker Drive
Chicago 1, Illinois
RAndolph 6-6431

6253 Hollywood Boulevard
Hollywood 28, Calif.
Hollywood 2-6453

155 Montgomery Street
San Francisco, Calif.
YUkon 2-5701

415 Rio Grande Bldg.
Dallas, Texas
Randolph 5149

101 Marietta Street Building
Atlanta, Georgia
Cypress 7797

520 Lovett Boulevard
Room No. 1D
Houston, Texas
Justin 1601

such a channel were it made available in Houston.

United Broadcasting Co. (WOOK Washington, D. C.), which holds construction permits for WOOK-TV that city (ch. 14), and WTLF (TV) Baltimore (ch. 18), asked that the FCC add vhf channels in both cities for which United would apply. The firm said it is "aware that a possible result of the instant proceeding might be the entire abandonment of operation in the uhf band."

KLIF-TV Dallas, which holds a construction permit for ch. 29, said it will be in competition with four vhf stations in the Dallas-Fort Worth area, and said it has made a vigorous effort to locate a transmitter site that will help it compete with the four vhfs. KLIF-TV recommended that the FCC add another vhf channel at Dallas for which it would apply. The station also asked that the FCC establish low power vhf.

Cornell U., ch. 20 permittee at Ithaca, N. Y., said it anticipates economic difficulties in its proposed commercial operation. It urged that in areas such as Ithaca present mileage separation requirements and requirements with respect to antenna heights and powers be relaxed to drop in a vhf channel. Cornell would apply for such a vhf, it added.

Lee Scarborough, permittee of an fm station at Nacogdoches, Tex., and radio-tv set retailer there, proposed that the FCC adopt a policy of allocating more vhf channels in predominantly vhf areas (such as Nacogdoches) when they will not adversely affect operating uhf stations or interfere with other uhf stations, and adopt amended rules permitting the operation of vhf stations at less than the present minimum mileage separation, also permitting the use of directional antennas and cross polarization. He also asked that uhf be protected in areas where it is now succeeding by realloca ing vhf channels from successful uhf marke to vhf areas.

WTVK (TV) (ch. 26) Knoxville, Tenn asked that the Commission "make such change in its rules and regulations as will permit th assignment to WTVK at Knoxville of a thir comparable and competitive vhf facility," sug gesting that ch. 7 be moved to Knoxville fro Spartanburg, S. C.

WSM-TV (ch. 4) Nashville, Tenn., urged re tention of the current tv assignment plan, excep that the FCC authorize low power booster sta tions to operate on vhf as well as uhf fre quencies and booster and translator stations t use vertical as well as horizontal polarizatio WSM-TV also urged that these stations, whic rebroadcast programs from other stations bu do not originate any programs locally, shoul be exempt from the multiple ownership rule and that low power remodulator stations, whic can originate programs locally as well as re broadcast programs of other stations, be inde pendently owned only when the licensee is abl to maintain full control of his programmin and can meet the requirements of Rule 3.65 respecting minimum hours of operation.

WGN-TV (ch. 9) Chicago and Jefferso Standard Broadcasting Co. (WBTV [TV] [ch 3] Charlotte, N. C., and WBTW [TV] [ch. 8 Florence, S. C.) endorsed the comments c WSM-TV.

WICC-TV (ch. 43) Bridgeport, Conn., note that many good vhf signals are heard fror nearby cities, making it impossible for uh stations to survive in the community. It pro posed assignment of a vhf channel at reduce separations if necessary. This might be done b assigning ch. 6 to both Bridgeport and Nev Bedford on a reduced mileage basis, it wa suggested. Consolidation of the 5,000 kw pro posal with the present case was urged.

WOI-TV Ames, Iowa, commercial ch. station licensed to Iowa State College there noted it provides "a substantial educationa television service" to more than 30 counties i central Iowa. The station said it would oppos any minimum separation, directional antenn or other changes in the allocation plan whic would interfere with WOI-TV's present service

KAKE-TV Wichita, Kan. (ch. 10), was an other which opposed any alteration of existing service. It added the suggestion that FCC in clude in its deliberations the question of network affiliations, pointing out that Wichita tvs have been denied CBS affiliation because a Hutchin son, Kan., station [KTVH (TV)], 38 mile away, holds itself out as serving Wichita.

At Paducah, Ky., Columbia Amusement Co. which has been favored in an initial decision for ch. 6 there after a comparative hearing said the firm wants to enter any tv allocation proceedings which might interfere with ch. 6 service there, reduce present minimum separations or interfere in any other way.

WSAZ-TV Huntington, W. Va. (ch. 3), opposed any changes which would degrade present service, maintaining that something must be done to provide additional service throughout the U. S. but not at the expense of those stations on the air. In main, WSAZ-TV's comment dealt with a renewed appeal that it be granted maximum 100 kw power from its 1,250 ft. tower. It is now denied that power by the Zone I ruling that calls for proportionate reductions in power when the tower is higher than 1,000 ft. above average terrain.

Peninsula Broadcasting Corp. (uhf. ch. 15

The Man Who Came to Breakfast Returns for "Afternoon Tea!"



ED MEATH

whose tremendous popularity on WHEC's early-morning "Musical Clock" has made him Rochester's foremost radio personality and favorite "breakfast guest," is now fast becoming a smash success, afternoons, on

"OPEN HOUSE"
4:40-6:00 P.M.

Thanks to a recent re-alignment of our afternoon program schedule, we've really got a many-splendoured thing for listeners *and buyers* from 3:00 to 6:00 P.M.:—Art Linkletter and "House Party"; Bob Tennant and "Tune Test"; the "Eddie Cantor Show"; and Ed Meath and "Open House"!—Yes, the sun shines bright on WHEC in the afternoon, and if you'd like to bask in its golden (and we do mean *golden!*) glow, contact us for rates and availabilities! Do it NOW!

BUY WHERE THEY'RE LISTENING... ROCHESTER'S TOP-RATED STATION

CBS **WHEC** of Rochester
NEW YORK
5,000 WATTS

Representatives: EVERETT-McKINNEY, Inc. New York, Chicago, LEE F. O'CONNELL CO., Los Angeles, San Francisco

People on the Pacific Coast say...

"Don Lee is 'Our' Station"

from a survey by Dr. Ernest Dichter



When Dr. Ernest Dichter, of the Institute for Motivational Research, surveyed Pacific Coast network radio he asked listeners which network most nearly typified the West. Results of the survey showed that listeners strongly favor Don Lee.

Don Lee is Pacific Coast Radio

EXCERPT FROM THE DICHTER SURVEY: **"85% of our respondents consider Don Lee typical of western living . . . far more typical than any other network.**

70% of the respondents say, 'Don Lee is our station.'"

For a viewing of the film strip, "The Depth of Penetration of an Advertising Medium," illustrating Dr. Dichter's survey, write to H-R Representatives, Inc., or to the Don Lee Broadcasting System, 1313 North Vine Street, Hollywood 28, California.

Mutual DON LEE RADIO

WVEC-TV Hampton, Va.) opposed the allocation of additional vhf channels to its area (where two u's and one v now are operating and another v is in contest). It says the Commission will be adding a new problem of incompatibility to both stations and viewers if it substitutes unlike channels where there is now existing service. On the other hand, Peninsula said that if the FCC does find it in the public interest to permit drop-ins of new vhf assignments through reduced mileage separations and antenna heights, it would apply for such a channel.

KWHN-TV Fort Smith, Ark., permittee of ch. 5 there (not yet on the air) and which has only KFSA (TV) (ch. 22) as a competitor, said it will object to any minimum separation, directional antenna or other proposals which will affect KWHN-TV's coverage of its projected large rural area.

Camellia Broadcasting Co., permittee of KFLY-TV Lafayette, La. (ch. 10), opposed any change in existing service, as did KVOA-TV (ch. 4) Tucson, Ariz.; KTRE-TV (ch. 9) Lufkin, Tex., and KGBT-TV (ch. 4) Harlingen, Tex.

KOAT-TV Albuquerque on ch. 7; KBTM-TV Jonesboro, Ark., permittee of ch. 8; WSAV-TV Savannah, Ga., ch. 3 permittee, and WRVA-TV Richmond, Va., ch. 12 permittee, in separate petitions asked to take part in the proceedings if their service areas would be affected by proposed changes.

WELI-TV (ch. 59) New Haven, Conn., said that deintermixture is the solution to the allocations problem, with determination by the Commission of power and antenna height nee ed in each market area and the limiting primary and secondary coverage areas to t market area in which the station is located.

Ch. 43 WEEK-TV and ch. 19 WTVH (T Peoria, Ill., noting that they intend to resubr their deintermixture proposals, denied witho prejudice by the FCC last month, said they f the intermixture of uhf and vhf in the sa market "has not been, and cannot be succe ful." They recommended a policy of selecti deintermixture and all-uhf commercial ope tion in Peoria.

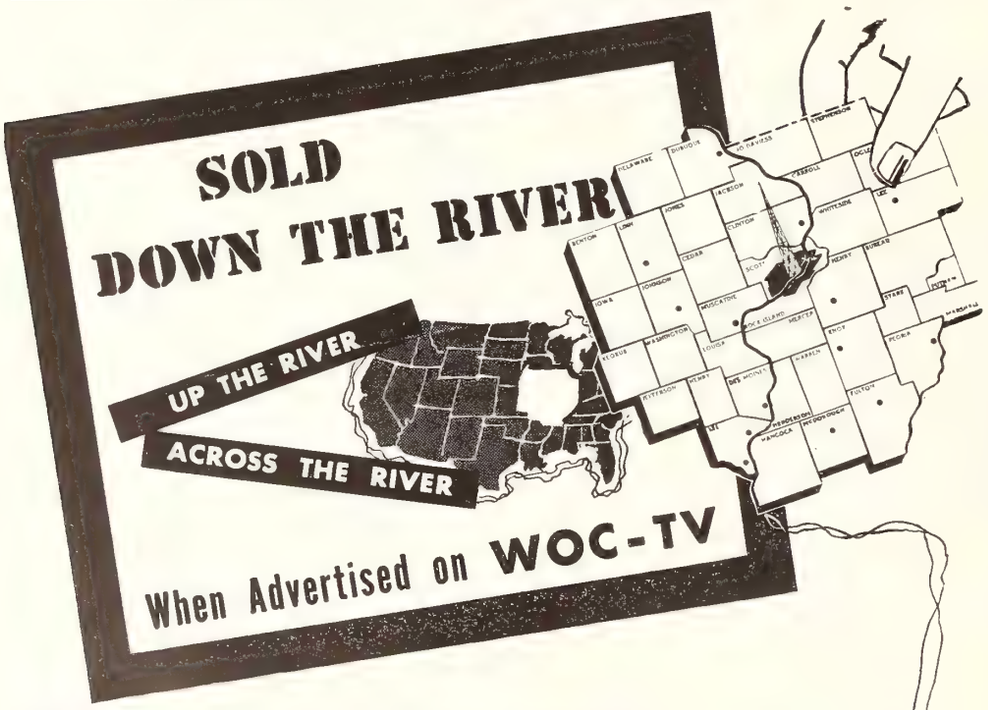
Ch. 22 KVDO (TV) Corpus Christi declar that while different communities have need different remedies, it is "clear" that commu ties now locally served only by uhf should ha deintermixture. Terming Corpus Christi such an established uhf community, KVI cited differences from such cities where uhf h failed and already gone off the air, or whe there has been only vhf service.

KJEO (TV) (ch. 47) Fresno, Calif., point out that Fresno is presently all-uhf, with tv operating and one non-operating station, a asked that commercial vhf ch. 12, assigned Fresno, be changed to uhf ch. 18, reserved f educational use, so that all commercial st tions in the market be kept on a fair compe tive basis. Ch. 12 could be assigned to educ tional tv, KJEO commented, adding that if c 12 is given to a commercial station, KJEO in danger of losing its network affiliation a its national advertising revenue.

WDAK-TV Columbus, Ga., (ch. 28), said t allocation solution it favored most would pr vide all uhf service for communities whi presently have over 50% saturation with ceivers capable of receiving uhf transmissio Vhf drop-ins were considered the next b possibility, but WDAK-TV felt such a cou would "degrade existing television service" a possibly deprive a community of a vhf stati where uhf would not work. Allocations new vhf frequencies were flatly opposed by t station.

Plan for selective de-intermixture, propos by WPFA-TV (ch. 15) Pensacola, Fla.; KTA TV (ch. 25) Lake Charles, La., and WTVO (T (ch. 39) Rockford, Ill., would substitute u channels for ungranted vhf channels in are now being served by uhf stations, where t conversion to uhf has been sufficient to insu effective competition by the uhf stations if ne vhf's are not authorized. Proponents state "t plan would keep uhf alive and vigorous about 25 of the top 100 markets," in whi about 14 ungranted vhf channels in 13 ma kets would be affected. They could be realloc ed to markets where more vhf's are needed a where v's have such an advantage that uhf st tions can't compete. One of the stations, WPF TV, notified the FCC it was suspending oper tions last night (Sunday); the others also cit the hardships of their attempts to compete wi entrenched vhf stations. All three would r ceive vhf channels if the plan were adopted.

Deintermixture in the 40-mile-wide, 100-mi long Connecticut Valley by removing the area single ungranted vhf channel (3) at Hartfo was suggested by WGTH-TV Hartford, WKN TV New Britain, WHYN-TV Springfiel Holyoke and WWLP (TV) Springfield, all uh in a joint comment. They also suggested national plan to deintermix, by removing u granted vhf channels in areas now being serve by uhf stations. The stations said they ha shown they could compete with the existing c 8 WNHC-TV New Haven, but they objected a new vhf in Hartford. The stations' propose



WOC-TV *Sells* . . . because it offers the advertiser:

39 Iowa-Illinois counties with a population of 1,558,000.*

39 Iowa-Illinois counties with 481,700* families, 62% of which have TV sets (as of January 1, 1955).

39 Iowa-Illinois counties with an annual Effective Buying Income of $2,455,303,000.*

39 Iowa-Illinois counties that spend $1,800,717,000* a year in retail outlets.

WOC-TV *Sells* . . . because it offers the advertiser:

Maximum power—100,000 watts video—transmitted over a 602-foot-high antenna system on Channel 6.

Basic NBC programming plus market-WISE local programming.

A responsive audience that sent this station 157,422 pieces of program mail in 1954—82 per cent of which was in response to local, studio-produced programs.

WOC-TV *Sells* . . .

because its 6 years of telecasting experience make it *the channel that is watched* throughout the Quint-Cities area. To find out more about what WOC-TV offers the advertiser, write us direct or contact your nearest F & P office.

* 1955 Sales Management "Survey of Buying Power"

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BETTENDORF AND DAVENPORT
IN IOWA
ROCK ISLAND, MOLINE
AND EAST MOLINE
IN ILLINOIS

The
QUINT CITIES

CHANNEL 6
WOC-TV

national plan, they said, would keep uhf "islands" alive in about 25 of the top 100 markets.

WMGT (TV) Pittsfield, Mass., ch. 19, maintained the selective deintermixure plan should be limited to substituting uhf channels for ungranted vhf channels in areas now served by uhf stations and where the conversion to uhf has been substantial enough to provide assurance that the uhf stations will be able to compete effectively if new vhf stations are not authorized.

The plan, WMGT said, would keep uhf alive and vigorous in about 25 of the top 100 markets with expectation that excise tax relief and eventual universal availability of all-channel receivers would permit fulfillment of the objective of a fully competitive tv service and mass utilization of the uhf band over a three to seven year period.

WMGT maintained that approximately 14 ungranted vhf channels in 13 markets would be affected within the top 100 markets and these channels could be re-allocated to areas where additional vhf is needed and where vhf's advantage is such that uhf cannot compete.

Uhf ch. 20 WICS (TV) Springfield, Ill. (Plains Television Corp.), favored selective deintermixture as a means of bolstering the future of uhf and meeting the need for a competitive tv service. It said the FCC could not hope to get enough additional vhf channels from other services to assure that end, and even if it could the time involved would rule out an immediate answer to the problem.

The station recommended that in its particular case, vhf ch. 2, now assigned to Springfield, be reassigned to St. Louis, where there are two operating v's and applicants in contest for a third. This would assure both enough commerical vhf service for St. Louis and insure continued success of Springfield uhf. WICS now has a primary NBC-TV affiliation; it anticipates losing that affiliation to the successful applicant for vhf ch. 2 there. (Sangamon Valley Tv Corp. and WMAY-TV Inc. are in contest; Sangamon Valley won the initial decision).

WICS further recommended that the FCC hold off on pending vhf grants which would make more difficult an ultimate deintermixture policy.

Interim Solutions

Comments filed on behalf of WKLO-TV ch. 21, Louisville, Ky., WFIE (TV), ch. 62, Evansville, Ind., and WEHT (TV), ch. 54, Henderson, Ky., all proposed interim actions deleting unassigned vhf channels from predominantly uhf areas and assigning them to predominantly vhf areas where they are needed and will not adversely affect the operations of other stations. Directional antennas, cross polarization of antennas and lower power should be authorized where existing minimum mileage separation standards cannot be met, the petitions say. They further proposed changes in present allocations to make Louisville an all-vhf market by assigning to it three vhf channels from Evansville and Hatfield, Ind., and Bowling Green, Ky.

Policy of deleting vhf channels from predominantly uhf areas was urged by WTVP (TV), ch. 17, Decatur, Ill., which specifically requested that a uhf channel be given to the successful applicant for vhf ch. 2 in Springfield, Ill. WTVP also asked FCC to adopt a policy of deintermixture where this will improve public service and to permit operation of vhf stations at less than the present minimum mileage separation, with use of directional antennas.

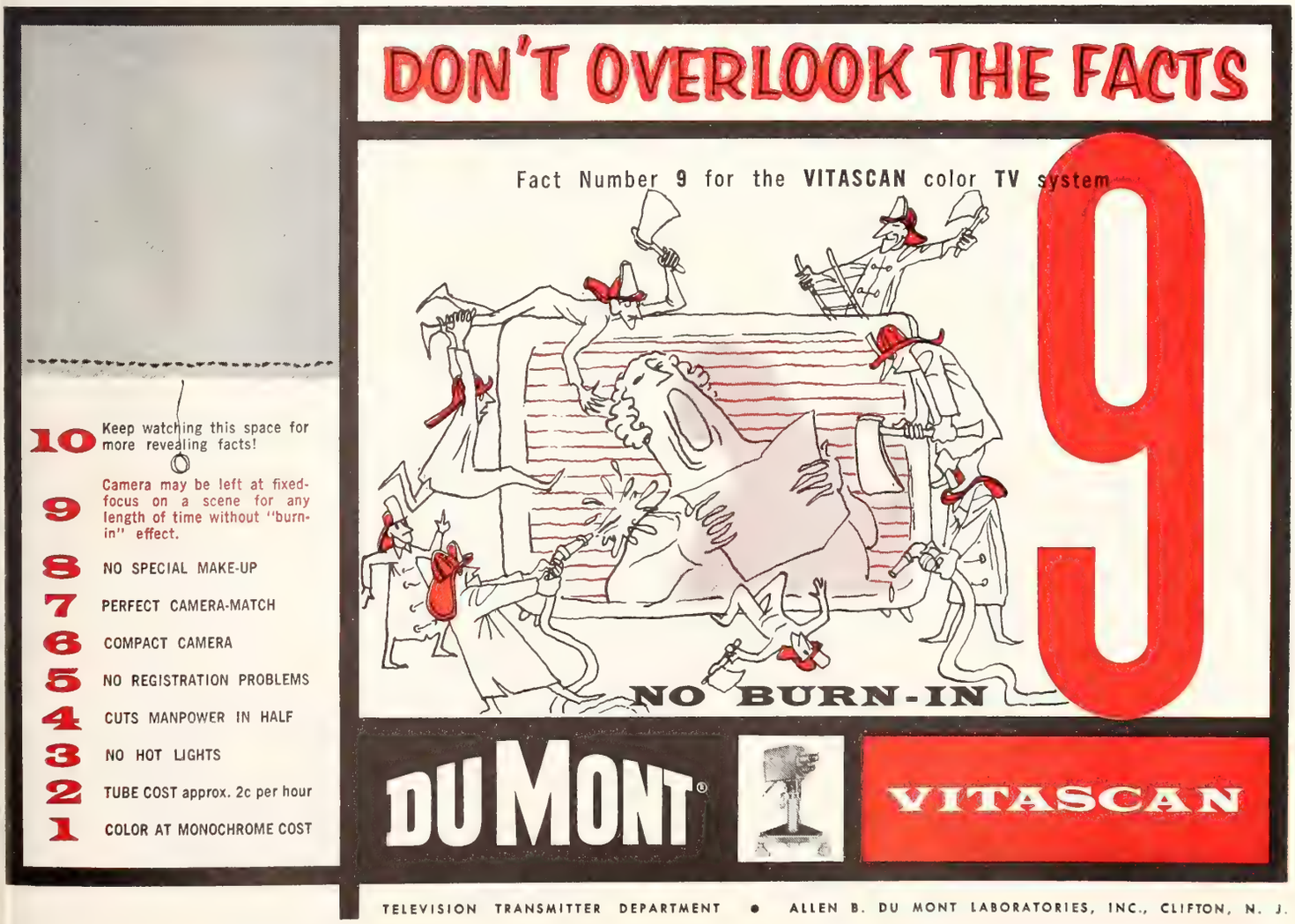
WTVI (TV), ch. 19 permittee at Fort Pierce, Fla., proposed specifically that it be assigned ch. 3 instead, and generally that a policy of deintermixture be adopted in areas where it will improve service to the public and that present rules and standards be amended to permit operation of vhf stations at less than the present minimum mileage separations, using directional antenna systems and cross-polarization.

WAKR-TV, ch. 49, Akron, Ohio, proposed deintermixture, with all stations in an area either vhf or uhf and, if they are uhf, with strong outside vhf signals reduced so they will not dominate the area; nationwide reallocation of the present vhf band with reduced separations to permit additional stations; shifting vhf assignments to other cities to provide a vhf channel for Akron, which should be assigned to WAKR-TV.

WITV (TV) Fort Lauderdale, Fla., ch. 17, advocated deintermixture of vhf and uhf where practicable.

WOBS-TV, ch. 30, Jacksonville, Fla., argued FCC should reaffirm its intent to retain the uhf band for tv and act quickly. Increases in station power will make uhf coverage satisfactory except in sparsely settled areas or unusually rugged terrain, it contended. Objections to addition of more vhf channels were cited. The station calls on manufacturers for wide distribution of all-channel receivers. The station's early plan of selective deintermixture was included in the petition.

WSEE (TV), ch. 35, Erie, Pa., asked the FCC to adopt "an interim policy of permitting uhf stations now threatened with destruction in predominantly vhf areas to operate on vhf





CERTAIN THINGS STAND OUT ! !

Yes, some things are all-important to the advertiser . . .

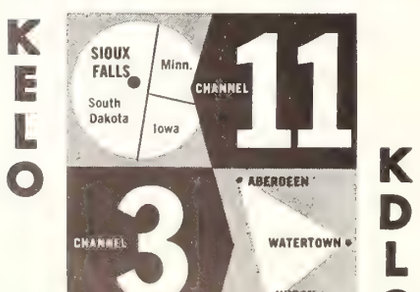
like the dynamic sell-power of the JOE FLOYD Stations . . .

the two-market impact you get for your one smart buy . . .

the spending power of these big multiple markets.

What a terrific spot for you!

THE BIG TV COMBO



78% of South Dakota, plus western Minnesota, northwestern Iowa

KELO-TV KDLO-TV

JOE FLOYD, *President*

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NBC PRIMARY

. . . and Joe reports SELL-OUT of Saturday and Sunday time on NBC's **MONITOR** (KELO Radio). For future spot availabilities contact:

H-R REPRESENTATIVES

channels," with WSEE being permitted to operate on ch. 6. Deintermixture, reduced mileage separation requirements and the allocation of ch. 6 to Erie also were proposed.

KXYZ-TV, permittee of ch. 29, Houston, Tex., urged that four vhf tv stations be allocated to all markets of 500,000 population or over which presently have fewer than four vhf stations and specifically that ch. 5 be assigned to Houston.

KTVQ (TV) (ch. 25), Oklahoma City, which suspended operation Dec. 15 with "no prospect that the operation can be resumed unless and until a vhf channel is made available to it," proposed that all major markets be given a minimum of three commercial vhf channels.

WENS (TV) (ch. 16), Pittsburgh stated, "Since all the very large markets have vhf stations in operation and relatively low uhf receiver circulation, or none at all, the only way to accomplish deintermixture in these markets without imposing substantial hardships on existing stations and the public is to allocate additional vhf channels where four or more vhfs are not already assigned for commercial use."

KTVI (TV) (ch. 36), St. Louis pointed out that it cannot continue its present deficit operation as a major market uhf station in competition with three vhf stations much longer and asked for modification of present standards to reduce minimum separations by 40% except in unusual cases in sparsely settled areas, with maximum and minimum powers and antenna heights established to insure full coverage of the market and new stations precluded from encroaching into other markets.

WINT (TV) Waterloo, Ind. (ch. 15), pointing out the hardships it suffers by not being permitted to identify itself with Fort Wayne, major trading center of the area, or to have studios there, urged an amendment in present FCC rules to permit a tv station like WINT "to identify itself more realistically with its entire service area rather than the tiny community to which it is presently licensed."

WJAC-TV (ch. 6), Johnstown, Pa., asked that vhf tv stations in Zone I be permitted to operate with maximum power with antenna heights up to 1,250 ft., instead of the present 1,000 ft. limitation.

KGUL-TV (ch. 11), Galveston, Tex., proposed that the FCC establish two levels of protection for each tv operation: Grade A coverage to receive protection from interference from any new operation in all circumstances; Grade B coverage to receive the same protection unless the new applicant could clearly show that the new service he proposed would outweigh the loss of service to some of the existing station's Grade B contour.

A. Earl Cullum Jr., Dallas consulting engineer, recommended the addition of vhf channels from the 72-76 mc band and some from the fm band (88-108 mc). He suggested more efficient use of channels through (a) taller towers, (b) cross polarization, (c) high gain antennas, (d) change in standards to require a higher signal level to be placed over the principal city, different standards for the Grade B signal for vhf and for uhf, protected contours and the requirement for field intensity measurements.

Ch. 28 WNAO-TV Raleigh, N. C., called for deintermixture, drop-ins for more vhf assignments and permission to use directionals and cross polarization. It also plumped for no further intermixture in uhf areas.

KSAN-TV San Francisco, ch. 32, called for San Francisco to be made all vhf, through deintermixing Fresno. It suggested giving additional vhf channels, if obtained, to existing uhf operators; also called for reducing co-channel mileage separation to 110 miles; permitting directionals or reduced power. It proposed that educational channels be made commercial, except for three or four hours a day.

WTRI (TV) Albany, N. Y., ch. 35, now dark declared that more than 12 vhf channels were required for a nationwide tv system. It urged that the Commission change the "administrative climate" to favor uhf.

WKOW-TV and WMTV (TV) Madison uhf stations urged deintermixture.

Herbert Mayer, permittee of uhf stations in Boston and Philadelphia, called for deintermixture and simultaneous uhf-vhf operation for eight months during a transition period.

WMTW (TV) Poland Spring, Me., ch. outlet atop Mt. Washington, suggested that provision be made for rural stations to provide for extended coverage for rural areas.

KGBT-TV Harlingen, Tex., ch. 4, opposed any suggestions that mileage separations be reduced. It declared it would oppose any encroachment on its service. Similar positions were taken by WJNO-TV West Palm Beach ch. 5; WBRZ (TV) Baton Rouge, ch. 2; KTRE-TV Lufkin, Tex., ch. 9, and KVOA-TV Tucson, Ariz., ch. 4.

WISC WINS GRANT FOR MADISON VHF

Decision is FCC's second involving city where deintermixture had been proposed. It brings strong dissent from Comrs. Hyde and Bartley, who call it 'untimely and ill-advised.'

GRANT of ch. 3 in Madison, Wis., was awarded to WISC-AM-FM that city by the FCC last week. This was the Commission's second decision in those controversial vhf cases where deintermixture has been proposed. The first was made two weeks ago to KRIS Corpus Christi, Tex. [B•T, Dec. 12].

Nub of the Madison decision was the diversification issue. The FCC declared that it was better to grant the vhf channel to the WISC applicant than to Badger Television Corp. which is 31.5% owned by the *Madison Capital Times* and 13.5% by the *Wisconsin State-Journal*. These stockholders also control WIBA-AM-FM Madison.

In favoring WISC, the Commission reversed a hearing examiner's initial decision in favor of Badger.

"In our judgment," the Commission said, "the public interest would be better served by a grant to Radio Wisconsin [WISC] because it would not only not result in concentration of control in the dissemination of news in the Madison area, but would not contravene our general policy of encouraging diverse ownership of all mass media of communications." The Commission said that this factor was a "significant" one. WIBA was given preferences on local residence and integration of ownership and management. This margin of superiority over WISC was not, according to the Commission, "a great one."

The decision called forth one of the harshest dissents yet issued by Comrs. Rosel H. Hyde and Robert T. Bartley. Both have protested

IN GEORGIA... it takes 5 slices



SEE PAGE 43

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against the issuance of final decisions on pending cases while the Commission is in the midst of allocations rule making. Both are counted sympathetic to deintermixture—deleting vhf channels from those areas where uhf stations have been operating—and Madison is one of the cities which has been the target of deintermixture for almost a year. Madison has two uhf stations operating.

"Untimely and ill-advised," were the terms used by Comrs. Hyde and Bartley. They said the Madison grant will "complicate and hinder proper consideration of proposals which the Commission has stated would be fully explored." They called "this method of business . . . arbitrary and capricious." They supported uhf operators who declared that this grant "could well prove a catalyst" resulting in the abandonment of uhf service throughout the country.

The Commission's action in the Madison vhf case at the same time it is considering proposals to change allocations was termed "procedural double talk" by the two dissenting commissioners.

The two dissenters said they voted against the grant of ch. 3 to both the applicants.

Winning WISC is controlled by Morgan Murphy (*Superior* [Wis.] *Evening Telegram*). Mr. Murphy also owns or controls WEBC Duluth, WMFG Hibbing, WHLB Virginia, all Minn.; WEAU-AM-FM-TV Eau Claire, Wis.; KGTV (TV) Des Moines, Iowa, and KVOL-AM-FM-TV Lafayette, La. Other Murphy newspapers are the *Manitowa Herald Times, Two Rivers Reporter* and *Chippewa Falls Herald-Telegram,* all Minn., and the *Lafayette* (La.) *Advertiser*. Associated with Mr. Murphy in the ownership of WISC are Ralph M. Immell, Harry Sauthoff and Ralph R. O'Connor, among other Madison residents.

In deciding the Madison case, the Commission denied petitions to intervene or to stay the grant filed by the uhf stations in Madison.

PEARSON BLASTED ON FCC COMMENTS

THE *Owensboro* (Ky.) *Messenger & Inquirer* (WOMI-AM-FM) has taken issue with commentator-columnist Drew Pearson—whose syndicated column appears in the newspaper—about a recent column by Mr. Pearson criticizing the FCC's Nov. 10 decision on intermixture [B•T, Nov. 14].

In an editorial, the newspaper charged Mr. Pearson took "a small amount of misinformation on the uhf-vhf television 'deintermixture' case and used it as the basis for a completely unjustified attack on members of the FCC." Mr. Pearson's "comments and conclusions are so far off-base they hold him up to ridicule among persons with any knowledge of the 'deintermixture' case, the Communications Act or the basic economic facts of television," the newspaper said.

Quoting Mr. Pearson's statement that "the Dems . . . have taken a runout powder on protecting . . . smaller [uhf] tv stations," the newspaper said the FCC "is not charged with protecting any segment of the communications industry against anything except mechanical interference," and that uhf stations "are not necessarily 'smaller tv stations'."

Answering a statement by Mr. Pearson that the FCC decision "slapped down" the uhf stations by permitting "potent vhf stations to be opened in areas hitherto reserved for small uhf stations," the newspaper said that the effect of the decision was to make no change in the existing situation "which, admittedly, was none too favorable to uhf." None of the proposed deintermixture areas was "hitherto reserved" for either uhf or vhf, the editorial added.

The newspaper concluded that the plight of uhf is "no fault of the FCC," but due to the fact that more people have vhf-only sets than uhf sets and that "more people apparently prefer vhf to uhf."

Central N. Y. Explains Plans In Elmira Ch. 18 Hearing

WITH the withdrawal of Triangle Publications Inc. as competing applicant with Central New York Broadcasting for ch. 18 at Elmira, N.Y. [B•T, Nov. 28], last week's FCC hearing on Central New York's proposal was concluded in 41 minutes. Central New York proposes a satellite operation at Elmira from its ch. 3 WSYR-TV Syracuse.

In his testimony, E. R. Vadeboncoeur, president of WSYR-AM-FM-TV, said that although the proposed station will begin as a satellite local programming will be instituted as soon as the development of Elmira makes such a move "economically feasible." In the meantime WSYR-TV will provide a full program service to the Elmira area.

Elmira has no operating tv station. Ch. 18 WCET-TV suspended operations in May 1954 and later turned in its construction permit. WTVE (TV), on ch. 24, suffered hurricane damage and was forced to suspend operations in November 1954. It has not returned to the air, but Mr. Vadeboncoeur said he understands the station plans to resume operation early next year. This would bring two tv stations to Elmira, he said.

Because Elmira is an all-uhf market and one-third of all homes there are already equipped to receive uhf signals, Mr. Vadeboncoeur said the prospects for uhf operation along with increased uhf conversion were promising. WSYR-TV advantages—color shows, NBC programming and a cooperative arrangement with the Syracuse U. Radio-Tv center—will be conferred on its Elmira operation, Mr. Vadeboncoeur stated.

Meanwhile, WTVE has filed application with the FCC asking to switch from ch. 24 to ch. 9. Earlier this month, the FCC had authorized a drop-in of ch. 9 at Elmira [B•T, Dec. 5]. The station cited continuing losses as reasons for the proposed change. Net losses in 1953 were $36,919 and $46,324 in 1954, WTVE claimed. WTVE plans to use its present transmitter location with the proposed vhf operation and estimates construction costs will run around $212,000. On ch. 9, WTVE would utilize 190 kw visual, 95 kw aural. Stating it expects to be back on the air on ch. 24 by February 1, WTVE estimated it could change over to ch. 9 about 60 days later.

WROW-TV Asks Court Review Stay of Albany Ch. 10 Grant

CALL for the U. S. Court of Appeals in Washington to review its decision staying the allocation of ch. 10 to Vail Mills, N. Y., was made last week by WROW-TV Albany.

The ch. 41 station claimed that the court erred in granting the request of WMGT (TV) Pittsfield, Mass., for a temporary injunction against the assignment of ch. 10 to Vail Mills [B•T, Dec. 12]. It said that the court failed to make a finding that irreparable damage would result to the petitioner and also failed to specify the nature of such damage. This is required by Sec. 402(a) of the Communications Act, WROW-TV declared.

The stay of the effective date of the ch. 10 allocation was granted by Circuit Judges E.

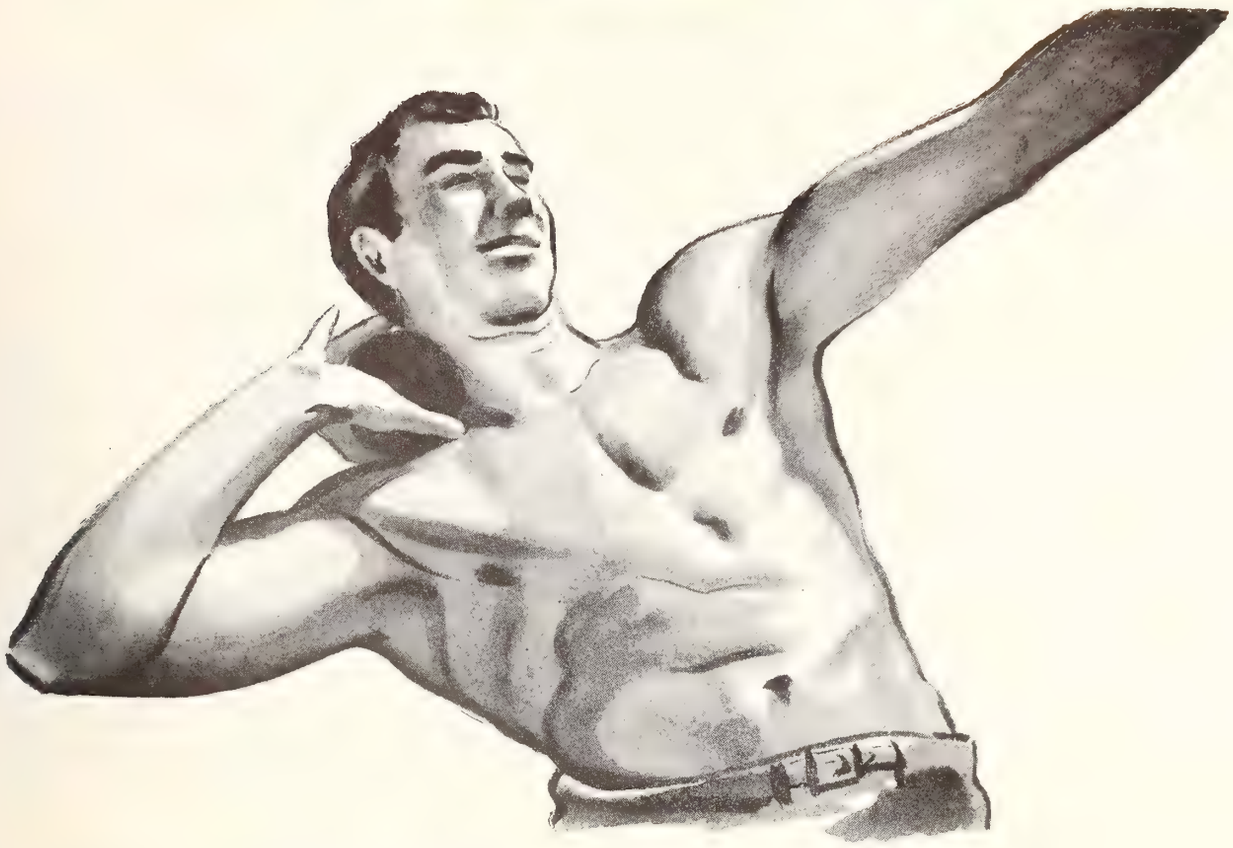
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*YOU MIGHT PUT THE SHOT 59′ 2″ *—*

BUT . . . YOU NEED WKZO-TV TO PUT SALES ACROSS IN WESTERN MICHIGAN!

AMERICAN RESEARCH BUREAU FEBRUARY, 1955, REPORT GRAND RAPIDS-KALAMAZOO		
	Number of Quarter Hours With Higher Rating	
MONDAY THRU FRIDAY	WKZO-TV	Station B
7 a.m.—5 p.m.	144	56
5 p.m.—11 p.m.	83	37
SATURDAY & SUNDAY 10 a.m.—11 p.m.	80	24

NOTE: Survey based on sampling in the following proportions—Grand Rapids (45%), Kalamazoo (19%), Battle Creek (19%), Muskegon (17%).

American Research Bureau figures for Grand Rapids-Kalamazoo show that WKZO-TV is almost a 3-to-1 favorite over the next station, *morning, afternoon and night!*

WKZO-TV is the Official Basic CBS Television Outlet for Kalamazoo-Grand Rapids. Telecasts on Channel 3 with 100,000 watts from a 1000′ tower. Serves one of America's top-20 TV markets—*almost 600,000 television homes in 29 Western Michigan and Northern Indiana counties!* Ask Avery-Knodel about availabilities.

100,000 WATTS • CHANNEL 3 • 1000′ TOWER

WKZO-TV

Kalamazoo-Grand Rapids

Avery-Knodel, Inc., Exclusive National Representatives

AM – TV – FM

The Fetzer Stations

WKZO-TV — GRAND RAPIDS-KALAMAZOO
WKZO RADIO — KALAMAZOO-BATTLE CREEK
WJEF RADIO — GRAND RAPIDS
WJEF-FM — GRAND RAPIDS-KALAMAZOO
KOLN-TV — LINCOLN, NEBRASKA
Associated with
WMBD RADIO — PEORIA, ILLINOIS

* *Parry O'Brien set this world's record on June 5, 1953, at Compton, California.*

Barrett Prettyman and David L. Bazelon. Circuit Judge Charles A. Danaher dissented.

WROW-TV termed WMGT's allegations of irreparable injury as of no substance and purely speculative. It held that the injury must not only be proven, but it must be correlated to the public interest. This was not done, WROW-TV claimed.

WROW-TV asked the court to vacate the stay. Otherwise it asserted the public would suffer.

Appeals Court Upholds FCC In Portland Ch. 12 Grant

THE FCC's decision in the Portland, Ore., ch. 12 case was correct, the U. S. Court of Appeals in Washington decided last week.

In a unanimous decision, the federal court upheld the FCC in its findings in favor of Oregon Television Inc. for the Portland vhf channel. In its most significant part, the decision declared that the Commission was right in choosing Oregon Television over Columbia Empire Telecasters Inc. (*Portland Journal*-KPOJ and others) because of the diversification of media issue. Columbia, which had made the appeal, said the FCC declared in one part of its decision that the newspaper and KPOJ would have only a small voice in running Columbia, while in another section of the decision the Commission penalized Columbia because of its newspaper holdings.

"However small their 'voice' in Columbia's affairs may have been, Columbia was not, as Oregon was, 'disassociated from existing media of mass communications,'" Chief Judge Henry W. Edgerton said, "and the *Journal* and KPOJ owned enough Columbia stock to 'bear upon the concentration of media.'" Circuit Judges David L. Bazelon and Charles Fahy concurred.

Oregon Television (now KLOR [TV], with ABC affiliation) is principally owned by Portland businessmen, including Julius L. Meier Jr. (Meier & Franks department store).

The Portland decision is the first of about a dozen tv cases awaiting settlement on appeal. Among these already argued are FCC grants in Sacramento, Calif.; Providence, R. I.; Tampa-St. Petersburg, Fla.; Petersburg, Va.; Beaumont, Tex., and Savannah, Ga.

The Third Man

ASIDE from Col. William Roberts and broadcaster Lou Poller, a third man identified with broadcasting—but in another way—also is a tenant and principal in the new Kefauver-for-President office in Washington, D. C. [B•T, Oct. 17]. He is A. Bradley Eben, a prominent Chicago attorney and an old supporter of Sen. Estes Kefauver (D-Tenn.). Televiewers will remember Mr. Eben as the one-time judge of DuMont Tv Network's *They Stand Accused* (now off the air). Mr. Eben will work with Col. Roberts of the Washington communications law firm of Roberts & McInnis, and Mr. Poller, permittee of the now suspended WCAN-TV Milwaukee.

STATION SALES

KIDDER, PEABODY & CO.—

- Maintains close contact with all phases of the Television and Radio industry.
- Has an established relationship with most of the important sources of investment capital in the country.

—We invite the station owner to take advantage of this dual coverage when considering the sale of his property.

Address inquiries to:
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KIDDER, PEABODY & CO.
FOUNDED 1865
NEW YORK BOSTON PHILADELPHIA
CHICAGO SAN FRANCISCO
Offices and correspondents in thirty other principal cities in the United States

WFNM Questions Finances Of Prospective Competitor

THE FINANCIAL qualifications of W. L Douglass to construct, own and operate a ra dio station at DeFuniak Springs, Fla., wer questioned last week by C. W. Mapole (WFNM there), who asked the FCC to set M Douglass' grant for hearing. Mr. Douglas newscaster at WCNU Crestview, Fla., on No 9 was granted a construction permit for 128 kc, 5 kw day.

In protesting the grant, Mr. Mapoles claime that Mr. Douglass misrepresented to the Com mission the true ownership and value of cer tain real property listed in his balance shee Mr. Douglass' liabilities exceed his assets sub stantially, Mr. Mapoles said. There were othe discrepancies, the protestant claimed, tha would give rise to a question as to whethe Mr. Douglass were financially able or of f character to meet the requirements of a pro posed station operator.

Futhermore, the protestant charged, th market would not support two stations and division of the available advertising revenue would cause one or both stations to fail.

Recording Rule Comments Are 50-to-1 in Favor

COMMENTS favoring a relaxation of FC rules relating to mechanically recorded an nouncements outnumber by more than 50 t 1 those opposing the change. The tabulatio Thursday, deadline for comments, stood at 10 petitions for, 2 against. The Commission ha asked for comments on proposed rule-makin which would repeal—with certain exceptions— regulations requiring that recorded programs b identified as such.

Many of the favorable comments were file jointly or by multiple-ownership groups; on organization, the Oregon State Agricultura College, filed for 15 stations.

Those requesting the FCC to keep the *statu quo*, KITE-AM-FM San Antonio and KENN Kennedy, both Texas, said that the present rule were adequate and have been working well NARTB and ABC proposed the rule-chang and asked the Commission to call for com ments.

Educators Seek More Channels

MORE effective use of channels for educationa tv, plus setting aside of additional channels was advocated in recommendations adopted by the White House Conference on Education which met in Washington early this month Wider use of radio, tv and newspapers wa urged as a means of building up public in terest in education. In a report on ways to ge and keep teachers it was urged that tv, sound films and other visual aids be more widely used.

Sacramento Uhf Asked

CAPITOL Radio Enterprises last week filed with the FCC an application for ch. 46 in Sacramento, Calif. It is proposed that the station operate with an effective radiated power of 19.06 kw visual and 10.33 kw aural. The antenna would be 279 ft. above average terrain. Capitol estimated its construction cost at more than $105,000, its first year operating cost at $180,000 and its revenue at $200,000. Principals are equal partners Irving J. Schwartz, William S. George and John Matranga, who jointly own KGMS-AM-FM Sacramento.

Only STEEL can do so many jobs so well



Piggy-Back Train Ride. The "new look" in transportation: over the long hauls, truck trailers are carried on flatcars. At the destination, they are hitched to truck tractors and delivered. Trailers are secured to flatcars with forged rachet-chain assemblies made from USS Steel.





Make It A White Christmas. Give her a gleaming major appliance. Perhaps this automatic laundry. As an extra feature, it has a sparkling Stainless Steel tub that won't corrode, won't wear out.

Tallest Structure In The World. This gigantic television tower belongs to station KWTV in Oklahoma City. It is 1572 feet high—100 feet taller than the very tip of the Empire State Building. To withstand the screaming 150 mph winds, most of the top sections were made from USS Man-Ten, a special high strength steel designed for demanding jobs.

MANUFACTURED FROM USS STEEL UNITED STATES STEEL

This trade-mark is your guide to quality steel

UNITED STATES STEEL

For further information on any product mentioned in this advertisement, write United States Steel, 525 William Penn Place, Pittsburgh, Pa.

AMERICAN BRIDGE....AMERICAN STEEL & WIRE and CYCLONE FENCE....COLUMBIA-GENEVA STEEL....CONSOLIDATED WESTERN STEEL....GERRARD STEEL STRAPPING....NATIONAL TUBE OIL WELL SUPPLY....TENNESSEE COAL & IRON....UNITED STATES STEEL PRODUCTS....UNITED STATES STEEL SUPPLY....*Divisions of* **UNITED STATES STEEL CORPORATION, PITTSBURGH**
UNITED STATES STEEL HOMES, INC. • UNION SUPPLY COMPANY • UNITED STATES STEEL EXPORT COMPANY • UNIVERSAL ATLAS CEMENT COMPANY 5-2455

SEE the United States Steel Hour. It's a full-hour TV program presented every other week by United States Steel. Consult your local newspaper for time and station.



Santa Claus

Star of

Many Programs

this week

Guest Star

Other Programs

all week

Not only will Santa Claus be featured on various sponsored programs

—he will bring large numbers of Radio and TV sets as Christmas Gifts!

So, more people, many more, will be able to see and to listen on Christmas Day and all next year.

Stars Sell on Alabama's greatest radio station

WAPI

Birmingham

Represented by John Blair & Co.
Southeast, Harry Cummings

greatest TV station

WABT

Birmingham

Represented by BLAIR-TV

WNEW Sale Heads Approvals by FCC

AMONG the ownership changes approved last week by the FCC was the sale of WNEW New York for the record-setting price of $4,076,887. Other major approvals made were WLOW Portsmouth, Va., which sold for $212,500, and WILD Birmingham, Ala., which brought $175,000.

WNEW, independent operating on 1130 kc with 50 kw day and 10 kw night, was sold to J. D. Wrather (37.5%), John L. Loeb (37.5%), and Richard D. Buckley (25%) [B•T, Oct. 31]. Mr. Wrather is part owner of KFMB-AM-TV San Diego, Calif., and has a grant for a uhf station in Boston. Mr. Loeb is senior partner of the Carl M. Loeb, Rhoades Co., New York investment bankers. Mr. Buckley is 25% owner of the selling firm, WNEW Broadcasting Co., which he and his associates purchased in April 1954 for $2.1 million.

WLOW Portsmouth, Va., was granted assignment of its license from Commonwealth Broadcasting Corp. to Winston-Salem Broadcasting Co., licensee of WTOB-AM-TV Winston-Salem, N. C. The NBC affiliate is on 1400 kc with 250 w.

WILD Birmingham, Ala., was assigned from the Pilot Corp. to Gordon Alabama Broadcasting Co. Principals are Sherwood R. Gordon (70%), owner of WSAI-AM-FM Cincinnati, Ohio, and Louis A. Wildman (30%). WILD is licensed for 850 kc, using 10 kw day and 1 kw night, and is affiliated with MBS.

For other ownership changes see FOR THE RECORD beginning on page 105.

Seven New Am Outlets Authorized by FCC

CONSTRUCTION permits for seven new am stations were granted last week by the FCC.

Awarded were:

• Arcata, Calif.—Vernon Wallace Emmerson, 1340 kc, 250 w, unlimited.

• Atlanta, Ga.—Greater South Bcstg. Co., 1480 kc, 5 kw daytime.

• Mount Clemens, Mich.—Mount Clemens Broadcasting Co., 1430 kc, 500 w daytime.

• Painesville, Ohio—Somerset Broadcasting Co., 1460 kc, 500 w daytime. Somerset is the licensee of WVSC Somerset, Pa.

• Mexia, Tex.—Bi-Stone Broadcasting Co., 1590 kc, 500 w daytime. Bi-Stone owner is J. B. McNutt Jr., owner of KBUD Athens, Tex.

• Buffalo, Wyo.—Northern Wyoming Broadcasting Corp., 1450 kc, 250 w unlimited.

• Honolulu, Hawaii—Christian Broadcasting Assn., 870 kc , 1 kw unlimited. The permittee is the licensee of KAIM (FM) Honolulu.

KLIX-TV Protests Grant To Satellite Competitor

PROTEST was filed with the FCC last week against the grant of ch. 13 at Twin Falls, Idaho, to Magic Valley Tv Corp. (KHTV [TV]) [B•T, Nov. 14]. KHTV plans to operate as a partial satellite of KIDO-TV Boise.

The protestant, KLIX-AM-TV Twin Falls, claims that KHTV's proposals are "unrealistic" and there are inconsistencies in programming plans as outlined in the application and the program schedule. Relying on the market study of Sidney S. Alexander, CBS economic adviser, the protestant says that another station will so divide the available revenue that KLIX-TV will be forced either to drastically cut back service or cease operation.

Its expected 1955 revenue is about $216,000, KLIX-TV said, and KHTV's anticipated revenue of $125,000 theoretically would leave KLIX-TV with $91,000. Dr. Alexander estimated that an annual revenue of about $200,000 would be necessary to support a local tv station [B•T, Oct. 17].

This is not an ordinary struggle between two genuine local outlets, the protestant charged, but a contest between an "alter ego" of KIDO-TV and a true local station. It would not be in the public interest to permit a satellite-type operation to jeopardize the existence of a true local outlet, the protestant said.

Chicago Jury Convicts Seven In Motel Tv Device Swindle

SEVEN people formerly associated with the now defunct Preview Television Corp. were convicted by a jury in Chicago District Court on 12 counts of mail fraud involving a scheme to provide motel and hotel viewers with a special device for coin-operated receivers.

Judge John P. Barnes said he will set a new date for hearing motions for a new trial and for a directed verdict of acquittal despite judgment.

The government had charged the defendants obtained $1,750,000 for a device which, when attached to the sets, permitted viewers to receive four minutes of programming free before depositing 25 cents for each additional half-hour. Of this sum, about $750,000 was paid by clients for "previewers" never delivered, according to Asst. U. S. Atty. Edward J. Calihan Jr.

Found guilty were Eugene R. Flitcraft, Oak Park, Ill.; Dana J. Maxim, former Preview supervisor; Blanchel A. Murrelle, Chicago; Earl C. Raphael, Chicago; William F. Robinchaud, Washington, D. C., former president of American Institute of Television Mfrs.; Milton G. Severinghaus, Chicago, former vice president and later president of Preview, and Lyman B. Jones, Chicago.

Earlier, three other defendants pleaded guilty, with their cases continued to a later date. They are Bruce Hantover, Houston, former president of Preview, which was located at 80 E. Jackson Blvd. in Chicago; Nathan James Elliott, former president of United States Sign Corp., and Edward C. McCready, described as the inventor of the gadget.

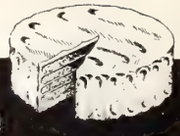
Maximum penalty is five years imprisonment and a $2,000 fine on each count.

Judge Barnes previously dismissed three firms —Preview, United States Sign Corp., and American Institute of Television Mfrs.—and four individuals from the indictment.

State of La. Granted Tv

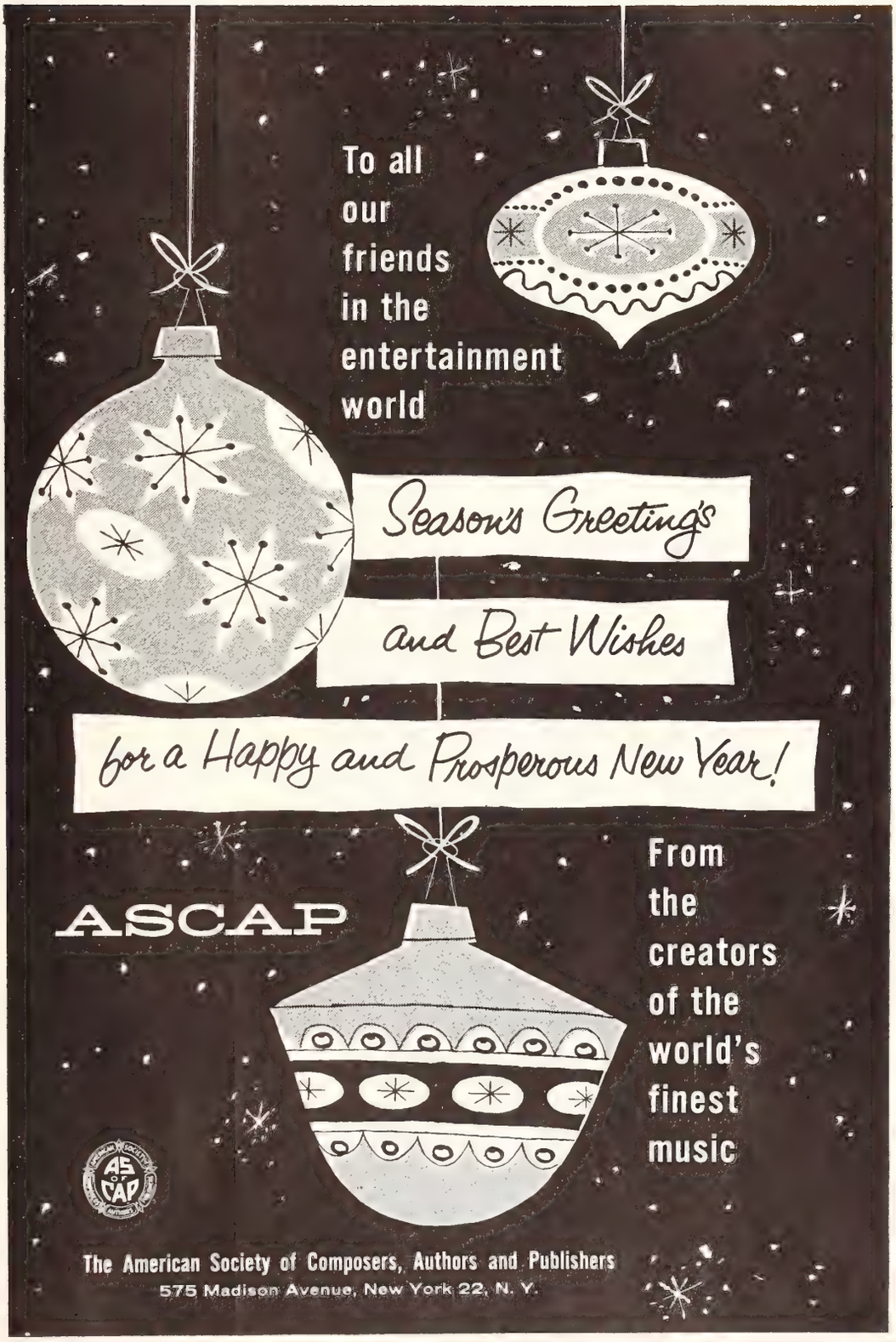
THE STATE of Louisiana was granted a construction permit for a new tv station on ch. 13 at Monroe, La. The FCC grant of last week specified the station will operate with an effective radiated power of 28.2 kw visual, 14.1 aural and with an antenna 520 ft. above average terrain. Construction and first year operating costs were set at $361,960. There is to be no revenue. Ch. 13 at Monore had been reserved for non-commercial educational use.

IN GEORGIA



you can have your cake ...and eat it, too

SEE PAGE 43


To all our friends in the entertainment world
Season's Greetings
and Best Wishes
for a Happy and Prosperous New Year!
ASCAP
From the creators of the world's finest music
The American Society of Composers, Authors and Publishers
575 Madison Avenue, New York 22, N. Y.

Four Nebraska Newspapers Withdraw Protest of New Am

CHANGE OF HEART has been experienced by four Nebraska weekly newspapers which a fortnight ago lodged a protest with the FCC against a grant of a new am station at O'Neill, Neb. [B•T, Dec. 12]. Last week the newspapers told the Commission that they would like to withdraw their protest.

Although no reason for the withdrawal was given, it was speculated that unfavorable local publicity caused by the protest was the motivating factor in the about-face. It was reported that the grantee, Holt County Broadcasting Corp., had printed as a paid advertisement in at least one of the protesting newspapers the text of the newspaper protest to the FCC. Advertisers and residents were not kindly disposed to the newspaper position, it was reported.

SEC Won't Ask Clearance Of Scripts in Proxy Fights

MODIFICATION of its proposed revision of proxy rules governing solicitation of stockholders in battles for corporation control was announced last Thursday by the Securities and Exchange Commission.

The revision will "specify clearly" that radio and television scripts, speeches, and press releases by participants in a proxy contest need not be filed with the commission in advance of their use, according to SEC Chairman J. Sinclair Armstrong.

These materials are, however, considered to be "proxy-soliciting" when used by participants in proxy contests and therefore are subject to SEC rules against false statements, he said.

The commission will require that they be filed after use, the chairman said, and if the participants request clearance in advance the SEC will review the material as a "convenience to the public."

$40 Million Boost for USIA Expected Under New Budget

A BOOST of $40 million next fiscal year for the activities of the U. S. Information Agency, including the Voice of America, is expected to be asked by President Eisenhower. The Budget Bureau has approved a figure of about $125 million, compared to $85 million for the present fiscal year.

The increase, it was said, is considered necessary to meet the challenge of increased Communist activities in such critical areas as the Middle East and South Asia.

Lamb Extension Asked

THE Broadcast Bureau last week asked the FCC to extend to Feb. 6, 1956, the deadline for exceptions to the initial decision which recommended license-renewal of Edward Lamb's WICU (TV) Erie, Pa. [B•T, Dec. 12]. Exceptions are due 20 days from the initial decision, or Dec. 27. Citing the voluminous record of the proceeding and the 140-page decision, the bureau said that should a response be deemed necessary, more time to prepare it would be needed.

Anti-RFE Campaign

A PROPAGANDA campaign against Western broadcasters has been intensified by Eastern European regimes behind the Iron Curtain in the months following the Geneva Conference of last July, according to a Radio Free Europe survey released last Monday in New York. The volume of radio-press attacks on RFE doubled in Poland, with Czechoslovakia and Hungary also pinpointing attacks on the privately supported radio operation that broadcasts to those countries and Romania and Bulgaria, RFE reported.

Tv Documentary Films Set By U.S. Information Agency

THE U. S. Information Agency in January wil begin supplying the more than 100 televisio stations outside this country with a monthl documentary film, *Report From America* portraying "various aspects of life in the Unite States."

Abbott Washburn, acting USIA director said the new half-hour program, filmed espe cially for tv, will be made available in Englis and foreign languages and will describe th U. S. and its policies, "both national and inter national." USIA estimates a foreign audienc of 40 million by the end of 1956.

The program is being produced by USIA i cooperation with the British Broadcasting Corp and will be filmed by NBC. NBC commentato Joseph Harsch will narrate the English-languag version, and foreign language versions will b voiced by "other well-known commentators."

FTC Approves Conference On False Insurance Ads

AUTHORIZATION was made last Thursda by the Federal Trade Commission for a trad practice conference to draw up rules safeguard ing the public from false and misleading ad vertising of health and accident insurance.

Invited to the conference would be represent atives of all state insurance departments an the insurance industry as well as other in terested parties, according to FTC Chairma John W. Gwynne.

A nationwide investigation of insurance in th hospitalization, accident and health field wa launched by the FTC in December, 1953. Later the commission issued complaints against 4 insurance compaines, many of which were en gaged in radio and tv advertising.

FTC Okays Consent Order Concerning Admiral Set Ads

A CONSENT ORDER which stops Admira Corp., Chicago, from comparing the screen are of its tv sets with the screen area of competi tors' models has been approved by the Federa Trade Commission.

The consent order was entered into by Ad miral and FTC counsel supporting a complain that Admiral falsely advertised its "Giant 21 inch picture tube" as providing 20% mor screen area than other 21-inch models.

The order prohibits Admiral from: "Misrep resenting directly or by implication the screer area of its tv sets as compared with the screer area of its competitors' tv sets." Admiral's ac ceptance of the order does not constitute an ad mission that it has violated the law as charge in the complaint.

RADIO WSRS

• TOPS 'N POPS
• WONDERFUL MUSIC
• RHYTHM 'N STUFF
• CONCERT CLASSICS

Plus

+ HEADLINES AND WEATHER REPORTS WITH TOP LOCAL AND WORLD NEWS EVERY 30 MIN.

RADIO WSRS

GREATER CLEVELAND'S NUMBER 1 STATION

John E. Pearson Co., National Representatives

New Report from KDKA's Log

OVER ~~62,000~~ HOURS ON-AIR

...and still going strong*

Says T. C. Kenney, Chief Engineer of Station KDKA:



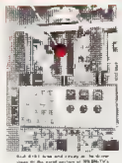
RADIO CORPORATION of AMERICA
ELECTRON TUBES HARRISON, N. J.

Right From WKBN-TV's Station Log...

9,493 HOURS ON-AIR*

...and still going strong!

...says B. T. Wilkins, Chief Engineer at WKBN-TV



RADIO CORPORATION of AMERICA
ELECTRON TUBES HARRISON, N.J.

Report from Canadian Broadcasting Corporation

33,738 HOURS ON-AIR

...and still going strong!*

The Canadian Broadcasting Corporation writes:



RADIO CORPORATION of AMERICA
ELECTRON TUBES HARRISON, N.J.

Right From WAVE-TV's Station Log...

7,288 HOURS ON AIR

...and still going strong!*

*says W. E. Hudson, Chief Engineer at WAVE-TV



RADIO CORPORATION of AMERICA
ELECTRON TUBES HARRISON, N. J.

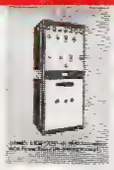
Season's Greetings

and good tube life for '56

Right from the Log of DZMB--Shortwave "AM"

46,115 HOURS ON-AIR

...and still going strong!



RADIO CORPORATION of AMERICA
ELECTRON TUBES HARRISON, N.J.

Right From KDKA's Station Log...

56,050 HOURS ON AIR

...and going strong!**

says T. C. Kenney,

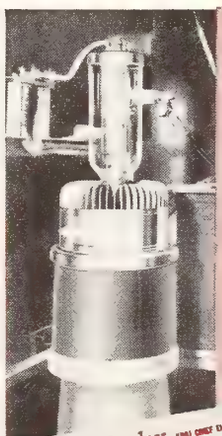


RADIO CORPORATION of AMERICA
ELECTRON TUBES HARRISON, N. J.

Right from KPOJ's Station Log

94,613 HOURS ON-AIR*

...and still going strong!



...says R. R. Pooley, KPOJ CHIEF ENGINEER



RADIO CORPORATION of AMERICA
ELECTRON TUBES HARRISON, N.J.

13,812 HOURS ON-AIR

...and still going strong!



*...says N. L. Straub, Technical Director of WJAC-TV



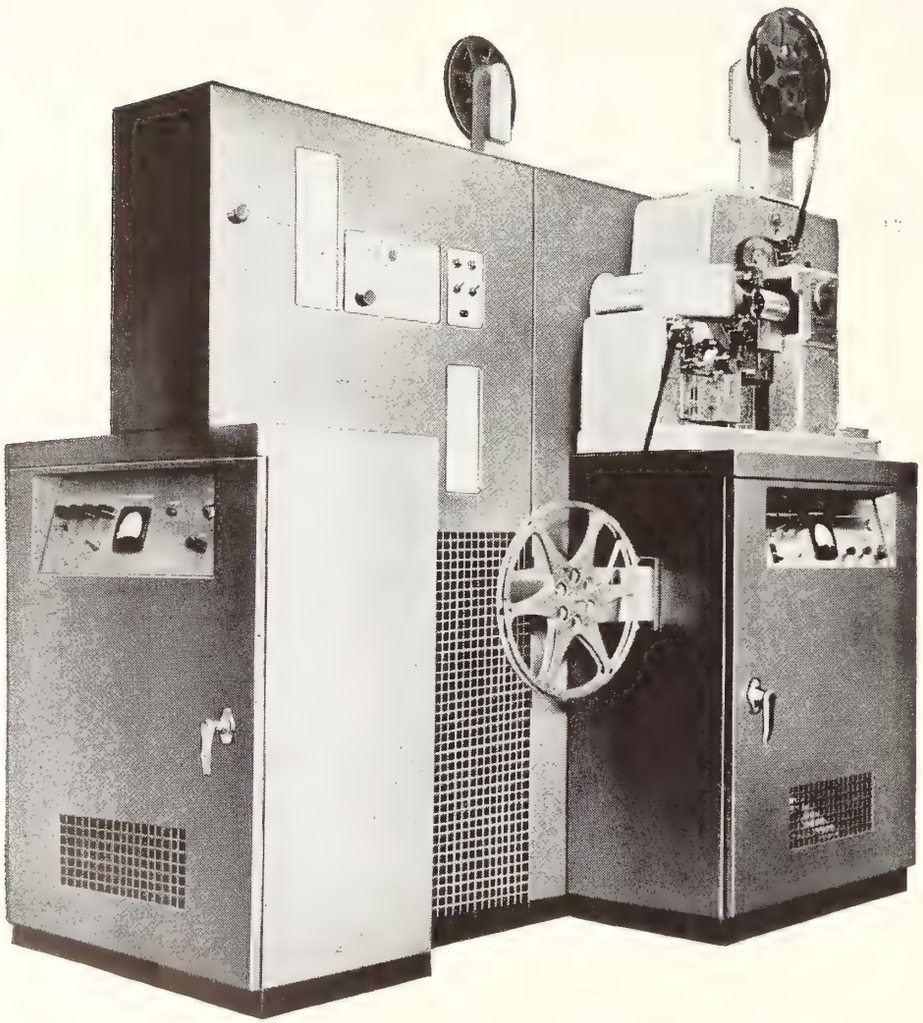
RADIO CORPORATION of AMERICA
ELECTRON TUBES HARRISON, N.J.

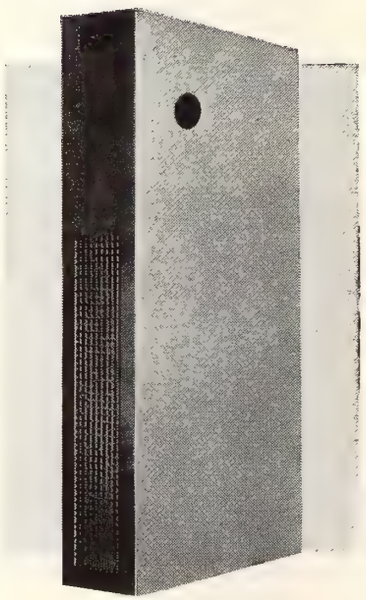
RCA®

TUBE DIVISION

RADIO CORPORATION OF AMERICA

G.E.'s COLOR FILM CENTER FOR BOTH COLOR AND





G-E Scanner Pickup—serves the same function as the film camera now used with B&W projectors. Dichroic mirrors break the light from the projectors into primary colors—photo-electric pickup cells convert it to electric signals.

See... Compare... Decide...

G.E.'s Scanner System coupled with the Eastman Continuous Motion Projector result in exceptionally high light transmission for the brightest, cleanest, sharpest color television pictures.

Many times the light output of other CM optical systems make it possible to obtain the best pictures from your "problem" films or slides—regardless of age or density.

Automatic film shrinkage compensation—virtually guarantees the same quality of projection time after time regardless of film shrinkage.

Double-duty—available for monochrome or color projection.

Block-Build. Start with 2x2 Dual Slide Scanner. Add one Continuous Motion Projector for limited film programming. Add a second projector, when needed, for monochrome or color film facilities.

Separate scanner tubes in each projector—assure reduced lost air-time in the event of tube failure.

Reduced maintenance and operating costs. Accessibility, simplicity of circuits, and minimum adjustments during operation cut manpower costs.

Masking amplifier actually can make the final picture better than original film.



Film threading of the Eastman Continuous Motion 16 mm Projector is fast and easy. Light compensating mirrors, behind window, are out of the focal plane—eliminating dust problem—and rotate at 770 rpm.

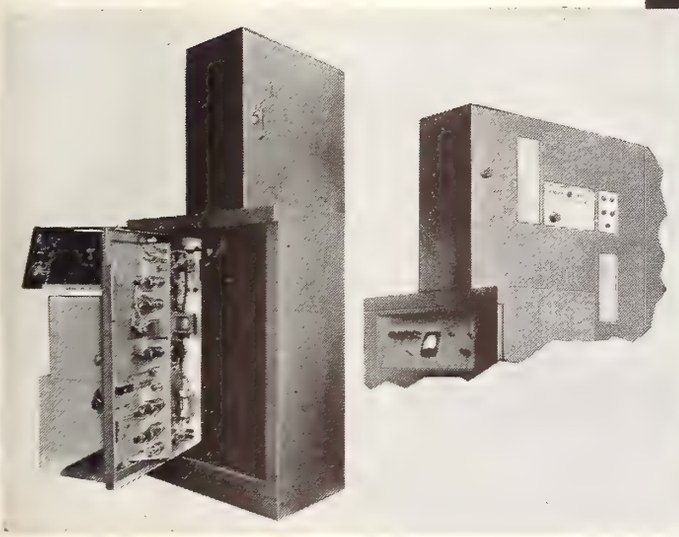
DELIVERS TOP FILM QUALITY MONOCHROME SERVICES

The Completely New G-E Color Film Center. A New System— A New Continuous Motion Projector. For Monochrome Service NOW— Color When You Want It!

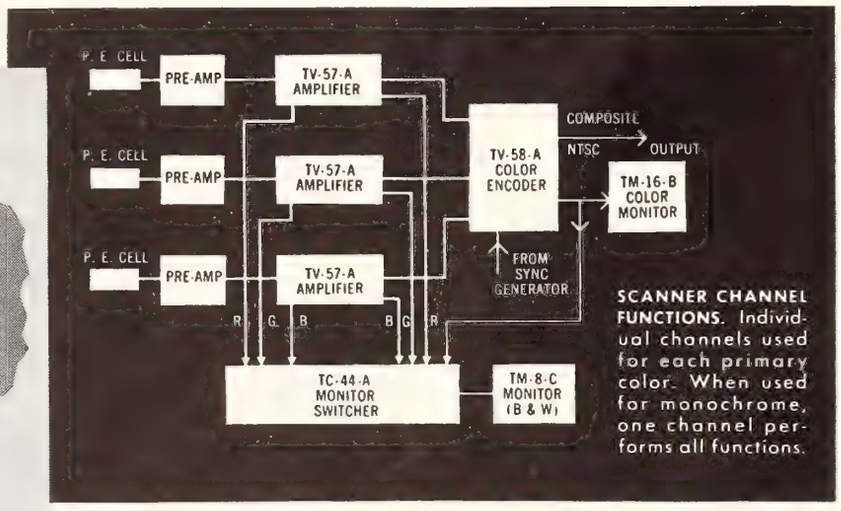
WHAT IT IS. The General Electric Film Center is a complete equipment package for your station projection room. It operates on the Scanner principle and consists of a 16 mm Continuous Motion Scanner; a 2x2 Dual Slide Scanner; and a Scanner Pickup. The entire equipment package is *newly designed,* specifically for color or monochrome operation—or both.

THE G-E SCANNER SYSTEM. G.E.'s Film Center, using the Scanner principle, features better picture quality, a simpler operating method, and, lower cost for operation and maintenance. No other type system offered today can match these high G.E. requirements. The G-E Scanner system gives your station the benefits of photo-electric pickup tubes which are simple, mass-produced, inexpensive—with a record of *dependable performance.* Sweep circuits or sync signals are not needed. Color registration, smear, or shading problems *do not exist.*

WHAT IT DOES FOR YOUR STATION. Your station can replace old equipment with a modern, G-E-designed package which will pay its way on monochrome service *now*—be on stand-by for color when you want it. With the G-E Film Center you can install basic units, block-build additional equipment as your needs and expansion plans dictate. Quality film and slide operations are assured, control monitoring is reduced. The overall operation is simplified and less costly than others. You owe it to the station to see this G-E system.



2 x 2 Dual Slide Scanner—handles up to 16 paper, metal, or cloth-bound slides with fast positive action change. Outside knobs provide quick focus control. Slide change controls can be at the scanner or at the console.



FREE BOOKLET, SPECIFICATIONS! For detailed information about the new General Electric Color Film Center see your local G-E Broadcast Equipment Manager, or, write to: *General Electric Company, Broadcast Equipment, Section X2125-19, Electronics Park, Syracuse, New York.* In Canada, write to: *C.G.E. Electronics, 830 Lansdowne Avenue, Toronto.*

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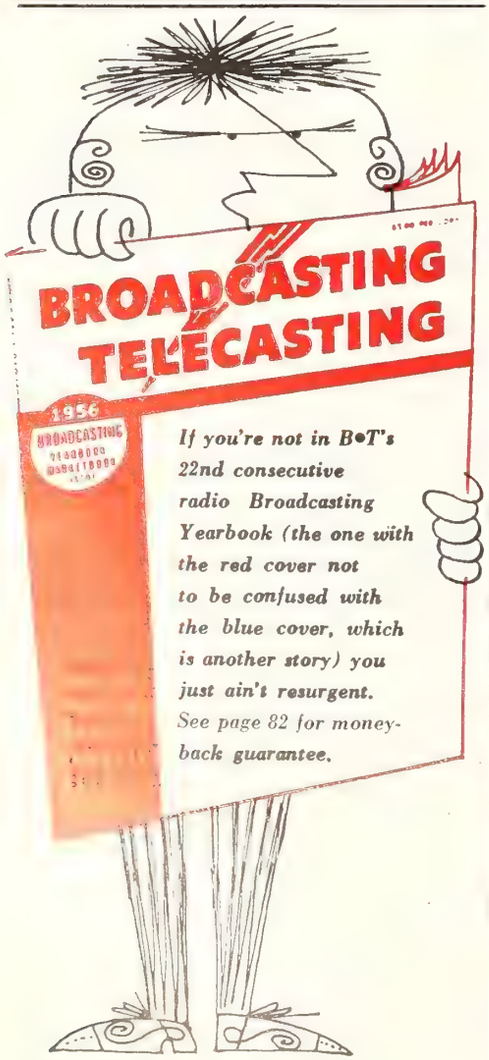
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COLORADO COURT SETS HEARING JAN. 30 ON BAN AGAINST RADIO, TV, CAMERAS

State Supreme Court's prohibition of all broadcast or visual coverage of Graham murder trial arouses storm of protest. Other equal access developments occur in Texas, Oklahoma, Nebraska.

THE Supreme Court of Colorado, having imposed a flat ban against any broadcast or visual coverage of the Graham murder trial [B•T, Dec. 12] or any other trial in the state, will let the media and public side of the story have their day in court.

A hearing will start Jan. 30 in Denver, with Justice Otto Moore presiding. The proceedings will be along court lines. Parties will be represented by counsel and will file briefs.

All Denver radio and tv stations, as well as Colorado Broadcasters Assn., will take part in proceedings, to last around 10 days. Justice Moore will report his findings to the court.

KLZ-AM-TV and other Denver stations protested vigorously the imposition of a radio-tv court ban by Justice E. V. Holland of the Colorado Supreme Court.

Public reaction in Colorado was described last week as "99% in favor of the radio-tv position and against the court's ban."

Parties taking part in the Jan. 30 hearing will be given ground rules this week.

Judge Justin Miller, advisor to NARTB and its ex-board chairman, called the Colorado court's decision to hear all sides of the issue a demonstration of broadcasting's professional stature and American methods of self-government. Judge Miller has spearheaded, for more than a decade, the industry's campaign for freedom of speech and equal access. He told B•T:

"I am very pleased to learn of the new turn of events in Colorado. The decision of the Supreme Court to use the methods of fair trial, in determining whether modern techniques of television can properly be used in reporting court-room proceedings, is in the best tradition of judicial administration.

"The force of informed public opinion—and the editorial power of broadcasters to inform and to marshal public opinion upon the subject—has been convincingly demonstrated. It all adds up to proof of the increasing professional stature of broadcasting and reassuring evidence that American methods of self-government are still functioning effectively."

A preliminary hearing in the Graham case was covered by radio-tv and appeared to have brought favorable reaction. It was indicated, however, that pressure groups had entered the scene, apparently for political reasons, and the Supreme Court ban followed.

In Waco, Tex., the trial of Harry L. Washburn, covered by tv, ended in conviction and a life sentence. KWTX (TV) Waco covered the trial and drew praise from many sources because of its dignified handling of the proceedings. The coverage attracted nationwide attention. The defendant said in a tv interview prior to sentencing, "I think televising trials is a fine thing. It's educational."

County Judge Glen Jenkins, of Tom Green County, Tex., praised the coverage and added, "I would allow live television in my courtroom if the telecast were handled with the care that KWTX has given this one." Cliff Tupper, counsel for the defendant, said, "The live television coverage of this case did not interfere with the trial at any time. The tv equipment and personnel were so quiet that the defense was never sure when the picture was being sent out of the courtroom.

Never Saw Camera

A Waco witness, Mrs. Billie Rogers, who testified for the prosecution, said that although she knew from newspaper accounts that the trial was being telecast, she did not see the camera during the 30 minutes she was on the stand. The camera was in plain view during her entire testimony.

Peter Middlebrook, McLennan County district clerk, who swore in witnesses, said he thought the camera did not attract attention nor did it disturb the decorum of the court.

The question of radio-tv court coverage was reviewed at a Dec. 7 meeting of the Oklahoma Bar Assn. Spokesmen for tv stations, city newspapers, bench and bar agreed in substance that the mature judgment of news editors, when adequately reinforced by the proper administration of his courtroom by the trial judge, prevents abuse of free speech and protects the right to a constitutionally guaranteed fair trial. Bob Gamble, WKY-TV Oklahoma City news director, contended the courts belong to the people and listed a series of hearings covered in the state during the last year. "So far not a single complaint," he said.

KFAB Omaha covered portions of a four-day hearing before a referee in a state board of control hearing involving a discharged official, despite denial of access by the referee. Hugh McCoy, KFAB newsman, wore a wireless mike under a sweater and the entire proceedings were taped in the control room. Excerpts were carried each day and made available to other stations in Nebraska.

President Hugh B. Terry of KLZ-AM-TV took a strong editorial stand over the Dec. 11 weekend when he went on the air to protest against Judge Holland's ban. The editorial was carried several times on both radio and tv stations, along with other industry comments.

Mr. Terry asked "if it is a function of the court to determine just what is good or bad publicity, and just how much and what type of report of a public hearing can be made to the public? . . . If we, or any other media for the dissemination of news, violate this order we can be cited for contempt of court. We feel that this order is in direct violation of the con-



ON-THE AIR editorial protesting the ban on tv coverage of the Graham murder case in Denver was broadcast by Hugh B. Terry (r), KLZ-AM-TV president. With him is Sheldon Peterson, news director.

stitutional guarantees of freedom of press and freedom of speech.

"We can interpret this action in no other way than as a barrier erected in the path of the free flow of information—and the right of the people to know to the fullest degree what goes on in the courtrooms of the state—which is truly the people's business."

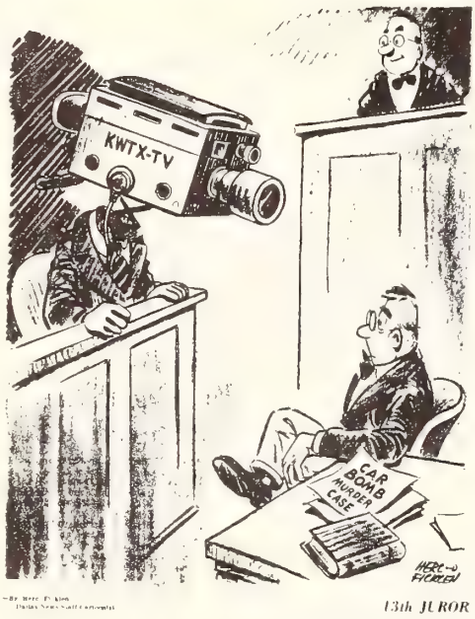
Explaining the state Supreme Court gave no chance for radio-tv to present the broadcast side of the case, he added, "The reasons behind this stunning ban are still unclear." He recalled the comment of Judge Keating, at the preliminary hearing in the Graham case, that the presence of cameras and recorders did not interfere with the orderly procedure of the court.

Protests by NARTB President Harold E. Fellows and Russ Van Dyke, KRNT Des Moines, president of Radio-Tv News Directors Assn., were included. Mr. Van Dyke said he hoped the Colorado justices "will carefully reconsider their actions and that they will see fit to restore to the many fine judges of that state their freedom to exercise their own discretion within their own courts on these matters concerning public information."

Protest by John F. Day, CBS director of news, was taped by Sheldon Peterson, news director at KLZ-TV Denver, and used as part of a news show on the station the night of Dec. 9.

Mr. Day said:

"In Texas this week, a great step forward in bringing news to the people. In Colorado, an apparent step backward. A trial was televised live in Waco, Tex., without disturbing the decorum of the courtroom. But in Colorado courtrooms, not only the television camera but all cameras are to be barred. Not only during the trial but before the trial and after the trial and during the recesses.



13th JUROR

Courtesy DALLAS MORNING NEWS

"If reporters carrying pencils and pads were refused admittance to the courtroom, the outcry would be steady and ringing. And well it should be. But cameras are just as much the tools of television as pencils are of the printed page. And television today is as much a primary medium for conveying news as any method in all history. It is unfortunate that there are some who have not recognized this basic fact. And it is unfortunate, too, that they are not aware of methods of coverage which avert any interference with court procedures or dignity. Certainly there must be rules, and television newsmen like any other newsmen are perfectly willing to abide by them. But it seems less than fair that rules should extend to the point of barring cameras from the courtroom at all times and under all conditions."

CBS' Zelman Will Fight California Court's Tv Ban

SAM ZELMAN, director of CBS-TV news on the West Coast, said that he would seek admission of cameras in California courts by petitioning the Conference of California Judges. The announcement followed a denial by Superior Judge Stanley Mosk, Santa Monica, to admit CBS cameras into court during the trial of John R. Crooker, accused of murdering socialite Mrs. Norma McCauley.

The request to televise the trial over KNXT (TV) Los Angeles was prompted, Mr. Zelman said, by the live telecasts of a murder trial in Waco, Tex., by KWTX-TV that city [B•T, Dec. 12]. Denial was made under the Canons of Judicial Ethics, adopted by the California judges when the question of tv in courts was first raised several years ago.

Since then, according to Mr. Zelman, many of the initial reasons against tv in courts have been superseded by Television's technical progress. He said the first opportunity to press for a lift on the ban would come next September at the annual meeting of the state's judges.

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NEWS WHILE IT'S NEWS: IT CAN BE DONE WITH TV

HERE'S HOW WKY-TV PUTS IMMEDIACY INTO ITS NEWS COVERAGE

TELEVISION doesn't have to take a back seat to any other medium in delivering news—text and pictures—while it is still hot and with tv's inimitable impact, John Fields, news director, WKY-TV Oklahoma City, told the NARTB Region 6 conference last month. The WKY-TV story makes a good how-to-do-it blueprint for other tv news departments.

I FEEL that television is today, and will be even more so tomorrow, the greatest communications medium ever imagined. I further feel that the presentation of television news and special events is one of the more neglected phases of concentration on the local level. This neglect, I feel, is caused by a lack of imagination, aggressiveness, and confidence. These convictions are not ones based on academic conclusions—but rather on the successful experiences of the WKY-TV news bureau.

Four years ago our news bureau was like many—reasonably well-equipped to handle a radio schedule of seven newscasts a day. That schedule was serviced by four men—all of them good newsmen—all qualified to report, write and deliver news. Our headquarters was a room approximately 10 x 14 feet, containing three desks. Our news sources were radio and news wires of United Press and Associated Press, and the usual system of personal and telephone news beats.

At that time, in 1951, we scheduled 10 television newscasts a week. Our facilities to service those two 10-minute programs a day included one 16 mm Bolex camera, the talents of one newsman to operate that camera, the part-time services of a station commercial photographer and the sometime availability of another 16 mm camera from the commercial department.

Fortunately, at this point, there was some soul-searching, an evaluation of what we could offer in television news. At the time it seemed that the immediacy of radio would never be ours in television. That problem confronts many news media. The weekly news publications solved it with comprehensiveness and graphic presentations that the speedier media cannot offer. Perhaps this was the answer. Tell the television news audience the immediate happenings and exploit television's video with graphic illustrations. It was a problem that defied a qualified answer at that time. I have heard many journalists in the radio and television field state unequivocally that television news could never compete with radio, or even newspapers. I *used* to respect those people.

At about this time we purchased a 35 mm still camera. We thought its slide quality superior to Polaroid products. Since negative slides could be processed within five minutes, we felt it offered something of an answer to our immediacy problem. We put it to use—and with rather startling results. After having covered numerous spot stories within 30 minutes of air-time, and getting them on the show, sometimes with on-the-scene taped backgrounds, we heard comment. "How do you boys get those pictures so fast?" Or, "That was sure fast work last night." People were talking about it.

If it was *anything* in particular, it was this response to the effects of a $90 piece of equipment that crystallized the thinking of those of us in the news bureau. Give the people news, as only television news can, and give it while it is still news.



MR. FIELDS

We knew what had to be done, and we started the job. We were encouraged by the public, and management, every step of the way. Sometimes slowly, sometimes faster than we hoped, we added to and improved our facilities. Today, instead of four men we have 11 and one woman. Everyone in the department, with the exception of the woman, can use a silent or sound camera. Everyone in the department, with the exception of three, can deliver news behind a camera or microphone. Six people can operate the Houston-Fearless high-speed film developer.

Today, instead of 10 newscasts a week we have 28. Instead of five weather programs a week we now have 28. Instead of a mere weather hobbyist to present those programs, we now have the services of two professional members of the American Meteorological Society.

Our newsroom of four years ago was quickly outgrown. Our headquarters now is almost exactly twice as large. A large triangular news desk seating six men would take up almost all of our former home. We now number among our facilities: six 16 mm silent cameras; two sound-on-film Auricons, both modified for portability; more than three lenses for each camera unit; light meters for each unit; two portable light units and several bar-lights; a complete dark-room and processor; a specially constructed editing table where two men can work; two radio-equipped panel trucks; four telephone trucks and one straight line; four recorders; three news teletypes from two services; three weather teletypes; a complete film library, cross-indexed, that is consistently current.

You may have concluded that our emphasis is strictly regional. We have found that such concentrated coverage provokes the most and best response. Over a year ago, we tired of attempting to present national film before it became history. We found telephoto and facsimile still-pictures dull, uninteresting and cumbersome to present. We concentrated our efforts where we could get our hands and teeth into the news.

To help us, we set up a correspondent system. We have 44 in Oklahoma—in every part of the state. We have regional men in three surrounding states. We pay a correspondent a stipulated amount for each foot of his film we use, replace his film, and reimburse him for mileage and expenses.

Each film received from a correspondent is constructively criticized. We hold a day-long seminar each year and send mimeographed material in between. A cash award is made each month for the best film.

What have we done with this organization and these facilities? In our business, you are as successful as you are watched and listened to. In 1953 one of our big newscasts had a Hooperating of 37. An NBC newscast immediately preceding had a rating of 38. A

Electric companies at work on atom power plants

Push development of vast new source of electricity

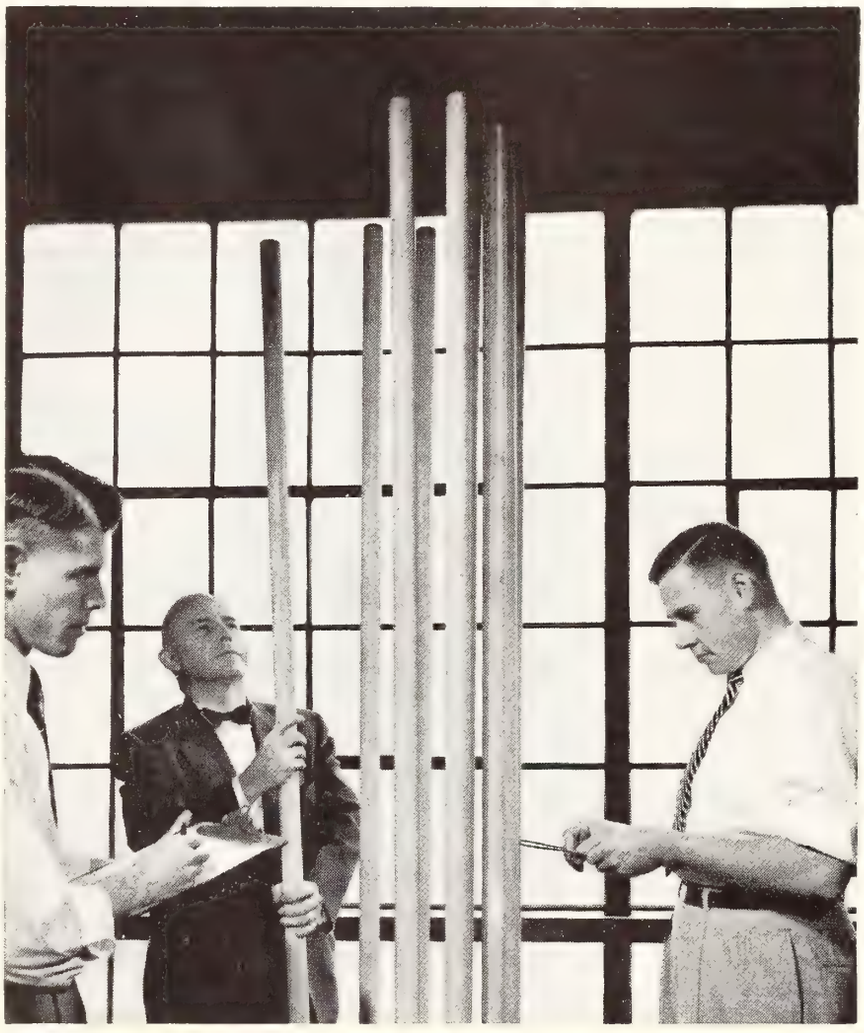
Top engineers of electric light and power companies are speeding work on ways to make atomic-electricity practical for everyday uses.

The first atomic-electric plant for serving the public is now being built near Pittsburgh, Pa. Proposals for four others—near New York, Chicago and Detroit, and in western Massachusetts — are in the hands of the Atomic Energy Commission.

The power from these pioneering plants will probably be expensive to make, yet will be sold at regular rates. From these first plants, however, the electric companies expect to learn much about more economical and efficient atomic-electric projects for the future.

Reducing the cost of making atomic-electricity is problem No. 1 —because electricity is already so cheap in America and we have plenty for our needs today.

However, the atom's promise of more power for the future is tremendous. The big job is to make it practical and economical. But the electric companies have solved other tough problems in bringing more and more electricity to more and more people, at lower and lower rates. They'll solve this one for you, too.



Electric company engineers arrange wooden models of the uranium rods that are the atomic fuel for certain types of atomic-electric plant. Several dozen such uranium rods can supply enough heat to generate a year's electricity for a good-sized city.



First commercial atomic-electric plant in America is under construction at Shippingport, Pa., near Pittsburgh. The atomic heat-producing unit will be below ground level. Turbines, generators and other electric equipment will be the same as in plants using other fuels.

AMERICA'S ELECTRIC LIGHT AND POWER COMPANIES*

*Names on request from this magazine

year later our Hooperating advanced to 40. The NBC rating had dropped to 26. In the past year, WKY-TV News maintained a constant five-to-one ratio over all local competitors. A Telepulse poll last May ranked one of our big newscasts as the *top multi-weekly program* in our market, network originations included.

Another measure of success, and justifiably so, is the return on the financial investment in news. *Television news alone* cost our company in excess of $85,000 last year. We are still investing in news. It is a profitable investment. We have no sustaining newscasts. I hasten to add, however, that we would emphasize news, even if this were not true.

In essence we found *where* we could hit news hard and well, and *how*. We concentrate on our own region. From September of 1954 to September of 1955, our staff and correspondents exposed a total of 288,392 feet of film. That is an average of approximately 25,000 feet a month. It is all processed, edited and scripted by our staff.

We try to take advantage of every story with a visual interest. We use the station's art department consistently. Almost any important story with related facts and comparisons can be illustrated graphically. We use film animation on occasion. In other words, where there is a story that deserves telling and where there is no "hard" visual element, we look for ways to "produce" that story. If it's a crop estimate, skillful use of film material, such as fields of grains and elevators, with animated figures and comparisons, will leave our viewer with a concise, interesting and even entertaining understanding of that story. Properly done there is no better presentation.

On good stories considerably out of our coverage area, we occasionally order film direct from the area. Some of these we staff with our own people. In the past year, we have had men in Europe, New York, Washington, Las Vegas and numerous other cities in the western half of the country.

We try, and I think we have succeeded, in identifying our station with news. We like to feel that the two are synonymous. Our people are known personally by every news source in our immediate area. Two men are covering these sources every morning, afternoon and night, seven days a week, 365 days a year.

On a recent assignment, one of our photographers, who is also an airman, jumped from a 50-foot fire-drill tower to a net held by firemen below. He made the jump, on his own initiative, with the camera running. One of our men covered a plane crash at night a few weeks ago. It was raining and muddy in the wheat field. He lost both shoes, but waded around barefoot for over an hour in 40-degree temperature to get the story.

In the news business there is always a deadline, of course. But we try to cut ours as fine as possible. One time we demonstrated our speedy handling of publicity. We filmed the beginning of a 20-minute news program on stage, processed and edited the film for presentation before the show was off the air. We try to have all our film processed within an hour of air time, but expect to handle several rush assignments a week.

There was a story in Dallas last year we followed closely. It involved a man accused of murder in Oklahoma. The film of the suspect's arrest was to arrive in Oklahoma City aboard a commercial plane at 5:30 p.m. The municipal airport is over 20 miles from our studios on the opposite side of town. We chartered a private plane from a private field a few miles from the station, met the airliner, flew it back, had the film in the processor five minutes before show time and on the air before the end of the news.

There are a number of challenges that confront and plague those of us in television journalism. Perhaps for want of a better term the industry has categorized some of these as "Freedoms of Information" problems. Some of the liberties granted other news media but unavailable to television news are lacking because of outright reactionaryism.

WKY-TV's Method: Education

There are various methods of attacking these problems. Some concentrate attack upon the institutions and their guardians responsible. Others try surreptitiously to capture rights not yet recognized as theirs. Our method has been one of education.

Two years ago the news bureau was stirred by the feeling that television newsmen were not being allowed the opportunity to report public court proceedings. A murder trial presented itself at this time and we decided on this case as our maiden attempt to break precedent. Our presentation to the judge was that television news was being denied the free access of information; that the public was being deprived of the most accurate representation of news events possible—that secured by modern camera equipment.

We were fortunate to be involved with an open-minded, interested, intelligent and fair jurist. To the jurist this problem involves two constitutional concepts—freedom of speech and fair trial. We convinced this judge there would be no danger to a fair trial as the result of television coverage. Since it was the first attempt, we went to great lengths to maintain the dignity and decorum of the court as it is presently known. A specially constructed booth, entirely enclosed, was located in the rear of the courtroom, and a cameraman stationed inside.

We secured sound-on-film testimony, the verdict and sentencing from the booth.

It was an encouraging start. To the best of our knowledge, it was the first time such a district court proceeding had *ever* been covered by television news. [Editor's Note: Another chapter in tv coverage of courts was written last fortnight when KWTX-TV Waco, Tex., covered a murder trial live (B•T, Dec. 12).]

This was the beginning. Other judges were contacted and convinced. In these contacts we spare nothing to impress the jurists that we are aware of our responsibilities in assuring a fair trial. We have never had to use the special booth again. But we always use an Auricon camera that makes no noise, and we never use lights. In over 60 court proceedings in the past year, we exposed approximately 12,000 feet of silent and sound film.

There was a much-publicized torture-robbery trial in Oklahoma last year. There were two trials—the first ended in a hung jury. On that first trial we exposed 1,350 feet of film. We hit it hard, but not sensationally. Following the trial, Clarence Mills, the presiding district judge, took note of our coverage and issued this statement:

"The constitution and laws, since our nation began, provide that the peoples' court shall at all times be open to the public, as a necessity of due process of law. Modern means of news coverage have made possible a more adequate extension of this great right. The courts must keep in step with such means. The coverage of this trial, a very important one for this city, county and state, has been accurately, carefully and considerately done by these fine, courteous newsmen. We are all indebted to them."

A few weeks ago two persons were killed within twenty-four hours at a dangerous intersection just outside Oklahoma City. We did a good feature on it. The next day all the signs conceivably necessary at the intersection were present.

A constable with a criminal charge pending against him defeated an opponent in a primary election last summer. We concentrated on the story. He was overwhelmingly defeated in the general election.

A few motorists told us of some loosened spikes at a railroad crossing, causing a hazard to automobile tires. We ran a story, and the railroad crew was out the next morning.

A woman was burned out of her home two days before Christmas last year. We filmed the event and stated simply that for any who cared to contribute to a happy holiday for this woman and her family, we would handle the arrangements. It *was* a happy Christmas.

Weather is an adjunct of our news bureau. WKY-TV a few years ago led the way in getting the weather bureau to publicize specific tornado warnings. Tornado warnings take precedence with us. They are aired immediately and frequently. News and weathermen are required on duty during the extent of an alert.

Last spring a tornado struck Blackwell, Okla.—taking 22 lives and devastating 30 city blocks. Blackwell got its only warning from television and radio. The same tornado struck Udall, Kan.—a community of some 1,500. In Udall, where there was no warning, there was comparable damage, but *three times as many fatalities.*

Perhaps some of us in this business helped save some lives. Things like these, that make up the television news business, make work, and life, a little more worthwhile. And of one thing I am convinced. An aggressive, competent news establishment can make a television station individually outstanding.



"I had only his word to cover a $25,000 loss..."

"Late Friday afternoon I learned that merchandise would be moved into my new store over the weekend. I phoned my agent and told him I was worried about having $25,000 worth of stock lying around without fire insurance. 'Don't worry,' he told me, 'you're protected right now. I'll notify the company at once.'

"Two days later, on Sunday, fire burned me out. I called my agent at his home and told him what had happened. He said he would call the company first thing Monday morning and give them the facts. When the facts were confirmed, I was paid for my loss. My agent's word had given me complete protection."

★

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General Summary CONLAN RADIO REPORT, March, 1955 of Listening Habits in Hamilton, Alabama Area including Winfield, Sulligent, Red Bay and Guin (Ala.) and Fulton, Amory, Mississippi. Area Radio Homes—49,160.

SUNDAY THRU SATURDAY		
Hours	6 A.M. to 12 Noon	12 Noon to 6 P.M.
Radios in Use	22.3	23.0
Distribution of Listening Homes Among Stations		
WERH	76.6	78.3
Station "A"	6.3	7.3
Station "B"	5.6	4.3
Station "C"	3.4	2.7
Other	8.1	7 4

5000 WATTS
970 KC

HAMILTON, ALA.
HUGH J. FITE, President

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KGW, KTLV (TV) PORTLAND SET MERGER; $1 MILLION IN COLOR EQUIPMENT ORDERED

Other important transfers last week include WDSU expanding holdings in Baton Rouge; sale of WDGY Minneapolis-St. Paul to Mid-Continent Broadcasting Co.

MERGER of KGW and KTLV (TV) Portland, Ore., was announced last week at the same time that the tv station reported it had signed a $1 million contract with RCA for the largest RCA color installation among all non-network-owned stations in the country.

At the same time, WDSU Broadcasting Corp. (WDSU-AM-FM-TV New Orleans) announced it was increasing its holdings in WAFB-AM-FM-TV Baton Rouge from its present 19.3% to 57%. WAFB-TV is a uhf station.

And an application for FCC approval of the sale of WDGY Minneapolis-St. Paul by Herman Lange and C. T. Hagman and associates to Mid-Continent Broadcasting Co. (Todd Storz) for $334,200 was filed.

KGW is now owned 40% by KING-AM-FM-TV Seattle (Mrs. A. Scott Bullitt) and 60% by Portland residents. KTLV, ch. 8 permittee, is owned 60% by KING and 40% by Portland residents. After the merger, which is a stock transaction, the KGW-KTLV property (under the name of North Pacific Tv Inc.), will be owned 63% by Mrs. Bullitt and associates, 11.6% by Henry A. Kuckenberg, 2% by Gordon D. Orput, 5.3% by Paul F. Murphy and .66% by W. Calder McCall. Mr. Orput will continue as president; Mrs. Bullitt as executive vice president; Messrs. Murphy, Kuckenberg and Henry B. Owen, vice presidents; Mr. McCall, treasurer; Prescott W. Cookingham, secretary, and Otto P. Brandt, asst. secretary. James L. Middlebrooks is general manager of the tv station.

In what was announced as the first installation of its kind in the country, the station and RCA reported the sale of a complete RCA 100 kw vhf tv transmitter and high gain superturnstile antenna to radiate maximum 316 kw. The tv station also plans to move its antenna site to West Hills, where it will erect a 46-ft. antenna atop a 600-ft. tower. Other equipment in the purchase includes a color film camera system, six camera chains for studio and field use and the latest microwave equipment.

The installation is expected to be operating before July 1956.

The WDSU increase in holdings brings its investment to $225,000 in the WAFB stations.

In announcing the purchase of additional stock, Edger B. Stern Jr., president of WDSU, noted that a number of Baton Rouge stockholders will retain their present interests in the company.

Additionally Mr. Stern said: "Our increased interest in Modern Broadcasting Co. [licensee of the WAFB stations] substantiates our confidence and faith in television in general, and especially in the position of uhf operation in the growing Baton Rouge market. . . ."

WAFB-TV operates on ch. 28 and holds both the CBS and ABC affiliations. WAFB-AM is a Mutual affiliate.

In filing its application for FCC approval of the purchase of WDGY, Mid-Continent Broadcasting Co.—60% owned by Robert Storz and 40% by Todd Storz—included an Oct. 31, 1955, balance sheet which showed current assets of $452,082, of which $246,479 was cash; current liabilities of $366,451 and a surplus of $487,596.

WDGY's balance sheet as of Sept. 30, 1955, showed total assets of $360,636, of which $39,174 were current assets. It also listed current liabilities of $117,735.

Mid-Continent owns KOWH Omaha, WTIX New Orleans and WHB Kansas City.



BOB KILPATRICK (seated) is welcomed to his new post as sales manager of KTVW (TV) Seattle by General Manager William Veneman. Mr. Kilpatrick formerly was local sales manager of KING-TV Seattle, and before that was sales manager of KXA Seattle.

Scripps-Howard Radio, Tv Switch to Blair

THE Scripps-Howard radio and television stations will switch their national sales representation to the John Blair radio and television organizations, it was learned last week.

Jack R. Howard, president of Scripps-Howard Radio Inc., confirmed that such a transfer from the Branham Co. was in process for all the Scripps-Howard licensee stations. These include WCPO-AM-TV Cincinnati, WEWS (TV) Cleveland, and WNOX Knoxville.

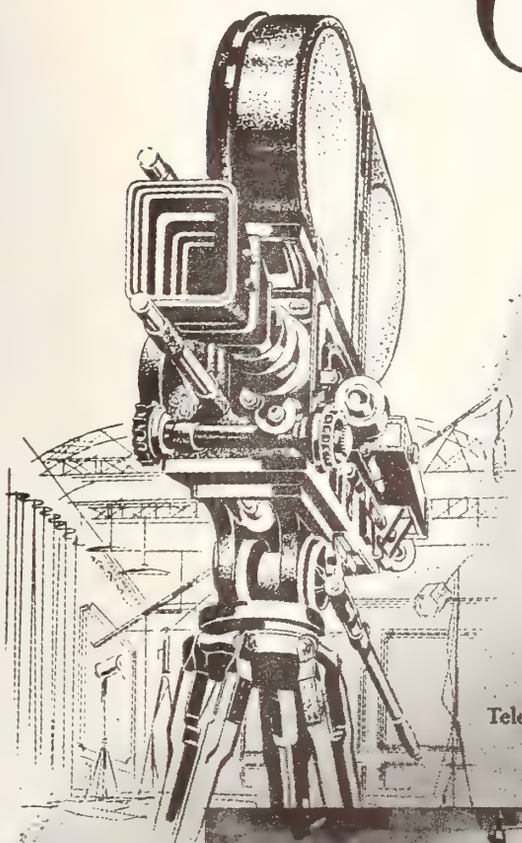
There was speculation whether WMC-WMCT (TV) Memphis also would eventually follow suit. These stations are licensed to the Memphis Pub. Co. (*Memphis Commercial Appeal* and *Press Scimitar*), and are separately operated. General Manager Henry W. Slavick said these stations "contemplate no change at present."

Among the others, the switch from Branham to Blair becomes effective Jan. 1 for WEWS, according to Vice President and General Manager James C. Hanrahan; on the same date for WCPO-AM-TV, according to Vice President and General Manager Mortimer C. Watters, and on Feb. 29 for WNOX, according to Vice President and General Manager Richard B. Westergaard.

The radio stations will be handled by John Blair & Co. and the television stations by Blair Tv Inc.

Mr. Howard said the decision to change was made "extremely reluctantly" and that "our personal relations with the Branham Co. have been all you could want" over the years.

PROUDLY CREATED TO *Outperform!*

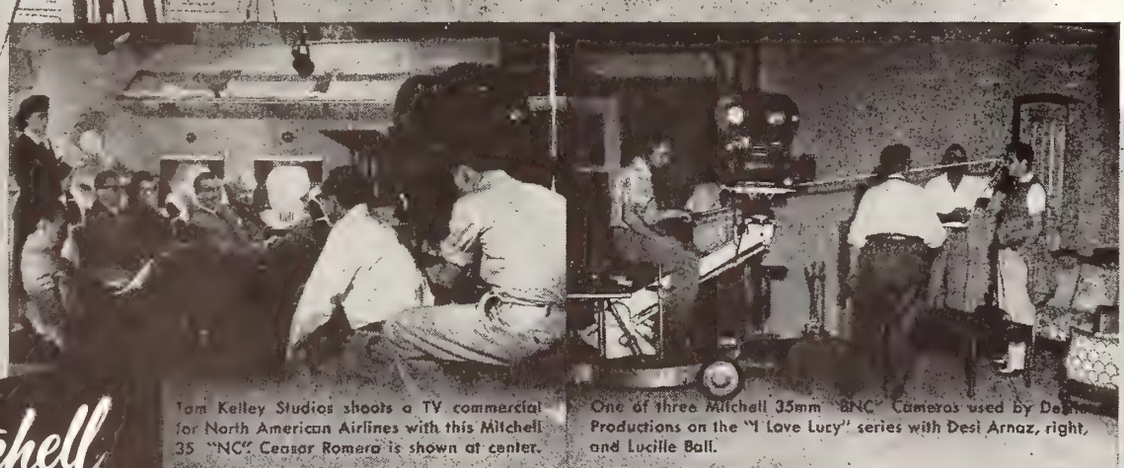


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THE matchless technical perfection which a Mitchell camera brings to a film can insure the investment as can no other single element of production.

For over 25 years constant research and engineering by Mitchell has continued to produce, year after year, the most advanced and only truly professional motion picture camera. It is traditional of Mitchell cameras that in addition to filming the world's greatest films, they are to be found wherever new and exacting techniques of filming are being successfully used.

Mitchell cameras are today dependably serving such varied fields as Television, Business and Industry, Education, Government, the Armed Services, and major Motion Picture Studios.



Tom Kelley Studios shoots a TV commercial for North American Airlines with this Mitchell 35 "NC" Ceasar Romero is shown at center.

One of three Mitchell 35mm "BNC" Cameras used by Desi Productions on the "I Love Lucy" series with Desi Arnaz, right, and Lucille Ball.

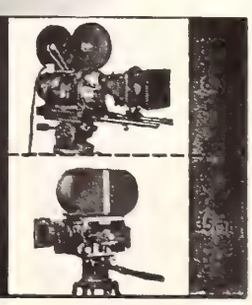
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Mitchell cameras are created, not mass produced—the same supreme custom workmanship and smooth, positive operation is found in each Mitchell camera, 16 mm or 35 mm. Available to give Mitchell Cameras almost limitless capabilities, are the finest of professional accessories.

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When the surveys indicate that

WHBF am. fm. tv.

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. . . we believe that this distinction has been earned and achieved through the 25 years of continuous, reliable WHBF service in the broadcasting of news, education and entertainment to an appreciative Quad-City community . . . now ¼ million people.

Les Johnson, V.P. and Gen. Mgr.

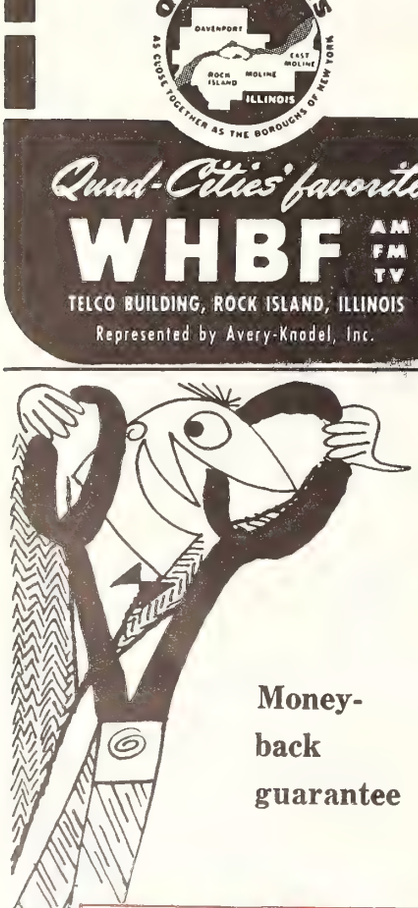


Quad-Cities' favorite

WHBF AM FM TV

TELCO BUILDING, ROCK ISLAND, ILLINOIS

Represented by Avery-Knodel, Inc.



Money-back guarantee

BROADCASTING TELECASTING

If you send us copy before December 23, we guarantee to get your advertisement in the appropriate section of the Broadcasting (radio) Yearbook. No other 22nd consecutive issue of the Yearbook can make that promise!

Court Order Halts Bankrupt KTVQ (TV)

BANKRUPT KTVQ (TV) Oklahoma City ceased operation Dec. 15 under court order—but it didn't go down without a fight. In a "last minute" maneuver to stay on the air and recoup "severe" financial losses, the ch. 25 station asked the FCC for special authority to operate on educational ch. 11 Tulsa until the permittee, Oklahoma Educational Tv Authority, is ready to commence operation with its KOED-TV.

KTVQ, which has been operating under a trusteeship since December 1954, was ordered by the U. S. District Court for western Oklahoma, to cease operation unless authorized to operate on a vhf channel. As the FCC did not act on KTVQ's request, the station was bound by the court order to get off the air. Both the Oklahoma Educational Tv Authority and the Joint Committee on Educational Tv filed with the Commission objections to KTVQ's proposed Tulsa operation.

KTVQ, ABC-TV affiliate in Oklahoma City, reported that since the date of trusteeship its losses have been about $115,000. Other operating stations in Oklahoma City are KWTV (TV), ch. 9, and WKY-TV, ch. 4.

KTVQ cancelled commercial programming to air a special telethon Thursday evening before conforming to the court order. The telethon carried appeals to viewers, utilizing talent, interviews and other features to dramatize its "uhf problem" and asking viewers to express their comments.

Troy Hoskins, KTVQ sales and acting manager, told B•T that cessation of operation would result in the loss of about 80% of ABC-TV programming to Oklahoma City viewers. Mr. Hoskins declared that sufficient funds to enable KOED-TV to commence operation would not be available until 1957, when the legislature again meets, but that if the educational group could have raised the money before that time KTVQ would have relinquished the channel.

Mr. Hoskins said he contacted Oklahoma Gov. Raymond A. Gary, the local mayor, councilmen, advertisers, agencies and others inviting comments on whether Oklahoma City viewers should be "deprived of a third vhf station."

KTVQ said it was prepared to continue operation from its present studios in Oklahoma City, renting the tower and transmitter of deleted ch. 19 KMPT (TV) Oklahoma City if FCC had granted its bid for the Tulsa channel.

Blair Presentation Explains Penetration of Farm Radio

THE VALUE to advertisers of reaching the farm market through local farm radio programs is pointed up in a new John Blair & Co. slide presentation previewed in New York last week.

Titled "Farm Service Radio—Immediate Road to Greater Farm Sales," the presentation is part of the station representation firm's overall effort designed to show that the future of radio lies in local radio that is tied to local personalities. Before the presentation, Wells H. Barnett Jr., assistant to the president, pointed out that Blair represents 39 radio stations, of which 25 have farm directors or carry farm programs.

Albert C. Long, sales executive of Blair, provided commentary to the presentation, which emphasized three main points. These were that farm radio provides vitally needed information to the farmer; gives him this news and data speedily, and focusses its attention on local developments in the community.

The presentation also stressed that only radio penetrates the whole farm market. It claimed that radio reaches 98% of all farm homes, while television is available to only one out of two homes, and even combinations of farm publications cannot deliver the whole farm market.

The importance of radio farm directors was highlighted in the presentation. It asserted that farm directors are qualified agricultural experts and often influential local leaders who share the farmer's life and "talk his language." The presentation concluded with case histories of several advertisers who have successfully used farm service radio.

Mr. Barnett reported that the presentation has been shown to some advertisers and agencies in the past few weeks, and will be given to many of the 150 companies that have used farm radio in the past. The presentation also will be shown to potential sponsors in the consumer products and service fields.

Larson Named to New Post With Meredith Co. Stations

APPOINTMENT of Alfred Larson, commercial manager of KPHO-TV Phoenix, Ariz., as assistant to the director of radio and television for the Meredith Publishing Co. was announced last Friday by Payson Hall, Meredith treasurer and director of radio and television.



MR. LARSON

Mr. Larson will assist in the coordination of policies and operations of the Meredith broadcasting group consisting of KPHO-AM-TV Phoenix, WHEN - AM - TV Syracuse, N. Y., WOW - AM - TV Omaha, and KCMO-AM-FM-TV Kansas City, Mo.

Howard Stalnaker, commercial manager of KPHO, will succeed Mr. Larson as KPHO-TV commercial manager.

Other promotions at KPHO-AM were announced by Richard Rawls, general manager. They are the appointments of Gene Spry as assistant manager; Gene Packer as commercial manager; John Crowley as national sales manager, and John Green as program director.

KSON Promotes Executives

RABELL ENTERPRISES, licensee of KSON San Diego, has announced three personnel changes: Dorothy Rabell has been appointed executive vice president; Emery Chase, station manager, named vice president in charge of sales, and Jack Rathbun, operations director, appointed vice president in charge of operations. KSON reports a 35.8% increase in advertising revenue for the first 11 months of 1955 over the same 1954 period.

WCDJ Edenton, N. C., on Air

WCDJ Edenton, N. C., has gone on the air as a 1 kw daytime operation on 1260 kc. Officers of Colonial Broadcasting Co., which operates the station, are Ray A. Childers, president and commercial manager; William E. Johnston, general manager; Harry M. Doggette, program director and promotion manager, and Max H. Barnes, chief engineer.

GOING PLACES *on the great turnpikes with Cities Service...*



Driving along the major turnpikes, as millions did last year, it is easy to see that Cities Service has more stations on principal toll highways than any other oil company. During 1954, motorized Americans bought more Cities Service petroleum products than ever before.

CITIES SERVICE

A Growth Company

Number 16 of a series

Murray Named By Pa. Group Seeking Am Outlets in East

A GROUP of Pennsylvania businessmen seeking Eastern radio properties has named Louis H. Murray, former general manager of the Miners Broadcasting Service Inc. (WPAM Pottsville and WLSH Lansford, both Pa.), to head their project.

The investors plan to establish or buy small or medium market radio stations in the East and are presently negotiating with Pennsylvania and West Virginia broadcasting interests. Television property acquisition is not in the immediate plans of the group, Mr. Murray said, but "is not being ignored," either.

Besides Mr. Murray, interests in the new group are held by Martin F. Malarkey, president of Trans-Video Corp., operator of community antenna systems in five secondary Pennsylvania and Virginia markets, and president of the National Community Television Assn., and John L. Miller, owner-operator of several Pennsylvania bleaching, dyeing and textile plants.

Before joining the Miners' organization Mr. Murray was with CBS in New York. He is a co-founder of Department Store Studies, a radio sales research firm.

Duggan's On-Air Remarks Bring Contempt Citation

RIGHT of "fair comment" over the air was raised last week in Chicago Superior Court in contempt proceedings involving Tom Duggan, commentator at WBKB (TV) that city.

Mr. Duggan, whose real name is Thomas Duggan Goss, was found guilty of contempt in a child custody case last Wednesday for remarks he made over the air in connection with the trial. Judge Daniel A. Covelli was scheduled to pass sentence Friday after earlier denying motions for a new trial and arrested judgment. Legal counsel for Mr. Duggan said he would appeal the conviction.

The WBKB commentator is a corresponder in a divorce-child custody case involving Car Champagne Jr. and his wife, Shirley. During the trial Mr. Duggan admitted calling a private detective, over the air, "a professional snea and a liar." Sol R. Friedman, his attorney argued that Mr. Duggan's remarks presented n "clear and present danger" to the administra tion of justice, and stressed the "right of fai comment" on court proceedings.

Mr. Duggan appears on WBKB from 11:10 12 midnight daily.

Gil Johnston Named KWK Sales Manager

GIL JOHNSTON became sales manager o KWK St. Louis Dec. 8, replacing Jack Hender son, resigned, accord ing to an announce ment by V. E. Car michael, vice presi dent-commercial di rector, KWK Inc.



MR. JOHNSTON

Mr. Johnston en tered broadcastin in 1936 with WBBM Chicago, moving t KMOX St. Loui after World War II In 1951 he returne to WBBM as sale manager. He also was formerly on th staff of CBS Television Film Sales, New York

Zeckendorf Eyes Expansion Of Holdings in Television

NEW YORK builder William B. Zeckendorf—who has joined forces with broadcaster John B Mullins in purchasing 50% interest in KBTV (TV) Denver with prospects of additional tv and radio expansion in other markets [B•T Dec. 5]—thinks tv would be a valuable "ad junct" to his myriad real estate holdings in cities throughout the nation.

Although he did not define the term adjunct he did enumerate some of the cities where he and Mr. Mullins are interested in acquiring tv stations. In an interview with B•T last week the Webb & Knapp president declared that he would be interested in owning tv stations in such cities as New York, Washington, Philadelphia, Atlanta, St. Louis and Los Angeles. In each of these cities, the Zeckendorf interests have major building projects underway or in the planning stage.

The Webb & Knapp building and construction investments total about $250 million. In Denver a $60 million project is underway, including a hotel, department store, warehouse, and other facilities. Eighty percent of the company's assets are in New York City. In Washington a $200-$300 million redevelopment project is under consideration. In other cities, various housing and commercial projects are either owned or underway.

Some time ago, Mr. Zeckendorf announced the prospects for a tv center in New York. This is still an active plan on a "casual" basis, Mr. Zeckendorf said.



FOR A HAPPY PRESENTATION

The joy of accomplishment is a universal happiness. Especially in the case of a film which is your creation, born out of hard work and careful planning.

Because Precision's staff of specialists adds its own creative efforts to yours by the use of *specially* designed equipment, and by careful handling and intelligent timing—you might say we are fellow creators, working with you to bring out all you've put into the original... Yes, and maybe more!

So, when you turn those 16mm dreams into realities, be sure to call upon Precision for the *accurate, sound and exact* processing your films deserve. Remember: Precision is the pace-setter in processing of all film. No notching of originals—scene to scene color correction, optical track printing, all are the very best... 35mm service, too!

you'll see and hear

PRECISION

FILM LABORATORIES, INC.

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A DIVISION OF J. A. MAURER INC

In everything, there is one best . . . in film processing, it's Precision

Davis Named Gen. Mgr. For KYW Philadelphia

GORDON W. DAVIS, KYW Philadelphia program manager, has been appointed general manager of the station, Rolland V. Tooke, Westinghouse Broadcasting Co.'s vice president for Philadelphia, announced Thursday. Mr. Davis succeeds Robert H. Teter, named a fortnight ago to the newly created position of executive assistant to the president of WBC [B•T, Dec. 12].



MR. DAVIS

Mr. Davis has been with the station since June 1947 and program manager since July 1951. His association with radio dates back 18 years and includes experience as a radio actor, writer and announcer as well as activity as an Air Force correspondent for *Stars and Stripes* covering the Pacific area during World War II. Mr. Davis was associated with KIRO Seattle as a writer and director immediately preceding his entrance into the Air Force in January 1943.

In the early part of his career, Mr. Davis was radio director for F. A. Ensign, Pittsburgh advertising agency. WBC credits him with the "New Sounds" programming at KYW which inaugurated the weekend program, *Open Road, USA* (special documentaries) and the show, *Tributes* (name bands of present and past saluted via four-hour music sessions).

Lamb Buys 100,000 Shares Of Seiberling Rubber Co.

PURCHASE of over 100,000 shares of common stock of Seiberling Rubber Co., Akron, Ohio, by a group headed by Edward Lamb (Edward Lamb Enterprises) was announced last week by Frank C. Oswald, vice president, Edward Lamb Enterprises.

The Lamb interests own WTOD Toledo, WIKK and WICU-TV Erie, Pa., WHOO-AM-FM Orlando, Fla., WMAC-AM-TV Massillon-Canton, Ohio, and have an application before the FCC for purchase of WTVQ (TV) Pittsburgh. In addition, Mr. Lamb has controlling interest in Unity Corp., applicant for ch. 11, Toledo.

There are 391,430 shares of Seiberling common stock outstanding. Mr. Oswald declined to say whether an attempt would be made by Lamb Enterprises to gain control of the tire company. He said Mr. Lamb acquired the Seiberling stock "for investment purposes."

Jan. 1 Beginning Set By KOSA-TV Odessa, Tex.

KOSA-TV Odessa, Tex., is scheduled to go on the air Jan. 1 with an effective radiated power of 107 kw. The ch. 7 CBS-TV outlet is equipped with a 10 kw GE transmitter using a 12-bay antenna with an average height of 1,000 ft. above average terrain. The building housing the new station comprises 10,000 sq. ft. with a studio 45-45-23 ft.

Cecil L. Trigg is president-general manager; John Vacca, station manager, and Ed Costello, sales manager.



'GO': A TV METHOD OF PINPOINTING CITY TRAFFIC EVILS

DEDICATED to a critical examination of Cleveland, Ohio, traffic problems, *Go*—a series of programs instituted by WNBK (TV) in that city—not only has served as an educational offering to the public but has resulted in major changes for safety by local traffic officials.

The successful series of half-hour shows—carried both on the Cleveland television station and its sister radio station WTAM—began a year ago and returned to the airways this fall with a "follow-through" report.

One major proposed traffic change already has been announced on the new series: the recommendation by Cleveland's traffic commissioner to the city's postmaster that all postal trucks be removed from downtown areas during rush hours in an effort to expedite the flow of traffic through the bustling metropolis.

Other television "firsts" revealed by the program include a report on a faulty setup in pedestrian traffic signals; construction of buildings in the path of a projected freeway; a "shocking" disclosure of parking violations in the downtown area, and a number of temper-wracking intersection traffic bottlenecks in downtown Cleveland.

Guest traffic experts appear on *Go*, and motion pictures of local scenes highlight, illustrate and pinpoint specific traffic evils and needs in the community. Edward Wallace, WNBK's director of news and special events, conceived the program, which is written by Sanford Markey and directed by Charles Dargan.



FILMS are used on the WNBK (TV) program "Go" to illustrate traffic hazards in Cleveland, Ohio. In the first clip, a pedestrian starts from the curb in the good graces of the law although it is a toss-up whether the car at right can stop for the quick light change. Next, the signal suddenly switches to "Don't Walk." (Several downtown pedestrian signals such as this actually endanger rather than safeguard pedestrians by not allowing sufficient time for them to cross, WNBK says.) Once in the middle (third clip) the pedestrian is stranded between moving traffic and (fourth scene) he takes his life in his hands trying to get back.

WCME Begins Operation

WCME Brunswick, Me., operating on 900 kc with 250 w power, went on the air Friday on a daytime basis.

The station is licensed by the Westminster Broadcasting Corp., whose officers are Roger H. Strawbridge, president; Clifford G. Kemberling, vice president, and Glenn H. Hilmer, treasurer.

WCME's format includes music, news every hour, sports events and remote broadcasts.

WEAT-AM-TV Names Kerr

WEAT-AM-TV West Palm Bach, Fla., has appointed Gordon R. (Don) Kerr as general manager, it was announced last week.


MR. KERR

Before joining the Florida station, Mr. Kerr served as general sales executive of *The Boston Post's* WCOP, and prior to that served as sales manager of General Teleradio's WGTH-AM-TV Hartford, Conn. He entered broadcasting as an announcer in the metropolitan New York area.

Dolan to Leave WABD (TV)

JAMES M. DOLAN, WABD (TV) sports director and former supervisor of sports programs for the DuMont Television Network, will resign his current post Jan. 1. Mr. Dolan, joined DuMont in September 1952 as exploitation director for the Allan B. DuMont Labs' receiver division and transferred to the network the following July. Before his association with DuMont, he was director of sports for NBC-TV.

STATION PEOPLE

Dick Sloan, WGBS-TV Miami, Fla., appointed sales manager of station. Before joining WGBS-TV last February he was with sales department of KXLY-TV Spokane, Wash., and WJHP-TV Jacksonville, Fla.


MR. SLOAN

Julian Harris, assistant station manager, WDAF Kansas City, Mo., named program director, succeeding **Harry J. Kaufmann,** who died Dec. 3.

Jerome A. Stone, general manager, WNDB-AM-FM Daytona Beach, Fla., to Voice of America staff as special assistant for field relations. He succeeds **John J. Slocum** who has transferred to the U. S. Information Agency's inspection staff.

Thomas B. Cookerly, Jefferson Standard Bcstg. Co. (WBT-AM-TV Charlotte, N. C., WBTW (TV) Florence, S. C.), named Carolinas' sales manager for WBTV. Since joining Jefferson Standard in 1952, he has served in promotion, radio and tv sales departments.


MR. COOKERLY

Phil Ellis, senior announcer and director of special events, WPTF Raleigh, N. C., named director of news and special events, succeeding **J. Edgar Kirk,** resigned to join N. C. Dept. of Conservation and Development. **Warren Barfield,** WPTF producer, promoted to assistant program manager of the station.

Irv Prell, sales manager at KGA Spokane, Wash., named time salesman for KHQ-TV same city.

Russ Andrews, WFBR Baltimore, to WAYE Baltimore, as news director. **Frieda Boessel** to WAYE. **Duane Cornett** promoted to chief engineer at WAYE.

Willard S. Smith, formerly radio-tv director, Brooke, Smith, French & Dorrance, N. Y. advertising agency, named manager of promotion and merchandising of WJBK - TV Detroit.



MR. SMITH

Jim Miller, veteran newsman from the *Nashville Tennessean,* to W L A C Nashville, Tenn., as news director.

Robert R. Nollner, formerly radio-tv instructor, University of Houston, Houston, Tex., to Memphis Community Tv Foundation, Memphis, Tenn., as assistant chief engineer.

Bill Brundige signed by KFWB Los Angeles to do play-by-play of USC-UCLA basketball games.

Ray Loter, Steve Brody and **Dave Beckett** to KSLM Salem, Ore., program staff.

John Croft, formerly national sales manager, WJTV (TV) Jackson, Miss., to WFBM-TV Indianapolis, Ind., as account executive.

James H. Carmine Jr., former sales representative, WPTZ (TV) Philadelphia, to KYW Philadelphia, sales staff.

Robert F. Lewis, free lance announcer, director and producer for tv and motion pictures with National Artists' Chicago bureau, to KOMO Seattle, as account executive in local sales.

Dean Hunter, KYW Philadelphia disc jockey under the name of Gabe Miller and **Peter C. Tripp,** WHB Kansas City disc jockey, to WMGM New York.

Lee Pearson, announcer and emcee, KLRF-TV Las Vegas, to KBIF Fresno, Calif., as continuity editor. She replaces **Pat Cameron** who resigned to become a full-time housewife.

Bob Lockhart, CJCH Halifax, Nova Scotia, to CJON St. John's, Newfoundland, as announcer.

Allan W. Kurman, assistant program director and copy chief, KGGM Albuquerque, N. M., to production department scheduling staff of WBBM Chicago.

William Carl Jorgensen, former night news editor, WIBC Indianapolis, Ind., to WTVN Columbus, Ohio, as newscaster.

Ray Scott, sports director, KDKA-TV Pittsburgh, named by ABC as co-announcer of Sugar Bowl game (Ga. Tech vs. Pittsburgh) Jan. 2. He will share play-by-play and color duties with **Bill Stern.**

Henry B. Clay, executive vice president-general manager, KWKH Shreveport, La., elected president of Shreveport Chamber of Commerce.

William Fay, president, Stromberg-Carlson Broadcasting Corp. (WHAM-AM-TV Rochester, N. Y.), appointed vice president of Rochester Chamber of Commerce.

Jack Krueger, news director, WTMJ-AM-TV Milwaukee, Wis., elected president of Milwaukee chapter of Sigma Delta Chi, national professional journalism fraternity.

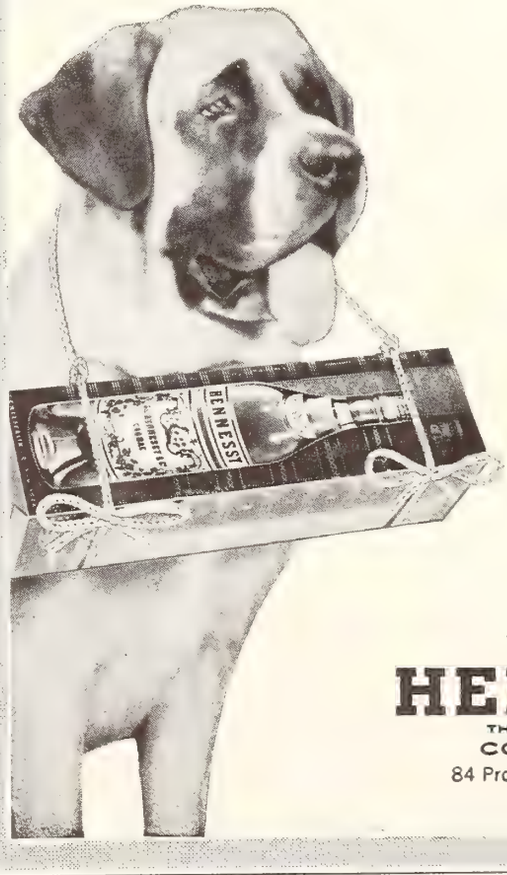
Thomas C. McCray, general manager, KRCA (TV) Los Angeles, elected to Los Angeles Electric League board of directors as representative of television broadcasting division.

Among the many blessings of each
Christmas holiday
Is the opportunity it gives for all
of us to say—
Season's Greetings to our friends
whether far or near
And all the best of wishes for
a wonderful New Year!

SESAC Transcribed Library

475 FIFTH AVENUE

NEW YORK 17, NEW YORK



FOUND:

a welcome answer to your business gift problem

For a gift that's sure to please, give one you'd like to receive yourself—Hennessy, the world's preferred Cognac Brandy. Just go to your local store and see all of the colorful, imported Hennessy gift packages and distinctive bottles ranging from about $3.50 to $20. No matter which you choose, yours will be a gift of good taste that is sure to please.

★ ★ ★

HENNESSY

THE WORLD'S PREFERRED
COGNAC BRANDY
84 Proof Schieffelin & Co., New York

N. Y. AFTRA Reports Board Election Results

A "MIDDLE-OF-THE-ROAD" faction of the New York Local American Federation of Television & Radio Artists has elected 27 members to the board of directors and a segment of the local known as the "right wing" has elected eight members to the board.

Of some 4,000 members eligible to vote, 1,621 participated, said to be the largest number of voters in the history of the New York AFTRA elections.

Winning "middle-of-the-road" candidates were Louise Albritton, Leslie Barrett, Jim Boles, Faye Emerson, Garry Moore, John Henry Faulk, Cliff Norton, Dennis Patrick, Luis Van Rooten, Elise Bretton, Stuart Foster, Del Horstmann, John Neher, Jim Polack, Earl Rogers, Martha Wright, Charles Collingwood, Cy Harrice, Jay Jackson, Dick Stark, Barbara Ferguson, Janice Rule, Helena Seroy, Orson Bean, Lee Goodman, Ronny Graham and Stan Burns.

Winning candidates on the "right wing" slate were Alan Bunce, Clayton (Bud) Collyer, Walter Kiernan, Conrad Nagel, Ethel Waters, William Tabert, Rex Marshall and Beatrice Kraft.

The election results are said to have special significance because in past years the "right wing" group usually has been dominant. For some years the competition has been between the "right wing" and so-called "left wing" factions, which this year failed to enter a slate.

The split into the three factions arose sometime ago over intra-union matters such as status of members "blacklisted" for supposed sympathies toward alleged Communist-led fronts, members who refused to testify before governmental bodies, and other issues.

Tower Testifies Against Wage-Hour Standards Boost

AN INCREASE in dollar standards applying to exemption of employes under the Wage-Hour Act would harm small-market broadcasters "already harassed by a multiplicity of wage-hour problems," Charles H. Tower, NARTB employer-employe relations manager, said Wednesday at a Wage-Hour Administrator's hearing in Washington.

Inflexible dollar standards, Mr. Tower said, are discriminatory and inequitable unless they are "low enough to be equitable for the lowest legitimate segment of a covered industry."

EDUC. TV TO GET $6.5 MILLION GRANT

Ford Foundation to allot $6,353,840 to Educational Television and Radio Center and $140,000 to Joint Council on Educational Television.

THREE GRANTS totaling $6,493,840 will be made by the Ford Foundation in support of educational television, it was announced last Friday.

Recipients are the Educational Television and Radio Center, Ann Arbor, Mich., which will receive one grant for $6,263,340 and another for $90,500, and the Joint Council on Educational Television, Washington, D. C., which will receive a grant of $140,000. The council's name was changed Dec. 19 from Joint Committee on Educational Television when it was enlarged to include the Ann Arbor center.

The larger of the two grants to the ETRC will cover major operating costs of the organization from 1957 through 1959, according to Center President H. K. Newburn. It will be possible with this support to accelerate the center's program service to educational tv stations "both quantitatively and qualitatively," he said.

The second grant to the ETRC will be used to continue certain activities which for the past three years have been the responsibility of the National Citizens Committee for Educational Television, headquartered in Washington, D. C., and whose purpose has been the development of "enlightened support among educators and laymen on a national basis."

The third grant, made to the Joint Council on Educational Television, will be used on activities centered in the Nation's Capital and which include "the preservation and utilization of those channels reserved by the Federal Communications Commission for educational television and radio stations."

Announcement of the three Ford Foundation grants was made jointly by Ralph Lowell, chairman of the board of ETRC, and Albert N. Jorgensen, chairman of the JCET.

Ford funds have been allotted through Fund for Advancement of Education to WQED (TV) Pittsburgh ($57,000) and KETC (TV) St. Louis ($95,110), educational outlets, for direct teaching by television. Penn State U. and New York U. ($52,359), have grants for experimental closed circuit teaching, with funds also going to Canadian institutions.

Another foundation unit, Fund for Adult Education, has granted around $5 million, including matching funds (on a 1-to-2 basis) to promote construction of educational tv stations. First grants to the Ann Arbor center came from the adult education fund. Last week's grants to Ann Arbor were the first made directly by the foundation and insure the center's continuance for several more years.

WNBF-TV, Disney Arrange Binghamton School Tie-In

PLANS to use supplementary teaching materials dealing with the *Mickey Mouse Club* and *Disneyland* tv programs (ABC-TV) in Binghamton, N. Y., schools were formed at a meeting last week of local educators with officials of WNBF-TV Binghamton, Walt Disney Productions and the radio and television division of Triangle Publications, owner of WNBF-AM-TV.

More than 70 officials of schools in northeastern Pennsylvania and southern New York heard descriptions of the classroom aid material, prepared by Walt Disney Productions and distributed by ABC, for use in conjunction with the two Disney programs, carried locally on WNBF-TV. The material, intended primarily for the teacher, consists of detailed descriptive matter on the two programs, including "Tele-Digests" of upcoming program content which particularly lends itself to classroom study. The educators agreed to use this material during the coming year.

Among speakers at the meeting were George R. Dunham, general manager of WNBF-TV, who applauded the educators for cooperating with broadcasters in the educational effort; Edward Scala, program director of the station, who traced the development of educational themes and material in tv programs since the advent of the medium, and Edward Rasch, eastern manager of the 16 Millimeter Film Div. of Walt Disney Productions, who outlined ways the materials might best be utilized.

Chicago Educational Outlet Expands to 30 Hours Weekly

WTTW (TV) Chicago last week began regular, extended program operation as the city's first educational, non-commercial television station.

WTTW has been operating on a limited two-day-per-week test basis for over two months and now has increased its programming to a five-days-a-week, 30-hour schedule. The station, on ch. 11, is licensed to the Chicago Educational Television Assn.

Ceremonies marked the unveiling of WTTW's new studios in the Museum of Science and Industry Dec. 11. Illinois Gov. William Stratton and Chicago Mayor Richard J. Daley joined in the dedication, both predicting a bright cultural future for the station and the city.

EDUCATION SHORTS

WPRU Princeton, N. J., university student station, changed call letters to WPRB-AM-FM.

University of Oklahoma radio broadcasting dept., Norman, has added two cameras, sync generator, multiplexer and new lighting equipment to its instruction facilities.

L.B. Wilson INCORPORATED WCKY CINCINNATI O.

*Sept.-Oct. Pulse

—an old Cincinnati Habit:
—listening to WCKY;

10 years of 24 hour a day music and news programming has created in Cincinnatians, the habit of tuning to WCKY for

The Best in Music
The Latest in News

*21% of morning audience
22% of afternoon audience
21% of night time audience

BUY WCKY

FIVE COLOR LINES ANNOUNCED BY RCA

Plans revealed at midwinter sales meeting include 24 black-and-white models. Color prices begin at $695 with large promotion planned to sell the public.

RCA expects to produce twice as many color tv receivers in the first half of next year as compared to the last half of 1955 and shortly after the first of the year will market its first complete line of 21-inch color sets ranging at retail from $695 to $995.

Disclosure of RCA's plans was made last week in Atlantic City, N. J., at the annual midwinter sales meetings of the firm's consumer products divisions.

The basic color line will offer a table model ($695), a consolette ($795) and three consoles—an open-face model ($795), the traditional door receiver ($995) and a provincial door model ($995), according to C. P. Baxter, vice president and general manager, RCA Victor Television Div.

Mr. Baxter told the sales meeting that RCA will produce color sets in quantity backed by promotion "of sufficient magnitude" to "convince everyone beyond any shadow of doubt that color television will be big business for the industry in 1956."

Along with its color preparations, RCA also will have 24 basic models of monochrome sets, one of them (the "Teletimer 21") an addition to black-and-white receiver line. It will be advertised nationally at $289.95 and is a clock-timer console featuring automatic turn-on and tune-in for operation in multiples of 15 minutes up to six hours. The timer also automatically shuts off the set.

Both the traditional and provincial door consoles were introduced to the public last June. The other three receivers will be available to the public shortly after Jan. 1. Both door consoles will feature RCA's "Panoramic Sound" which uses one 8-inch speaker and two 3½-inch speakers.

Noting the increase of color programming and progress in the perfection of studio techniques in color transmission, Mr. Baxter said the entertainment available in color "is ample to warrant the volume purchase of color tv receivers by the public. It is now our task to build color television receivers in volume and to promote volume sales. We intend to start right away."

RCA Cuts Service Prices

RCA has lopped $40 from the price of its year-long color tv service contract (new price $99.95) and $10 from its three-month service contract for color receivers (new price $39.95). The reductions, which went into effect last Tuesday, were made known by E. C. Cahill, president of RCA Service Co., at a midwinter sales meeting in Atlantic City during which other RCA color plans for next year were revealed (see separate story).

Hallicrafters Company Sold To Penn-Texas Corporation

TERMS for the $6.3 million purchase of all assets of Hallicrafters Co. by Penn-Texas Corp., New York industrial firm, were revealed in Chicago Thursday.

Completion of negotiations for the purchase, under which Hallicrafters Co. (electronics, communications equipment) becomes a subsidiary of Penn-Texas, was announced at a news conference by L. D. Silberstein and William J. Halligan, heads of Penn-Texas and Hallicrafters, respectively [B•T, Nov. 28].

Mr. Silberstein said the present Hallicrafters management would be retained. Earlier in the week, Mr. Halligan was elected president of the Chicago firm, succeeding Raymond W. Durst, resigned, and re-elected chairman. William H. Halligan Jr., manager of shortwave communications sales and a director, was appointed vice president for sales, and Robert F. Halligan, director of operations, was made vice president.

Hallicrafters currently is engaged in production, research and development of guided missile controls, radar equipment, computer-data systems and mobile radio and teletype stations as well as tv and home radio receivers and shortwave receivers and transmitters for amateur operators. It will work closely with Pratt & Whitney Co. (machine tools), and other Penn-Texas divisions.

Penn-Texas Corp. hopes to expand its electronic activity by the addition of the Chicago manufacturer. The former also makes materials for wire and cable and has oil, gas and coal interests. Together, assets of both firms will be $121 million and annual sales about $150 million, according to Mr. Silberstein.

Purchase terms call for Penn-Texas to issue and deliver 332,600 shares of common stock, currently on a $1.40 annual dividend basis, with Hallicrafters stockholders getting 40 Penn-Texas shares for every 100 Hallicrafters. Stockholders will vote on the terms at separate meetings shortly.

Hallicrafters has over 1,000 employes in two Chicago plants. Net sales of $25 million and net income of $406,146 for the fiscal year ended Aug. 31, 1955, were claimed at the news conference Thursday. For the first 1956 quarter ending Nov. 30, Hallicrafters reported net sales of $4,707,221, income before taxes of $280,971 and income after taxes of $140,500.

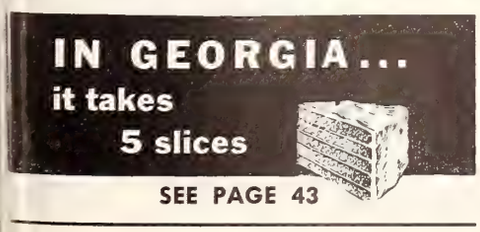
Hallicrafters stock closed at 6.7 on the mid-west stock exchange Wednesday.

Radio, Tv Set Sales Outpacing 1954 Marks

RADIO AND TV receiver sales at retail stores ran ahead of 1954 for the first 10 months of this year but experienced their usual seasonal decline between September and October, according to Radio-Electronics-Tv Mfrs. Assn.

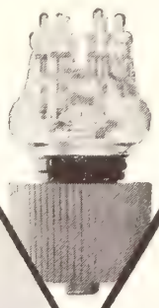
Retail radio sales (excluding auto sets, which do not move through retail stores) totaled 724,305 in October, 753,068 in September (five-week month) and 570,285 in October 1954. Ten-month sales were 4,666,981 for 1955 compared to 4,602,989 for the same 1954 period.

Tv set sales totaled 746,274 in October compared to 978,838 in five-week September and 799,164 in October 1954. Ten-month tv sales totaled 5,896,251 compared to 5,444,227 in the same 1954 period.



SEE PAGE 43

MACHLETT ML-5736



a New 5736 electron tube for . . .

Broadcast Transmitters:
Final 5 KW FM
Drivers 5 & 50 KW AM
Driver & Final H. F. Communications

The ML-5736—
A new standard of reliability

- **Precise and stable alignment of electrodes:** for uniform operation, and to prevent cathode-grid shorts
- **Brazed radiator construction:** to eliminate hot-spotting and its effects
- **The Machlett quick final "seal-in":** (The final "seal-in" of the tube is made in seconds by R-F heat, rather than in minutes by conventional flame heat.) to assure contaminent-free, stress-free tube: and to assure non-poisoned cathode

MAKE YOUR NEXT REPLACEMENT ML-5736

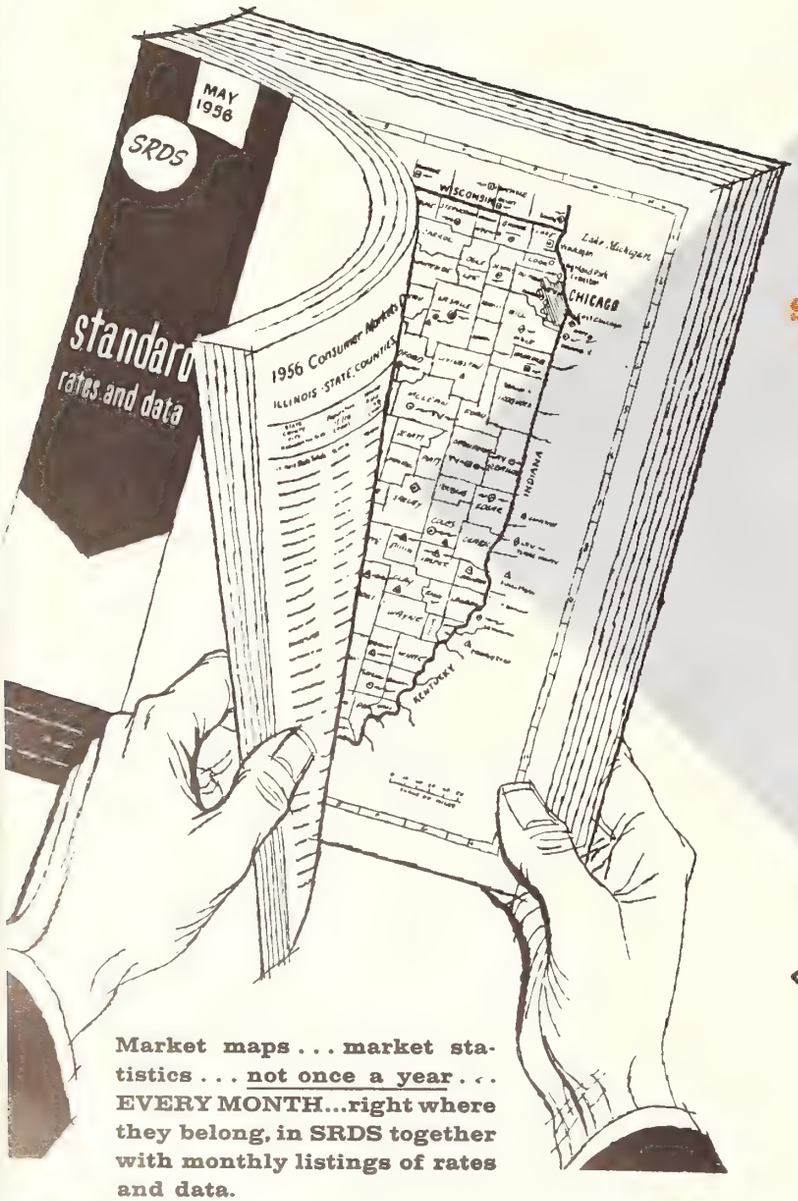
NATIONALLY AVAILABLE THROUGH

GraybaR Quality Since 1869 Distributed by GraybaR Electric Company

the GRAYBAR ELECTRIC COMPANY... Offices and Warehouses in over 120 Principal Cities

MACHLETT

MACHLETT LABORATORIES, INC.
Springdale, Connecticut



Market maps . . . market statistics . . . not once a year . . . EVERY MONTH...right where they belong, in SRDS together with monthly listings of rates and data.

Agency reactions to Consumer Markets announcement spell sales opportunities for Radio and Television stations

When Standard Rate & Data Service announced in October that, starting in May 1956, the Spot Radio and Spot Television books would include market maps and market data right along with the monthly listings of rates and data, agencies and advertisers everywhere reacted with great enthusiasm.

Read what some of them said about the ways they will use these market maps and statistics

Fletcher D. Richards, Inc.
Mrs. Virginia Monfredini – Media & Traffic

"Putting maps and CONSUMER MARKETS' data in the Newspaper, Radio and Television books is an excellent plan. Imagine getting maps and market data every month. It is simply wonderful. Your company certainly has come up with wonderful ideas to help us buy advertising.

"The market figures will help me justify any advertising change suggestions. Now CONSUMER MARKETS figures will be easy to find. In the past, others have borrowed my CONSUMER MARKETS and I've had to hunt for it so I could use the data. Now I won't lose any time that way."

Account Executive; Large Agency
(names withheld because of agency policy)

"Man, you've got a real good idea here. You know what a 'nut' I am on market figures. I've used your CONSUMER MARKETS data like, I guess, no one else has. In fact, just this last week the sales manager of one of our accounts asked me where I got all my information. I showed him CONSUMER MARKETS. He was amazed and said he'd order one right away.

"I do lots of traveling and I always needed your media books and CONSUMER MARKETS with me. Now I'll be able to save space in my luggage with all this material in one book.

"I like your Metropolitan Area ranking tables. I've had them reproduced on mimeograph. Here, I'll show you. Now I sit down with the client and talk distribution in each major market one at a time. It's surprising how many times the client will have all but ignored one or a couple of major markets. This table shows him what share he's missing by not being more aggressive there. That's only one way I use CONSUMER MARKETS. You've seen what I do with your maps and other data. Yes, I know this will be very helpful."

Goodkind, Joice and Morgan, Inc.
Miss Florence Neighbors – Media Director

"Why, I think this is a fine idea. I certainly would like to have the data and maps added to these books. When we plan a spot schedule, we use population to help us evaluate markets. With all these in one book, imagine what a big help this will be!

"I service a couple of accounts, too. Whenever I see them I always have at least one copy of SRDS with me. Now, I know that I will have sufficient market data with me. This will be a very helpful addition."

McCann-Erickson, Inc., Chicago
John Cole, Broadcast Media Supervisor

"Wonderful Idea! You people must be psychic. Only a few days ago I was thinking how wonderful it would be if we did not have to jump around to so many sources for the information we need in making up our media list. Many is the time when I could have used an immediately available map when I had the rate book with me in a meeting. Likewise having the basic market data only a page or two away from the rate data makes a lot of sense to me. This will make it possible to spot check coverage and potential quickly without taking valuable time to gather data from files or other sources."

Russell M. Seeds Co.
Miss Merle Meyers, Radio and TV Time Buyer

"I think this will be helpful. It certainly is a new idea. The more I look at it and think about it the better it seems. Sure I use market data in my planning. Sometimes it hasn't always been your book; but with the data right here, I will use CONSUMER MARKETS estimates. I think the maps are fine, too."

Beaumont & Hohman, Inc.
Clarke Trudeau – Media Director

"You mean put maps in like you had years ago in the Newspaper Book? Yes, we'll like that. It would be extremely helpful having listings, maps and market data all together in the same book. We could save a great deal of time. Also, we would know that we have maps, market data and listings if we just have your SRDS books. This would be a fine thing when we are in clients' offices. Then, we usually have the SRDS TV or Radio or Newspaper book with us."

Time Buyer; Large Agency
(names withheld because of agency policy)

"I think it's an excellent idea. It's only logical to have both media and market information together . . . a real contribution. Yes, I do use market data. Here, market selection includes both the media and research departments and the client's marketing people. It's not cut and dried—we all put our heads together. Spot TV is what we are using now for one of our clients. Their marketing people will tell us where their sales indicate a good market. Then we take this data and correlate it with our population information. The result is a list of markets that we are going into."

Note: Just a few of many. Your SRDS District Manager will be glad to let you see all of them.

new sales opportunities for radio and television stations

With market maps, market data and media data all together every month in SRDS, you get:

More eye-traffic for your Service-Ads.

Twice the opportunity to catch the right people at the best time with the right story, by placing your market and market coverage story in a Service-Ad near the CONSUMER MARKETS' data, and your station story in a Service-Ad near your listing.

Greater coverage of more agency and advertiser people of importance to you.

Improved flexibility that permits you to dramatize significant changes in your market story as they are reflected in SRDS.

Yes, this expanded service to the advertising industry makes SRDS a natural fit for your market story and your station story; gives you new opportunities to sell both, with appropriate advertising positions near your market data and near your station's listing.

SRDS Standard Rate & Data Service, Inc.

The National Authority Serving the Media-Buying Function

Walter E. Botthof, Publisher, 1740 Ridge Avenue, Evanston, Ill.
Sales Offices: New York, N. Y. • Evanston, Ill. • Los Angeles, Cal.

NEW ANTENNA SET FOR MARKET BY GE

'Super-Power' device at present can be used only in high channels but with modification may also accommodate low channels in vhf. It is to be marketed early next year.

NEW SUPER-POWER, "high-channel" vhf antenna that can handle 100 kw in the high channels (ch. 7-13) will be marketed by General Electric Co. early in 1956.

GE said Thursday its vhf single bay, helical antenna, which it described as the first high power vhf antenna of its type thus far developed, was the result of two years design and development work of its broadcast engineers.

As presently designed, the antenna can be used only in the high channels but GE's engineers note that modification can accommodate the low channels in the vhf (ch. 2-6).

The new antenna that GE said features a simplified design is similar to that the firm developed about four years ago for use in the uhf. More than 40 of the latter type are in use by uhf stations in the country, GE said, noting that this success in design led to its adaptation for the vhf.

The new antenna differs from the conventional "batwing" antenna which GE said becomes more complicated in design as stations increase power. The most powerful vhf tv stations now operating can transmit at 50 kw as contrasted to the 100 kw power promised by the "helipower" antenna.

By transmitting broader beams than the "batwing" antennas, the new device permits better reception in hilly or mountainous terrain and in big city locations.

The GE "helipower" resembles a 30-foot long water main entwined in a coiled wire. It has three feed points as compared to 16 feed points of the "batwing." Eliminated is the need for a diplexer (device used at transmitters to isolate aural and visual tv signals).

A cable six inches in diameter carries visual signals to the center of the antenna and aural signals feed through three-inch cable at each end of the helixcoil. The all-steel antenna weighs 3,500 lbs. and can withstand winds up to 112 miles per hour. Its "gain of four" means that it can deliver an effective radiated power four times greater than the signal power generated by the station equipment.

According to GE, the new "helipower's" cost is comparable to that of the high-gain "batwing" antenna.

Radio, Tv Set Sales to Be High in '56, Secrest Says

RADIO SET SALES in 1956 should equal the exceptionally high level of 1955, and tv set sales dollar volume will run about the same, according to James D. Secrest, executive vice president of Radio-Electronics-Tv Mfrs. Assn.

Appearing at a business outlook symposium sponsored in Washington Dec. 8 by the U. S. Chamber of Commerce, Mr. Secrest reported the outlook for the radio-tv and electronics industry is more encouraging than was the case a year ago.

Although most forecasters do not expect any radio-tv production records next year except in color tv sets, he said, business confidence is higher than it was early in 1955. He said factory sales of all electronics products will total $5.5 billion this year, nearly 10% above 1954.

"Tv receiver production and sales are at the highest point on record," he declared. "Radio production will exceed 14 million sets compared with 10.4 million last year.

The tv sets sales estimate for 1956 is 7.3 million units, or about 400,000 under the estimated 1955 sales, but color tv set sales will top the expected 1955 level, according to Mr. Secrest. He said many industry leaders believe 250,000 color sets will be sold in 1956.

Affecting 1956 radio set sales will be the production of automobiles, he explained, adding that transistorized radios will be available in greater quantity and variety.

"Automation is opening a new and potentially large market for many types of electronic equipment and components," he said. He reported that military electronics production will hold the 1955 level of $2.4 billion next year, and may increase because of the increasing deliveries of computers and a rise in production of new electronic weapons.

New Industrial Tv System Unveiled in Philadephia

A NEW SYSTEM of industrial tv, permitting the use of ordinary Class A telephone lines, was demonstrated in Philadelphia a fortnight ago. The demonstration was put on by Bell Telephone Co. of Pennsylvania and Dage Television (Thompson Products, Inc.), Michigan City, Ind.

Using a slow moving picture scanner instead of the high speed scanner used in home television, the two companies sent a still picture from a Philadelphia hotel over regular 8,000 cycles-per-second telephone lines five miles to West Philadelphia and then back to the hotel.

The slow speed scanner scans a picture every two seconds and requires a bandwidth of only 8 kc. Home television scans 30 pictures a second and requires a bandwidth of 4.5 mc. The slow speed makes possible a major saving in cost of telephone lines, it was pointed out. The slow scan system will cost about $2.25 per quarter mile per month, it was said, whereas regular tv costs $20 per quarter mile per month plus $175 per month for terminal equipment. Slow scan cannot handle motion, it was emphasized.

Tube Sales Running High

FACTORY SALES of tv picture tubes totaled 1,224,990 units in October, ahead of the 1,202,430 in five-week September and close to the alltime high of 1,269,674 tubes in October a year ago. Ten-month sales of picture tubes by factories totaled 8,905,771 units compared to 7,746,240 in the same 1954 period. Receiving tube sales totaled 48,119,000 units in October, an alltime record, compared to 47,588,000 in September. Ten-month sales of receiving tubes totaled 395,788,000 compared to 308,397,000 in the same 1954 period.

New Tv Tube Not Imminent

PRODUCTION of a new wide-angle type of small-neck television picture tube is not imminent, according to the Television Picture Tube Section of Radio-Electronics-Tv Mfrs. Assn. It is strictly experimental, with many basic problems still to be solved. Development of glass bulbs of this type will reach the sampling stage early next year, it was stated, after which lengthy tests will be carried out.

Authorized Repair Service Established by Ampex Audio

A PROGRAM to establish a nationwide network of authorized service representatives for Ampex audio equipment (tape recorders, phonographs, amplifiers and loud speakers) has been put in operation under the direction of Harold Van Childs, manager of Ampex's customer service engineering department, Redwood City, Calif.

Ampex district field service engineers are currently appointing representatives throughout the country. Service organizations will adjust and repair Ampex sound equipment at no charge during the warranty period and at competitive rates after the warranty has expired.

Collins Radio Co. Purchases Communication Accessories

COLLINS Radio Co., Cedar Rapids, Iowa, manufacturer of communication and navigation equipment, has acquired 100% ownership of Communication Accessories Co., an electronics component manufacturer, through an exchange of stock, according to a Collins announcement.

Communication Accessories Co., which currently employs 400 in its Hickman Mills, Mo., operations, specializes in the design, development and manufacture of toroids, audio bandpass filters, pulse transformers and magnetic amplifiers.

Collins' officials reported that the new subsidiary will continue to operate as an independent unit in the components field with distribution through its established representatives. Edward J. King Jr., founder and president of Communication Accessories, and other key personnel will continue with the organization.

Tv Station Orders to DuMont

A 50 KW transmitter and associated studio equipment valued at $285,000 will be shipped next February to Richmond (Va.) Television Corp. (WRVA) (ch. 12), by Allen B. DuMont Labs. Also ordered from DuMont: mobile Vitascan cameras for WITI-TV Whitefish Bay, Wis. (ch. 6), and WTVY (TV) Dothan, Ala. (ch. 9).

MANUFACTURING PEOPLE

Lynn Eaton, vice president, National Co. Inc. (electronics), Malden, Mass., appointed assistant to company president, Joseph H. Quick.

Dr. Harold V. Gaskill, science div. dean and director of Industrial Science Research Institute, Iowa State College, Ames, Iowa, to Collins Radio Co. (electronic equipment), Cedar Rapids, as vice president in charge of planning.

Edward Berman, sales training director, Allen B. DuMont Labs, appointed manager of new market dealer development. Mr. Berman was associated with RCA Victor before joining DuMont in 1952.

Dr. A. M. Zarem, assistant director and manager of Southern California div., Stanford Research Institute, resigned to conduct independent research in counseling and industrial management.

M. C. Mack, supervisor of training and assistant to manager of engineering and service department, Westinghouse, Baltimore division, appointed manager of engineering services for Westinghouse electronic tube division.

— PROFESSIONAL SERVICES —

Spillane Resigns From FCC Joins J. P. Hearne Law Firm

LESTER W. SPILLANE, chief of the renewal and transfer division of the FCC and a veteran of 27 years government service, resigned last week to join the John P. Hearne communications law firm in San Francisco.



MR. SPILLANE

Mr. Spillane became chief of the renewal and transfer division last August, following five years as assistant chief of the safety and special services bureau. He entered government service in 1928 with the radio division of the Dept. of Commerce and worked 10 years in radio inspection offices in Seattle, Wash., and Portland, Ore.

In 1937 he was named FCC counsel in common carrier and special services hearings in Washington, D. C. He became assistant to the chief of the law bureau's broadcast division in 1946 and that same year was promoted to FCC assistant general counsel.

Mr. Spillane will headquarter at 405 Central Tower Bldg., San Francisco. The Hearne firm also has offices at 6363 Sunset Blvd., Hollywood.

PROFESSIONAL SERVICES PEOPLE

Warren C. Zwicky, formerly with Scharfeld & Baron, to Washington law firm of Robert F. Jones, former congressman and former FCC commissioner.

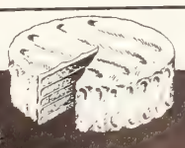
Ralph Maloney, formerly with George Daly Assoc. (public relations), N. Y., has opened his own publicity firm at 40 W. 45 St., N. Y. He will handle radio-tv technical accounts, with Universal Broadcasting System (closed-circuit tv) and Authenticolor Labs, already signed.

Arthur Blooston, former attorney-advisor, Safety & Special Radio Services Bureau, FCC, to law offices of Jeremiah Courtney, Washington.

George Lewis, former MBS and WHN (now WMGM) New York publicist, named radio-tv director for Rowe-Doherty Assoc., N. Y., public relations firm.

Rita Jane Lysen promoted from account executive to manager of N. Y. office of Daniel J. Edelman & Assoc., public relations firm. **Janet Rosenstock,** Mayer & O'Brien, Chicago, to editorial staff of Edelman organization.

Don Thompson, formerly writer-producer for CBS and NBC, appointed to write and produce radio-tv material for world promotion of RKO Radio Pictures' "The Conqueror" [B•T, Nov. 28]. **Alfred E. F. Stern,** manager, domestic publicity, RKO Radio Pictures, assumes additional duties as publicity manager of firm's foreign operation. **Pat McDermott,** CBS-TV West Coast publicity manager since 1952, to RKO Radio Pictures' publicity department.



SEE PAGE 43

— NETWORKS —

EXTENDED MARKET PLAN'S YEAR OF SUCCESS CITED

CBS-TV reports 26 stations under plan weekly receive over eight hours of extra commercial time from 46 cooperating advertisers. EMP station executives laud plan, cite financial boost to operations.

PROGRESS report Friday on the completion of the first year of CBS-TV's Extended Market Plan showed that there now are 26 EMP tv stations carrying 59 network programs sponsored by 46 national advertisers.

In its report, CBS-TV said that 46 advertisers currently are ordering 226 ¼ hours weekly on EMP stations for an overall average of 8.7 commercial hours weekly per station. In addition, a network spokesman said, 24 ¼ hours of CBS-TV sustaining programs are carried on the stations for a weekly total of 250 ½ hours of network programs.

EMP was originally established by CBS-TV as a concept to extend network television to small market stations. To encourage advertisers to buy all stations in the Extended Market group, CBS-TV set up a varying discount structure, increasing proportionately to the number of stations ordered to a maximum of 15% if all stations are included. Total cost of these discounts, a CBS-TV spokesman explained, is borne by the network and thus does not entail a diminishing revenue to the stations.

A growing list of participating stations and the number of sponsors were cited by CBS-TV as proof of the plan's success. Ten stations which were given rate increases and still sold under EMP were cited.

CBS-TV reported it has received "enthusiastic" letters from executives of EMP stations as well as from participating advertisers. Merlin Morris, advertising manager of Amana Refrigeration Inc., said the plan "has afforded Amana an opportunity to give our dealers maximum support in the smaller markets." Other comments made to CBS-TV:

Ray C. Smuker, general manager of KIVA-TV Yuma, Ariz.: "EMP has meant a decrease in operating cost, the finest of shows, increase in revenue and a tremendous amount of public acceptance in our favor."

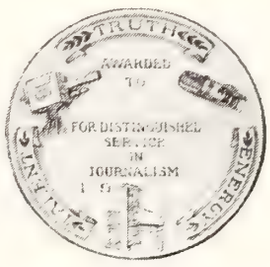
Rex Howell, president, KFXJ-TV Grand Junction, Colo.: "If it were not for EMP, KFXJ-TV would be suffering economic pains . . . I believe that CBS-TV has taken the initiative that may well point the way in which all networks can . . . assist stations in the smaller markets to become economically sound operations."

Aaron Robinson, president and general manager, WDXI-TV Jackson, Tenn.: "In our con-

Super Salesman

IN THE current issue of *The Saturday Evening Post,* Arthur Godfrey claims that his selling efforts for 15 clients bring about $22.6 million per year to CBS. *The Post* is currently running a serialized autobiography of the CBS personality.

He made it clear that he doesn't regard himself as a comedian. "I share laughs with my audiences," he said. "I claim to be a salesman who has fun—but first of all a salesman. If I ever stop being that I am cooked."



Radio-Television

NOMINATIONS INVITED

Deadline Feb. 1, 1956

10. Radio or Television Newswriting: For a distinguished example of newswriting or commentary for radio or television; nominations consisting of either a partial or complete script, broadcast or telecast during the year.

Radio

11. Radio Reporting: For the most distinguished example of spot news reporting of a single news event, scheduled or unscheduled, broadcast by radio during the year; exhibits consisting of a typewritten summary and recordings or tapes, not exceeding fifteen minutes running time.

12. Public Service in Radio Journalism: For an outstanding example of public service by an individual radio station or network through radio journalism, the test being the worth of the public service, the effectiveness of the presentation by the station or network, and the unselfish or public-spirited motives, bearing in mind that the broadcasts must be journalistic in nature, not entertainment; commercially sponsored radio programs not being eligible unless produced and controlled by the broadcasting station; exhibits consisting of disc recordings (no tapes) and a typewritten summary mentioning running time of exhibit, not to exceed fifteen minutes.

Television

13. Television Reporting: For the most distinguished example of spot news reporting of a single news event, scheduled or unscheduled, broadcast by television during the year; exhibits consisting of typewritten summary and if available, a segment or summary of 16 mm. film or kinescope, not longer than fifteen minutes.

14. Public Service in Television Journalism: For an outstanding example of public service by an individual television station or network through television journalism, the test being the worth of the public service, the effectiveness of the presentation by the station or network, and the unselfish or public-spirited motives, bearing in mind that the broadcasts must be journalistic in nature and not entertainment; commercially sponsored programs not being eligible unless produced and controlled by the broadcasting station; entries consisting of a typewritten summary and if available, a segment or summary of 16 mm. film or kinescope, not longer than fifteen minutes.

Nomination blanks and further information may be secured by writing to:

Victor E. Bluedorn, Director

SIGMA DELTA CHI

35 E. Wacker Dr., Chicago 1



CONTRACTS are signed in Detroit for Ferry-Morse Seed Co., that city, to sponsor CBS Radio's *Garden Gate* series for the 12th straight year during the pre-planting season. L to r: seated, Robert Shaw, account executive, McManus, John & Adams, Detroit; John Karol, vice president in charge of network sales, CBS Radio; James Wilson, Ferry-Morse advertising manager; standing, Paul Oliphant, program director, CBS affiliate WLAC Nashville, Tenn., *Garden* origination site; Bok Reitzel, CBS Radio network sales, and F. C. Sowell, WLAC general manager.

sidered opinion, if CBS had not affiliated with us, we could not have sustained revenue to continue in business, therefore depriving this entire area of top television . . . within six months, set penetration has increased from 26% to 62%. This could not have happened without top network programming."

Bob McRaney, general manager, WCBI-TV Columbus, Miss.: "May we state that if it were not for CBS-TV's Extended Market Plan . . . there would be no WCBI-TV even in the planning state. . . . CBS-TV has pioneered in this matter and has done so with the full knowledge of the needs and desires of the public."

F. E. Busby, executive vice president, WTVY-TV Dothan, Ala.: "In the short time that the Extended Market Plan has been in force . . . we have increased our revenue over $150 a day, which I attribute to EMP . . . as always, CBS-TV has been first in their thinking."

Charges, Format Set For ABC Rank Films

DETAILS of sales and programming plans for ABC-TV's *Afternoon Film Festival* which will be launched on Jan. 16 (Mon.-Fri., 3-5 p.m. EST) were disclosed last week in a presentation booklet sent to advertisers and agencies.

The program, which will utilize the 100 feature films acquired by ABC-TV from J. Arthur Rank Film Distributors Ltd. for an estimated $1.5 million [B•T, Dec. 12], will have four commercial announcements in each half-hour segment. There will be one 90-second commercial position and three 60-second commercial positions, and each advertiser will receive a five-second opening and closing billboard in his half-hour position.

As of last week, ABC-TV set the minimum estimated clearance at 58 markets, in which 67.3% of U. S. television homes are reportedly located. For the 58-station lineup, ABC-TV has set the base price per 60-second participation in *Afternoon Film Festival* at $2,500 and 90-second participation at $3,750. Three separate discounts are offered, covering more than one announcement per day, more than one day per week, and advertising for at least 13 weeks.

In addition, ABC-TV has established a Charter Plan, offering bonus participations to advertisers using *Afternoon Film Festival* before March 5, 1956. Accordingly, sponsors using participations between Jan. 16 and March 2, 1956, will earn bonus participations at the following rate: four bought, one bonus participation; eight bought, two bonus; 10 bought, three bonus; 20 bought, six bonus; 30 bought, nine bonus; 40 or more bought, 12 bonus. The presentation outlined programming plans for the series. Each day, it will open with a "teaser," a brief highlight scene from the day's film, with the opening credits superimposed. The host-m.c., Allyn Edwards, will welcome the viewers and point out the reasons for selecting the day's features.

At the start of the second, third and fourth half-hour periods, Mr. Edwards will lead into the next portion of the film with introductory remarks that also will serve as a capsule summary for viewers who have just tuned in. From time to time, Mr. Edwards will interview visiting film celebrities.

Soviets Accredit CBS Newsman

DANIEL L. SCHORR has been accredited by the Soviet government as the permanent CBS news correspondent in Moscow, it was announced last week by John Day, director of news for CBS. Several months ago Irving R. Levine of NBC was accredited as a permanent correspondent in Moscow.

Mr. Schorr has been in Moscow since last September on a temporary visa, during which time he was awaiting permanent accreditation. There currently are nine accredited U. S. newsmen in Moscow, with CBS and NBC the only networks represented. ABC spokesman told B•T that the network last month applied for full accreditation rights in Moscow for Whit Bassow, and said that more than a year ago the network had requested permission to send a cameraman-reporter to the Soviet Union.

HAMMERSCHMIDT SUCCEEDS SHELBY

ANDREW L. HAMMERSCHMIDT, associate director of technical operations for NBC, has been appointed NBC chief engineer. Robert W. Sarnoff, newly elected president of the network announced Thursday. He succeeds the late Robert E. Shelby, who died of a heart attack Dec. 8 [B•T, Dec. 12].

Mr. Hammerschmidt joined NBC in 1941 and remained with NBC New York tv operations as a development engineer until 1948, when he was named tv technical operations supervisor for WNBK (TV) Cleveland, an NBC o&o station. In 1952 he returned to New York as assistant director of color tv systems development, and became associate technical operations director in May 1954.

Mr. Hammerschmidt, who resides in Woodcliff Lake, N. J., is a senior member of the Institute of Radio Engineers.

CBS-TV Signs Judy Garland

JUDY GARLAND has signed an exclusive contract with CBS-TV calling for a single appearance each year through 1959, with renewal options, according to Hubbell Robinson Jr., CBS-TV vice president in charge of network programs. All productions, to vary in lengths of one hour or 1½ hours, depending on format, will be live. First show for Miss Garland is scheduled for fall of 1956. Her husband, Sid Luft, will produce. Amount involved in the three-year pact was not disclosed. For her first tv appearance on *Ford Star Jubilee*, on CBS-TV Sept. 24, it was reported Miss Garland received $100,000.

NBC Affiliates Elect

IN DRAFT that returned Walter J. Damm, WTMJ-TV Milwaukee, to office for second two-year term as chairman of NBC-TV Affiliates' Executive Committee, two other officers also were named. Lawrence H. Rogers, WSAZ-TV Huntington, W. Va., was elected vice chairman and Edwin Wheeler, WWJ-TV Detroit, secretary-treasurer.



ROBERT W. SARNOFF, NBC president, signs the contract calling for Judson, O'Neill & Judd to manage next fall's tour of the newly created NBC Opera Co. [AT DEADLINE, Dec. 5]. Present for the signing were Samuel Chotzinoff (standing), producer of NBC-TV's *Opera Theatre*, and William M. Judd, representing Judson, O'Neill & Judd.



PRESENT for the Mutual Affiliates Advisory Committee meeting [B•T, Dec. 12] in Hollywood, Fla., were (l to r): seated, George T. Frechette, WFHR Wisconsin Rapids, Wis.; Ray Butterfield, WLOX Biloxi, Miss.; Jack Hawkins, KIUN Pecos, Tex.; Chairman J. W. Betts, WFTM Maysville, Ky.; Ken Nybo, KBMY Billings, Mont.; Robert Wallace, WOHS Shelby, N. C.; standing, Tom Gibbens, WAFB Baton Rouge, La.; Tom Anderson, KALL Salt Lake City; Ralph McElroy, KWWL Waterloo, Iowa; Willard Deason, KVET Austin, Tex.; Charles Harris, WGRC Louisville, Ky.; Bert Sonis, WTIP Charleston, W. Va., and Ed Dunbar, WBBQ Augusta, Ga. Harold P. Kane, WJOC Jamestown, N. Y., also was present for the two-day meeting.

CBS Sets Annual Newscast

CBS NEWS' seventh annual year-end broadcast, *Years of Crisis: 1955*, will be aired Jan. 1 on CBS-TV, 4-5 p.m. EST, and on CBS Radio, starting at 5:05 p.m. EST. Led by commentator Edward R. Murrow, the symposium on the year's top news developments will feature news correspondents Bill Down from Rome; Richard C. Hottelet from Bonn; Alexander Kendrick from Africa and the Near East; David Schoenbrun from Paris; Daniel Schorr from Moscow, and Eric Sevareid from Washington.

Coffin Writes on Tv Impact

"THE definitive study of television's impact yet remains to be done," writes Thomas E. Coffin, NBC manager of research, in an article reviewing tv research to date in the October issue of *The American Psychologist*, devoted entirely to television and chiefly to educational tv.

Harry J. Skornia, executive director, National Assn. of Educational Broadcasters, calls it "the best collection I have seen so far of studies on television as an educational tool."

Reprints are available at 30 cents each from American Psychological Assn., Lancaster, Pa.



"Junior listens regularly to the news over KRIZ Phoenix."

30 Million See Ballet on Tv

AUDIENCE of NBC-TV's compatible color telecast Dec. 12 of the Sadler's Wells Ballet Co. presentation of "The Sleeping Beauty" was seen by an estimated 30 million viewers—or 60 times the number of persons who saw the ballet troupe on its U. S.-Canadian tour—according to the network's research department. These figures were estimated by a projection of advance rating information.

Sol Hurok, U. S. manager of the Sadler's Wells Co., viewed the statistics as the "most significant thing I've experienced in 35 years." He estimated that of the 30 million viewers, more than 25 million saw a major ballet in its entirety for the first time.

NETWORK PEOPLE

John Allen, formerly tv engineering and scheduling supervisor for ABC-TV network, named manager of video recording for that network. **Frederick Hesse** will take over Mr. Allen's former duties.

Bruce Pollock, former advertising agency executive, appointed on-the-air promotion trailer supervisor for ABC-TV Western Div.

Edward G. Bishoff, Harry B. Simmons and **William G. Wilson** have joined account executive staff of ABC Radio in Chicago.

Martin Donovan, New York story editor, *NBC Matinee Theatre* (Mon.-Fri., 3 p.m. EST), transferred to show's Hollywood story department, succeeding **Peter Kortner,** resigned to head story staff of *Climax* (CBS-TV, 8:30 p.m. EST).

Ernest D. Glucksman and **Robert L. Welch** were named last week as producer-directors for first two, as yet untitled, hour long NBC-TV comedy programs to occupy Sunday period (8-9 p.m. EST) now held by *Colgate Variety Hour*. First program will be Jan. 8, 1956.

Bob Edge, associate editor, *Sports & Field* magazine, signed to conduct weekly "Hunting and Fishing Corner" on ABC Radio's *Sports Today with Bill Stern* (Mon.-Fri., 6:30-6:45 p.m. EST).



"BIG TIME DAYTIME" programming with any commercial handling you want . . . live cameras always available.
"BIG TIME DAYTIME" precedes the sensational new ABC-TV evening schedules. Contact Free & Peters or:

Don Davis, *First Vice President*
John Schilling, *Vice Pres. & Gen. Mgr.*
George Higgins, *Vice Pres. & Sales Mgr.*
Mori Greiner, *Director of Television*

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WHY NBC'S CHIPS ARE ON 'BETTER' TV

Sylvester L. (Pat) Weaver Jr., newly elected chairman of the board of NBC, spoke extemporaneously on NBC's views and outlook at the NBC-TV affiliates' meeting in Chicago Dec. 9 [B•T, Dec. 12]. Mr. Weaver, whose signing by NBC was reported unofficially as being for "more than 10 years," is former president of the company and is always an articulate man. He spoke on "The Television Future." Here is a condensed transcript of his remarks:

WE REACH various publics of various kinds and compositions and moods, and if we make [television] a flexible instrument where the advertiser can decide what he wants and use it effectively to do what he wants, our business cannot help but prosper. The tremendous explosion of the American economy upward, some of us feel, is in very large degree the result of the impact of television.

So it is not merely our own business. It is our own society that we are talking about.

From the beginning a lot of us felt very strongly that radio got into a terrible difficulty because of the rating situation, and we from the beginning have fought at NBC for cumulative rating to measure the effective circulation of program operation. In continuity television, that is the only intelligent rating evaluation, but even that rating evaluation—or to take printed media which most of you are familiar with, your size of audience characteristic—is really just a first generalized quantitative estimate that any advertising man starts with. But from there he moves into intelligent evaluations of values. For instance, you can buy the five million circulation in *Life*. You can duplicate five million homes with throwaways. They are available and get five million homes at a great deal less money. But there is no comparison really. There is no equation by any experienced professionals in the business that the five millions are identical in any way.

You have to have size of audience, of course, and as far as ratings go in general, it would be foolish for us not to insist that we want all the top 10 and the leadership in all the rating services measuring anything, because we do, and we will fight for it.

But at the same time, as pros, we will never be misguided by using ratings to measure something that they don't measure at all—in other words, the understanding of advertising values by professionals as against, well, so many of the people who are concerned with our business and who aren't professionals in advertising terms or show business terms.

We understand really, that the waste of advertising is not bad circulation, but it is bad advertising. That is the real waste. Almost everybody realizes that, and after you get the probable size of circulation as a reference, you get to the composition of that audience and its economic status, to its age group and even to things like the mood. Will they react to what they are viewing? Will they do something about it? Will they talk about it?

There are thousands of questions, incisive, intelligent questions about circulation that you buy that have a real part in advertising planning.

We—the affiliates, the networks, the professionals—must never decide to change our basic policies which are right and sound by any quantitative shifting of rating values.

Actually, our basic policy, of course, is that we won't run a television network that does not service the American public. By that I mean all the audiences in it, not just the heavy habit viewers.

THE HEAVY HABIT VIEWERS

You have a heavy habit viewing group of people who will turn to whatever they like of what is on, and if you cater only to the largest share of audience of this group, the heavy viewer group, you are really aiming television downhill to the real trivia type, time trap, escape, series of nothing.

In other words, the forces that you set in motion, if you place too high a value on heavy viewers, are forces that really call for the degradation of the service.

We have known this from the beginning. We have no intention of being driven off our course by anything because the solution of that problem is one that we can handle without reference to the old platitude of "giving the people what they want" and no more.

We don't want to give the people what they already want solely. We want to give the people something that will make more of them want more of the better things.

We do want the biggest share of the habitual viewers as much of the time as we can get them. But we have to program responsibly. We have to realize we can elevate taste and upgrade standards, and improve television. That means we can improve both individuals and the society in which we live.

There are some shows on CBS, as you know, that we have tried and tried to get, and many of the ones that they have got or a couple of them, at least, they took from us, so it is not a matter of not wanting to have a great star like Arthur Godfrey, but it is, to be precise, in what we are trying to do, you must look at the shows and the competition.

When we put on a show like, *Today*, it is a much greater effort in behalf of television, all television, all networks, all related in-

dustries, all products, than if we put on a kid show, and try to get the sets on in the early morning; this can only do a marginal good. What we are doing can do a tremendous amount of good actually today and as the years go on. If we ever get it running right and the facilities develop and we can do more live coverage, this will be a show that will peak 35 or 40 ratings in the morning, because there the people see the places and events as the news happens. This can be a great show in comparison with what we could be programming there even though what we are programming might be more commercially effective in the immediate short-range sense, but not in the long-range sense, because it is *Today* and things like that that build media. Kid shows—we are in favor of them. *Ding-Dong School* represents the perfect marriage of the successful commercial show with the very highest principles of fullness and responsibility over the influence that you are going to have on your children. It is a very great credit to us and to you and Miss Frances that it is a show of that kind.

'HOME' BETTER FOR HEALTH

Home, again, is far better, let's face it, in terms of the general health of our media and the vitality of our circulation, than *Strike It Rich,* which is a fine show and we would like to have it and we want it and so forth. But *Home* is a show that provides a service for women who do not like entertainment or do not like it all the time. It is dedicated to the women who want to learn how to improve their living, to lead a finer life and have a finer home and be a better mother and a more attractive woman and all the things the American people who are dedicated to self-improvement want to do. And as we develop that show, it will be a great credit, a great influence on our society and upon our business. It is again, a better thing to do than what we might be doing at that time.

Matinee in the afternoon, and I am not against the Tennessee Ernies, the Ernie Kovacs. They are wonderful shows. They are straight entertainment. We do that, too. *Matinee* is a great, powerful idea if it works and stays and runs.

It will have more influence on the form, on the building of writers and artists and actors and actresses and directors than probably any other single thing that we do. It is a tremendous laboratory, a great experiment, as well as a fine kind of show for us to be doing.

If ABC with their reruns of the old movies at 3 o'clock and with the *Big Pay-Off,* which was on our network for several years as you know, are able to syphon off too much of the circulation and we are unable to promote enough circulation watching *Matinee* so that that show is placed in commercial jeopardy and fails, television will be the loser, not us. We can replace it. It isn't NBC that will suffer. It is everyone who will suffer.

You talk about our nighttime shows. Again and again you will see the same thing. *Producers' Showcase* brings events to the country that are just fabulous when you think of the people out in the small towns and remote areas, people without money to go and see the things that people of privilege do. Suddenly these tremendous, exciting, wonderful things are brought into their home. It is something we should all be proud of and in addition to being proud of it, we should realize if the Sadler's Wells ballet and Cyrano de Bergerac, if these great shows lose so much audience to Burns and Allen and Arthur Godfrey, which are both great shows, that we are unable to continue them indefinitely, again it will be only a loss for all of us in tv.

The hour dramas, we have most of those, as you know—*Montgomery Presents,* Fred Coe, Kraft, Lux, the Sunday night shows. All of this is a great form. This is not like the film situations, comedy or the like, or a live situation comedy or anthology shows. Those can be good, they can be great. But, they don't have as much chance of being great as often as the live hour drama performance. Because, when you are looking at the live drama and you are there the night they do "Marty" or "Patterns" or "Thunder Over Washington," you have to remember that the night that you are watching can be the night the artist catches fire and the direction really flares and the script really rings and you have got something and you were there and you watched it and it is a performance that goes down in history and it is something that you are proud of because you had a part in it.

This can be done in the hour drama form and again we should fight to keep those shows and not let them be replaced by conventional half-hour shows. This doesn't mean we don't want the conventional half-hour shows. We think we have the best of them right now, not in all categories, but many. Groucho with the best quiz, Jack Webb with the best crime drama, *Meet the Press* is the best public service show, Perry Como certainly the best musical variety, Roy Rogers the best cowboy, *Zoo Parade,* the best zoo show, and so forth.

Then we come really again to the spectaculars. That is the form wherein we have devised a way without affecting the commercial power of the conventional attractions by adding to that the special inducement viewing, for the light viewers, for the people who might be drifting away from television, for the people who have special interests and are interested in special arts and activities, and the range is just so fabulous when you go down the list. Not just us—Columbia, too. "Caine Mutiny" was sensational. I didn't see Noel Coward and Mary Martin, but I am sure it was a tremendous triumph for America.

It makes no difference that the audience attraction of a single show may not be as big as a commercial attraction. Why should it be? There is no reason for it to be. But that is not what people are buying. As I again say, if they want a cumulative audience, I can give them far bigger than they will get with *The $64,000 Question.* Just buy it a different way, but audience alone is not the way they are buying.

What we have going for us here is again a widening of the usefulness of the medium for advertisers, and we have going for the people and ourselves this tremendous new category of wonderful things that will inspire and elevate and enrich the lives of our people. And we must fight for these shows.

THE CHANCE OF GREATNESS

You can add a few points, and so can we by more adroit, more intelligent promotion, and we must do it because again, the loss of things like doing Shaw and Shakespeare and the Sadler's Wells ballet and Peter Pan is too great a loss. We cannot possibly allow it to happen. Therefore, we must fight to keep this opulence of talent and this chance of greatness that is now coming up more than ever, and we can in addition to the regular shows.

I haven't even gone into the other things that we are doing in the same line, like *Project 20* and like our assignment shows. "Assignment in India" will be repeated on Christmas. "Nightmare in Red" will be Christmas week. "Richard III" will be a great explosion some time next year.

This is a tremendous tribute to us, and to you, and we must handle it in such a way that it is commercially successful. That does not, however, mean that it has to get more audience than "Mickey Mouse" or something. This is not the way advertising values are dealt with.

From the beginning, we have been against the know-nothings, the primitives, because we do not believe that television should be run to give the people what they want. We believe that every NBC show should serve a purpose beyond diversion, and every time we can increase information, contact, facts, knowledge, and we deliver a fact somewhere to a mind somewhere in the country, we have added one more tool, one more weapon in the fight against bigotry, stupidity, intolerance and prejudice, and we have taken one more step forward toward sanity, maturity and adulthood.

We are going to continue to program up, and not down. We will use our showmanship and skill to get great audiences, but we will continue, in any event, to meet our commercial challenges, and well within doing the kind of shows that we know must be done. Television is far too great an instrument to be degraded into a "home juke box" to keep the kids quiet.

BATTLE LINES FORM ON COLOR C-C TV

TNT states that it expects to be first network in color operation when equipment is available. Sheraton hotel chain plans to launch its operation by Feb. 1.

BATTLE for leadership in the closed-circuit color tv network field loomed last week when Theatre Network Television issued a statement asserting that TNT expected to be the first company in network operation when adequate equipment is manufactured in sufficient quantity.

TNT's statement, released as a status report of large-screen color in the closed-circuit industry, came on the heels of an announcement from Sheraton Closed Circuit Television Inc. [B•T, Dec. 12] that the company would launch the first closed-circuit color television network by Feb. 1. The Sheraton Corp. of America subsidiary said it has ordered two units of color tv projection equipment from RCA capable of producing a 15x20-foot picture. The units will be installed in New York and Chicago hotels. Other hotels in the network, the announcement said, will be equipped with RCA 21-inch home color receivers until additional large-screen equipment is available.

Nathan L. Halpern, TNT president, observed that a color closed-circuit network currently is limited to home-type receivers. He said this type of network has been offered to business and industry by TNT in the past, but was not bought "because the small receiver does not provide the impact a business presentation to numbers of people gathered in many hotel ballrooms literally demands if the communication is to be effective." Mr. Halpern claimed that "a serious problem" in the development of "proper" large-screen color television is that the compatible signal today has "many deteriorating features in black-and-white which would be greatly magnified on large-screen tv." He said TNT believes that "the degraded large screen black-and-white picture arising from a compatible color pickup would not be of sufficient quality for its business and industry clients," but added that "it is hoped that as color tv makes further advances in the future, such technical problems may be solved."

TNT, Mr. Halpern continued, "believes strongly in the future of large-screen color closed-circuit television for business and industry" and is working with the leading manufacturers of large-screen projection equipment.

BMI

CONCERT MUSIC

Typical of BMI "service" is the complete kit of "Concert Music" material used by broadcasters daily . . . scripts and data which help solve many music programming needs.

Included in BMI's *Concert Music Service* are:

CONCERT PIN-UP SHEET—A monthly listing of new recordings, contemporary and standard.

YOUR CONCERT HALL—A series of half-hour scripts for use with phonograph records.

TODAY IN MUSIC — Dates and facts about the important music events of the month.

BMI-licensed stations — AM, FM, and TV—can be depended upon for complete service in music.

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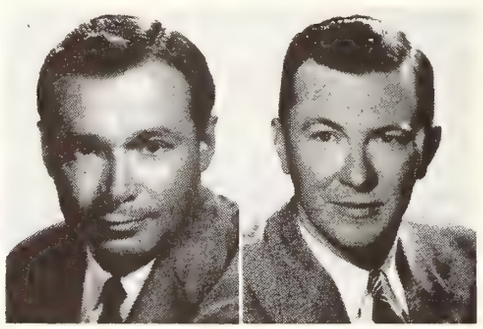
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NEW YORK • CHICAGO • HOLLYWOOD • TORONTO • MONTREAL

Livingston, Bonbright Upped In Posts at Capitol Records

NEW APPOINTMENTS in executive posts at Capitol Records Inc. were announced last week by Glenn E. Wallichs, president.

Alan Livingston, Capitol vice president in charge of artists and repertoire, was appointed executive vice president and elected to the board of directors. Daniel C. Bonbright, vice president in charge of finance, was appointed administrative vice president and also named to the board of directors.



MR. LIVINGSTON MR. BONBRIGHT

Robert E. Carp, director of the Capitol legal department, was named secretary of the company, and Walter H. Theiss, general controller, was appointed treasurer. Mr. Carp and Mr. Theiss will assume the duties formerly held by Mr. Bonbright.

Jack Gross to Head C-C Firm

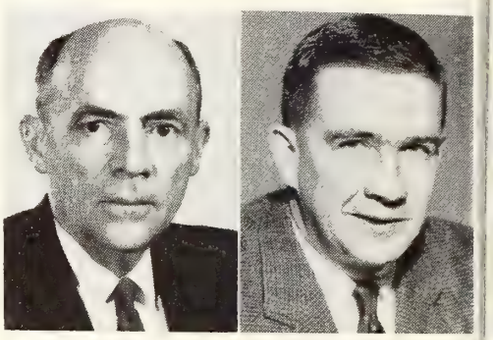
JACK O. GROSS, associated with the broadcasting industry for over 30 years, has been named chairman of the board of Trans-Community Television Network Inc., closed-circuit tv programming organization. Mr. Gross has an application pending with the FCC for purchase of KXOC Chico, Calif. [AT DEADLINE, Dec. 5]; he is the former owner of KFMB-AM-FM-TV San Diego, Calif. Trans-Community has been organized to bring television to isolated communities via a closed-circuit system [B•T, Aug. 29].

Five Buy RCA Thesaurus

RCA THESAURUS, radio transcription library service, announced last week that it has added the following stations to its list of clients: WBUD Trenton, N. J.; WBRN Big Rapids, Mich.; WBLE Batesville, Miss.; WBKV West Bend, Wis.; and WAGM Presque Isle, Me.

Green Takes New UP Post; Litfin Successor in S. F.

FRED J. GREEN, United Press Pacific Div. manager, San Francisco, was named last week to a newly-created UP post, assistant general business manager, effective immediately. Succeeding Mr. Green, who will move to New York next month, is Richard A. Litfin, the division's business manager since October 1954.



MR. GREEN MR. LITFIN

Both Messrs. Green and Litfin began their respective careers as reporters, the former with the *San Francisco Chronicle*, the latter with UP's Portland, Ore., bureau, before switching to the business side at UP.

Boxing Card Problem

CONCERN was expressed last week by James D. Norris, president of the International Boxing Club, over the future of boxing bouts on radio and television, in view of an action by the New York State Athletic Commission last Monday ordering fight managers to leave the Boxing Guild of New York or suffer the loss of their licenses in the state. Mr. Norris said "we've got fight programs to get up for next month" and "we don't know what managers to deal with now." He reported that radio and tv sponsors want "New York fights" and said IBC could not give them "these fights" outside the state. IBC stages boxing bouts on Wednesday on ABC Radio and ABC-TV, starting at 10 p.m. EST under the sponsorship of the Pabst Brewing Co., and on Friday on NBC Radio and NBC-TV under the sponsorship of Gillette Safety Razor Co.

Poll Shows Toll Opposition

A POLL conducted by the *Columbus* (Ohio) *Dispatch* showed that its readers are strongly opposed to pay-television, it was revealed last week by Organizations for Free-Tv. More than 500 letters were received by the newspaper and all but four protested any system of toll tv.

MAGNIFY YOUR SALES IN THIS STABLE $140,000,000.00 MARKET

CBS KGVO-TV MISSOULA MONTANA

• University City
• Rich Lumbering and Agricultural Area

GILL-PERNA, repr.

167 Mountainous Miles from Spokane

America has homework to do!



THERE'S PROBABLY a lot about your town that makes you want to brag a bit about it.

But there's one thing you *can't* be proud of. And it's a shame you share with just about every other community in America.

The homes where far too many people live are a disgrace. Slums, semi-slums, housing blight are with you. Fixing them up is the homework to be done.

If your town is like most in the U. S., here's what the figures show: 1 out of every 10 homes are rock-bottom slums. Nearly one-half urgently need basic repairs.

But slums are something that is happening on the other side of town, you may say. The problem isn't mine.

Slums are YOUR homework

Distance is no barrier against the threat and cost of housing blight.

Your taxes go up because it takes more money for your town to fight the diseases and delinquency and poverty spawned in the slums. The security of your family goes down because the slum is the natural parent of crime.

Where your business comes in

Every firm has a responsibility toward the town where it's located. Part of it is to support community improvements as any other good citizen would.

Some slums are beyond repair. They must be torn down and a fresh start made. Others can be made to conform to accepted living standards. So it is up to you to get behind every sound program which seeks to provide adequate housing for all our people.

Civic and individual groups must have business backing . . . *your* firm's backing if they are to succeed.

Follow the course of Action!

A group of Americans from every walk of life has joined together in a non-profit organization to combat home and community deterioration, A.C.T.I.O.N., the American Council To Improve Our Neighborhoods.

Send today for a free copy of "ACTION." It explains what A.C.T.I.O.N. is and proposes to do. It lists booklets, research, check-lists, and other material which can help you. Address P. O. Box 500, Radio City Station, New York 20, N. Y.

ACTION

American Council To Improve Our Neighborhoods

Lutheran Yule Broadcast Goes Behind Iron Curtain

FOLLOWING several years of effort by the Lutheran Laymen League, the communist-controlled governments of Poland and Czechoslovakia have agreed to carry native-tongue adaptations of MBS' Christmas Day *Lutheran Hour* on their radio stations Dec. 25.

Dr. Oswald C. J. Hoffman, public relations director for the Lutheran Church, Missouri Synod, revealed last week that Radio Warsaw and Radio Prague have accepted the Lutheran Laymen League offer of translated adaptations of the program for rebroadcast. A recording of the show will be sent overseas in time for broadcast Christmas Day. Dr. Hoffman said the league had offered native-tongue translations of the weekly programs to all Communist governments over the past several years, but added that "this is the first time that our offers have been accepted."

Another U. S. program is set to be broadcast to the Soviet Union—this one, without the permission of the government. Radio Liberation plans to beam the contents of Harry Sperber's *Foreign Press Report,* broadcast on WATV (TV) Newark Dec. 3, to the Soviet Union in an attempt to reach 20 million Moslems living there. The date of the broadcast will not be announced beforehand. Mr. Sperber's program dealt with the attempts and techniques used by the Kremlin to curtail religious activities of the Moslems within the USSR.

Radio's Importance Cited By Brazilian Ad Executive

A BRAZILIAN advertising executive said in New York Dec. 7 that advertising is in great demand in South America and that this fact, when coupled with a high illiteracy rate, makes radio there still very important despite the growth of television.

Addressing a foreign trade and advertising group at the Overseas Press Club in New York, Caio Alcantara Machado, director of Almpa International Advertising Service, Sao Paulo, Brazil, said television's advances south of the border are impeded by present prohibitive costs of sets. He said the unfavorable dollar exchange rate in Brazil acts as an increased cost factor forcing many U. S. tv set manufacturers to establish their own manufacturing and assembling operations in Brazil. Mr. Machado also said advertising budgets in Brazil have been growing at the rate "of almost a third annually." He said the lack of personnel and sufficient facilities have at times forced his and other agencies to turn down new accounts.

They Like It Commercial

COMMERCIAL TV, which began in England this fall, already is dominating the video scene in that country as far as popularity is concerned.

Of the 11 shows receiving the highest Nielsen Ratings for the last week of October, only two were non-commercial —BBC's *Highland Fling,* which placed seventh in the lineup, and *Amateur Boxing,* which was ninth.

Sunday Night at the Palladium was first in popularity among the commercial programs, according to Nielsen. It was followed by *Take Your Pick, Double Your Money, Saturday Showtime, Roy Rogers, Dragnet, I Love Lucy, Robin Hood,* and *Movie Magazine.*

Five Evening Shows Ranked By Canadian Rating Service

FIVE evening radio network shows were reported in the November National Ratings report of Elliott-Haynes Ltd., Toronto, Ont. *Our Miss Brooks* led with a rating of 11.3, followed by *Singing Stars of Tomorrow* (Canadian) 8.3, *Championship Fights* 6.6, *NHL Hockey (Canadian)* 6.6, and *Toronto Symphony Pop Concert* 4.6.

Of 10 daytime radio network programs, most popular in November were *Ma Perkins* 12.9, *Pepper Young's Family* 11.8, *Road of Life* 11.8, *Right to Happiness* 11.6, and *Guiding Light* 11.5.

French-language evening radio networks were led by *Un Homme et Son Peche* 28.7, *Colette et Roland* 15.3, *NHL Hockey* 8.1, and *Concert Pop de Toronto* 3.9. Of 20 daytime French-language network shows, leading were *Jeunesse Doree* 28.5, *Les Joyeux Troubadours* 27.7, *Rue Principale* 27.7, *Je Vous Ai Tante Aime* 26.1, and *Francine Louvain* 25.4.

Canadian 25-Year Club Open

NOMINATIONS now are being received for membership in the Quarter-Century Club of the Canadian Assn. of Radio & Television Broadcasters. Presentations of awards are made each year at the annual dinner of the CARTB, which in the coming year will be March 27 at Toronto. Employees of radio and tv CARTB stations, and others in the broadcasting industry who have actively served the industry for more than 25 years, are eligible for membership. Jack Beardall, owner of CFCO Chatham, Ont., is chairman of the CARTB Quarter-Century Club Committee.

Gillin Award Set for March

APPLICATIONS for the John J. Gillin Jr. Award now are being readied by Canadian stations. The award, made in memory of the late John J. Gillin Jr., WOW Omaha, will be presented to the Canadian station judged to have done most on the basis of any single or continuing contribution to community service. A board of judges, headed by J. T. Richard, member of the Canadian Parliament for Ottawa East, Ontario, will study applications from member stations of the Canadian Assn. of Radio & Television Broadcasters. The award will be made at the CARTB annual convention dinner on March 27 at Toronto. In 1955 the award went to CFAR Flin Flon, Man.

1.6 Million Canadian Tv Sets

CANADIAN tv receivers in use numbered 1,673,983 at the beginning of November, according to a tabulation of All-Canada Television and Radio-Electronics-Television Manufacturers Assn. of Canada. By provinces, Ontario has 832,101 sets, Quebec 483,757 sets, the three prairie provinces of Manitoba, Saskatchewan and Alberta 152,130 sets, British Columbia 129,261 sets and the four Atlantic coast provinces 76,734 sets.

INTERNATIONAL SHORTS

Serutan Co., N. Y., has joined the Bureau of Broadcast Measurement, Toronto, with Frederic Apt as its representative.

CKGR Galt, Ont., has also joined the Bureau of Broadcast Measurement, Toronto.

New rate cards have been issued, effective Jan. 1, 1956, by CKEN Kentville, CFAB Windsor, CKAC Montreal, CKCH Hull, CKWS Kingston, CJKL Kirkland Lake, CFCH North Bay, CHEX Peterborough, and CKGB Timmins. In most cases new cards call for Class A time from 7-9 a.m., 12 noon to 1:30 p.m., 5-7 p.m., all day Sunday, with other daytime and all evening time as Class B time.

Canadian Broadcasting Corp. has started construction of extension to its office building and studios on Dorchester St. West, Montreal. Buildings have been torn down on Dorchester and Mackay Sts. for new addition to French-language and engineering headquarters of CBC.

INTERNATIONAL PEOPLE

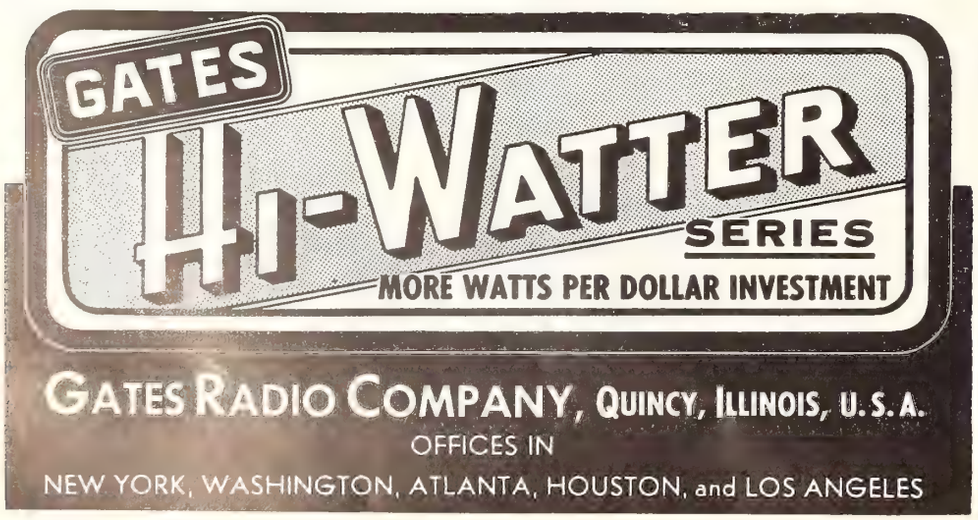
J. Lyman Potts, assistant manager of CKOC Hamilton, Ont., since 1947, to manager of new 5 kw radio station at London, Ont. Call letters have not yet been assigned to new station which expects to be on the air by April 1.

F. G. Nixon, with Canadian Dept. of Transport, Ottawa, since 1937, appointed department controller of telecommunications. He succeeds **G. C. W. Browne,** who has retired.

Bob Nystedt to promotion manager of CHCT-TV Calgary, and **Laura Lee** to women's editor of CHCT-TV.

Cecilia Long, account executive of Ronalds Adv. Agency Ltd., Toronto, for past 15 years, to director of women's promotions for the agency, which has offices in Montreal, Toronto and Edmonton.

Harold Abernethy, formerly of Foster Adv. Agency and Leo Burnett Ltd., Toronto, to radio sales department of All-Canada Radio Facilities Ltd., Toronto. **Alistaire F. McKaye** to radio program division of All-Canada Radio Facilities Ltd., Toronto, as sales representative for World Program Library.



First Edison Awards Honor Five Programs

THREE network television programs, two network radio shows, one television station and one radio station received the first National Mass Media Awards of the Thomas Alva Edison Foundation last week at a dinner in the Waldorf-Astoria Hotel, New York. Three motion picture films also were honored.

The awards were made as part of the Edison Foundation's program for "improving the quality of mass media, particularly as they affect juvenile audiences and interest boys and girls in science." The winners were:

You Are There (CBS-TV), the television program best portraying America; *Let's Take a Trip* (CBS-TV), the best children's television program; *Mr. Wizard* (NBC-TV), the best science television program for youth; *Family Theatre* (MBS), the radio program best portraying America; *Adventures in Science* (CBS), the best science radio program for youth; WBNS-TV Columbus, the television station that best served youth in 1955, and WTIC Hartford, the radio station that best served youth in 1955.

A special citation was made to ABC Radio for "outstanding public service in making reports on the growing shortage of engineers" to the American people, and to "The Big Idea," a tv film program that has presented 1,700 inventors and encouraged "the scientific imagination of the American television audience." No award was given to "the best children's radio program," because the Foundation's Committee on Recommendations felt "there was no nationally available children's radio program that merited an award this year."

Representatives of 38 national service organizations chose winners of the Edison Awards through written ballot.

Fund for the Republic Raises Amount of Television Awards

A SERIES of 1955-56 television program awards totaling $40,000 was increased to $55,000 last week by the Fund for the Republic. The fund, which earlier this month had announced the awards, named them for the late Robert E. Sherwood, noted playwright.

The fund will award $20,000 each to the



JOSEPH M. BRYAN, president of the Jefferson Standard Broadcasting Co. (WBT, WBTV [TV] Charlotte, N. C., and WBTW [TV] Florence, S. C.), presents the Lee Kirby Memorial Trophy to Nelson Lowe as the outstanding player in the Carolinas' 1955 Shrine Bowl. Established in 1952 to honor the late WBT-WBTV sports director, the Lee Kirby Trophy is awarded annually. The game features high school players from North and South Carolina.



Advertisement

From where I sit
by Joe Marsh

New Light on an Old Subject

Mr. Evans from the Lighting Company gave an interesting talk at the Community Hall last night—on how farmers can cut electric bills. For those who missed it, here's a short recap.

Don't try to light up the cobwebs in the rafters. A reflector and a smaller bulb will probably do the job. Too many farmers use naked bulbs that waste 50% of the light.

Try using movable projector bulbs that beam light the way a searchlight does. A couple of these "spots" will often give you better illumination *where you want it* than a whole gang of juice-wasting overhead lamps.

From where I sit, it's amazing how often we misuse *the things we have . . . like electricity. We also make a mistake if we misuse our right of personal choice—about which candidate to vote for, say, or whether beer or coffee makes the ideal mealtime drink—by trying to force our opinions on others. Respect for the other fellow's point of view should be our "guiding light."*

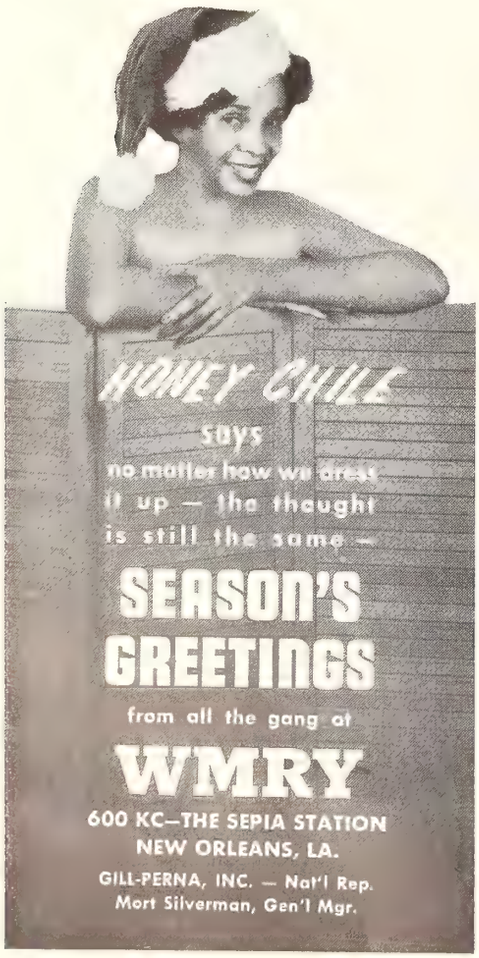
Joe Marsh

Copyright, 1955, United States Brewers Foundation

People in Northeastern Wisconsin like Action . . . . Buying Action! Sports Action! Green Bay's 5000 watts daytime (500 night) station, WJPG translates this "Sports-happy" audience into Volume Sales.

People in Northeastern Wisconsin like Action. . . Buying Action! Sports Action! Green Bay's 5,000 watts daytime (500 night) station, WJPG, translates this "sports happy" audience into volume sales. You've always got a loyal, responsive audience on WJPG . . . the area's top Sports Station! People in Northeastern Wisconsin like Action! Buying Action! Sports Action! Green Bay's 5,000 watts daytime (500 night) Station, WJPG, translates this 'Sports-happy" audience into Volume Sales. You've always got a loyal, responsive audience on WJPG . . . the area's top Sports Station!

5000 w Day—500 w Night
WJPG MBS GREEN BAY, WIS.
Burn-Smith Company—Representative





THE Advertising & Allied Industries Div., Joint Defense Appeal, presented awards to Liebmann Breweries, Bristol-Meyers and American Tobacco Co. for "distinguished contributions to the enrichment of our American heritage" at a dinner in New York. At the dinner were (l to r): Ed Sullivan, CBS-TV star, toastmaster; Thomas B. McFadden, vice president in charge of NBC Spot Sales; award winner Philip Liebmann, president of Liebmann Breweries (Rheingold beer); Marion Harper Jr., president, McCann-Erickson and chairman of Advertising & Allied Industries Div.; award winner Lee H. Bristol, president, Bristol-Myers (pharmaceuticals); Henry E. Schultz, New York attorney and national chairman, Anti-Defamation League of B'nai B'rith; award winner Frank Bowden, assistant to President Paul M. Hahn, American Tobacco Co., and Merle S. Jones, vice president in charge of CBS owned television stations and general services.

commercial network drama and documentary treating phases of civil liberties with "the greatest distinction, taste and effectiveness." A follow-up prize of $15,000 will go to an independent tv station producing "the best program concerning liberty and freedom" during 1955.

The fund last week added the sons of two American leaders to the awards jury: Robert Taft Jr., Cincinnati attorney and son of the late U. S. Senator Robert A. Taft, and Philip H. Willkie, Rushville, Ind., attorney and son of the late Wendell Willkie.

The jury also includes Robert M. Purcell, managing director, KEYD-TV Minneapolis; Kermit Bloomgarden, Broadway theatre producer; Gardner Cowles, publisher-broadcaster; Dr. Buell G. Gallagher, president, College of the City of New York; author-critic Gilbert Seldes; attorney Harrison Tweed, and Mrs. Eleanor Roosevelt.

To Receive McNamee Awards

SPORTS BROADCASTERS Assn. has selected golfer Mildred (Babe) Didrikson Zaharias and Brooklyn Dodgers Manager Walter Alston to receive the ninth annual Graham McNamee Memorial Awards for "outstanding contributions to sports during the past year," it was announced last week by Don Dunphy, SBA president. Presentation of the awards, established in the memory of the late pioneer sportscaster, will be made at SBA's ninth annual dinner at the Park-Sheraton Hotel in New York on Feb. 2.

BMI Honors Songwriters

FOURTH ANNUAL Broadcast Music Inc. publisher and writer awards were presented Dec. 5 to writers and publishers connected with all BMI-licensed songs which have placed among the so-called first-ten at some time during the year. A total of 28 songs were honored at a dinner attended by some 200 persons at New York's Hotel Pierre.

BMI President Carl Haverlin presided and the presentations were made by Vice President Robert J. Burton. Sydney M. Kaye, board chairman, vice president and general counsel, was featured speaker.

Ohio Teachers Honor Four Radio-Tv Programs

SPONSORS of four radio and television programs received awards from the public school teachers of Ohio for the "outstanding contribution to education" made by the programs. Winner in the adult tv division was the John Cameron Swayze *News Caravan* on NBC sponsored by R. J. Reynolds Tobacco Co. (Camel cigarettes) and Plymouth Div., Chrysler Corp.

The children's award went to *Zoo Parade* on NBC, sponsored by American Chicle Co. (chewing gum) and Mutual of Omaha. Winners in the radio adult and children's divisions respectively were NBC's *Meet the Press* and *The Ohio Story*, sponsored by the Ohio Bell Telephone Co.

The awards were made during the annual meeting of the Ohio Education Assn. in Columbus, Dec. 11.

AWARD SHORTS

George M. Burbach, general manager, KSD-AM-TV St. Louis, Mo., awarded life membership in Advertising Club of St. Louis.

WTVJ Miami, Fla., awarded certificate of commendation by Army and Air National Guard for distinguished service during "Operation Minuteman," nation-wide test alert.

WHAM-AM-TV Rochester, N. Y., awarded plaque, commemorating WHAM's medical program, *Speaking of Health,* by Monroe (N. Y.) County Medical Society.

Los Angeles City Council, Dec. 6, adopted a resolution commending **KNXT (TV) Los Angeles,** its general manager, **James T. Aubrey Jr.** and producers **Bill Stout, Bill Whitley** and **Irwin Rosten** for the tv shooting of series on juvenile delinquency, *Focus On Delinquency.*

WESTERN MICHIGAN'S
5,000 WATTS Day and Night
WKNK
MUSKEGON, MICHIGAN
LOW RATES
ASK HIL F. BEST

WAAM (TV) Baltimore, presented with citation from National Citizens Committee for Education Tv for "outstanding public service in helping to bring educational tv to the American community."

William R. Peer, executive secretary to New York's Mayor Robert F. Wagner presented with "Mike & Screen" award by Radio-Newsreel-Television Working Press Assn. for "distinguished public service in working toward unrestricted access to public news events for all news media."

Betty Granger, WLIB New York commentator and woman's editor of *New York Amsterdam News* received Achievement Scroll for "outstanding contributions towards the progress and advancement of Negroes" from Manhattan chapter, National Council of Negro Women. **WLIB** cited for "continuous and distinguished contribution to American Jewish life" by Mizrachi Women's Organization of America.

Phil Silvers, CBS-TV comic, honored by National Television Film council in its annual Christmas luncheon in New York Dec. 15, for "outstanding contributions to the television film industry."

Raymond Spector, president of Raymond Spector Co., N. Y. advertising agency, and head of Hazel Bishop cosmetic firm, received first "Quaker Award" from Golden Slipper Square Club, Philadelphia fraternal-philanthropic organization, for bringing credit to community.



GOV. ABRAHAM A. RIBICOFF (l) of Connecticut presents a resolution passed by both houses of the state General Assembly to Philip Merryman, WICC Bridgeport general manager, citing the station for public service during the New England floods. WICC dropped all regularly scheduled programs for 72 hours to furnish communications to the stricken area.

$53,752,000 IS A LOT OF HAMMERING!



THE MARKET
Pennsylvania Anthracite Region
Retail Sales—$885,484,000
Building Supplies—$53,752,000
THE BUILDERS—
WHWL and WISL
Complete Coverage of 9 Counties
Cost—60 Cents per 1000 Families
NAIL DOWN THIS RICH MARKET!
1954 Consumer Markets—SRDS
See FORJOE & CO.
WISL 1 KW—Shamokin, Pa.
WHWL 1 KW—Nanticoke, Pa.

STATIONS HOOK UP FOR MUSIC

EIGHT STATIONS in an unusual hook-up last week programmed a special pre-Christmas musical. Stations taking part were the two DuMont Bcstg. Corp. stations, WABD (TV) New York and WTTG (TV) Washington; the three Quaker State Network stations, WFIL-TV Philadelphia, WNBF-TV Binghamton, N. Y., and WFBG-TV Altoona, Pa.; WGAL-TV Lancaster, Pa.; WILK-TV Wilkes-Barre, Pa., and WAAM-TV Baltimore. Titled *The Tastykake Christmas Hour* and featuring New York City Center ballet stars Maria Tallchief and Andre Eglevsky, the Philadelpia Orchestra under Eugene Ormandy, and other musical talents, the hour-long program originated Dec. 15 (9-10 p.m. EST) from WFIL-TV. Tasty Baking Co., Philadelphia, was the sponsor through N. W. Ayer & Son, also Philadelphia.

KPTV (TV) CLAIMS COLOR 'FIRST'

FIRST locally sponsored and originated color telecast in the area is KPTV (TV) Portland, Oregon's claim for its weekly series, *The Powerland Story,* sponsored by Pacific Power & Light Co. through McCann-Erickson agency. The color film series deals with hydro-electric power needs of the growing Pacific Northwest and covers almost every large section of the Northwest Power Pool area.

COLOR PRESS SALUTES COLOR TV

COLOR PRESSES saluted color tv when the McClatchy newspapers' *Fresno* (Calif.) *Bee* published a 16-page color tabloid section to herald the local premiere of color film and slides on the McClatchy Bcstg. Co.'s KMJ-TV Fresno. KMJ-TV also pioneered network color transmission in the San Joaquin Valley, it says.

CHOIR CHANTS COMMERCIAL

JINGLE-MAKING is easy, says WTXL Springfield, Mass., a station that's long on creativity, but short on talent to record the ditties. However, the talent problem can be solved, as WTXL did, with a little resourcefulness. Program Director George Erwin, member of a local church choir, talked to his co-choristers. Springfield listeners are now hearing 50 voices lifted *a cappella* in an enthusiastic furniture company jingle.

WTWO PROMOTES WITH POETRY

PROMOTION department of WTWO (TV) Bangor, Me., sat down for its annual reading of "The Night Before Christmas" and came up with visions of sugar plums. It's busy now picking plum accounts resulting from its own new version of Clarence Moore's tale. With appropriate slides the station tells merchants a tale of moving holiday merchandise with WTWO ads.

CELEBRATES NEW COKE BOTTLE

WALT Tampa, Fla., threw its largest studio party to date to help launch Tampa Coca-Cola Bottling Co.'s new large Coke bottle. Disc jockey Gene Garcia invited the first 300 teenagers who telephoned him to see and sip from the new Coke bottle. They all showed up and WALT capped the party's success by signing the bottling company as a new advertiser.

CBS NEWS HITS HIGH POINT

CBS RADIO reports its news coverage has been extended to a new peacetime high of 105 regularly-scheduled broadcasts a week. Latest network news series, which started last Monday, features newscaster Frank Goss (Mon.-Fri., 3:25-3:30 p.m. EST).

FANS HONOR WTIX D.J.

ANNIVERSARY of WTIX New Orleans disc jockey Larry Wilson's 15 years in radio was the impetus for a turnout of more than 2,000 fans to a breakfast broadcast honoring Mr. Wilson last month. WTIX served guests coffee and doughnuts from 6:30 to 10 a.m. and awarded door prizes to its guests. "Larry Wilson Day," promoted on the air by WTIX, got coverage by metropolitan newspapers and high school papers.

WQXR SERIES HONORS MOZART

WQXR NEW YORK has commissioned music authority Herbert Weinstock to write and broadcast a series of 26 programs dealing with the musical career of Wolfgang Amadeus Mozart. These programs, to be on WQXR on Saturday (9:05-10 p.m. EST) January through June, will be the station's major activity in the Mozart Bicentennial celebration.

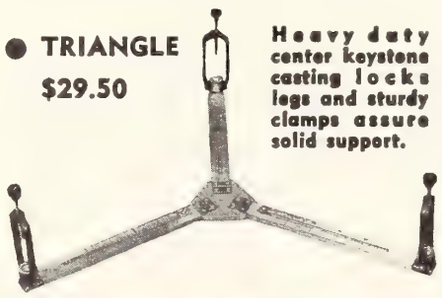
WABD (TV) TO AIR GREETINGS

CHRISTMAS greetings from U. S. servicemen and women stationed throughout the world will be telecast Dec. 25 by WABD (TV) New York on a special two-hour (4:30-6:30 p.m.) program. Approximately 150-200 interviews, running anywhere from 30 seconds to one minute in length, have been filmed by U. S. Army Signal Corps crews as well as their Navy, Airforce and Marine counterparts for screening during the program.

CAMART
TV TRIPOD SUPPORTS

● **TRIANGLE**
$29.50

Heavy duty center keystone casting locks legs and sturdy clamps assure solid support.



● **CAR-TOP CLAMPS**

Insure a steady tripod support for your newsreel camera when atop a station wagon or car platform. Heavy bronze construction. Weatherproof.

Set of three: $28.00



THE CAMERA • MART INC.
1845 Broadway, near 60th Street
New York 23, N. Y. • Circle 6-0930
Cable Address - CAMERAMART

'TIME CAPSULE'

A TAPE RECORDING and a 16 mm sound film were WGN-AM-TV Chicago's contributions to "time capsules" placed in a column of the new $40 million Prudential Bldg. there during civic ceremonies Dec. 8. According to Frank P. Schreiber, vice president of WGN Inc., the tape contains review of news events of the month preceding dedication, while the film shows WGN-TV facilities. WNBQ (TV) also donated film to the capsule [B•T, Dec. 5]. WGN-TV has a steel tower and antenna atop the 41-story building and will build color facilities there. All Chicago radio-tv stations gave special coverage to the dedication ceremonies.

CBC PLANS HOLIDAY SPECIAL

PLANS FOR 5 hours and 45 minutes of special Christmas Day programming are nearing completion for the Canadian Broadcasting Corp., Trans-Canada and Dominion networks. *Christmas Almanac* is the most ambitious radio broadcast undertaken by the CBC in its 20 years. The program will involve an estimated 20,000 miles of network wire-line circuits, more than 30 studios, 20 mobile broadcast teams and some 400 entertainers, commentators, musicians and singers from all parts of Canada and CBS offices in Paris and London, England.

ARMY BUS USED FOR COLOR

BORROWED ARMY recruiting bus was used by WTRF-TV Wheeling, W. Va., to bring the Army-Navy football game in color to Wheeling citizens. And they came out—2,500-strong to see the colorcast on WTRF-TV's curb side RCA receiver. Crisp weather caused a moderate turn-over of watchers, the station says, but there were never fewer than 300 people standing before the color screen.

WRCA COLORCASTS WEATHER

WRCA-TV NEW YORK has set its *Weather with Tex Antoine* program for telecast in color weeknights at 6:45 p.m. and again at 11:10 p.m. EST, in keeping with WRCA-TV's stepped up colorcasting scheduling. The station also reports that it recently made its first use of color through a rear projection system during its 30-minute *Jinx Diary* program.

STEREOPHONIC GOOD WILL

CHRISTMAS feature using stereophonic sound will be aired jointly Dec. 24 by KYW, using its am signal, and WFLN (FM), both of Philadelphia. The program will consist of holiday musical pickups featuring local choirs and caroling groups, including a concert by inmates of Graterford Prison. It will be titled *Sounds of Christmas.* Producers are Gordon Davis, KYW, and Raymond Green, WFLN, with direction by Bill Schwarz, KYW and Jim Gray, WFLN.

ELEPHANT TRUMPETS NEW SHOW

LARGE mechanical elephant outfitted with elephantine signs advertising WRCA New York's new early morning show, *Pulse,* will visit various sections of the city as attention-getter for the program's debut. WRCA promotion plans also include full-page newspaper advertisements, subway and railroad billboards, air promotion and special mailings.

SCHEDULE NEW YEAR SHOWS

NEW YEAR'S Eve gaiety will be brought to New York tv viewers by both WCBS-TV and WRCA-TV, which have scheduled special, sponsored programs to bring in the New Year. WCBS-TV will present *New Year's In New York* (11:15 p.m.-1 a.m. EST), under the sponsorship of the Federal Nut Co. (Chock Full o'Nuts coffee), N. Y., through Grey Adv., N. Y. WRCA-TV's New Years Eve program will feature Guy Lombardo and his orchestra from the Hotel Roosevelt grill (11:15 p.m.-12:15 a.m. EST) under sponsorship of Miss Clairol (hair preparation), N. Y., through Foote, Cone & Belding, N. Y.

CARTB LISTS PROMOTION DATES

A LIST OF holidays and special days marking some historical event in Canada's history has been compiled by the Canadian Association of Radio and Television Broadcasters for use by its member stations in planning special programs. The list is for the calendar year 1956 and also includes dates of regional and national broadcasting association conventions. It is available from the CARTB office at 108 Sparks St., Ottawa, Canada.

AMAHL RETURNS ON NBC

GIAN CARLO MENOTTI'S "Amahl and The Night Vistors," NBC-TV's annual Christmas opera, will be telecast for the sixth consecutive time this year on the *Alcoa Hour,* (Dec. 25, 9-10 p.m. EST). The Aluminum Co. of America sponsors the program through Fuller & Smith & Ross, Pittsburgh.



WBAP-FM Ft. Worth General Manager George C. Cranston (l) and Program Director William Barclay look on as Mrs. Betty Tonahill, owner of Scooters Radio Supply, signs a new 52-week contract for time on the fm outlet. Scooters was one of the charter sponsors of WBAP-FM when the station began separate programming from WBAP last February. Weekday commercial time has operated on a sold out basis since the initial week.

PAPERS USE RADIO

NEWSPAPERS of Manitou Springs, Colo. believe in radio as the medium for their Christmas good will stories. For the third year KCMS-FM Manitou Springs has sold time to the *Colorado Springs Free Press* for a daily program of Christmas choral and orchestra music—no "pops" allowed, and only brief half-hour messages from the sponsor to let listeners know the program is a public service. Another Colorado Springs paper, *Weekend,* has bought a similar program on KCMS-FM this year, and like the *Free Press,* is backing up its programming with printed advertisements.

UNEXPECTED FIND

PUBLICITY stunt of KONA (TV) Honolulu, promoting the station's change from ch. 11 to ch. 2, led to the discovery of an unidentified murder victim.

For seven weeks KONA had been running a treasure hunt contest offering the finder of a hidden replica of the station's tower more than $2,500 in cash and merchandise. A series of clues was given which pinpointed the finding place as Koko Head mountain.

Police estimated that more than 5,000 people were combing the mountain Nov. 16, the day a man's body, with two bullet holes in its head, was found by tower hunters Mr. and Mrs. Herbert Alameda. The tower was found the following night by two Honolulu brothers, Victor and August Cuban, who had been searching daily for seven weeks. Police called the traffic jam created by 10,000 hunters the day the tower was found "the worst in Oahu history."

A police investigation is now underway to determine the identity of the man, believed to have been dead six or eight weeks when found. The bullets were recovered from beneath the body and police said the victim would probably have never been discovered in such inaccessible terrain had it not been for the thousands searching for KONA's "tower."

ALLEN KANDER
AND COMPANY
Negotiator
FOR THE PURCHASE AND SALE
OF RADIO AND TELEVISION
STATIONS
1701 K St., N. W. • Washington 6, D. C., NA. 8-3233
Lincoln Building • New York 17, N. Y., MU. 7-4242
111 West Monroe • Chicago 3, Illinois, RA. 6-3688

Station Authorizations, Applications

(As Compiled by B • T)

December 8 through December 14

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

Cp—construction permit. DA—directional antenna. ERP—effective radiated power. vhf—very high frequency, uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts, mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorizations. SSA—special service authorization. STA—special temporary authorization.

Am and Fm Summary Through Dec. 14

	On Air	Licensed	Cps	Appls. Pending	In Hearing
Am	2,804	2,794	214	300	265
Fm	536	527	51	19	3

FCC Commercial Station Authorizations
As of November 30, 1955 *

	Am	Fm	Tv
Licensed (all on air)	2,791	520	145
Cps on air	17	16	332
Cps not on air	115	20	109
Total on air	2,808	536	477
Total authorized	2,923	556	586
Applications in hearing	164	3	164
New station requests	217	4	28
New station bids in hearing	103	0	111
Facilities change requests	140	5	41
Total applications pending	750	80	289
Licenses deleted in Nov.	1	4	0
Cps deleted in Nov.	1	0	3

*** Based on official FCC monthly reports. These are not always exactly current since the FCC must await formal notifications of stations going on the air, ceasing operations, surrendering licenses or grants, etc. These figures do not include noncommercial, educational fm and tv stations. For current status of am and fm stations see "Am and Fm Summary," above, and for tv stations see "Tv Summary," next column.**

Tv Summary Through Dec. 14

Total Operating Stations in U. S.:

	Vhf	Uhf	Total
Commercial on air	335	102	437
Noncom. Educ. on air	13	4	17

Grants Since July 11, 1952:

(When FCC began processing applications after tv freeze)

	Vhf	Uhf	Total
Commercial	296	315	611[1]
Noncom. Educational	19	17	36[2]

Applications Filed Since April 14, 1952:

(When FCC ended Sept. 28, 1948-April 14, 1952 freeze on tv processing)

	New	Amend.	Vhf	Uhf	Total
Commercial	964	337	759	542	1,301[3]
Noncom. Educ.	59		32	27	59[4]
Total	1,023	337	791	569	1,360[5]

[1] 156 Cps (32 vhf, 124 uhf) have been deleted.
[2] One educational uhf has been deleted.
[3] One applicant did not specify channel.
[4] Includes 34 already granted.
[5] Includes 642 already granted.

FCC ANNOUNCEMENTS

New Tv Stations . . .

ACTIONS BY FCC

Monroe, La.—State Dept. of Education granted vhf ch. 13 (210-216 mc); ERP 28.2 kw vis., 14.1 kw aur., ant. height above average terrain 520 ft., above ground 537 ft. Estimated construction cost $236,960, first year operating cost $125,000, revenue none. Post office address % Honorable Shelby M. Jackson, State Supt. of Public Education, State Capitol Bldg., Baton Rouge 4, La. Studio and trans. location Monroe. Geographic coordinates 32° 31′ 59″ N. Lat., 92° 06′ 40″ W. Long. Trans. and ant. GE; legal counsel, Roberts & McInnis, Washington. Consulting engineer, Frank H. McIntosh, Washington. Station is to be nonprofit outlet for educational purposes and owned by State of Louisiana. Granted Dec. 14.

Clovis, N. M.—Telepolitan Bcstg. Co. application for new tv to operate on ch. 12 in Clovis dismissed at request of attorney on Dec. 9. Announced Dec. 14.

Madison, Wis.—Radio Wisconsin Inc. granted vhf ch. 3 (60-66 mc); ERP 100 kw vis., 50 kw aur.; ant. height above average terrain 794.5 ft., above ground 706 ft. Estimated construction cost $829,840.26, first year operating cost $700,000, revenue $785,000. Post office address Commercial State Bank Bldg., Madison. Studio location Madison. Trans. location 6.0 miles west-southwest of Madison. Geographic coordinates 43° 01′ 52″ N. Lat., 89° 30′ 18″ W. Long. Trans. and ant. RCA. Legal counsel Scharfeld, Jones & Baron, Washington. Consulting engineer Jansky & Bailey, Washington. Radio Wisconsin is licensee of **WISC-AM-FM Madison.** Principals are: Pres. **Ralph M. Immell** (17.3%), attorney, retired major general, interests in construction, agriculture and other firms; Vice Pres. **Russell A. Nelson** (5%), construction and manufacturing interests; Secy. **Ralph R. O'Connor** (5%), gen. manager of Radio Wisconsin; Treas. **H. Kenneth Harley** (5%), public utility and investment interests; **George H. Johnson** (5%), manufacturing, banking, insurance interests; **Morgan Murphy** (15.2%), financial or corporate interest in nine newspapers including 74.2% ownership of *Superior* (Wis.) *Evening Telegram*, 20.1% interest **WEBC Duluth, Minn.**, 14⅓% owner **WEAU-AM-FM-TV Eau Claire, Wis.**, pres. (no stock) of **KVOL-AM-FM-TV Lafayette, La.**, secy.-treas. (no stock) of **KGTV (TV) Des Moines, Iowa**, plus other non-broadcasting holdings; **W. C. Bridges** (no stock), 10% owner WEBC, 18⅔% owner WEAU-AM-FM-TV, pres. (no stock) of KGTV (TV), and 74.5% owner **WJMC Rice Lake, Wis.**; **Elizabeth B. Murphy** (.2%), holding in two newspapers, owner of *Stock & Dairy Farmer* magazine, 40% owner WEAU-AM-FM-TV; **Harry Sauthoff** (12.5%), no other broadcasting interests, and **Evening Telegram Co.** (34.8%), holds controlling interest of eight newspapers, minority interest in another paper and is 32% owner of WEBC. Granted Dec. 7. Announced Dec. 12.

APPLICATIONS

Rochester, N. Y.—WHEC-TV, WVET-TV (both Rochester), uhf ch. 27 (548-554 mc); ERP 19.86 kw vis., 11.95 kw aur.; ant. height above average terrain 405 ft., above ground 405 ft. Estimated construction cost $36,821, first year operating cost $62,000, revenue $62,000 (WVET-TV estimates). (WHEC-TV estimates are, respectively, $74,350; $60,000; $50,000.) Post office address 40 Franklin St., and 17 Clinton Ave., South, Rochester. Studio location 40 Franklin St., Rochester. Trans. location Brighton (Rochester 18). Geographic coordinates 43° 08′ 07″ N. Lat., 77° 35′ 02″ W. Long. Trans. and ant. GE. Legal counsel, Dow, Lohnes & Albertson, Washington (for WHEC-TV), Spearman & Roberson, Washington (for WVET-TV). Consulting engineer, Richard Blackburn, Rochester. Applicants are presently licensed as share-timers on ch. 10 in Rochester. Present application would make the applicants share-timers on ch. 27 without relinquishing present ch. 10 operation. Filed Dec. 8.

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APPLICATIONS AMENDED

Caribou, Me.—Elson Television Co. amends application for new tv to change station location to Caribou, Me. (was Presque Isle, Me.), change trans.-studio location to Alt. U.S. 1, 0.75 miles east of Aroostook River, Caribou Township, change ant. height to 297 ft. above average terrain; make equip. changes. Amended Dec. 8.

Cheboygan, Mich.—Straits Bcstg. Co. amends application for new tv to submit additional financial data, change ERP to 1.167 kw vis., 816 w aur., change type trans., ant. system and make equipment changes. Filed Dec. 9.

Laurel, Miss.—Laurel Television Co. amends appliction for new tv to furnish additional financial data, make change in stock and stockholders and directors. Amended Dec. 14.

Clovis, N. M.—Video Independent Theatres Inc. application for new tv amended re financial data and slight ant. change. Ant. height above average terrain 160.3 ft. Amended Dec. 8.

PETITION

WLYC Williamsport, Pa.—Petitions FCC to amend sec. 3.606 so as to assign ch. 26 to Williamsport. Announced Dec. 9.

Existing Tv Stations . . .

ACTIONS BY FCC

KWK-TV St. Louis, Mo.—Granted ERP of 100 kw vis., 50 kw aur. with ant. 1,110 ft. above average terrain. Granted Dec. 13.

KNOX-TV Grand Forks, N. D.—Granted ERP of 28.2 kw vis., 14.1 kw aur. with ant. 220 ft. above average terrain. Granted Dec. 9.

WSM-TV Nashville, Tenn.—Granted ERP of 100 kw vis., 50 kw aur. with ant. 1,440 ft. above average terrain. Granted Dec. 13.

KHQ-TV Spokane, Wash.—Granted license and ERP of 100 kw vis., 50 kw aur., with ant. 940 ft. above average terrain. Granted Dec. 9.

APPLICATIONS

WTVJ (TV) Miami, Fla.—Seeks cp to change aur. ERP to 50 kw. Ant. height above average terrain 950 ft. Filed Dec. 13.

WTVE (TV) Elmira, N. Y.—Seeks mod. of cp to change ch. from 24 to 9, change ERP to 190.5 kw. vis., 95.5 kw aur. Ant. height above average terrain 1,168 ft. Filed Dec. 14.

KHAD-TV Laredo, Tex.—Seeks mod. of cp to

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change aural ERP to 1.07 kw and make minor equipment changes. Filed Dec. 14.

New Am Stations . . .

ACTIONS BY FCC

Arcata, Calif.—Vernon Wallace Emmerson granted 1340 kc, 250 w unl. Post office address 225 Shirley Blvd., Arcata. Estimated construction cost $35,446.40, first year operating cost $51,600, first year revenue $54,000. Mr. Emmerson is businessman and formerly was with **KHUM Eureka, Calif.**, and **KUJ Walla Walla, Wash.** Granted Dec. 14.

Atlanta, Ga.—Greater South Bcstg. Co. granted 1480 kc, 5 kw D. Post office address 314 Luckie St., N.W., Atlanta. Estimated construction cost $29,643, first year operating cost $52,000, revenue $65,000. Principals include: Pres. **P. H. Whitcraft** (19.04%), food packer; Vice Pres. **Otis F. Simpson** (4.76%), meat wholesaler; Secy.-Treas. **George F. Estey** (14.28%), Southern Airways treas., and **General Industrial Corp.** (14.28%), warehousing firm. Granted Dec. 14.

Mount Clemens, Mich.—Mt. Clemens Bcstg. Co. granted 1430 kc, 500 w D. Post office address % Phillip Nusholtz, National Bank Bldg., Detroit. Estimated construction cost $47,825, first year operating cost $35,000, revenue $45,000. Principals are: Pres. **Morris H. Ravitz** (22%), Wayne County, Mich., employe; Secy. **Robert Maxwell** (29%), announcer-producer **WWJ-TV Detroit**, and Vice Pres. **I. Jack Korman** (49%) one-third owner of scrap concern. Granted Dec. 14.

Painesville, Ohio—Somerset Bcstg. Co. granted 1460 kc, 500 w D. Post office address P. O. Box 231, Somerset, Pa. Estimated construction cost $21,682, first year operating cost $54,000, revenue $68,000. Somerset is licensee of **WVSC Somerset.** Granted Dec. 14.

Big Spring, Tex.—J. Homer McKinley application for cp to operate on 1270 kc, 1 kw D, returned to applicant; not signed. Returned Dec. 14.

Mexia, Tex.—Bi-Stone Bcstg. Co., granted 1590 kc, 500 w D. Post office address Box 309, Athens, Tex. Estimated construction cost $13,940, first year operating cost $30,000, revenue $36,000. Applicant is wholly owned by **J. B. McNutt Jr.**, sole owner of **KBUD Athens, Tex.** Granted Dec. 7; announced Dec. 8.

Buffalo, Wyo.—Northern Wyoming Bcstg. Corp. granted 1450 kc, 250 w unl. Post office address P. O. Box 622, First National Bank Bldg., Sheridan, Wyo. Estimated construction cost $12,554, first year operating cost $24,981, revenue $35,000. Principals are: Pres. **Donald J. Grimes** (15%), railroad wire chief; Secy.-Treas. **Catherine M. Grimes** (15%), housewife, and Vice Pres. **Lee R. Johnson** (15%), owner of novelty store with wife (15%). **Vernon S. Maxwell** (40%), is co-owner cafe and bar. Granted Dec. 14.

Honolulu, Hawaii—Christian Bcstg. Assn. granted 870 kc, 1 kw unl. Post office address 1136 12th Ave., Kaimuki, Honolulu. Estimated construction cost $3,800, first year operating cost $24,000, revenue $30,000. Applicant is licensee of **KAIM (FM) Honolulu.** Granted Dec. 14.

APPLICATIONS

Little Rock, Ark.—Ebony Radio, 1440 kc, 1 kw D. Post office address Box 3127, Jackson, Miss. Estimated construction cost $16,222.60, first year operating cost $48,000, revenue $60,000. Applicant is wholly-owned by **John M. McLendon,** 50% owner of **WNLA Indianola, Miss.,** 50% owner of **WOKJ Jackson, Miss.,** and gen. manager of **WKDL Clarksdale, Miss.** Filed Dec. 13.

Jacksonville, Fla.—Robert Hecksher, 550 kc, 1 kw D. Post office address Box 1486, Fort Myers, Fla. Estimated construction cost $22,472, first year operating cost $35,000, revenue $44,000. Mr. Hecksher is owner of **WMYR Fort Myers.** Filed Dec. 14.

Key West, Fla.—Ken-Sell Inc., 1500 kc, 250 w unl. Post office address P. O. Box 2148, West Palm Beach, Fla. Estimated construction cost $8,830, first year operating cost $72,000, revenue $100,000. Applicant is owner of **WIRK West Palm Beach** and 40% owner **WIRK-TV** there. Filed Dec. 9.

Lafayette, Ind.—J. E. Willis, 1410 kc, 1 kw D. Post office address 121 Barberry Lane, Lexington, Ky. Estimated construction cost $33,221.84, first year operating cost $48,000, revenue $60,000. Mr. Willis is former gen. manager-minority stockholder of **WLAP-AM-FM Lexington, Ky.** Filed Dec. 14.

Corinth, Miss.—Triangle Bcstg. Co., 1330 kc, 1 kw D. Post office address 614½ Waldron St., Corinth. Estimated construction cost $16,237.03, first year operating cost $21,575, revenue $36,200. Principals are equal partners; they are as follows: **Luther C. Moore,** haberdasher; **W. E. Gray,** dry cleaner; **Charles W. Bolton,** school teacher, and **E. H. Huntley,** employe of **WBIP Booneville, Miss.** Filed Dec. 13.

Chillicothe, Ohio—Glacus G. Merrill, 1350 kc, 500 w D. Post office address P. O. Box 1526, Clarksburg, W. Va. Estimated construction cost $15,000, first year operating cost $26,000, revenue $32,000. Mr. Merrill formerly had interests in **WHAR Clarksburg** and **WKYR Keyser,** both **W. Va.** Filed Dec. 9.

Clinton, S. C.—Clinton Bcstg. Co., 1410 kc, 500 w D. Post office address Rt. 1, Greenville, S. C. Estimated construction cost $11,520, first year operating cost $30,000, revenue $39,000. Principals are: **Virginia S. Greer** (34%), housewife; **J. T. Presson** (20%), engineer-announcer **WELP Easley, S. C.**; **H. E. Payne** (20%), feed store owner; **Cleatus O. Brazzell** (13%), commercial and gen. manager of WELP, and **Henry O. McDonald Jr.** (13%), chief engineer-announcer of WELP. Filed Dec. 14.

Harrisonburg, Va.—Richard Field Lewis Jr., 1150 kc, 1 kw D. Post office address P. O. Drawer 605, Winchester, Va. Estimated construction cost $30,200, first year operating cost $55,000, revenue $60,000. Mr. Lewis is owner of **WINC, WRFL (FM) Winchester, Va.**; **WFVA Fredericksburg, Va.**; **WSIG Mount Jackson, Va.**; **WHYL Carlisle, Pa.,** and **WAYZ Waynesboro, Pa.** Filed Dec. 9.

APPLICATION RESUBMITTED

Selmer, Tenn.—Shiloh Bcstg. Co. seeks reinstatement of application for cp for new am to operate on 1010 kc, 500 w D which was dismissed at request of applicant Oct. 31.

APPLICATIONS AMENDED

Madera, Calif.—Mondo Bcstg. Co. application for new am to operate on 1250 kc, 1 kw D amended to change power to 500 w. Amended Dec. 13.

Westport, Conn.—Westport Bcstg. Co. application for new am to operate on 1300 kc, 1 kw D amended to change to 1260 kc and change trans. location. Amended Dec. 13.

Homestead, Fla.—South Dade Bcstg. Co. application for new am to operate on 1430 kc, 500 w D amended to change trans. location. Amended Dec. 13.

Lansing, Mich.—Booth Radio & Television Stations Inc. application for new am to operate on 1390 kc, 500 w D amended to change to 730 kc; install DA-D, change trans.-studio location and make equipment changes. Filed Dec. 9.

Lexington, Mo.—Lexington Bcstg. Co. application for cp to operate on 1570 kc, 250 w D amended to change trans. and studio locations. Amended Dec. 13.

Existing Am Stations . . .

APPLICATIONS

WMRY New Orleans, La.—Granted increased power on 600 kc D from 500 w to 1 kw. Granted Dec. 14.

WNBZ Saranac Lake, N. Y.—Granted change from 1450 kc to 1240 kc, operating with 250 w unl. Granted Dec. 14.

Morristown, Tenn.—Clifford G. Frost cp for new am to operate on 1150 kc, 1 kw D, rescinded because of mutually exclusive application of Cherokee Bcstg. Corp. to change facilities of **WCRK Morristown** from 1450 kc, 250 w unl. to 1150 kc, 1 kw-LS 500 w N, DA-N, which was on file prior to date of Frost grant. Announced Dec. 14.

WNVA Norton, Va.—Granted change from 1050 kc, 1 kw D to 1350 kc, 5 kw D with remote control from main studio site. Granted Dec. 14.

KIKI Honolulu, Hawaii—Granted change from 860 kc to 830 kc, operating with 250 w unl. Granted Dec. 14.

APPLICATIONS

Trumann, Ark.—Poinsett County Bcstg. Co. seeks mod. of cp (which authorized new am station) to change ant.-trans. location. Filed Dec. 14.

WKXY Sarasota, Fla.—Seeks mod. of cp to change hours from D to unl. using power of 500 w N, 1 kw D; change from DA-D to DA-2 and make ant. system changes. Filed Dec. 13.

KJEF Jennings, La.—Seeks cp to increase D power from 500 w to 1 kw. Filed Dec. 13.

KDLM Detroit Lakes, Minn.—Seeks cp to change from 1360 kc to 1340 kc, change power from 1 kw to 250 w, change hours of operation from D to unl. and make equipment changes. Filed Dec. 9.

WFRM Coudersport, Pa.—Seeks cp to increase power from 500 w to 1 kw and make equipment changes. Filed Dec. 14.

WBLR Batesburg, S. C.—Seeks mod. of cp to change from 1410 kc to 1430 kc, to increase power from 1 kw D to 5 kw D. Filed Dec. 13.

WCRK Morristown, Tenn.—Seeks cp to change from 1450 kc to 1150 kc; increase power from 250 w to 500 w N, 1 kw D, install DA-N, change ant.-trans. location and make equipment changes. Filed Dec. 8.

WPUV Pulaski, Va.—Seeks cp to change power from 5 kw, 500 w D (Canadian restricted—lower power is used 2 hours after sunrise and 2 hours before sunset to protect Canadian frequencies) to 5 kw, 1 kw D (Canadian restricted). Filed Dec. 13.

KITI Chehalis, Wash.—Seeks mod. of license to change station location to Chehalis-Centralia, Wash., and add new main studio at Lewis & Clark Hotel, Centralia, Wash. Filed Dec. 9.

KWIE Kennewick, Wash.—Seeks mod. of license to change station location to Kennewick-Richland-Pasco, Wash. Filed Dec. 13.

KBRC Mount Vernon, Wash.—Seeks cp to increase N power from 500 w to 1 kw and make DA system changes. Filed Dec. 9.

KANI Kaneohe, Oahu, Hawaii—Seeks mod. of license to change main studio location to "to be determined", Kailua, Hawaii, on 1150 kc; waiver of sec. 3.30 of rules. Filed Dec. 13.

APPLICATION AMENDED

KGMS Sacramento, Calif.—Application for cp to change hours of operation from D to unl., using 1 kw; change from DA-D to DA-2, and change trans.-studio location amended to decrease N power to 500 w. Amended Dec. 13.

PETITION

Daytime Broadcasters Inc.—Petitions FCC to amend rules and regulations so as to provide stabilized and extended fixed hours for D stations. Announced Dec. 9.

New Fm Stations . . .

ACTIONS BY FCC

Storrs, Conn.—Application by **Husky Network** for new non-commercial fm station returned re frequency. Announced Dec. 8.

Nacogdoches, Tex.—Lee Scarborough, granted 100.1 mc, 330 w unl. Post office address P. O. Box 248, Nacogdoches. Estimated construction cost $3,250, first year operating cost $2,550, revenue $7,448. Mr. Scarborough is radio-tv sales service store owner. Granted Dec. 14.

Existing Fm Stations . . .

APPLICATIONS

KBMS (FM) Glendale, Calif.—Seeks mod. of cp. to change studio site to 135 S. Kenwood St., Glendale. Also requested: ERP of 17.8 kw; ant. height above average terrain, 774 ft. and make equipment changes. Filed Dec. 14.

WDSU-FM New Orleans, La.—Seeks cp to change trans. location to Tournefort St. between Celestine and Josephine Sts., New Orleans, and ERP to 3.18 kw with ant. 781 ft. above average terrain. Filed Dec. 8.

WCRB-FM Waltham, Mass.—Seeks cp to change ERP to 9.2 kw; ant. height above average terrain

(Continues on page 111)

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No charge for blind box number. Send box replies to

BROADCASTING • TELECASTING, 1735 DeSales St. N. W., Washington 6, D. C.

APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING • TELECASTING expressly repudiates any liability or responsibility for their custody or return.

RADIO

Help Wanted

Managerial

Sales manager for progressive long established 250 Mutual in coastal North Carolina 17,000 market. Outstanding opportunity for successful, hard-working, radio-experienced salesman of good character. Guaranteed draw, expenses, profit percentage has $7-8,000 potential to start. Tell all, soonest available. Box 682E, B•T.

Sales manager. Must have strong sales background in competitive market. Can invest. California indie. Send resume, photo and date available. Box 771E, B•T.

Salesmen

Young, aggressive salesman for midwest metropolitan station. Excellent opportunity. Guaranteed salary and commission. Box 683E, B•T.

Georgia metropolitan 1000 watt independent needs top-notch salesman with successful background. Good commission and promotion for right man selling hillbilly, gospel and race. Low staff turnover. Good opening in big market. Box 729E, B•T.

Salesman: If you are a top-notch producer with a proven record we want you. Good guaranteed draw plus 5 figure earnings with growing multiple operations in midwest. Please write fully. Box 762E, B•T.

Immediate opening for salesman at Okmulgee, Oklahoma, can also take complete charge of remote studio in city, 10,000. Should be fair announcing. Salary and sales. Guarantee plus liberal commission. Contact Manager, KHB Radio Station.

Immediate opening for aggressive salesman. Salary and incentive. Must be experienced in major market operation. Write directly to Gus Nathan, Commercial Manager, WKNB, 1422 New Britain Avenue, West Hartford, Conn.

Hard-hitting salesman. Experienced only. We're growing fast. Name your own terms! Immediately. Paul Parker, General Manager, WLAS, Jacksonville, N. C.

PROFESSIONAL RADIO MEN

My organization needs men, not boys. It needs young men who are thoroughly experienced, men not over 30 nor with less than 3 years radio experience and/or schooling. You must be good . . . a professional *in fact.* Two classes of jobs are open: transmitter engineers and staff announcers . . . No combo men. Above-average starting salaries, guaranteed periodic increases, excellent plants and working conditions plus liberal vacation policy. Only sincere, honest men who truly want *more* out of radio need apply. Send tape and resume. Qualified will be personally interviewed.

Moyer Radios

Taylorville, Illinois

RADIO

Help Wanted—(Cont'd)

Wanted . . . successful, experienced salesman for 50 kw station. $400. monthly guarantee. Rush resume, photo and references to Mrs. Kay Feily, WPTR, Albany, New York.

Due to promotion, have opening for two top-notch salesmen, with one of America's top 24-hour independent radio stations in top thirty markets. Large draw, plenty of choice agency and local accounts. Looking for a man who wants to earn $12,000 to $15,000 a year and has the ability to do it. Write all first letter, P. O. Box 1588, Louisville, Kentucky.

Announcers

Experienced announcer-chief engineer. Virginia daytimer. 50-hour week, $80.00. Send tape, photo, resume. Box 595E, B•T.

Progressive fulltime independent with modern new facilities has immediate opening for mature, versatile, experienced announcer to do board shift and assist in other duties. Good pay, congenial staff. If you are afraid of work, do not apply. Box 671E, B•T.

Wanted: Staff announcer who is ready for competitive market of 125,000. Salary entirely dependent on experience and ability. Send tape and resume immediately. Box 690E, B•T.

Announcer: Pennsylvania station needs man with control board experience and potential for developing into air-personality. Good voice. Box 711E, B•T.

Rapidly extending nationally owned tv and radio operation needs two announcers, experienced all phases radio and/or tv including live camera pitches. Rush complete details, audition and photo. Box 716E, B•T.

DJ with air personality—must have bright, friendly style—be able to sell and to read newscasts intelligently—no jive boys! Mature DJ who will give us a good show and top ratings in Michigan second market, Flint. Send tape, resume—if you're the man, we will discuss salary. Box 741E, B•T.

Combo men, experience needed. Chief engineer, announcers for programming and copywriting, daytimer—50 hours week—$65 to $85. Send tape, photo and resume. Box 776E, B•T.

Engineer-announcer. Combination position open. Contact Radio Station KCOW, Alliance, Nebraska.

Excellent salary for fully experienced announcer. Personal interview required. Write KSWI, Council Bluffs, Iowa, for appointment.

Wanted: Alert, experienced copywriter-announcer. This man will join busy, congenial staff. Rush tape, photo, sample copy, resume. Si Willing, Manager, KTLD, Tallulah, La.

Need early in 1956; Experienced, versatile announcer for afternoon shift and one night weekly. Afternoon format flexible format with music, news, weather, interviews, special events. Color on sports. Excellent facilities, good working conditions, and chance to be team member of top-notch radio station with tv affiliation. Write C. L. Hinkle, KWTX, Waco, Texas.

Staff announcer. Music, news, ad-lib and board ability. Send tape, resume to WBCK, Battle Creek, Michigan.

Announcers send your audition or come see me for position at WCNT, Centralia, Illinois, experience.

Morning news announcer with background in writing and delivery local news. 40 hour week. Send full details including salary requirements to William Winn, PD, WESB, Bradford, Pennsylvania.

Combo announcer-engineer with emphasis on announcing. Immediate opening. Forward tape and full particulars to V. G. Balkcum, WGBR, Goldsboro, N. C.

RADIO

Help Wanted—(Cont'd)

Morning man. Rural station near Washington, D. C. Salary commensurate with ability, experience. Rush tape, photo, resume. WKIK, Leonardtown, Maryland.

Wanted: Experienced announcer with first phone license. $1.76 per hour. WKNK, Muskegon, Michigan.

Top deejay-announcer for personality shows. You can earn top dough. We want top man. Experienced only. Immediately. Paul Parker, General Manager, WLAS, Jacksonville, N. C.

WLOF, Orlando, Florida, needs announcer with first class ticket for night shift. Good pay and opportunities. Send tape and full particulars immediately.

Technical

Chief engineer-combo announcer or sales. Can invest. California indie. Send resume, photo, date available. Box 772E, B•T.

Combination announcer-engineer needed at once. Strong on engineering. Call immediately if interested in northern Minnesota. Box 775E, B•T.

Wanted for growing 5 kw fulltime: a capable engineer who knows both theory and practice, who is good with his hands as well as his head. We are looking for a good man who likes creative construction and thorough maintenance, with a minimum of supervision. No announcing. Experience desirable but not essential. If you don't fit these specifications, please don't apply. If you do, please let us hear from you soon. WCOJ, Coatesville, Pa.

First class operator, permanent. $1.25 per hour. WHBN, Box 247, Harrodsburg, Ky.

Chief engineer-announcer. New beautifully-equipped 1000 watt daytimer. Send resume and tape or call for interview. Bill Duke, Main 4-4908, WKDL, Clarksdale, Miss.

Engineer-announcer. Experienced only. Must be good! We pay top price! Immediately. Paul Parker, General Manager, WLAS, Jacksonville, N. C.

Fully experienced chief engineer to take charge am-fm operation. Must have know-how to meet all technical problems. Present chief retiring because of health. Excellent opportunity for man who wants stable hours, good working conditions, salary, and executive responsibility. Send details to WMIX, Mt. Vernon, Ill.

Programming-Production, Others

Copywriter needed at once. Male or female. Must type fast. Some air work. Contact Ken Kendrick, KVBC, Farmington, N. M.

Program director-announcer—experienced, for 1kw CBS affiliate. Immediate opening. KVOR, Colorado Springs, Colo.

Charles W. Levene—Charles W. Asburn, please write James H. Rees, Union National Bank, Fayetteville, Tennessee, giving your current address.

Situations Wanted

Managerial

Nation's best general manager—radio or television. Experienced in national and local sales, engineering, personnel, production and programming. Well-know throughout the industry. Available at once. Box 985C, B•T.

Young, aggressive broadcaster currently employed major market seeks management of small town station. Nine years experience all phases. Interested Minnesota, Wisconsin, Iowa. Reply Box 736E, B•T.

Manager-chief engineer available January. Prefer new enterprise in Florida. Consider other location or conditions. Top references, character and technical. Box 740E, B•T.

Experienced station manager. Heavy on sales, public relations, any type announcing and continuity writing. Family man, best of references. Write Box 751E, B•T.

General manager with years small market experience desires opportunity in progressive market. Have tremendous sales ability, do character program, can supervise or fill any radio position. Civic-minded, family, excellent references. Prefer Carolinas, Virginia, Tennessee. Employer knows of ad. Write Box 761E, B•T.

RADIO

Situations Wanted—(Cont'd)

Managerial

Senior account executive, now employed network basic station, wishes to relocate, New York State, New England. Looking for opportunity in management. Experienced independent and affiliate stations. Box 778E, B•T.

Manager and sales director . . . twenty years experience . . . dependable, efficient . . . references. Box 769E, B•T.

Salesmen

Salesman, DJ, engineer, continuity, programming, production, 6 years. College. Employed. Box 565E, B•T.

Employed manager - salesman - engineer wants quick change, Oklahoma, Texas. Box 675E, B•T.

Ohio, Salesman, high calibre. Announcer, good voice. Experienced. First class license. Accent on sales. Box 738E, B•T.

Announcers

Mature beginner, college, radio-tv school, good board training. Particular interest in news; good delivery. Now in Chicago, location unimportant. Box 657E, B•T.

Recent broadcasting graduate with first phone license seeks employment as combo man or announcer. Tape, photo, etc. on request. Box 684E, B•T.

Looking for competent announcer? Well here I am raring to go. Thoroughly trained in news, commercials, DJ work, sportscasting. Money not critical, right opportunity is. Box 689E, B•T.

Experienced announcer. Desires permanent position in Florida. Excellent background. Available now. Tape. Box 731E, B•T.

Deep, resonant voiced announcer with working knowledge of the business. Prefer news, commercial DJ. Available immediately. Box 732E, B•T.

Top-flight announcer, currently employed as program director at major market regional net affiliate—must move to lower altitude, preferably west coast, for wife's health. More than ten years experience in play-by-play sports, news director at major station, staff work, programming. 30 years old with lots of future at right station. Tapes, background, available. Write Box 734E, B•T.

Attention: East Coast. Reliable, hard worker, authoritative delivery. Want permanent position. Experience. 3rd phone. Radio-tv. Single. Box 743E, B•T.

Top Chicago staff and morning man looking for top in top market that is looking for an audience builder. Minimum of $400.00 monthly salary. Box 748E, B•T.

Low pressure staff sells commercials with sincere, friendly approach. Employed 5000 watt independent desires relocation. 4 years experience, college education, married. Three month trial, then yearly contract. Box 750E, B•T.

Good small station man. Heavy experience—good voice. Southeast. $85—40 hours. Box 753E, B•T.

Alabama, Florida, Georgia . . . warm. "That's what I like about the south." DJ, sports, versatile, experienced, reliable, "I wish I were in Dixie." Box 754E, B•T.

Announcer: Five years experience, can also do some selling, servicing and copywriting. Desire change for personal reasons, available about January 10. Warm climate preferred. Box 757E, B•T.

Staff announcer—7 years experience all phases radio production. Want position in Texas. Salary $95.00 weekly. Can program—sell! Box 766E, B•T.

News, sports, music continuity, overall good staff man. Employed 3 years, one station. Married, age 21. Desire security and $100 weekly. Write Box 767E, B•T.

New York City announcer, well rounded commercial experience, authoritative news, versatile deejay. Wishes to settle Miami area or other major market in Florida. Box 768E, B•T.

Announcer-DJ, news, sports, experienced. George Alley, 200 Portage, Ticonderoga, N. Y.

Announcer, 1st phone, 3 years experience. Edward Fehl, 1512 E. Morrell St., Streator, Illinois.

Experienced announcer relocating permanent staff. Versatile, reliable air personality. News, commercials. Teenager platter appeal. Tom Hopkins, Box 92, Bernardsville, New Jersey. Bernardsville 8-0538.

RADIO

Situations Wanted—(Cont'd)

Experienced DJ-announcer. News, commercials, control board. Veteran, single, third ticket. tape available. Desires radio-tv location. Roy Mergner, 127 Ramsey Avenue, Keansburg, N. J.

1st phone 4 years broadcasting experience. Desire position in same. Clarence Williams, 100 W. 139 Street, New York, N. Y., AU 3-0122.

Technical

Engineer, 1st phone, experience all phases broadcast, operation, maintenance. West preferred, married. No announcing. Box 707E, B•T.

Chief engineer-announcer—experienced 250 to 50 kw, degree, car, tv training. Box 746E, B•T.

Production-Programming, Others

Presently employed general manager of successful small 250 watt station interested in general learning job in tv. Applicant is young with five years experience in all phases of radio. Prefer non-metropolitan market. Box 662E, B•T.

Experienced tv director. Strong local station background with some network experience. Experienced in programming and execution of all production elements. Understand tv station economics. Box 702E, B•T.

PD-announcer — thoroughly experienced PD — strong on news, sports and music. Excellent background, references. Northeast. Box 725E, B•T.

Program-news director desires relocation progressive station. Fully experienced radio news, DJ, announcer. Married; excellent references. Box 749E, B•T.

Girl with promotion ideas, management, production, programming, continuity. Salary open. Like to locate permanently in smaller midwest city (10,000). Now employed traffic manager (2 years). Write for resume. Box 759E, B•T.

Newsman experienced in picking it up and writing it down. Two years experience on-camera. Single, veteran. Reply: Don Meighan, KENI, Anchorage, Alaska.

TELEVISION

Help Wanted

Salesmen

Successful, thoroughly experienced tv sales manager needed immediately for NBC outlet in rich market. Send complete information, first letter, to Box 782E, B•T.

Announcers

Experienced announcer need for full power Michigan vhf staff and on-camera work. Personality type with punch. Send photo and resume. Box 642E, B•T.

Wanted: Tv morning man—mature two hour show daily competition is network. Salary open. Prefer southern New England performer. Box 744E, B•T.

Rapidly extending nationally owned tv and radio operation needs two announcers, experienced all phases radio and/or tv, including on-camera pitches. Rush complete details, audition and photo. Box 777E, B•T.

Announcer for television staff work. Need not be experienced in television. Must have radio background. Write J. W. Kelin, Jr., PD, Post Office Box 470, Rockford, Illinois.

Technical

South Florida, full power vhf station, needs studio engineer with maintenance experience. Box 779E, B•T.

Transmitter and studio engineers for new station. RCA or DuMont experience preferred but not necessary. Phone El Dorado, Arkansas, Union 2-3480 or write to Mr. Carrol Blewster, KRBB-TV Station.

Experienced studio maintenance engineer. Top salary. KTBS-TV, Shreveport, La.

TELEVISION

Help Wanted—(Cont'd)

Programming-Production, Others

Experienced program director needed, with plenty of ideas, for No. 1 station in this market. Send full info immediately to Box 783E, B•T.

Have openings for the following positions to right after the first of the year: One traffic manager, experienced; one film editor, girl, experienced or schooled; two continuity writers, experienced in tv preparation. These positions must be competently filled immediately, so if you can provide the qualifying background, experience and references to prove it, send resume, picture and full details to Program-Production Department, WSAV-TV, Liberty National Bank Building, Savannah, Georgia.

Situations Wanted

Salesmen

Top-flight radio time salesman. Eight years experience. Annual earnings have been in excess of $10,000. Family man age 33. Want tv opportunity. Reply Box 728E, B•T.

Radio sales manager, experienced announcer-newscaster, college graduate, veteran, married, dependable, mature, sober. Box 774E, B•T.

Announcers

Announcer, 10 years experience radio and television, specialty news, seeks employment with future in major market. Proven commercial record. Box 755E, B•T.

College graduate, BM, 30 years. 10 years in show business, 4 years radio. Experience in radio directing, production, announcing, remotes, currently doing DJ, plus sales. Interested in—tv shows, announcing and directing. Desire midwest with talent potential. Box 760E, B•T.

Technical

First class television engineer seeks permanent position. Three years experience all phases studio work. Married. Prefer midwest or Florida. Available immediately. Box 739E, B•T.

Tv engineer, rounded experience, desires control room work. Eastern U.S.A. Box 756E, B•T.

Programming-Production, Others

Imaginative and energetic film director with 5 years network and local background in station film operations, news, film production, public relations. College. Seeks position as film director and/or assistant program director with community-conscious station in active market. Resume and references. Box 727E, B•T.

Best producer-director, four years local tv experience . . . talented . . . imaginative . . . personable . . . can fill your demands! Box 745E, B•T.

Tv director; producer, announcer, writer, emcee. 14 years all phases radio and tv. Present position, seven years (1-A market). Responsible family man, liberal arts education, excellent credit rating, civic-minded, home owner. Network production and announcing. Consider small or large area with progressive outlook. Box 747E, B•T.

Hell of a producer available January 1. Box 780E, B•T.

(*Continued on next page*)

VALUABLE FRANCHISE FOR EXECUTIVE SALESMEN

Well rated concern national in scope. Advertising or intangible experience necessary. No investment or inventory. A business of your own with protected territory. Men must be of high caliber, educated, nice appearance, and experienced in calling on top management. Reference required. 95% renewal year after year. We have testimonial letters from over 80% of our customers. This is a startling new idea, but old enough to be proven. This is prestige advertising and Public Relations in its most palatable form. We are now setting up restricted territory. Our plan of pay is much better than a draw. If you can meet the requirements above and will conscientiously work for two years, your renewals will be enough to retire on. We pay you immediately although we bill customers monthly. Write RANDALL, Suite 100, BUSINESS DIGEST & FORECAST, 1724 20th St., N. W., Washington 9, D. C.

FOR SALE

Stations

Profitable daytime station in midwest city 10,000. Price $40,000, with 25% down. Box 737E, B•T.

Here's a honey! One station market, grossing about $110,000. Exceptional expansion possibilities. $100,000 firm, half cash. Principals only. Include bank references. Box 758E, B•T.

Southwest. 250 w local. Mis-managed through absentee ownership. Only $8,000 down. Box 763E, B•T.

Rural radio station with auditorium. Radio daytimer doing well earning between $15,000 and $20,000. No competition. Auditorium earnings can pay off station in 5 years. Rest gravy. Building and real estate valued $150.000. Down $50.000. Southern location. Box 764E, B•T.

Active partner—chief engineer, sales manager or program director. California independent. Send resume, photo, amount of investment. Box 773E, B•T.

Partially constructed vhf tv station to be ABC outlet in 3-station market, ranked within "top 100" of nation. For sale at cost of expenses to date, less than $100,000. Paul H. Chapman, 84 Peachtree, Atlanta.

For money making eastern stations contact John I. Hanly, 1739 Connecticut, N. W., Washington, D. C.

Free list of good radio and tv station buys now ready. Jack L. Stoll & Associates, 4958 Melrose Ave., Los Angeles 29, California.

FOR SALE

Equipment

6 Gates CB-11 3 speed turntables $85 each . . . 2 for $160. Guaranteed A-1 condition. Cash only. Also 1 Raytheon 250 transmitter and Raytheon delux console $1,800 complete. Box 678E, B•T.

G.E. power supplies, slide projector and attachments, stablizing amplifiers, pre-set panel, master control panel, etc. Equipment has been in storage but not in use. For details and price write Box 687E. B•T.

FOR SALE—(Cont'd)

Equipment

RCA BTF3 3 kw fm transmitter—less tubes—best offer. Box 730E, B•T.

Travis tapak portable battery recorder—like new condition. Lightweight. Reasonable. Box 742E, B•T.

Frequency extension kit consisting of six high pressure nitrogen condensers, other related items. Material unused. Excellent condition. Sacrifice. Box 765E, B•T.

RCA high frequency field intensity meter type 301-B. 18 to 125 megacycle, am & fm. Don Abitz, KDTH, Dubuque, Iowa.

General Electric fm remote pickup receiver, like new, with 170.15 mc crystal. $100.00. KFRD, Rosenberg, Texas.

For Sale: 250 watt fm broadcast transmitter type BT-1-B with tubes and crystal to operate on 92.7 mc. Fm monitor type BM-1-A to match; all excellent condition. WLOE, Inc., Leaksville, N. C.

Commercial crystals and new or replacement broadcast crystals for Bliley, Western Electric, RCA holders, Conelrad frequencies, crystal regrinding etc., fastest service—Also station am monitor service. Send for catalog. Eidson Electronic Co., Temple, Texas.

Console, studio control, meets am-fm broadcast specifications. Write for literature. U. S. Recording Co., 1121 Vermont Avenue, Washington 5, D. C.

Magnecord PT63JA, 3 speed. New condition. Also 60 10½" aluminum spools. P. O. Box 5025, Jacksonville 7, Florida.

Attention Station Managers. Do you need a variety of voices in your radio or tv programs, if so what you need is "3-Voices" (3 completely different voices from one). All distortion free. "3-Voices" comes complete with instructions for only $49.95. This device is excellent for announcer schools. Remittance must accompany all orders and/or inquiries. Send $49.95 plus $1.25 for packaging and mailing to "3-Voices", Chief Engineer, KRIG, Odessa, Texas. Warning: Commercial use of this device, without expressed permission of the designer, is prohibited by law.

WANTED TO BUY

Stations

I want to buy a radio station. Am presently station manager wanting to become station owner. Send complete information. Have down payment. Box 696E, B•T.

Station wanted. Colorado, Texas, Oklahoma, Arkansas, Kansas, Missouri. Ralph Erwin, Broker, Box 811, Tulsa.

Equipment

REL transit radio receivers. Will buy up to 50 in lots of 5. Give full details, etc. Box 735E, B•T.

Wanted: Complete, good, low cost, 250 w package. We need it, what do you want? Box 781E, B•T.

Wanted: GL7D21 transmitting tubes. State price and condition. KMFM, Mountain Park, New Mexico.

Wanted: 10 kw fm power amplifier; also 300 feet each of 1⅝ and 3⅛ 51.5 ohm transmission line. Write Judson D. Edwards, KSON, 630 F Street, San Diego, California.

Wanted: Pylon fm antenna tuneable to high end of band such as RCA BF-14B1. Write Judson Edwards, KSON, 630 F Street, San Diego, California.

Maggie PT6-AH contact. KYNO, Fresno, California.

Image orth camera chain, sync generator, 7000 mc microwave and audio console wanted. Our terms cash. Please advise F.O.B. price and condition. Chief Engineer, WDAK-TV, Columbus, Georgia.

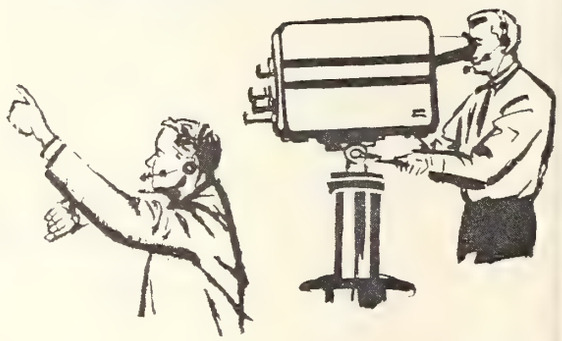
Wanted: 2 equipment racks in good condition. Would like RCA type 84, or equivalent. Send photo (if possible) and asking price to: A. R. Moser, WNMP, 2201 Oakton Street, Evanston, Ill.

INSTRUCTION

FCC license training—correspondence or residence. Resident classes held in Hollywood and Washington. Beginners get FCC 1st class license in 3 months. For details write Grantham School, Dept. 1-T, 821 19th Street, N.W., Washington, D.C.

FCC first phone license. Start immediately. Guarantee coaching. Northwest Radio & Television School, Dept. B, 1221 N.W., 21st Street, Portland 9, Oregon.

IMMEDIATE RESULTS!



THAT'S WHAT YOU GET WHEN YOU CALL JOHN BIRREL AT NORTHWEST WITH YOUR TV PERSONNEL NEED. WIRE OR CALL COLLECT TODAY.

SUBSCRIBER NARTB

NORTHWEST RADIO & TELEVISION SCHOOL

HOME OFFICE: 1221 N. W. 21st Avenue, Portland, Oregon • CA 3-7246

HOLLYWOOD, CALIFORNIA 1440 North Highland HO 4-7822

CHICAGO, ILLINOIS . . . . . 540 N. Michigan Avenue DE 7-3836

WASHINGTON, D. C. . . . . 1627 K Street N. W. RE 7-0343

(Continues from page 106)

180 ft.; move trans. to 748 South St., Waltham, Mass., and change ant. system. Filed Dec. 14.

Ownership Changes . . .

ACTIONS BY FCC

WILD Birmingham, Ala.—Granted assignment of license to Gordon Alabama Bcstg. Co. for $175,000. Principals are Pres. **Sherwood R. Gordon** (70%), owner of **WSAI-AM-FM Cincinnati, Ohio**; Treas. **Louis A. Wildman** (30%), director of WSAI-AM-FM and Secy. **Ida F. Wildman** (no stock). Granted Dec. 14.

KWHN Fort Smith, Ark.—Granted transfer of control to **Hiram S. Nakdimen** for $9,000. Mr. Nakdimen will now own more than 50% interest for first time. Mr. Nakdimen is 33.3% owner **KNAC-TV Fort Smith**, for which an ownership change is pending. Granted Dec. 8.

MISCELLANEOUS

Tape recorders, 1200' tapes $1.59, radios, phonographs. Wholesale. Free catalog. Towers, Box 155, Philadelphia.

Jerry, write how you are. Florence Kroll, YWCA, 111 Storms Ave., Jersey City.

RADIO

Situations Wanted

Programming-Production, Others

I WANT TO COME HOME

If you're a broadcaster or agency in a large city within a few hundred miles of Boston, then you're close enough to home for me. College graduate with very varied experience in mass media. Excellent references. Currently continuity and promotion-publicity director for mid-western indie. Experience as TV director, engineer, newswriter. I hold second phone . . . will get first if desirable. Consider anything close to Boston. Ambitious, young, intensely loyal . . . ask my references. Write Box 726E, B•T.

TELEVISION

Help Wanted

Programming-Production, Others

News Film Photographer

Position open at progressive Eastern Network station. Job holds great potential for advancement. 5 day work week. Salary above average. TV News film and writing experience required.

Box 770E, B•T

FOR SALE

Equipment

TOWERS
RADIO—TELEVISION
Antennas—Coaxial Cable
Tower Sales & Erecting Co.
6100 N. E. Columbia Blvd.,
Portland 11, Oregon

INSTRUCTION

FCC 1st PHONE LICENSES IN 5 TO 6 WEEKS
WILLIAM B. OGDEN—10th Year
1150 W. Olive Ave.
Burbank, Calif.
Reservations Necessary All Classes—
Over 1700 Successful Students

KCHV Coachella, Calif.—Application for assignment of license to **Edward W. Gorges** returned. Only one copy filed. Returned Dec. 14.

KHJ-AM-FM-TV Los Angeles, KFRC San Francisco, WGTH-AM-TV Hartford, Conn., WEAT-AM-TV West Palm Beach, Fla., WNAC-AM-FM-TV Boston, WOR-AM-FM-TV New York, WHBQ-AM-TV Memphis, Tenn.—Granted assignment of licenses from General Teleradio Inc. to **RKO Radio Pictures Inc.** Corporate change only; no change in control. Granted Dec. 12.

KMBY Monterey, Calif.—Granted assignment of license to KMBY Bcstg. Corp. for $10,405.20. Present sole owner **Frederick A. Gwynn** will retain 25% interest and **B. P. Timothy**, present KMBY sales manager, will be president and 75% stockholder. Granted Dec. 14.

KSPA Santa Paula, Calif.—Granted assignment of license to **Juan G. Salas** for $25,000. Mr. Salas owns grocery in Santa Paula. Granted Dec. 14.

WIPC Lake Wales, Fla.—Granted transfer of license to **Kenneth H. Berkeley** for $51,387.50. Mr. Berkeley is former vice pres. and general manager of **WMAL-AM-TV Washington, D. C.** Granted Dec. 14.

KWCJ Natchitoches, La.—Granted transfer of control to Pres. **B. Hillman Bailey Jr.** (50%), and Secy.-Treas. **Norman A. Fletcher** (50%), for $60,677.91. Mr. Bailey is former program director **KVOL Lafayette, La.**, and Mr. Fletcher is former news director, chief announcer of KVOL. Granted Dec. 14.

KAAA Red Wing, Minn.—Granted assignment of license to Hiawatha Valley Bcstg. Co. for $60,000. Equal principals are brothers **Victor J.** and **Nicholas Tedesco**, minority stockholders of **WCOW St. Paul, Minn.**, co-partners in applicant for new am at Rochester, Minn., and owners of **WKLJ Sparta, Wis.** Granted Dec. 14.

KDKD Clinton, Mo.—Granted assignment of license to Osage Bcstg. Co. for $30,000 plus assumption of $5,000 in liabilities. Principals in equal partnership are: **O. A. Tedrick**, 16% owner **KBTO El Dorado, Kan.**, **William J. Allen**, dentist, and **William R. Tedrick**, owner **KWRT Booneville, Mo.**, 16% owner KBTO and one-third owner **KGHM Brookfield, Mo.** Granted Dec. 14.

KBIA Columbia, KCHI Chillicothe, KREI Farmington, all **Mo., KCLO Leavenworth, KCRB Chanute**, both **Kan.**, and **WINI Murphysboro, Ill.**—Granted assignment of licenses from Cecil W. Roberts and Jane A. Roberts, joint tenants, to **Cecil W. Roberts** and **Jane A. Roberts**, his wife. Corporate change only. Granted Dec. 8.

WNEW New York, N. Y.—Granted transfer of control to WNEW Bcstg. Co. for $4,076,887.67. Principals include: **J. D. Wrather** (37.5%), with interests in **KFMB-AM-TV San Diego**, grant for uhf in Boston, and pending application for Corpus Christi, Tex., tv; **John L. Loeb** (37.5%), investment banker, and Pres. **Richard D. Buckley** (25%) (also one of sellers). Granted Dec. 14.

WJZM Clarksville, Tenn.—Granted assignment of license to **Campbell & Sheftall** with same original partners but adding station Asst. Manager **John H. Bailey** who will hold 5% for which he is paying $7,500. No change in control. Mr. Bailey is 20% owner **WDKN Dickson, Tenn.** Granted Dec. 14.

KERC Eastland, Tex.—Granted assignment of license to Tri-Cities Inc. for $30,000. Principals are: Pres. **Hugh Neeld** (25%), employe of **KSEY Seymour, Tex.**; Vice Pres. **D. J. Brookreson** (25%), attorney and Secy.-Treas. **D. J. Brookreson II** (25%), attorney. Still outstanding is 25% share of stock. Granted Dec. 14.

WLOW Portsmouth, Va.—Granted assignment of license to Winston-Salem Bcstg. Co. for $212,500. Winston-Salem Bcstg. is licensee of **WTOB-AM-TV Winston-Salem, N. C.** Granted Dec. 14.

APPLICATIONS

KRUX Glendale, Ariz.—Seeks assignment of license to Bartell Broadcasters Inc. for $70,000. Sale is exercise of option given when Bartell bought **KCBQ San Diego.** Bartell owns **WAPL Appleton, Wis., WAKE Atlanta, Ga., WMTV (TV) Madison, Wis., WOKY Milwaukee.** Filed Dec. 14.

KERO Bakersfield, Calif.—Seeks assignment of license to KGEE Inc. for $85,000. Principals include: Pres. **C. Dexter Haymond** (55%), vice pres.-2.4% owner of **KIT Yakima**, and vice pres.-6.7% owner **KMO-AM-TV Tacoma**, both **Wash.**; Vice Pres. **Carl E. Haymond** (45%), pres.-97.6% owner KIT, pres.-93 3% owner KMO-AM-TV, and Secy.-Treas. **Paul F. Benton** (no stock), secy.-treas. of KIT and KMO-AM-TV. Filed Dec. 9.

WNOG Naples, Fla.—Seeks assignment of license to Radio Naples Inc. for $36,200. Principals are: **R. J. Neckerman** (approx. 5%), insurance; **Harold S. Smith** (approx. 6%), attorney, and **William J. Ryan** (approx. 89%), employe of Jules Power Productions Inc. (tv show producer). Filed Dec. 14.

WGLS Decatur, Ga.—Seeks transfer of control to Republic Bcstg. System Inc. for $40,500. Principals include: Exec. Vice Pres. **Henry W. Lanham** (33%), former minority stockholder of **WBGE-AM-FM Atlanta, Ga.**, and Trinity Bcstg. Corp., licensee of **KLIF Dallas, KELP El Paso, WRIT Milwaukee**, and permittee of **KOKE-TV El Paso.** Filed Dec. 14.

WLOI La Porte, Ind.—Seeks transfer of control (80%) to **Dee O. Coe, J. M. Coe, C. S. Coe, Victor H. Voss, J. H. Shoemaker** and **L. B. Weller** for $15,000. Ownership is to be as follows: Pres. Dee O. Coe (50.4%), pres.-gen. manager-stockholder in **WWCA Gary, Ind.**; Vice Pres. Victor H. Voss (8%), secy.-stockholder in WWCA; Treas. J. H. Shoemaker (6.35%), former sales manager of WWCA, and Secy. L. B. Weller (3.25%), former sales promotion manager of WWCA. Filed Dec. 13.

KCLO Leavenworth, Kan.—Seeks assignment of license to Leavenworth Bcstg. Co. for $40,000. Partners are: **Stephen P. Bellinger** (30%), pres. of Aircast Inc., applicant for new tv station at Owensboro, Ky., 25% owner **WVMC Mt. Carmel, Ill.**, 22.5% interest **WIZZ Streator, Ill.**; **Morris E. Kemper** (30%), 37.5% owner WVMC, 11.5% of WIZZ, 12.5% of **WILO Frankfort, Ind.**, 12.5% of **WINL (FM) Lebanon, Ind.**, and 30% owner of Aircast; **Joel W. Townsend** (15%), 18.75% interest in WVMC, 6% of WIZZ, 6.25% of WILO and WINL (FM), 20% interest in Aircast; **Ben H. Townsend** (15%), holds same broadcast interests as Joel W. Townsend, and **T. Keith Colcman** (10%), 12.5% of WILO, 11.5% of WIZZ, and 12.5% of WINL (FM). Filed Dec. 14.

KANS Wichita, Kan.—Seeks assignment of license to KANS Bcstg. Co. for $100,000. Principals are equal partners **Kenyon Brown** (see Wichita Falls, Tex., sales, below), and **Frank J. Lynch.** Mr. Brown, besides **KWFT-AM-TV** interests below, is 33% owner **KGLC Miami, Okla.**, 49% owner **KBYE Oklahoma City, Okla.**, and is 33.3% owner of applicant seeking acquisition of **KFEQ-AM-TV St. Joseph. Mo.** Mr. Lynch is 49% owner of KBYE and 5.3% of KGLC. Filed Dec. 13.

WLBJ-AM-FM Bowling Green, Ky.—Seeks assignment of license to Greenwood Bcstg. Co. for $60.000. Sole owner of applicant is **Cy N. Bahakel,** owner of **WKOZ Kosciusko, WABG Greenwood,** both **Miss., WKIN Kingsport, Tenn., WPLH Huntington, W. Va., WRIS Roanoke,** and **WWOD Lynchburg,** both **Va.** Filed Dec. 14.

WDGY Minneapolis, Minn.—Seeks assignment of license to Mid-Continent Bcstg. Co. for $334,200. Applicant is licensee of **KOWH Omaha, Neb., WTIX New Orleans,** and **WHB Kansas City, Mo.** Filed Dec. 14.

KSWM-AM-TV Joplin, Mo.—Seeks relinquishment of negative control (50%) by **Austin A. Harrison** to remaining stockholders of licensee Air Time Inc. Corporate change only; no change in control. Filed Dec. 9.

WMSN Raleigh, N. C.—Seeks assignment of license to Merchants & Farmers Radio Station WMSN Inc. for $8,000 plus other considerations. Pres. **B. H. Ingle Sr.** is 98% owner. Mr. Ingle owns WMSN and is partner in **WFVG Fuquay Springs, N. C.** Filed Dec. 14.

WKOV Wellston, Ohio—Seeks transfer of control (65%) to **Dexter Park Robinson,** presently 25% owner of station, for $13,000. Filed Dec. 14.

KIHR Hood River, Ore.—Seeks assignment of license to **Oregon-Washington Broadcasters Inc.** Change is in corporation; no change in control. Filed Dec. 9.

KXL Portland, Ore.—Seeks assignment of license to **Mount Rainier Radio & Television Bcstg. Corp.** Corporate change only; no change in control. Filed Dec. 13.

WLBG Laurens, S. C.—Seeks assignment of license to Laurens-Clinton Bcstg. Co. for $21,393.81. Principals include Scotland Bcstg. Co. (73%), licensee of **WEWO-AM-FM Laurinburg, N. C.**, and **C. W. Hogan** (25%), salesman for **WBTW (TV) Florence, S. C.** Filed Dec. 9.

KZIP Amarillo, Tex.—Seeks assignment of license to Panhandle Bcstg. Co. for $20,000. Present stockholders **David P. Pinkston** and **Ray Winkler** will then be equal partners. Mr. Winkler is purchasing 40% of station held by **W. J. Duncan** for above amount. Filed Dec. 14.

KSYD, KWFT-AM-TV Wichita Falls, Tex.—Seek assignment of KWFT to **Nat Levine, Irving and Murray Gold, Sidney Grayson, Theodore Shanbaum** and **Ben, Leon** and **Roy Aaron** (Messrs. Grayson and Levine presently own KSYD) for $75,000 and of KWFT-TV for $750,000 plus $73,366.40 for color and power-boosting equipment not yet in use. KWFT is then to be resold to present principal **Keynon Brown** for $75,000. KSYD ownership is to be enlarged to include Messrs. Aaron, Shanbaum and the Golds. New KSYD owners are to purchase their interests for $40,600 and hold same percentages in KSYD as in KWFT-TV. Mr. Grayson, pres., will hold 5%; Mr. Levine secy.-treas. 25%; Irving Gold, vice pres., jobber of venetian blind supplies, 12.5%; Murray Gold, electrical contractor, 12.5%; the Aarons (Ben is a vice pres.), dry goods wholesalers, each holds 6.7%, and Mr. Shanbaum, vice pres., optical firm interests, 25%. Filed Dec. 9.

WSKI Montpelier, Vt.—Seeks assignment of license to **Paul J. Perreault** for $60,000. Mr. Perreault and wife own mail order shoe firm; he is former manager of **WNBH New Bedford, Mass.** Filed Dec. 8.

APPLICATION RESUBMITTED

WJZM Clarksville, Tenn.—Application for assignment of license to **Campbell & Sheftall** resubmitted. Resubmitted Dec. 8.

Hearing Cases . . .

INITIAL DECISIONS

KNBY Newport, Ark.—Hearing Examiner Elizabeth C. Smith issued initial decision looking toward grant of **KNBY Newport** to change from

1280 kc to 730 kc, operating as before with 1 kw D. Action Dec. 8.

Raymondville, Tex.—Hearing Examiner Annie Neal Huntting issued initial decision looking toward grant of application of Hale Schaleben and Van N. Culpepper for new am to operate on 1240 kc, 250 w, unl. in Raymondville, Tex., denial of application of John F. Thorwald seeking same facilities for new station in Harlingen, Tex., and denial for default of application of Border Broadcasters Inc., to change frequency of station **KVOZ Laredo, Tex.**, from 1490 kc to 1240 kc, operating as before with 250 w, unl. Action Dec. 8.

FINAL DECISIONS

St. Louis, Mo.—By order of Dec. 14, Commission (1) granted petition of **WIBV Belleville, Ill.**, requesting Commission vacate Oct. 12 order (which, on protest by WIBV, postponed effective date of Aug. 19 grant to Barrington Co., St. Louis, to change ant., trans. and studio locations of WEW, operate trans. by remote control and change trans., and designated application for oral argument); (2) permitted WIBV to withdraw petition for reconsideration and dismissed same, and (3) made Aug. 19 grant to WEW effective immediately.

Painesville, Ohio—Dec. 14 FCC made effective immediately initial decision released Nov. 9 and granted cp to **Theodore H. Oppegard** and **Carl R. Lee** d/b as Somerset Bcstg. Co. for new am to operate on 1460 kc, 500 w D, in Painesville.

Mexia, Tex.—Dec. 7 FCC, on petitioner's request, removed from hearing docket and granted application of J. B. McNutt Jr., tr./as Bi-Stone Bcstg. Co. for cp for new am to operate on 1590 kc, 500 w D in Mexia. Announced Dec. 8.

Madison, Wis.—Dec. 7 FCC granted Radio Wisconsin Inc. new tv to operate on ch. 3 in Madison and denied competing application of Badger Television Co. Announced Dec. 12.

KPLN Camden, Ark.—Dec. 7 FCC made effective immediately initial decision setting aside and cancelling Commission action of April 1, 1953, which granted assignment of cp for **KPLN Camden**, from Leo Howard, tr./as Mid-South Bcstg. Co., to D. R. James Jr. and denied said application. Grant had been protested by **KAMD Camden**. KPLN was ordered on April 13, 1955, to cease operation midnight April 30 pending outcome of instant proceeding. Announced Dec. 8.

Ft. Wayne, Ind.—By memorandum opinion and order of Dec. 7, Commission revised record of proceeding (which had been reopened on remand), including decision, to reflect death of Paul V. McNutt, and ordered that no further revision is made of Commission's decision of Sept. 29, 1954, which granted new tv station to Radio Fort Wayne Inc., to operate on ch. 69 in Fort Wayne, Ind., and denied competing application of James R. Fleming and Paul V. McNutt, d/b as Anthony Wayne Bcstg. (Sept. 29, 1954, decision was stayed on July 29, 1955, pending determination of effect of death of Paul V. McNutt upon said decision.)

Madison, Wis.—Dec. 7 FCC dismissed as moot those parts of petition for institution of rule-making proceeding filed by **WKOW-TV Madison** and petition to adopt policy of deintermixture or for alternative relief filed by **WTVO (TV) Rockford, Ill.**, which requested stay of above proceedings, as well as petition for stay filed by WTVO (TV); denied petition for intervention and other relief filed by WKOW-TV and **WMTV (TV) Madison** and petition for leave to intervene and for further relief filed by WTVO (TV). Announced Dec. 12.

OTHER ACTIONS

Uhf-Vhf—Commission incorporated in its general tv rule-making proceeding record in outstanding rule-making proposal to increase maximum power for uhf stations to 5 megawatts and, accordingly, terminated that particular proceeding initiated June 23. Also, because they request changes to present tv rules which bear directly on overall problems, following ch. assignment petitions will be considered together: **Albert J. Balusek**—deintermix ch. assignment in all communities; **Uhf Industry Coordinating Committee**—to (1) authorize vhf stations on case-to-case basis at mileage separations lower than present minimum and (2) consider allocations problem under broad rule-making proceeding. Portion of petitions requesting suspension of new grants which would increase intermixture not included; **ABC**—partial deintermixture, reduced vhf separations at reduced powers and other revisions, and **Sharfeld & Baron**—make ch. assignments on basis of individual application rather than under fixed table of assignments. Announced Dec. 14.

Redding, Calif.—**Shasta Telecasters** and **Sacramento Broadcasters Inc.** designated for consolidated hearing on applications for new tv to operate on ch. 7 in Sacramento. Announced Dec. 14.

Salt Lake City-Tooele, Utah—**Dale R. Curtis**, Salt Lake City, and **Tooele County Radio & Television Bcstg. Inc.** designated for consolidated hearing for new am station to operate on 990 kc, 1 kw D, in Salt Lake City and Tooele, respectively. Announced Dec. 14.

NARBA Notifications . . .

List of changes, proposed changes, and corrections in assignments of Mexican broadcast stations modifying appendix containing assignments of Mexican Broadcast Stations attached to recommendations of North American Regional Broadcasting Agreement Engineering Meeting, Jan. 30, 1941. Listing includes call letters, location, power, hours of operation, class of station and probable date of operation.

Mexican Change List No. 185 Nov. 14, 1955

880 kc

XEFX Guaymas, Sonora (now in operation)—250 w D, Class II, 10-17-55.

920 kc

XEQN Hermosillo, Sonora (change call letters from XEBH)—5 kw D, 1 kw N unl., Class III-B, 2-14-56.

1130 kc

XEJW Jalapa, Veracruz (change call letters from XEJJ)—10 kw DA-N unl., Class II, 11-14-55.

1240 kc

XEBQ Empalme, Sonora (increase D power)—1 kw D, 250 w N unl., Class IV, 2-14-56.

1250 kc

XEDL Hermosillo, Sonora (increase daytime power)—1 kw D, 500 w N unl., Class III-B, 2-14-56.

1270 kc

XEJJ Jalapa, Veracruz (change call letters from XEJW)—250 w, unl., Class IV, 11-14-55.

1340 kc

WEUX Tuxpan, Nayarit (increase D power)—1 kw D, 250 w N unl., Class IV, 2-14-56.

1490 kc

XEGT Zamora, Michoacan (increase D power) 1 kw D, 250 w N unl., Class, IV, 2-14-56.

XEOB Torreon, Coahuila (increase D power)—1 kw D, 250 w N unl., Class IV, 2-14-56.

1540 kc

XEBH Hermosillo, Sonora (change call letters from XEQN)—5 kw unl., Class II, 11-14-55.

Routine Roundup . . .

December 8 Decisions

ACTIONS ON MOTIONS

By Comr. John C. Doerfer

Palomar Bcstg. Co., Escondido, Calif.—Dismissed as moot (1) petition for enlargement of issues, (2) supplemental petition for enlargement of issues and (3) petition for review of order of hearing examiner. Action Dec. 6.

CBS—Granted petition for extension of time to Dec. 16 to file replies to exceptions and briefs filed to initial decision re application for consent to transfer of control of Hudson Valley Bcstg. Co., Albany, N. Y. (WROW-AM-TV). Action Dec. 5.

By Hearing Examiner Annie Neal Huntting

Elizabethtown-Columbia, Pa.—Ordered prehearing conference Dec. 13, re am applications of Musser Bcstg. Co., Colonial Bcstg. Co. both Elizabethtown, Pa., and Radio Columbia, Columbia, Pa. Action Dec. 5.

By Hearing Examiner J. D. Bond

WLAQ, Rome, Ga.—Issued order after prehearing conference which shall govern course of hearing re applications for consent to transfer of control **WLAQ Rome** and for renewal of license of WLAQ; hearing continued from Dec. 19 to Dec. 20. Action Dec. 5.

By Hearing Examiner H. Gifford Irion

Fort Lupton-Brighton, Colo.—Ordered date for exchanging exhibits is continued from Dec. 7 to Jan. 5, 1956, and date for commencement of hearing is continued from Dec. 19 to Feb. 20, 1956, re am applications of Harry Laurence Hill, Fort Lupton and Arline S. Hodgins, Brighton, both Colo. Action Dec. 5.

By Hearing Examiner Thomas H. Donahue

Kossuth County Bcstg. Co., Algona, Iowa—Granted motion for leave to amend its am application to specify change from 970 kc to 1600 kc and to reflect recent change in ownership of applicant corp. and application, as amended, is removed from hearing docket. Action Dec. 2.

December 8 Applications

ACCEPTED FOR FILING

Modification of Cp

WAMM Flint, Mich.—Seeks mod. of cp to make changes in DA pattern.

WNEM-TV Bay City, Mich.—Seeks mod. of cp to make slight change in trans. location, no change in description, and make equipment changes.

WKNY-TV Kingston, N. Y.—Seeks mod. of cp (which authorized new tv station) to extend completion date to June 24, 1956.

KFBC-TV Cheyenne, Wyo.—Seeks mod. of cp (which authorized new tv station) to extend completion date to Feb. 1, 1956.

License to Cover Cp

KUNO Corpus Christi, Tex.—Seeks license to cover cp which authorized changes in ant. system.

WTVT (TV) Tampa, Fla.—Seeks license to cover cp which authorized new tv station and to specify studio location as 1113 Memorial Hwy., Tampa.

WSLS-TV Roanoke, Va.—Seeks license to cover cp which authorized new tv station.

Modification of License

WBFM (FM) New York—Seeks mod. of license to change name to WBFM Inc.

Renewal of License

WDBQ Dubuque, Iowa (resubmitted); **KFRU Columbia, Mo.**; **WRFW Eau Claire, Wis.**; **WOC-FM Davenport, Iowa.**

December 9 Decisions

ACTIONS ON MOTIONS

West Virginia—On joint request of **WJPB-TV Fairmont, W. Va.**, and West Virginia's Research Center Inc., filed Dec. 2, Commission on Dec. 7, extended time for filing comments from Dec. 3 to Dec. 28 and time for filing replies to such comments to 10 days thereafter re proposed rule-making on petition of April 6 by WJPB-TV to make ch. 5, assigned Weston, W. Va., for non-commercial educational use, available at Weston for commercial use.

By Hearing Examiner Elizabeth C. Smith

KLLL Lubbock, Tex.—Granted petition to remove its am application from hearing and return it to processing line. Action Dec. 8.

Umatilla Bcstg. Enterprises, Pendleton, Ore.—Granted petition to remove from hearing and return to processing line am application. Action Dec. 6.

By Hearing Examiner Herbert Sharfman

WEOL Elyria, Ohio—Issued order after prehearing conference, including memorandum of ruling denying request for continuance of hearing, now scheduled for Jan. 18, 1956, re application for renewal of license of WEOL Elyria. Action Dec. 6.

By Hearing Examiner Hugh B. Hutchison

Indiana—Granted petition of chief of Broadcast Bureau to remove from hearing docket and return to processing line am applications of Rollins Bcstg. Inc., Indianapolis, Ind., and **WARU Peru, Ind.**; hearing now scheduled for Jan. 16, 1956, is vacated. Action Dec. 7.

December 9 Applications

ACCEPTED FOR FILING

Modification of Cp

KADM Othello, Wash.—Seeks mod. of cp to change name of permittee to K. B. Brownlow Ward and R. E. Pollock d/b as Othello Radio.

WHBF-TV Rock Island, Ill.—Seeks mod of cp (which authorized changes in existing tv station) to extend completion date to June 21, 1956.

WDAM-TV Hattiesburg, Miss.—Seeks mod. of cp (which authorized new tv station) to extend completion date to July 4, 1956.

Renewal of License

KTTS-TV Springfield, Mo.

License to Cover Cp

KWRW Guthrie, Okla.—Seeks license to cover cp which authorized new am station.

December 13 Decisions

ACTIONS ON MOTIONS

By Comr. John C. Doerfer

Radio Station KFH Co., Wichita, Kan.—Granted petition for extension of time to Dec. 15 to file reply to "Motion to Dismiss or Opposition to Petition for Rehearing" filed by Wichita Television Corp., Dec. 5 (ch. 3). Action Dec. 8.

Fresno, Calif.—Referred to full Commission for consideration motion of O'Neill Bcstg. Co. for extension of time to reply to opposition of applicants in ch. 12 proceeding, Fresno (California Inland Bcstg. Co., et al), to O'Neill's petition for consolidation, intervention and other relief. Action Dec. 13.

By Hearing Examiner Herbert Sharfman

WMAN Mansfield, Ohio—Issued order after prehearing conference including memorandum of ruling denying request for continuance of hearing re am application of WMAN Mansfield, for renewal of license; hearing will begin Jan. 25, 1956, as scheduled. Action Dec. 9.

By Hearing Examiner Annie Neal Huntting

Tyler, Tex.—Issued first statement concerning prehearing conferences and orders which shall

govern course of proceeding re am applications of Radio Bcstg. Service, Tyler, Tex., and Dana W. Adams, Tyler, Tex.; hearing is continued from Jan. 12 to Jan. 31, 1956, and second prehearing conference is scheduled for Jan. 25, 1956. Action Dec. 12.

By Hearing Examiner Basil P. Cooper

Portland, Ore.—Issued order for conduct of hearing re am applications of Robert E. Bollinger, Mercury Bcstg. Co. (KLIQ), and Capstaff Bcstg. Co., Ore. Ltd., Portland, Ore.; all exhibits to be offered in evidence by any party to this proceeding in support of the affirmative case and in response to any and all issues shall be exchanged with opposing counsel on or before Dec. 29; evidentiary hearing will begin Jan. 16, 1956. Action Dec. 8.

By Hearing Examiner J. D. Bond

Broadcast Bureau—Granted motion to fix date for hearing re am application of Voice of Lake Tahoe, Zephyr Cove, Nev.; hearing shall commence Jan. 26, 1956. Action Dec. 13.

December 13 Applications

ACCEPTED FOR FILING

Modification of Cp

WPNX Phenix City, Ala.-Columbus, Ga.—Seeks mod. of cp (which authorized changes in existing station) for extension of completion date.

WTWO (TV) Bangor, Me.—Seeks mod. of cp to extend completion date to July 5, 1956.

WFPG-TV Atlantic City, N. J.—Seeks mod. of cp to extend completion date to June 15, 1956.

WIFE (TV) Dayton, Ohio—Seeks mod. of cp to extend completion date.

KTVQ (TV) Oklahoma City, Okla.—Seeks mod. of cp to extend completion date to Aug. 11, 1956.

KTVW (TV) Tacoma, Wash.—Seeks mod. of cp to extend completion date to July 15, 1956.

WSEE (TV) Erie, Pa.—Filed amendment to mod. of cp to specify DA system.

WTAM-FM Cleveland, Ohio—Seeks mod. of cp (which authorized changes in licensed station) to extend completion date.

KJEO (TV) Fresno, Calif.—Seeks mod. of cp (which authorized new tv station) to extend completion date to June 8, 1956.

WGTH-TV Hartford, Conn.—Seeks mod. of cp (which authorized new tv station) to extend completion date to July 5, 1956.

KCRG-TV Cedar Rapids, Iowa—Seeks mod. of cp (which authorized new tv station) to extend completion date.

WNOW-TV York, Pa.—Seeks mod. of cp (which authorized new tv station) to extend completion date to July 5, 1956.

WSIX-TV Nashville, Tenn.—Seeks mod. of cp (which authorized new tv station) to extend completion date to March 21, 1956.

WFOX-TV Milwaukee, Wis.—Seeks mod. of cp (which authorized new tv station) to extend completion date to July 5, 1956.

Remote Control

KGST Fresno, Calif.; WMIS Natchez, Miss.; WTIV Titusville, Pa. (resubmitted); **WUOT (FM) Knoxville, Tenn.**

Renewal of License

KFAD Fairfield, Iowa.

December 14 Applications

ACCEPTED FOR FILING

Modification of Cp

WFHK Pell City, Ala.—Seeks mod. of cp to make ground system changes.

WBLU Salem, Va.—Seeks mod. of cp (which authorized new am station) for extension of completion date.

WTVY (TV) Dothan, Ala.—Seeks mod. of cp (which authorized new tv station) to extend completion date to June 6, 1956.

WKJF-TV Pittsburgh, Pa.—Seeks mod. of cp (which authorized new tv station) to extend completion date to June 16, 1956.

WSYR-TV Syracuse, N. Y.—Seeks mod. of cp (which authorized changes in facilities of existing tv station) to extend completion date to March 5, 1956.

WTVE (TV) Elmira, N. Y.—Seeks mod. of cp (which authorized new tv station) to extend completion date to April 1, 1956.

License to Cover Cp

KPMC Bakersfield, Calif.—Seeks license to cover cp which authorized increased power, DA, change in trans. location and equipment changes.

KGLN Glenwood Springs, Colo.—Seeks license to cover cp which authorized changed frequency, increased power, change hours, make ant. and equipment system changes. Resubmitted.

KYME Boise, Idaho—Seeks license to cover cp which authorized new am station.

KGAK Gallup, N. M.—Seeks license to cover cp which authorized changed frequency, increased power, changed trans. location, installation of DA-N and different equipment.

KYES Roseburg, Ore.—Seeks license to cover cp which authorized new am station.

WTIV Titusville, Pa.—Seeks license to cover cp which authorized new am station.

WATO Oak Ridge, Tenn.—Seeks license to cover cp which authorized changed trans.-studio location and remote control operation.

WCHV Charlottesville, Va.—Seeks license to cover cp which authorized changed frequency, increased power, installation of DA-N and equipment changes.

KDAL-TV Duluth, Minn.—Seeks license to cover cp which authorized new tv station.

WJAM Marion, Ala.—Seeks license to cover cp which authorized increased power.

WSUX Seaford, Del.—Seeks license to cover cp which authorized new am station.

KVHC O'Neill, Neb.—Seeks license to cover cp which authorized new am station.

WCBJ Edenton, N. C.—Seeks license to cover cp which authorized new am station.

License to Cover Cp Returned

WHER Memphis, Tenn.—Application for license to cover cp which authorized new am station returned to applicant; full name not given.

Renewal of License

KUDL Kansas City, Mo.; KBOA-FM Kennett, Mo.; WOI-FM Ames, Iowa.

Remote Control

KTOO Casper, Wyo.; KBMS (FM) Glendale, Calif.

Broadcast Bureau Decisions

Actions of Dec. 9

KCRG-TV Cedar Rapids, Iowa—Granted extension of completion date to July 5, 1956.

WSIX-TV Nashville, Tenn.—Granted extension of completion date to March 21, 1956.

WSYR-TV Syracuse, N. Y.—Granted extension of completion date to July 5, 1956.

Action of Dec. 12

WTWO (TV) Bangor, Me.—Granted extension of completion date to July 5, 1956.

Actions of Dec. 13

WTVY (TV) Dothan, Ala.—Granted extension of completion date to July 6, 1956.

KTVW (TV) Seattle, Wash.—Granted extension of completion date to July 11, 1956.

KPLC-TV Lake Charles, La.—Granted extension of completion date to July 12, 1956.

Actions of Dec. 14

WHLN Harlan, Ky.—Granted extension of completion date to June 15, 1956.

WSKN East Orange, N. J.—Granted mod. of cp to change ant.-trans. and studio location approx. 2,600 ft. west of present site.

WPNX Phenix City, Ala.—Granted extension of completion date to Feb. 9, 1956.

WKRZ Oil City, Pa.—Granted request for authority to operate unl. from Dec. 17 to Jan. 2, 1956, while **WSAJ Grove City, Pa.**, remains silent.

By the Commission

SCA Granted

WPKM (FM) Tampa, Fla.; KDFC (FM) San Francisco; WEAW-FM Evanston, Ill.; WHBL-FM Sheboygan, Wis.; KSJO-FM San Jose, Calif.

Renewal of License

WCBR Memphis, Tenn.; WEHS-FM Chicago, Ill.; WLCX LaCrosse, Wis.; WFRX, W. Frankfort, Ill.

UPCOMING

JANUARY

Jan. 5: NARTB Television Information Committee, NARTB Hdqrs., Washington.

Jan. 10: Employer-Employe Relations Committee, NARTB Hdqrs., Washington.

Jan. 12: Oklahoma Assn. of Broadcasters, Lawton.

Jan. 12: NARTB Tv Film Committee, NARTB Hdqrs., Washington.

Jan. 12-13: NARTB Radio Standards of Practice Committee, NARTB Hdqrs., Washington.

Jan. 19-21: South Carolina Broadcasters Assn. Annual Convention, Clemson House, Clemson.

Jan. 26-27: NARTB Code Review Board, San Francisco.

Jan. 30-31: NARTB Board Committee, San Marcos Hotel, Chandler, Ariz.

FEBRUARY

Feb. 1-3: NARTB Board of Directors, San Marcos Hotel, Chandler, Ariz.

Feb. 2: Sports Broadcasters Assn. Ninth Annual Dinner, Park-Sheraton Hotel, New York.

Feb. 2-3: Institute of Radio Engineers National Symposium on Microwave Techniques, Philadelphia.

MARCH

March 10: Michigan State U. Dept. of Speech 11th Annual Radio-Tv Conference, East Lansing.

March 14-16: Assn. of National Advertisers Spring Meeting, The Homestead, Hot Springs, Va.

March 16: Connecticut Broadcasters Assn., Waverly Inn, Cheshire, Conn.

March 16: Ohio Assn. Radio & Tv Broadcasters, Hotel Statler, Cleveland.

March 19-22: IRE National Convention and Radio Engineering Show, Waldorf-Astoria, New York.

APRIL

April 11-13: Institute of Radio Engineers Seventh Region Technical Conference, Hotel Utah, Salt Lake City.

April 13-14: 10th Annual Spring Television Conference, sponsored by Cincinnati Section of the Institute of Radio Engineers, Cincinnati.

April 15-19: NARTB Annual Convention, Conrad Hilton Hotel, Chicago.

April 29-May 4: SMPTE Spring Convention, Hotel Statler, New York.

MAY

May 20-23: National Industrial Advertisers Assn. Annual Conference, Palmer House, Chicago.

JUNE

June 10-13: Advertising Federation of America, National Convention, Bellevue-Stratford Hotel, Philadelphia.

BROADCASTING • TELECASTING

THE NEWSWEEKLY OF RADIO AND TELEVISION

1735 De Sales Street, N. W., Washington 6, D. C.

PLEASE START MY SUBSCRIPTION WITH THE NEXT ISSUE.

I've checked service desired.

- ☐ 52 weekly issues of BROADCASTING • TELECASTING $7.00
- ☐ 52 weekly issues and BROADCASTING Yearbook-Marketbook 9.00
- ☐ 52 weekly issues and TELECASTING Yearbook-Marketbook 9.00
- ☐ 52 weekly issues and both Yearbook-Marketbooks 11.00

☐ Enclosed ☐ Bill

name *title/position*

company name

address

city *zone* *state*

Please send to home address — —

The Solar Plexis Blow

ALL but lost in the big news of the AFL-CIO merger was a resolution adopted unanimously by the New York convention dealing with subscription television [B•T, Dec. 12, page 53]. The resolution opposed toll tv on the substantial ground that it would infringe upon the property rights of owners and also would "curtail greatly the free use of the medium." The FCC, specifically, was asked to reject the [three] pending subscription tv applications.

The new AFL-CIO has 15 million members. This represents the most powerful organized force in our history. Other opponents of toll tv have used the argument that it would inflict new costs upon those least able to pay—the working men and women.

With the newly-merged AFL-CIO expressing unanimous opposition to toll tv added to the legions in motion picture exhibition and in broadcasting who reject the box-office tv thesis, it's hard to fathom how the proponents can ever get their project off the ground.

The Colorado Opportunity

HEARTENING evidence of progress in the radio-tv struggle for equal access to the news has come from Texas, and in Colorado, despite a setback, radio and tv have been given a chance to present their case before the highest court of the state.

In Waco, Tex., KWTX-TV presented a murder trial on live television [B•T, Dec. 12]. As would be expected, the admission of live cameras to the court has evoked criticism from some legal circles, but the adverse criticism was more than outweighed by the favorable reaction among lawyers and judges on the scene and by the general public.

In Denver, radio and television suffered a setback when the Colorado Supreme Court ordered the ouster of photographic and recording equipment from a court hearing involving John Gilbert Graham, who is accused of planting the bomb that blew up an airliner, killing his mother and 43 others. But vigorous protests—including an on-the-air editorial by Hugh Terry, president of KLZ-AM-TV Denver—have opened the way to possible tempering of the court order.

The Colorado high court has set a public hearing, to begin Jan. 30, into the question of admitting radio and tv to the courts.

Needless to say, the weight of authoritative radio and television opinion ought to be presented to the Colorado Supreme Court. For what is done by a high court in Colorado will be regarded seriously by the legal profession throughout the country. Precedent is the foundation of the law.

Precedent for television access to the courtroom has already been set in Waco. It would be reinforced by a favorable disposition of the Colorado case.

There is time for radio and television to prepare a unified and persuasive argument to present at the Colorado hearings, and it would be to default the future of the broadcasting news media if radio-tv leaders did not make a major effort in this case.

Lamb Orgy

TECHNICALLY the case of the FCC vs. Edward Lamb will not be closed until the FCC itself acts upon the recommendation of its hearing examiner. But as a practical matter the case is now ended, for it appears the Commission has no choice but to confirm the examiner's judgment that Mr. Lamb's broadcast license should be renewed.

So the case is ended—and on the same low plane of ineptitude and dissemblance that characterized the proceeding from the start. In all FCC history it would be hard to find a case originated, conducted and concluded with such little regard for due process of law, such frenzied political maneuvering and, on the part of Mr. Lamb and his associates, such vigorous utilization of publicity.

Politically motivated or not, the charges were made, the hearing set and government witnesses recruited. In the selection of witnesses, it later became evident, the FCC Broadcast Bureau had a lot to learn. One witness was tried and convicted of perjury for her testimony about Mr. Lamb. Others switched stories or invoked the Fifth Amendment. In all, the government's presentation would have flunked a freshman law student.

Aside from the incredible performances of witnesses, the conduct of other parties in the hearing was deplorable. In retrospect we are reassured of the validity of our remarks, published more than a year ago while the hearing was in progress: "It has been as squalid a spectacle as the most unreserved tabloid editor could wish for. If solid evidence has been produced to support the charge that Mr. Lamb has lied in saying he never had Communist ties, it is buried in an unwholesome mass of scandalous speeches by attorneys. To be sure, much of the speech-making has been done by Mr. Lamb's counsel, but the Broadcast Bureau, the hearing examiner and the defenders of Mr. Lamb share the responsibility for turning a regulatory hearing into the kind of case that would have been more in order in a Chicago police court of the Capone period."

To the hearing examiner, Herbert Sharfman, fell the unenviable task of trying to make a sensible decision on the basis of a two-million word transcript which contains everything from lies to legal orations that were intended more to make headlines than to enlighten the record. It was a ponderous assignment, and Mr. Sharfman appropriately carried it out. His decision occupied 139 pages.

Mr. Sharfman's painstaking, if somewhat labored, opinion adds up to a point-by-point dismissal of the government's charges against Mr. Lamb. At the end, however, the decision goes afield in an effort to answer the awkward question of why the hearing was held. Mr. Sharfman denies Mr. Lamb's allegations that the FCC was not justified in bringing the case to hearing. To support that conclusion, Mr. Sharfman says that the detailed consideration of evidence in his own initial decision in itself indicates a hearing was essential.

The FCC members who insisted on pursuing the Lamb case should be grateful to Mr. Sharfman for writing a decision long enough to make it appear that the Lamb case was worth the trouble.

It is to be hoped the commissioners will express their gratitude by adopting the decision as their own as quietly as possible. It would be nice to forget the Lamb case, but we suspect that other licensees may find it difficult to put from their minds the image of potential prosecution at the whimsy of the FCC.



Drawn for BROADCASTING • TELECASTING by Sid Hix

"O.K., if you're Santa Claus, who is this *guy?"*

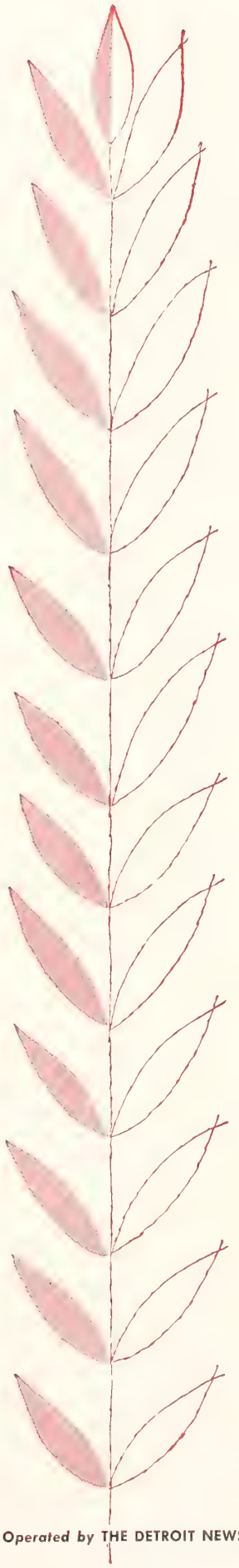
Argentine Return to Sanity

RETURN of *La Prensa* to the private ownership of the pre-Peron era is a significant step toward reinstatement of freedom of expression in Argentina. But it can be viewed only as a first step.

In these still early days of the new provisional government, full information is lacking as to what has been done to release Argentina's radio and television stations from the censorship and the domination (if not the ownership) of the government. The Peron dictatorship began its back-door acquistion of radio stations soon upon taking over, and in television, it became a "partner" in the operations. Certainly there can be no resumption of Argentina's free institutions until broadcast media are released from bondage.

The Inter-American Assn. of Broadcasters, which battled the Peronistas in their suppression of air freedom and oblique acquisition of ownership, can be expected to press for a return to democratic standards, now that dictatorship has been thrown out.

The Roster Speaks for Itself



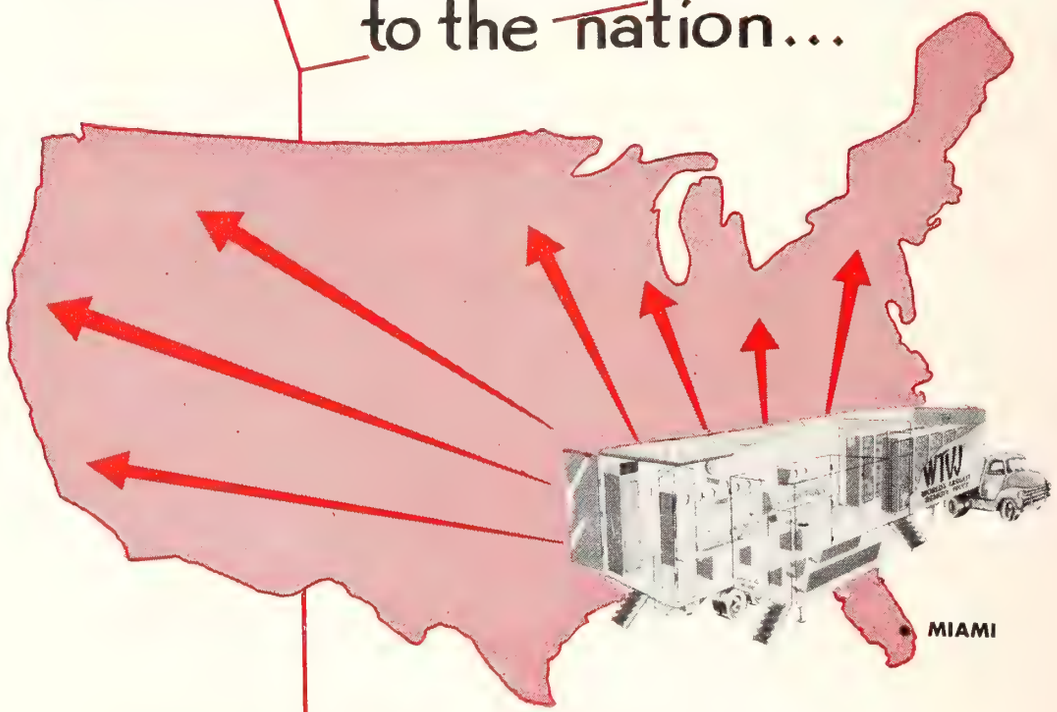
- **Adventure Ho!**
  Gordon Chapman Company
- **Amos 'n' Andy**
  Food Fair Markets
- **Andy's Gang**
  Brown Shoe Company
- **Badge 714**
  Ford Dealers
- **Beauty is My Byline**
  The J. L. Hudson Company
- **Camera 4**
  Cole and Erwin, Jewelers
- **Candid Camera**
  Square Deal Miller, Jewelry
- **Celebrity Playhouse**
  The Stroh Brewery Company
- **Confidential File**
  Bardahl Manufacturing Corporation
  Faygo Beverage Company
- **Death Valley Days**
  Pacific Coast Borax Company
- **Dr. Hudson's Secret Journal**
  Ironrite, Incorporated
  Awrey Bakeries
- **Eleventh Hour News**
  E and B Brewing Company
- **Good Cooking**
  Michigan Consolidated Gas Company
- **Headline**
  Swift and Company
- **Hockey Games**
  The Stroh Brewery Company
- **Michigan Outdoors**
  National Brewing Company of Michigan
- **Mr. District Attorney**
  Carter Products, Incorporated
  D.W.G. Cigar Corporation
- **News by Williams**
  Socony Mobil Oil Company, Inc.
  Richman Brothers Company
  Jerry McCarthy Chevrolet Company
- **Romper Room**
  S. S. Kresge Company
- **Saturday Edition**
  Hotpoint Appliance Company
- **Soldiers of Fortune**
  The Seven-Up Company
- **Studio 57**
  H. J. Heinz Company
- **Sunday Matinee**
  Radio Distributing Company
- **Sunday News Final**
  Haney Buick, Incorporated
- **The Great Gildersleeve**
  Hekman Biscuit Company
  Rival Packing Company
- **The Little Show**
  Wrigley's-Big Bear Markets
- **Traffic Court**
  Chevrolet Dealers of Metropolitan Detroit
- **Waterfront**
  Nash Dealers of Greater Detroit

WWJ-TV

NBC Television Network
DETROIT
Associate AM-FM Station WWJ

FIRST IN MICHIGAN • *Owned and Operated by* THE DETROIT NEWS • *National Representatives:* FREE & PETERS, INC.

Bringing Florida to the nation...



Florida's First
Television Station
100,000 WATTS
1,000 FT. TOWER

Represented Nationally
by Free & Peters, Inc.



Basic Affiliate

SNOW, SLEET, HAIL AND ICE?

Not In Sunny Florida!!

More and more network producers and advertisers are finding that a Florida setting adds glamour to the program and points to the RATINGS.

Plan now to originate your show from fabulous Florida by using the facilities of Miami's Channel 4. WTVJ has the personnel, equipment and experience to assure you of quality service.

WTVJ
Channel **4**
MIAMI

DECEMBER 26, 1955 35c PER COPY

BROADCASTING TELECASTING

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RCA Has First illion-Dollar Year
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25TH year

THE NEWSWEEKLY OF RADIO AND TV

415,835
TV FAMILIES
in the rich market of
RICHMOND
Petersburg and Central Virginia

WXEX-TV also has maximum tower height—1049 ft. above sea level and 943 ft. above average terrain . . . more than 100 ft. higher than any station in this market. It has maximum power—316 KW. It is the basic NBC-TV station. See your Forjoe man for full details about this great buy.

WXEX-TV
Tom Tinsley, President Irvin G. Abeloff, Vice President
Represented by Forjoe & Co.

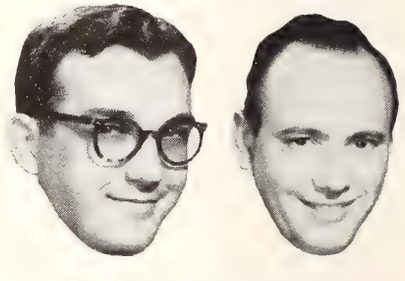


14 YEARS WITH THE RIGHT WOMEN

the 950 club

For 14 years, The 950 Club has made life more pleasant for hundreds of thousands of women—and men—who have enjoyed the five hours of popular music played daily from 1 till 6.00 P.M. In 14 years, it has built up quite an audience, a prize package full of Pulse "firsts", and a list of advertisers who signify their satisfaction with continued renewals.

The 950 Club is only one shining example of WPEN's great acceptance: more *local* advertisers and more *national* advertisers use WPEN than *any other station in Philadelphia.*



Cal Milner and Larry Brown
The 950 Club Personalities

The Station of Personalities

WPEN
PHILADELPHIA
950 on your dial

Represented Nationally by Gil-Perna, Inc.



Published every Monday, with Yearbook Numbers (53rd and 54th issues) published in January and July by Broadcasting Publications, Inc., 1735 DeSales St., N.W., Washington 6, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.



something to blow your horn about

your sales results on

WGAL-TV

LANCASTER, PENNA. **NBC and CBS**

Yes, advertisers are enthusiastic about this unique market and its almost unlimited sales potential. Prosperous, its 3½ million shoppers have a spendable income of $5½ billion a year. Present your sales message on its 912,950 TV sets.

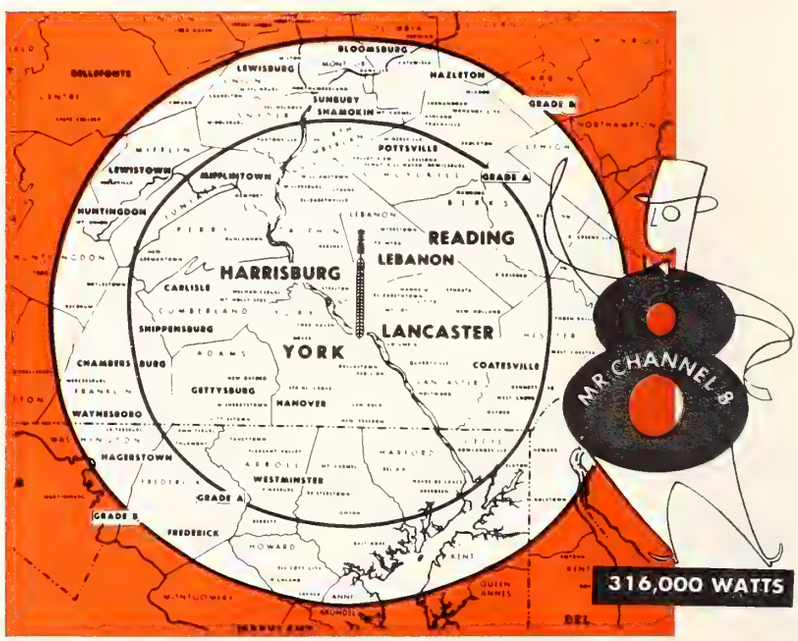
STEINMAN STATION
Clair McCollough, Pres.

Representatives:

MEEKER TV, INC.

New York
Chicago
Los Angeles
San Francisco

Channel 8 Multi-City Market



closed circuit.

NBC-WBC DEAL OKAYED • NBC-Westinghouse exchange of stations in Philadelphia and Cleveland was approved 6 to 1 by FCC last week, but announcement of commission action had not been made when B•T went to press in early holiday deadline. Comr. Robert T. Bartley was writing dissent, and another commissioner was writing concurring opinion. In deal, which drew charges that NBC coerced Westinghouse, network's WTAM-AM-FM and WNBK (TV) Cleveland are being swapped for Westinghouse Broadcasting Co.'s KYW and WPTZ (TV) Philadelphia with NBC also paying WBC $3 million.

B•T

GRANT of Evansville ch. 7 to Evansville Tv Inc., principally owned by Rex Shepp, who formerly had interest in KPHO-AM-TV Phoenix, also was voted by FCC, but had not been issued at B•T press time late Thursday. Vote was 5 to 2 (Comrs. Rosel Hyde and Bartley maintaining no grant should be made until allocations proceeding is resolved).

B•T

MEDIA MAN ON MOVE • Martin Murphy, associate media director at Young & Rubicam, New York, for past six years, will leave to join Ted Bates Inc., also New York, after first of year as group supervisor of diversified accounts, including American Sugar Refining, Dromedary, and other grocery products. Ed. MacDonald, of research department, Young & Rubicam, takes over as associate media director succeeding Mr. Murphy.

B•T

ACQUISITION of WFBL Syracuse by Founders Corp., headed by John M. Shaheen, for about $242,000 from Soule interests negotiated last week, subject to FCC approval. Two-way transaction involves purchase of Onondaga Radio Broadcasting Corp., including downtown Syracuse real estate, by Howard Jackson, New York investment banker, for approximately one-half million dollars, with pioneer WFBL (established 1922) spun off to Mr. Shaheen's operation. Associated with latter are Eugene duPont III and H. J. Rand (Remington-Rand) of Cleveland. Founders Corp. currently owns KPOA Honolulu and Inter-Island Network, WTAC Flint and 50% of KTVR (TV) ch. 2 Denver. WFBL, now affiliated with CBS but which switches to ABC next spring, operates on 1390 kc with 5 kw.

B•T

STALEMATE • That Fresno ch. 12 case is stymied, but good, and apparently will remain so until one or two FCC commissioners change vote. Several weeks ago Commission voted 3-2 to grant KFRE and deny KARM, both Fresno. Comrs. Hyde and Bartley maintained position against making any grant in uhf area until allocations proceeding is over and decision on tv's future is resolved. Because they voted no to both applicants, question arose whether both ch. 12 applicants were denied. Advice of General Counsel Warren E. Baker was sought regarding law on split voting. He told commissioners, in essence, it had to have majority (four out of seven commissioners). Fresno case comes up again at first 1956 FCC meeting Jan. 4.

B•T

NEW addition to executive office of Robert W. Sarnoff, NBC's new president, expected to be announced in near future. Alfred R. Stern, director of participating programs for NBC Radio Network (he helped get Monitor *and* Weekday *off ground, among other projects), reportedly is slated to become staff assistant to President Sarnoff.*

B•T

AGENCY AERIE • At least two other Chicago advertising agencies and perhaps third are set to move into Prudential Bldg., city's newest skyscraper, already housing Needham, Louis & Brorby Inc. (story page 42). D'Arcy Adv. Co., which handles Standard Oil of Indiana account, has signed long-term lease for half of 25th floor, with May 1, 1956, as target date. Calkins & Holden (Prudential Insurance Co. of America) moves into temporary quarters this week. Third agency—Leo Burnett Co.—also is contemplating move, with decision expected shortly. D'Arcy is currently housed in Willoughby Tower (8 S. Michigan Ave.), C & H at 333 N. Michigan Ave. and Burnett at London-Guarantee Bldg. (360 N. Michigan Ave.).

B•T

NARTB isn't announcing it, but new approach will be taken in campaign to present industry's side of NCAA football tv monopoly. Instead of contacting coaches and athletic directors directly, association will go direct to presidents of universities and colleges with statement of broadcasters' position in controversy. Belief is that top-level thinking will be more receptive to interests of public and radio-tv stations and networks. NARTB has been framing statement, which requires board OK.

B•T

SUBSCRIBERVISION SOON? Trans-Community Television Network Inc., Beverly Hills, Calif., reportedly is getting ready to move into gear early in 1956 on project to install closed-circuit tv "stations" in small, non-tv communities across country. In latest development, it's reported to have reached agreement with ABC-TV for kinescopes of regular programs which it plans to feed, along with few live programs (news, etc.), to local subscribers to closed-circuit tv service. NBC-TV was signed for kinescopes and filmed programs few months back [B•T, Aug. 29].

REPORTS to contrary notwithstanding, FCC's Broadcast Bureau will take exception to recommendations of Hearing Examiner Herbert Sharfman giving Edward Lamb, industrialist - broadcaster - lawyer, clean bill on license renewal. Prospect is that Broadcast Bureau will ask for early oral argument at which it will propose reversal of examiner.

B•T

HIGH AND DRY • Carter Products, New York, expected to spend nearly million dollars in radio-tv spot announcement campaign for Arrid deodorant and Rise shaving cream. Rise will run seven-day-a-week spot schedule directed toward male audience beginning Jan. 1, while Arrid will use three-month campaign effective Jan. 2 in over 100 radio-tv markets with spots appealing to young women. Sullivan, Stauffer, Colwell & Bayles, New York, is agency.

B•T

VETERAN ad executives see unusual amount of restlessness and activity in hotly-competitive brewery field involving agency switches. Items: (1) As follow-up to Warwick & Legler dropping Eastside beer and Hoffman beverages (Pabst products), former is expected to announce appointment of J. Walter Thompson Co. for regional account shortly after first of year; (2) Heileman Brewing Co. recently shifted from Leo Burnett Co. (which got Pabst domestic) to Earle Ludgin & Co.; (3) there are rumblings again on Budweiser (Anheuser-Busch) front. One of few major breweries not contemplating change is Schlitz, whose agency is Lennen & Newell.

B•T

ALL UHF IN EAST? Maybe they're trying it on for size, but within confines of eighth-floor FCC offices there is thought growing that maybe answer to uhf-vhf allocations problems is to make Zone I all uhf, maintain rest of country as is. This up to now tentative and entirely unofficial idea is based on belief that FCC just has to do something following allocations proceeding, and maybe deintermixture of tight northeast will satisfy uhf operators and Congress. Those playing with idea feel that this may cause least damage—and no matter what FCC does or doesn't do somebody will get hurt. Opposition to proposal could be expected to be substantial.

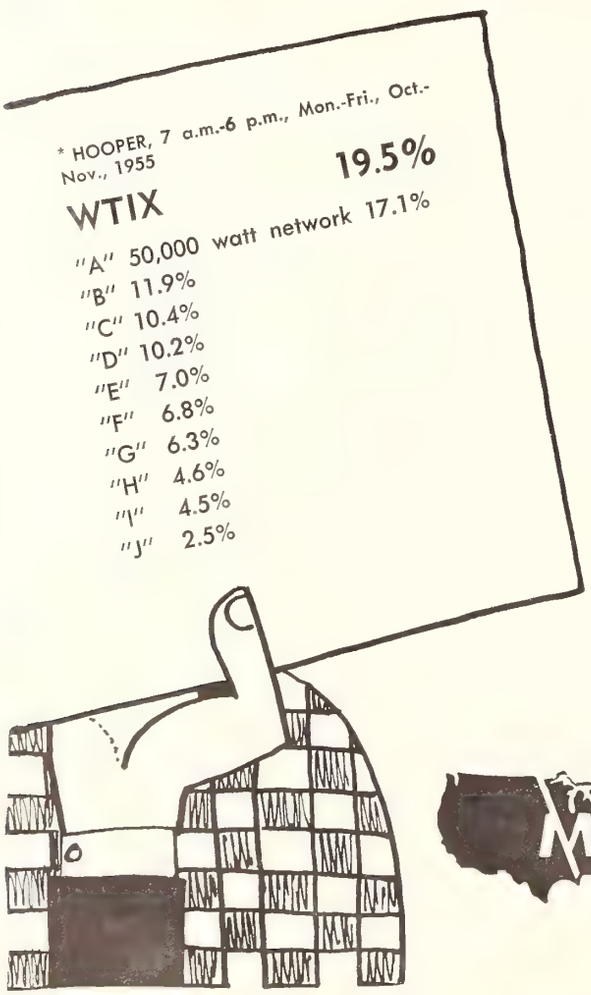
B•T

NORTH Adv Inc., newest king-sized entry in Chicago advertising agency sweepstakes with bulk of Toni business, is gradually getting organized, looking toward day (some 12 to 18 months hence) when it's expected to take on other accounts. Agency now maintains quarters in Merchandise Mart and at 430 N. Michigan Ave., but hopes eventually to consolidate operations on 21st floor of Mart (close to NBC). Of estimated $15-$20 million overall Toni billings, about 75% is radio-tv.

This is radio, New Orleans style:



WTIX is New Orleans' favorite* daytime dish





New Orleans—where the station which was 11th of 11 in audience in 1953, is on top today—per Hooper*—with 19.5% average daytime share of audience.

New Orleans—where listening tastes of a lifetime have *changed*. It's the Mid-Continent recipe that does it, with new programming, ideas and excitement.

Signal for Adam J. Young, Jr., or talk to WTIX General Manager Fred Berthelson.

the new WTIX

New Orleans 16, La.



MID-CONTINENT BROADCASTING COMPANY

President: Todd Storz

WHB, Kansas City	**KOWH, Omaha**	**WTIX, New Orleans**
Represented by	Represented by	Represented by
John Blair & Co.	H-R Reps, Inc.	Adam J. Young, Jr.

at deadline

MORE RECORDS FOR PRESS-LESS DETROIT

DETROIT department store sales for second successive week broke all previous weekly records, according to Federal Reserve Board. No major daily newspapers have been published in city since Dec. 1 (see separate story, page 38).

Reserve Board announced that sales index for Dec. 12-17 week was 258.1 (average 1947-49 week = 100). This figure is plus nine, or 9% above index of same week in 1954.

Previous all-time record for department store sales had been set during Dec. 5-10 week when index was 254.6, also 9% above same 1954 week [B•T, Dec. 19]. Dec 5-10 period was first full week during which Detroit newspapers were not published because of strike.

Detroit department store index of 258.1 for Dec. 12-17 week surpassed 253.1 figure for Reserve Board's 7th District (Iowa, most of Michigan and Wisconsin, and Indiana and Illinois in part). District index was up 9% over same 1954 week, matching Detroit's comparison with last year.

For last four weeks, Detroit index was 11% above same period last year whereas 7th District index was 7% higher. Detroit index for first 50 weeks of 1955 was up 12% compared to 8% for the entire district.

Reserve Board's Detroit figures apply chiefly to sales of top eight or 10 department stores, according to Detroit retail sources. Major retailers are described as having felt newspaper strike less than specialty shops.

Strike Averted at Four San Francisco Area Stations

PRE-CHRISTMAS strike threat of announcers at four independent San Francisco area radio stations averted Thursday as local AFTRA members voted unanimously to accept last-minute management offer of $150 weekly plus extra week vacation for five-year men. KYA and KSFO San Francisco and KLX and KROW Oakland upped salaries $15 to $25 per week as counter to union demand for full network contract provisions, including commercial fees. Eighteen announcers involved in settlement, which sets pay at network base rate without extra fees.

Meanwhile, William Grant, president-manager of KOA-AM-TV Denver, reported station was maintaining full schedule despite strike of 43 NABET technicians earlier in week in dispute over new contract. NABET Hollywood office said KOA asked 25% cut when union was willing to continue present contract. Mr. Grant said KOA is willing to pay 10% more than any other outlet in Denver. He explained NABET pay cut reference was to escalator clause of old network contract taken over by present management when it purchased station from NBC. He said pact is unreasonable for market today and too inflexible.

Bates Realigns Personnel

REALIGNMENT of executive personnel at Ted Bates & Co., New York and Hollywood, was announced Thursday. H. Austin Peterson, who resigned from Bates West Coast office in March 1955, will return to Hollywood Jan. 1 to take over as vice president, post to be vacated Dec. 31 with resignation of Mann Holliner [B•T, Dec. 19]. Harry Saz, business manager of radio-tv department, and Thomas F. McAndrew Jr., director of commercial film production, were appointed assistant vice presidents of their respective departments.

Meanwhile, William H. Kearns, Bates president, announced resignation of Edward F. Hudson, vice president and agency director, Dec. 31. Mr. Hudson will continue as consultant to Ted Bates & Co. John M. Lyden, senior vice president and director, will assume over-all responsibility for Carter Products Inc., aided by William A. O. Gross, vice president, and James Kavanagh, account executive.

FM EXEMPTION

FCC played Santa last week by exempting fm stations from Sunday broadcasts. While dropping requirements that fm's broadcast five hours on Sunday, Commission retained rule that they operate on 36-hour broadcast week. Change becomes effective Jan. 3. WHOM-FM New York led movement for Sabbath exemption claiming overtime pay to personnel works undue hardship on fm's and is inequitable since am stations are exempt.

FCC Sets Standards On Receiver Radiation

A NEW WRINKLE in cutting down interference to broadcast services is being tried out by FCC. Any fm or tv receiver, manufactured after March 1, 1956, must carry a seal certifying it complies with Commission's radiation rules—announced last week.

Applicable to all receivers operating in the 30-890 mc band, new rules prohibit greater radiation at 100 ft. than following: fm, 50 microvolts per meter; tv, chs. 2-6, 50 uv/m; chs. 7-13, 150 uv/m; uhf, 500 uv/m.

Manufacturers are urged to cooperate and FCC asks if manufacturers want conference on best means of establishing certification program.

New rules also provide that incidental radiation devices (electric motors, switches, ignition systems, etc.) must not cause interference to radio services. If they do interfere, FCC said, operators of such equipment will be required to eliminate causes.

These Part XV revisions are effective Feb. 1, 1956.

Ace Up Emerson's Sleeve

EMERSON Radio & Phonograph Corp., Jersey City, will demonstrate "revolutionary top secret development" tomorrow (Tuesday) at Plaza Hotel in New York. News conference will follow.

• BUSINESS BRIEFLY

CREST BREAKING • Procter & Gamble's newest toothpaste, Crest, planning to use television spot announcement campaign which will break in mid-February. Benton & Bowles, N. Y., is agency.

PACKARD PICKING • Packard Clipper cars buying radio saturation spot announcement campaign in 50 major markets effective Jan. 16 for two weeks. Ruthrauff & Ryan, N. Y., is agency.

VANILLA IN 25 • Burnett's Vanilla planning to run radio spot announcement campaign starting Jan. 23 for 13 weeks in 25 markets through Geyer Adv., N. Y.

WINE PLACING • Welch's wine expected to place television spot announcement campaign in about 25 markets starting either Jan. 9 or 16. Campaign will be placed through Kenyon & Eckhardt, N. Y.

SPOTS FOR TEA • McCormick Tea preparing radio spot announcement campaign in about 20 markets to start sometime in February. Lennen & Newell, N. Y., is agency.

POPCORN BUYING • Taylor-Reed Corp. (E-Z Pop popcorn), Glenbrook, Conn., set to launch spot television campaign in seven major markets, plus radio-tv spot drive in New York, lasting from four to six weeks, beginning in early January. Both children's and adult's programs will be used. Agency: Hicks & Greist, N. Y.

GRUEN-DEALER PLANS • Gruen Watch Co., Cincinnati, allotting additional portion of advertising budget next spring to dealer-sponsored radio programs, particularly transcribed *Time Hill Frolics* country music show. Cost for production and talent will be paid by Gruen, while local dealers purchase local time, in cooperation with non-competitive local dealers.

OATMEAL FOR AFRICANS • Quaker Oats Co., Chicago, appoints Grant Adv. Inc., same city, to handle advertising for all products in area serviced by agency's Johannesburg, South Africa, office.

FTC Denies Trade Protest, Sets New Tv Set Rules

TWO ADDITIONAL rules governing advertising and labeling of tv receivers under trade practice rules go into effect Dec. 28, Federal Trade Commission announced in denying request of Radio-Electronics-Tv Mfrs. Assn. for delay or amendment. Rules now require that any single dimension of tv picture tube must give horizontal measurement of viewable area, with diagonal permitted only if such fact is disclosed. In addition, picture tubes made of re-used glass envelopes must be so described.

RETMA had protested diagonal provision, claiming longtime industry practice was based on this standard. Original electronics trade practice rules were promulgated by FTC last June 28.

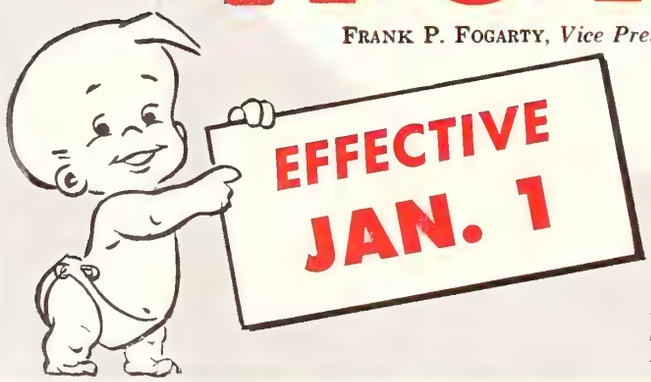
TV BUYERS!

THE NEW CBS-TV OUTLET

in OMAHA is

WOW-TV

FRANK P. FOGARTY, *Vice President and General Manager*



channel 6



We suggest that you check your availabilities and adjacencies in the Omaha market TODAY with Blair-TV or Fred Ebener, WOW-TV.

MEREDITH *Radio and Television* STATIONS

affiliated with **Better Homes and Gardens** and **Successful Farming** magazines

KANSAS CITY		SYRACUSE		PHOENIX		OMAHA	
KCMO	KCMO	WHEN	WHEN	KPHO	KPHO	WOW	WOW
RADIO 810 kc. CBS	TV Channel 5 CBS	RADIO 620 kc. ABC	TV Channel 8 CBS	RADIO 910 kc. ABC	TV Channel 5	RADIO 590 kc. CBS	TV Channel 6 CBS

Represented by KATZ AGENCY INC. — JOHN BLAIR & CO. BLAIR TV, INC.

at deadline

Three New Am Outlets Authorized by FCC

THREE new am station grants announced by FCC. They are:

Indianapolis, Ind.—Rollins Broadcasting Inc., 1590 kc, 5 kw daytime. Rollins owns WJWL Georgetown, WAMS Wilmington, both Del., WRAP Norfolk, Va., WBEE Harvey, Ill., and WNJR Newark, N. J.

Pendleton, Ore.—Umatilla Broadcasting Enterprises, 1050 kc, 1 kw day. John M. Carroll, sole owner, has no other broadcast interest.

Chambersburg, Pa.—James R. Reese Jr., 1590 kc, 1 kw day. Mr. Reese, pastor, is in charge of programming for WCHA-FM Chambersburg.

FCC Sticks to Deadline In Denying WRLD Protest

NOTICE was given by FCC that it will stand behind new "get tough" policy on late filings. Commission turned down Valley Broadcasting Co. request for reconsideration of FCC action ruling Valley protest filed after 5 p.m. Nov. 21 would have to be dated as having been received Nov. 22 [B•T, Nov. 28].

Valley (WRLD Lanett, Ala.-West Point, Ga.) filed shortly after 5 p.m. Nov. 21—last day for objections—protest of West Point am grant to Confederate Radio Co. Although document was stamped as having been received Nov. 21, FCC ordered date of receipt changed to Nov. 22, day after deadline.

In asking reconsideration, attorney Russell Rowell of Spearman & Roberson law firm said he was in FCC secretary's office before 5 p.m. closing time and filing should be considered on time. Mr. Rowell said he did not deposit protest with FCC personnel until about 5:20 because it was necessary to arrange papers in proper sequence.

FCC Denies Buffalo Buy Stay

FCC TURNED DOWN request of WGR-TV Buffalo that Commission grant for NBC to purchase ch. 17 WBUF-TV Buffalo for $600,000 be stayed pending outcome of hearing on protest by WGR-TV. Hearing on WGR-TV protest scheduled for Jan. 4. On Thursday, WGR-TV filed appeal against FCC denial of stay request in U. S. Court of Appeals, asked for stay. After conference among Circuit Judge E. Barrett Prettyman, FCC, WGR-TV and NBC attorneys, hearing on stay appeal scheduled for Dec. 29 on promise NBC would not consummate purchase before then.

WJHL Stock Transfer Filed

APPLICATION filed with FCC last week for transfer of control of WJHL-AM-FM-TV Johnson City, Tenn., to W. H. Lancaster family through purchase by WJHL Inc., licensee, of 45.4% of stock held in trust for S. H. Campbell Jr. for $200,000. Company will use purchase—3,408 shares out of 7,500 outstanding—as treasury stock, making Lancaster family, present 45.4% stockholder, 83.3% owner of station.

WEE MIKE

"THUMB-SIZE" microphone, described as "smallest dynamic microphone ever developed for radio and television broadcasting," placed on market by RCA Broadcast & Tv Equipment Dept. A. R. Hopkins, manager of department, said miniature (2 9/16 inches long, 15/16 inches in diameter, 2.3 ounces in weight) microphone, designed for walk-around operation, promises performers greater flexibility and freedom of movement in interviews, audience participation, panel and similar types of off-mike shows. It can be concealed in one hand, worn conveniently around performer's neck, or clipped to lapel or dress, he said. It plugs directly into studio console and requires no tubes or special power supply. Frequency response placed at 80 to 12,000 cycles.

Jan.-Oct. Tv Set Shipments Reach Nearly Six Million Mark

TV SET shipments to dealers during the first 10 months of 1955 totaled 5,987,044 units, 11% above the 5,372,756 sets shipped in same 1954 period, according to Radio-Electronics-Tv Mfrs. Assn. October shipments totaled 812,312 sets compared to 1,019,191 in five-week September and 903,160 in October 1954. Tv set shipments to dealers by states during first 10 months of 1955:

State	Total	State	Total
Ala.	101,483	N. J.	190,842
Ariz.	31,324	N. M.	20,150
Ark.	65,140	N. Y.	571,140
Calif.	512,903	N. C.	152,174
Colo.	45,444	N. D.	21,766
Conn.	84,516	Ohio	315,882
Del.	13,672	Okla.	85,804
D. C.	55,852	Ore.	71,550
Fla.	202,744	Pa.	385,037
Ga.	129,122	R. I.	29,341
Idaho	23,688	S. C.	81,487
Ill.	337,562	S. D.	23,449
Ind.	160,714	Tenn.	117,592
Iowa	88,610	Tex.	326,073
Kan.	76,620	Utah	22,777
Ky.	98,496	Vt.	17,997
La.	124,984	Va.	108,785
Me.	42,069	Wash.	102,730
Md.	84,138	W. Va.	65,224
Mass.	169,403	Wis.	134,811
Mich.	253,394	Wyo.	6,119
Minn.	99,647		
Miss.	53,584	U. S. TOTAL	5,965,815
Mo.	159,728	Alaska	6,464
Mont.	17,311	Hawaii	14,765
Neb.	52,867		
Nev.	7,933	GRAND TOTAL	5,987,044
N. H.	22,137		

Eadeh to FCC Study Staff

APPOINTMENT of Edward R. Eadeh, four-network veteran, to FCC's network study staff announced last week, bringing staff to 10. Mr. Eadeh headed client coverage departments at CBS, MBS and ABC, most recently serving as director of research for DuMont Tv Network. Mr. Eadeh will serve as industry specialist and liaison consultant.

KTVE (TV) Asks Suspension

KTVE (TV) Longview, Tex., last week asked FCC for permission to suspend operations until March 22, 1956. The ch. 32 station said it would use proposed hiatus to reorganize financial structure.

PEOPLE

HARRY A. BERK, vice president and director, Warwick & Legler, named vice president and director, McCann-Erickson International Corp. Mr. Berk at one time served as president of Foote, Cone & Belding International.

SIDNEY B. SILLECK JR. and **DONALD M. SMITH JR.,** account executives, elected vice presidents of Kenyon & Eckhardt.

HARRIT LYDECKER, vice president, Leo Burnett Co., Chicago, to J. Walter Thompson Co., N.Y., as vice president and account representative.

JEREMY GURY, vice president, Benton & Bowles Inc., N. Y., named administrative head of agency's copy department and member of plans board.

GEORGE L. STAUDT, advertising manager for Standard Register Co., to similar capacity with Hudson Motors Div. of American Motors Corp., Detroit, effective Jan. 3.

GENE S. VINIK, formerly on account staff of Arthur Meyerhoff & Co., Chicago agency, appointed advertising manager of Continental Coffee Co. (Thomas J. Webb coffee), Chicago, sizable radio-tv advertiser.

STERLING MITCHELL, general manager of Clinton E. Frank Inc., Chicago, appointed advertising manager of Eureka-Williams Co. (vacuum cleaners), Bloomington, Ill.

OWEN J. McREYNOLDS, eastern division manager of Gates Radio Co., has resigned to become general manager of WOKE Oak Ridge, Tenn., of which he is part owner. He also will have consulting practice with offices in Knoxville and Oak Ridge.

NORMAN LINDQUIST resigned as vice president and tv director of Atlas Film Corp., Oak Park and Chicago, to join Wilding Picture Productions, Chicago, as account executive, effective Jan. 1.

PEGGY STONE, vice president, Radio-Tv Representative Inc., grandmother of boy, Craig Peter Stone, born in New York City to her son, Tom Stone.

H. S. NAKDIMEN, owner KWHN and one-third owner of ch. 5 KNAC-TV Fort Smith, Ark., died suddenly last week.

Deepfreeze Discontinues

DEEPFREEZE Appliance Div. of Motor Products Corp. (home freezers) will discontinue operation March 31, 1956. Decision to close plants attributed by management sources to "intense competition" in appliance field. Account, handled by Roche, Williams & Cleary Inc., has been inactive in radio-tv and other media in recent months, formerly sponsored Gabriel Heatter on MBS and Garry Moore on CBS-TV.

SB&W Changes to S&B

BECAUSE of resignation early in fall of Paul Werner, who was executive vice president of Scheideler, Beck & Werner Inc., New York, agency's corporate name on Jan. 1 will become Scheideler & Beck Inc.

Sarnoff Slogan Lauded

SLOGAN "For Freedom and Peace," suggested to White House by Brig. Gen. David Sarnoff, RCA board chairman, is helping "to convey to Voice of America listeners around the world the truth about United States policies and goals," according to statement Thursday by Theodore C. Streibert, VOA director, and Jack R. Poppele, assistant director for radio-tv.

the week in brief

1955 PLAYBACK

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CHANGES CAUSE CRISES

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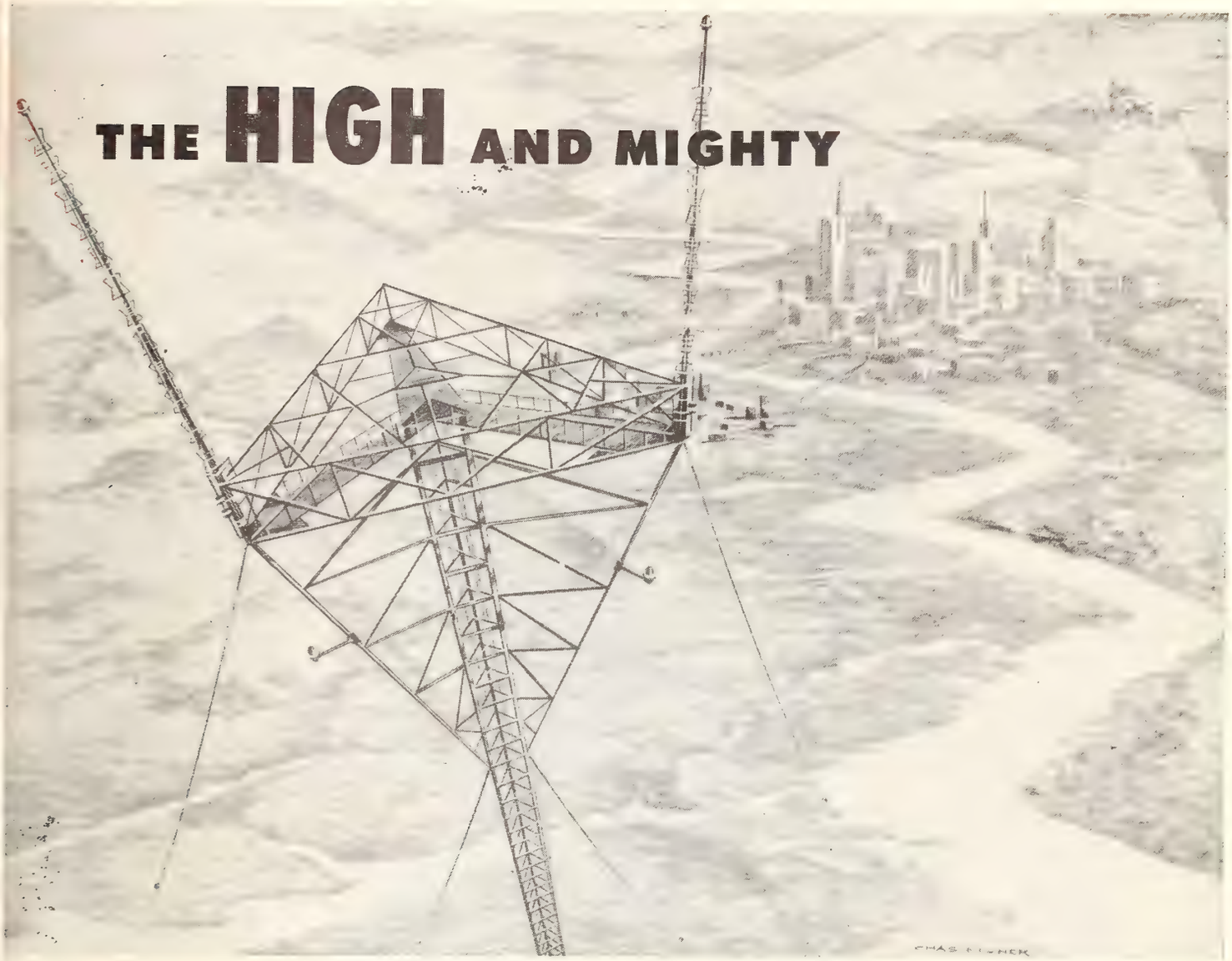
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*Reg. U. S. Patent Office

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HIGH ATOP CEDAR HILL OVERLOOKING DALLAS-FORT WORTH, TEXAS' HIGHEST MAN-MADE STRUCTURE . . . 1,685 FEET ABOVE AVERAGE TERRAIN, KRLD's NEW TRANSMISSION TOWER.

42 COUNTIES IN TEXAS AND OKLAHOMA

POPULATION	**2,272,000**
FAMILIES	**687,600**
RETAIL SALES	**2,582,192,000**

552,740 television sets

CITY GRADE COVERAGE IN DALLAS AND FORT WORTH

KRLD-TV

The Times Herald Station
Owners and operators of KRLD, 50,000 Watts
The Branham Co., Exclusive Representative.

The BIGGEST buy in the BIGGEST market in the BIGGEST State

CBS

Channel 4, Dallas
MAXIMUM POWER

JOHN W. RUNYON
Chairman of the Board

CLYDE W. REMBERT
President



Say hello to the

American Viscose Corp.
American Character Doll Co.
Apex Electrical Manufacturing Co.
Birge Co., Inc.
E. L. Bruce
Caloric Stove Corp.
Connecticut Chemical Research Corp.
Culligan, Inc.
Daystrom Furniture Corp., Inc.
Detroit Steel Products Co.
Dormeyer Corp.
Eastman Kodak Co.
Edison Chemical Co.
General Dynamics Corp.
Glass Containers Manufacturers Institute
Hobart Manufacturing Co.
International Molded Plastics, Inc.
International Salt Co., Inc.
The Kalart Co., Inc.
The Lau Blower Co.
Lee, Ltd.
Lettuce, Inc.
Lorentzen Hardware Manufacturing Corp.
Magla Products
The Maybelline Co.
Morton Salt Co.
Motor Wheel Corp.
Outboard Marine & Manufacturing Co.
Paulsboro Manufacturing Co.
Pioneer Rubber Co.
Pittsburgh Coke & Chemical Co.
Polk Miller Products Corp.
A. H. Pond Co., Inc.
The Rath Packing Co.
O. M. Scott & Sons Co.
Stern's Nurseries
Union Underwear Co., Inc.
The Weather-Proof Co.
Webster-Chicago Corp.
Weco Products Co.
Whirlpool Corp.
Whitehouse Co.
The J. B. Williams Co.
Woman's Day, Inc.

During the first nine months of this year, 51 advertisers entered network television for the first time.

44 of these new advertisers were on NBC

42 of them were on NBC exclusively

Getting new advertisers, keeping old ones, NBC served 195 satisfied sponsors during this period ...compared to 109 for the next network, and 77 for the third network. *More advertisers than the next two networks combined.*

NBC has proved itself the *pioneer network*, with its new programming patterns and sales plans: Today - Home - Tonight, NBC Matinee Theater and Color Spectaculars.

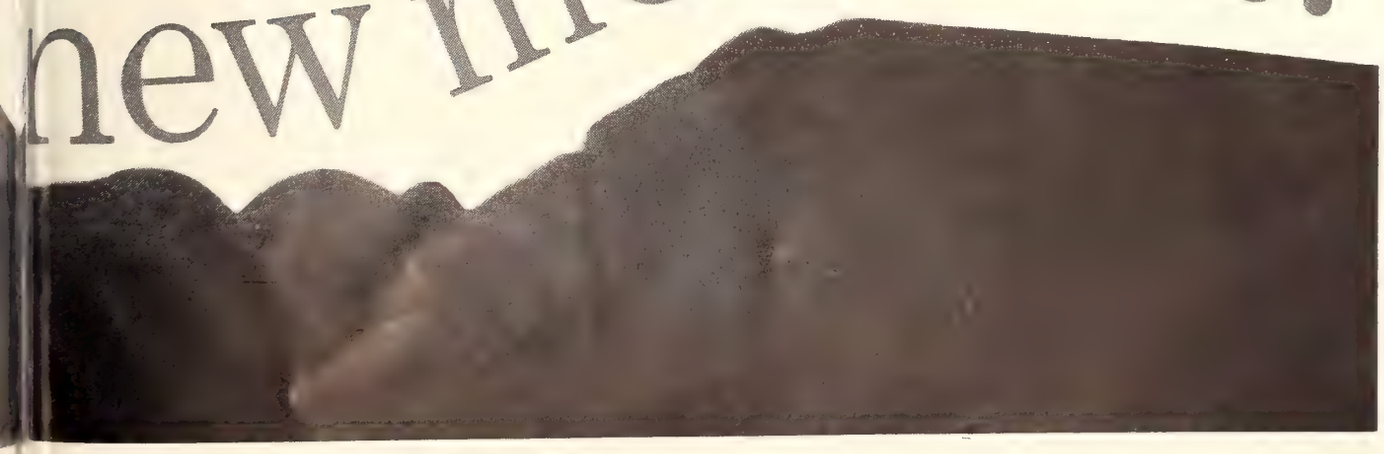
NBC has proved itself the *creative network*, with its Wide Wide World, Medic, NBC Opera Theatre, Project 20 and the exciting and universally-imitated Spectaculars...with its new personalities and its unending search for new talent.

NBC has proved itself the *follow-through network*. Extensive merchandising is available to every product on NBC Television; every program is backed by extensive promotion.

Why not join up? There's still room for new members... and you'll soon discover that the rewards are great.

Exciting things are happening on NBC television

new members!





316,000 watts!

MOST POWERFUL TV IN WEST TEXAS

CBS TELEVISION

KDUB-TV

KDUB-AM WEST TEXAS' ONLY 24 HOUR RADIO

LUBBOCK, TEXAS

NATIONAL REPRESENTATIVES: THE BRANHAM COMPANY

President and Gen. Mgr., W. D. "DUB" ROGERS

National Sales Mgr. E. A. "Buzz" Hassett

IN REVIEW

I HEAR AMERICA SINGING

THE MOST intriguing part of the 90-minute *Ford Star Jubilee* Dec. 17 was the first Ford commercial that showed us what *would* have happened to three actual 1956 Ford owners, were it not for the protection afforded by the padded instrument panel, the bucket steering wheel, the safety seat belts and the double door locks. Since it sold nothing but caution, the agency is to be commended for its nerve and daring.

On the other hand, "I Hear America Singing" was no better nor worse than any other musical variety we've caught in the past few years. If m.c. Eddie Fisher displayed nervousness at the outset of the musical extravaganza, consider for a moment the remark made by an ex-officio CBS staffer just before the show went on: "This'll either make Eddie or break him." It did neither. However, despite a belabored script, bad video fading and the vocal dubbing of Red Skelton's "songs," we may expect to see more of the talented Mr. Fisher on tv, *Coke Time* or no time.

In attempting to roll into one big ball of wax 180 years of American history and song, CBS-TV chewed off more than it could swallow. Certainly, the very idea of hiring a research editor seems preposterous when any bobby-soxer knows that "Yankee Doodle" was not written by Sauter-Finegan. Be that as it may, it once again proves that such talent as Bobby Van, Nat (King) Cole and the incomparable Ella Fitzgerald should not be tied down by format. Between you, me and approximately 2.5 million Fisher Fan Club members, the nicest thing all evening was the Mr. & Mrs. Fisher routine that, we dare say, didn't leave a dry eye in the house by 10:59 p.m.

Production costs: Approximately $300,000

Sponsored by Ford Motor Co. through J. Walter Thompson Co., every fourth Saturday, 9:30-11 p.m. EST, on CBS-TV in color and black-and-white.

Stars of Dec. 17 "I Hear America Singing": Eddie Fisher, Debbie Reynolds, Nat (King) Cole, Ella Fitzgerald, Bobby Van, Red Skelton

Executive producer: Harry Ackerman; producer: Ken Murray; director: Paul Harrison; assoc. producers: Mr. Harrison and Berni Gould; script: Jean Holloway; art: Robert Tyler Lee; music: Axel Stordahl; choreographer: Al White Jr.; chorus: Norman Luboff; research editor: Royal Foster; musical supervisor: Lud Gluskin; sets: Buck Henshaw; technical director: Bob Colvin.

CHRISTMAS WITH THE GREATEST SHOW ON EARTH

IT is unfortunate that most, if not all, of the innate charm of circus life was lost somewhere between WTVJ (TV) Miami and our set when CBS-TV attempted to bring its moppet audience *Christmas With the Greatest Show on Earth* Dec. 16. "Attempted," because the network never quite succeeded in bringing off what was a most promising program.

From the very start, the remote from Ringling Bros. and Barnum & Bailey circus winter quarters in Sarasota, Fla., was doomed to failure. Not only was continuity hopelessly bogged down in a mire of cliches, but those two fellows simply known to televiewers everywhere as Audio and Video had a field day. Where Video did a grand job with tricky birds' eye shots and intimate close-ups heretofore restricted to holders of the $6.50 front row seats at Madison Square Garden, Audio ran amuck. More often than not, m.c. Charlton Heston, a warm and gracious host surrounded by the talented offspring of the circus folk, found himself staring stupidly at the camera, talking into a dead mike. The sound distortions from within, as well as without, and the ring were hard enough on our low-fidelity-equipped ears, but to eavesdrop on an assistant director chewing out his floor manager struck us as downright embarrassing.

There must have been hell to pay last week at CBS-TV and the agency.

Production costs: Approximately $85,000.

Sponsored by General Foods Corp. through Benton & Bowles on CBS-TV, Dec. 16, 8-9 p.m. EST (one time only).

Starring: Performers of the Ringling Bros. & Barnum & Bailey Circus; host: Charlton Heston; filmed commercials by: Lucille Ball, Desi Arnaz, Peggy Wood, Spring Byington, Eve Arden, Johnny and Jody Carson, Roy Rogers and Dale Evans.

Producer: Ted Fedder; director: Byron Paul; writers: Frank Provo and John Pickard; staged by Richard Barstow; music: Merle Evans and the circus band; technical directors: Bob Dailey and Spears Mallis; sets: Phil Cuoco; illustrations: Bill Bunce; circus director: Pat Valdom.

Live remote from circus winter headquarters, Sarasota, Fla., via WTVJ (TV) Miami, Fla.

ZOO PARADE

THE WILDS of Africa became tame, ho-hum entertainment as pictured on the initial episode (Dec. 18) of *Zoo Parade's* filmed series of a safari. Effective enough color photography was not matched by dialogue, which lacked spontaneity, or by story line, which failed to build in interest.

Such veterans as Marlin Perkins, director of Chicago's Lincoln Park Zoo and conductor of the NBC-TV program, and NBC reporter Jim Hurlbut seemed to be forcing enthusiasm as they described the trek of thousands of animals in Tanganyika from plains to bush country 200 miles away. And even the animals themselves—including the zebra giraffe, gazelle, ostrich, lion, wart hog, jackal and hyena—seemed lackadaisical.

Production costs: Approximately $14,000.

Sponsored by Mutual of Omaha through Bozell & Jacobs, on NBC-TV, Sun., Dec. 18, 3:30-4 p.m.

Cast: Marlin Perkins and Jim Hurlbut.

Producer-director: Don Meier; writer: Dorothy Ruddell; camera team: Mr. & Mrs. Murl Deusing; floor director: Tom Arend; unit manager: Earl Harris; sound engineer: Bryan Wright.

THE WARNING BELL

ONE would be hard put to quarrel with CBS Radio's 55-minute presentation Dec. 17 detailing the plight of public school systems across the country. Technically and editorially it was superb.

The sales talents of narrator Arthur Godfrey were turned to stirring the country into correcting the drastic and ever-growing problems of overcrowded schools and too few teachers. He steered the program, and the listener, in rapid but smooth fashion through comments by hundreds of students, teachers, parents and public officials. The effect was overwhelmingly convincing.

Coming at 9:05-10 p.m. on Saturday, *The*



Don't send a boy to do a **MAN'S** work

Apparently, it is recognized that a multiple number of smaller Georgia radio stations are indicated if one hopes to approach the effectiveness and economy of WSB Radio. This is a protective concept which has prevailed, ineffectively, for the past 20 years.

No other Georgia radio station, or combination of Georgia stations, gives you as many listeners per dollar as you can get on WSB Radio. Ask your Petry man to show you the facts.

WSB Radio
ATLANTA

NBC affiliate. Represented by Petry. Affiliated with The Atlanta Journal and Constitution

Advertisement

WOODLAND KIDS PUL

THEY PLAY SANTA CLAUS TO SANTA CLAUS

Marine Reserves, WOOD and WOOD -TV Grand Rapids, Michigan, combine forces to gather a mountain of over 100,000 toys for Western Michigan's underprivileged youngsters

If you have misgivings about young America missing the true spirit of Christmas, dismiss them. When they set their mind to it, they're more eager to give than receive.

Marine Reserve Units, working with WOOD and WOOD-TV, launched this year's TOYS FOR TOTS drive in Western Michigan with a video-radio marathon starting at 11:30 PM Friday night after Thanksgiving and continuing throughout the night and morning until noon Saturday.

The station put on the show; the Marine Reserves furnished a large, fast-operating telephone answering and toy pickup service. Listeners and viewers were urged to telephone offers of used and new toys to communications centers in Grand Rapids, Muskegon and Kalamazoo. Marine-manned trucks and cars made pick-ups throughout the night, collected the toys in the armories of the three respective communities.

By morning, even the Marines' pickup fleet was badly backed up on calls. So, the kids were told to bring their toys to WOODland Center. The resulting deluge made Macy's toy department look like a sold out country store by comparison.

The Marine Reserves worked like beavers repairing, repainting, wrapping.

Result: Many kids who would otherwise have been forgotten smiled on Christmas day. And many other kids this year have the greater satisfaction that comes from giving.

When you want action anywhere, call the Marines.

When you want it in WOODland, WOOD and WOOD-TV can be a mighty big help, too.



11:30 PM—Equipped with a waiver from IBEW, Pfc. Donald L. Czurak kicks off the TOYS FOR TOTS TELETHON by starting the roll-up.



11:45 PM—WOOD-TV Program Director Frank Sisson, Emcee for the entire Telethon, interviews Major Robert S. Perry, Commanding Officer, Tenth Rifle Company USMCR, Grand Rapids, Mich., explaining to early listeners and viewers how the toys will be collected, repaired and distributed.



1:00 AM—Chet and Kay, WOOD-TV Record Pantomimists, contribute the video supplement to the Pajama Game hit, "There Once Was a Man".



12 MIDNIGHT—The Great Lakes Chorus, Local Men's Group, gets entertainment under way.

A SWITCH



2:00 AM—Shirley Forwood, WOOD-TV vocalist, gets nostalgic. Later, orchestras from all the local night spots stop in; jam sessions continue intermittently until dawn.



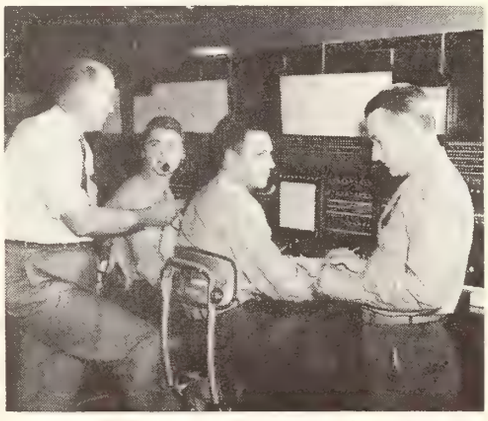
3:00 AM—Trucks pile higher and higher as cruising Marines respond to telephone calls from Telethon viewers.



10:00 AM—The Romper Room Teacher, Miss Jean, helps guide small fry gift-bearers to Santa Claus' Headquarters at WOODland Center.



7:00 AM—Buck Barry, WOOD-TV Cowboy Star, introduces pianist Kenneth Meedema, blind since birth.



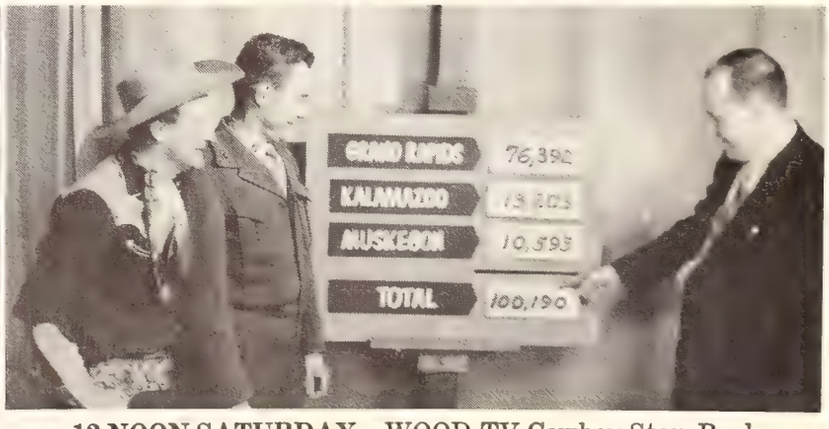
ALL NIGHT—Wurzburg's, Grand Rapids' largest department store, volunteers its switchboard. Here, Public Relations Director Bert Martens, helps Marine Reservists on calls. In the morning, center moves to Lear, Inc. switchboard which clears over 30,000 calls from 8 to noon.



SATURDAY MORNING—Marines begin stacking collected toys in preparation for the big repair and wrapping job. Before the day is out, the Marine Rifle Range, 20 feet wide and 124 feet long, at the Marine Reserve Training Center, is piled to the ceiling with toys.



11:00 AM—The Show Goes On as gifts skyrocket behind old St. Nick. Cameramen are surrounded by hundreds of children with toys and dolls.



12 NOON SATURDAY—WOOD-TV Cowboy Star, Buck Barry, Captain Charles Johnson, USMCR, and WOOD-TV Program Director, Frank Sisson, view the final count on telephone calls as a result of the Telethon.

Advertisement

Warning Bell bucked some of the toughest tv competition. It's to be hoped it won a sizeable audience. Those who heard it were treated to professional radio doing an exceptional job.

Production costs: Approximately $5,700.
Broadcast on CBS Radio, Dec. 17, 9:05-10 p.m. EST.
Narrator: Arthur Godfrey.
Producer: Jay McMullen; supervisor: Ralph Backlund, CBS executive producer in charge of radio public affairs programs; music conductor: Alfredo Antonini.

SEEN AND HEARD

Super Anahist has a commercial which may not endear it to some parents. The film spot extols the medicine's taste ("good enough to put on ice cream") while the video portion shows one small fry making a Super Anahist sundae.

Pontiac may be pioneering in torn-torso tv. One commercial on NBC-TV's *Playwrights 56,* pointed out that the car's front seat can accommodate three and one one-half people.

BOOKS

BBC HANDBOOK, 1956. British Broadcasting Corp., Broadcasting House, London, W. 1, England. 288 pp. Five shillings or $0.75 U. S.

WHATEVER questions one may have about the BBC, it's practically certain that the answer will be found in the latest BBC Handbook, which explains what the BBC is, how it was organized and how it works; gives full information about its programming, staff, policies and finances; includes a full text of its charter and license and in general describes all BBC activities, both radio and tv, with descriptions of the regular and special programs and statistics about the size of their audiences.

COLOR TELEVISION ENGINEERING, by John W. Wentworth. McGraw-Hill Book Co., 330 W. 42nd St., New York 36, N. Y. 460 pp. $8.

TELEVISION engineers already familiar with monochrome operations will find this volume an excellent introduction to color tv. Its technical explanations cover both the physical and psychological aspects of color, colorimetric techniques used in tv, basic electronic principles of color tv, and the apparatus and circuits employed in studio equipment, transmitters, test equipment and receivers. The author is manager of television terminal equipment engineering for RCA; the book is a compilation of lecture notes he used in presenting an after-hours course in color tv to other engineers at RCA and NBC.

THE ANIMATED FILM, by Roger Manvell. Hastings House, 41 E. 50th St., New York 22, N. Y. 64 pp. $3.50.

WHERE the animated film originated, how it developed, what it involves and where it is headed are discussed clearly and succinctly in this attractive volume, with hundreds of illustrations from the film version of George Orwell's "Animal Farm," made by Halas & Batchelor Cartoon Films Ltd.

FREQUENCY MODULATION, edited by Alexander Schure. John F. Rider Publisher, 480 Canal St., New York 13, N. Y. 46 pp. 90 cents.

DESIGNED to provide a comprehensive review of the more important principles of frequency modulation, this booklet devotes one chapter to fm's fundamental concepts, another to the production of fm, a third to phase modulation, which produces fm but with different techniques, and a fourth to fm propagation and reception.

WHY DO YOU WANT TO SING?, by Olive Wyckoff. Exposition Press, 386 Fourth Ave., New York 16, N. Y. 40 pp. $2.50.

THIS slim handbook on voice training backs up its challenging title in an opening chapter that makes the reader defend his desire to become a professional singer and affirm his willingness to sacrifice everything else to that end. Only after the vow has been taken does the author, a vocal diagnostician, provide her "blueprint of the technique of the singer's art," which, she promises, "if faithfully followed, will build a voice for you which will last as long as the health of your body lasts."

COLOR TELEVISION RECEIVER PRACTICES, by Engineers of the Hazeltine Corp. Laboratories. John F. Rider Publisher, 480 Canal St., New York 13, N. Y. 200 pp. (paper bound). $4.50.

THE LECTURES on color television given at Hazeltine Corp. Labs for visiting engineers from various receiver manufacturing companies, by Hazeltine engineers under the direction of Arthur V. Loughren, research vice president, have been edited into book form by Charles E. Dean of the Hazeltine staff. Following Mr. Loughren's broad statement of the basic requirements of a color tv system, the book describes the standard transmitted color signal and the various parts of the color receiver. The presentation assumes a good technical knowledge of monochrome sets on the part of the reader, who should also be familiar with algebra and trigonometry.

FUNDAMENTALS OF TELEVISION ENGINEERING, by Glenn M. Glasford. McGraw-Hill Book Co., 330 W. 42nd St., New York 36, N. Y. 642 pp. $12.75.

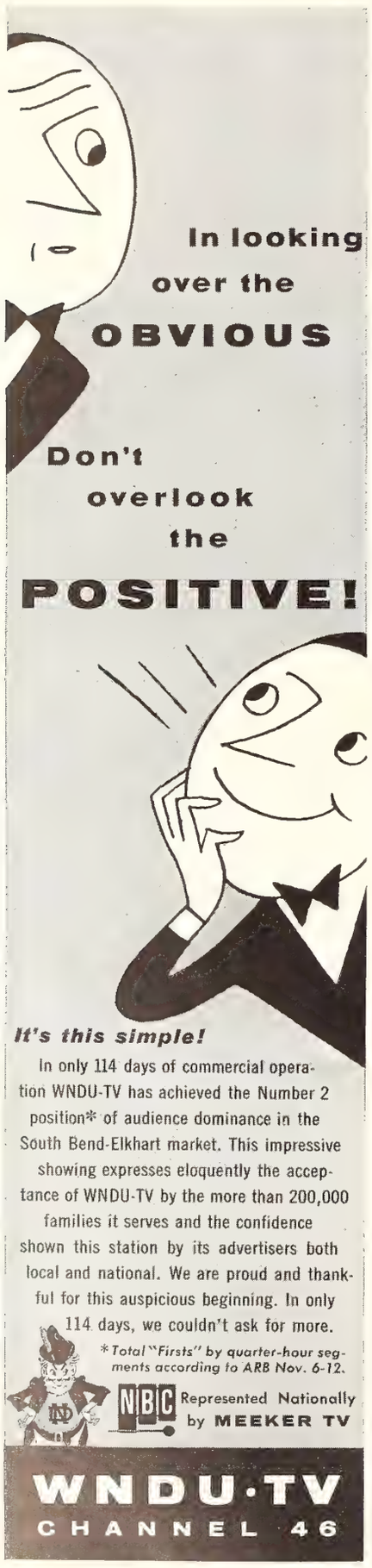
COMPLETE theoretical coverage of the full field of television is given in this new reference book whose author, who formerly headed the advanced development group of the DuMont television transmitter department, is now associate professor of electrical engineering at Syracuse U. and a part-time consultant to General Electric Co. on studio equipment problems.

RIDER'S "SPECIALIZED" HI-FI AM-FM TUNER MANUAL. John F. Rider Publisher, 480 Canal St., New York 13, N. Y. 212 pp. $3.50.

FIRST of a new series of "specialized" publications, this volume gives the details needed to service or repair 62 tuners of 21 radio receiver manufacturers. The information, says the foreword, "has been procured directly from the manufacturer of each product."

CRYSTAL OSCILLATORS, edited by Alexander Schure. John F. Rider Publisher, 480 Canal St., New York 13, N. Y. 72 pp. $1.25.

TO PROVIDE a more comprehensive study of crystals and crystal oscillators than is found in most textbooks of electronics, this booklet reviews the oscillation principles and discusses in full detail the characteristics of the basic quartz crystal oscillator, crystal techniques, popular crystal oscillator circuits and the harmonic and overtone crystal oscillator circuits.





High atop Queen Anne Hill, in the heart of Seattle, the KING-TV tower each year is transformed into the world's tallest "Christmas Tree" ...a brilliant part of the holiday spirit...a bright promise of more great entertainment and community leadership in the years to come.

FIRST IN SEATTLE / TACOMA

ABC Television, Channel 5, 100,000 watts
ABC Radio, 1090 kc., 50,000 watts

KING



AMCI TYPE 1046
Channels 7 through 13

Shown above is the five-bay array recently installed for Station WITN, Channel 7, in Washington, North Carolina. With a gain of 19.4, a single 6-⅛" coaxial transmission line feeder and in conjunction with a 20 kw transmitter, the antenna radiates an ERP of 316 kw. AMCI Type I null fill-in assures proper coverage even in close to the tower. Write for Bulletin B-105

ANTENNA SYSTEMS—COMPONENTS
AIR NAVIGATION AIDS—INSTRUMENTS

AMCI **ALFORD** *Manufacturing Co., Inc.*
299 ATLANTIC AVE., BOSTON, MASS.

Commercialless Christmas

EDITOR:

Evidently KRKD needs a better press agent!

Recent issue of B•T mentioned two stations that will cancel all commercial programs on Christmas Day. An innovation?

KRKD Los Angeles has had this policy for 21 years! Originally sponsor identification was given, but in recent years, even that was eliminated. The announcer even performed his good deed of the day by keeping quiet—announcing five selections at a time.

Twenty-one years! Can any station beat it?

KRKD Los Angeles

P. R.'s P. R. Aid

EDITOR:

. . . We have nine regions and a manager of public relations for each. I have stressed the value of having your publications for us in our work. You should be receiving orders from system headquarters in Philadelphia for nine subscriptions. I would appreciate it if you would check to see that they also include subscriptions for the YEARBOOKS—one of the big reasons the books are of great value to us.

Cecil Muldoon, Pub. Rel. Mgr.
Northern Region
Pennsylvania Railroad Co.
Buffalo, N. Y.

Authorized Quote

EDITOR:

. . . I liked the interview ["Author Applauds Tv Treatment of *Caine*," B•T, Nov. 28] very much, and of course I was pleased by the handsome review. All good wishes. . . .

Herman Wouk
New York City

Day-Off Day

EDITOR:

Since we seem to have a day for everything else in this country, why not establish a "NATIONAL RADIO-TELEVISION DAY," on which all broadcast activities would cease? A good date for such a "day" would be Jan. 2, which most broadcasters will agree is traditionally slow for local business.

Not only would such a "day" give broadcasters a holiday, but it would serve as a reminder of the important part broadcasting plays in the everyday lives of all the people of our country. It should be a "day" that would be observed without fanfare or advance publicity, so as to have the greatest possible impact. We wonder what the reaction of the public would be if left without the benefits (used loosely) of radio for a period of 24 hours!

Without wishing to appear to be legally qualified to discuss the subject, such a "day" probably could only be established by an Act of Congress.

John A. Boling, Pres. & Gen. Mgr.
WQIK Jacksonville, Fla.

Code Facts

EDITOR:

There should be more articles like the one by John Outler which appeared in B•T Nov. 21, entitled "Who Put the Mud on Radio's Shoes?"

And, I was delighted to see that Ed Kirby took the trouble to write a letter to the editor in which he gave a history lesson [OPEN MIKE, Dec. 5].

I manage to do quite a bit of listening and some viewing as well. I see the Seal of Fair Practice on television screens but I do not believe I hear mention of the Code of Fair Practice on radio. Probably that is just as well, as so many things that one hears and sees are in bad taste and are bad broadcasting.

We have to have a Code and we have a pretty good one. Now, we have to spend more time educating the people in broadcasting as to just what the Code means and how it should be interpreted. These are days of easy money and, on the whole, easy profits. These are days of careless management. Let's be sure we do not invite new legislation.

Edgar Kobak, Pres.
WTWA Thomson, Ga.

AP's Word

EDITOR:

I want to add my word of commendation to you and your staff for the splendid magazine you are putting out. It certainly has been most helpful to me in getting acquainted with the broadcasting industry . . .

Harry Snyder
Regional Membership Exec.
The Associated Press
Charlotte, N. C.

Election Coverage Problem

EDITOR:

Here's a thought, for your consideration, with regard to coverage of election returns next fall. In many areas, such as our own, voting machines are not used. However, "double" election boards start counting ballots around noon and returns are available thereafter.

Communications between the polling places and our newsroom is the bottleneck in getting these returns on the air. In most cases established telephones are not readily available. Costs make it impractical to install our own 'phone at each voting place or to maintain enough mobile radio units to do the job.

However, utilities companies do have the mobile radio units which, excluding an emergency in their own operations, would be available if a waiver of the rules and regulations under which they operate could be secured from the FCC. And, just incidentally, the utilities are among our best prospects for sponsorship of county and state returns.

Would it be worthwhile for broadcasters, acting together, to seek such a rules waiver from the FCC and begin now to organize such communications for election returns?

J. Nelson Rupard, Gen. Mgr.
KIND Independence, Kan.

Bozan, Not Clark

EDITOR:

Your reviewer [IN REVIEW, Dec. 12] made one of those errors so common to us tv reviewers—that of wrongly identifying players of minor roles in tv dramas—that I wouldn't mention except that it concerns a player who, to me, has the most beautiful countenance in the world of the theatre, movies, and tv—gentle, kindly and serene Alonzo Bozan.

Your reviewer mistook the name for that of Elias Clark, the delightful Negro youngster who played Luster in "The Sound and the Fury," saying of him. . . . "Special praise should go to Alonzo Bozan, a youngster who managed to hold his own in the company of such veterans."

Alonzo Bozan, who played Job, is a veteran of the Negro Art Theatre and one of the oldest holders of an Equity card. His endearing countenance and enchanting, soft, music voice enrich any play in which he appears, good or bad.

Burton Rascoe, TV First-Nighter
Classic Features, New York City



NOW! SAVE up to 15%

By Buying 2 or More of These Powerful Stations

WKMH
DEARBORN – DETROIT

WKMF
FLINT, MICHIGAN

WKHM
JACKSON, MICHIGAN
Jackson Television & Broadcasting Corp.

WSAM
SAGINAW, MICHIGAN

Represented By Headley-Reed

The Community Stations



KNORR Broadcasting CORP.

HERE'S HOW IT WORKS

Buy All 4 Stations... SAVE 15%
Buy Any 3 Stations.. SAVE 10%
Buy Any 2 Stations.. SAVE 5%

Now, you get more for your money than ever before! You get the biggest buy in radio in Michigan's Knorr Broadcasting Corporation's combined 4-Station deal! Here, bounded by Detroit, Jackson, Flint and Saginaw is 80% of Michigan's 6-billion dollar buying power. That's where nearly 100% of the homes and over 85% of the automobiles have radios. That's where WKMH, WKHM, WKMF and WSAM command the biggest listening audience, because that's where *everybody* likes News, Music, Sports.

REACHES MICHIGAN'S BIGGEST BUYING POWER



This is our Uncle Ned, and he's a mighty important person here in Middle Georgia . . . mighty important to some 110,860 television set owners who watch Channel 13.

Our Uncle Ned, just in case you got in late, is the leader of the Hayloft Jamboree Gang who have been on WMAZ-TV ever since we went on the air more than two years ago. And right now, Ned also heads up our new daytime hour and a half production called "Teavie's Town and Country."



"UNCLE NED"

The show's going great now, with Uncle Ned and the Hayloft fellows and gal; with the Sego Brothers' gospel songs; Jo Ann Smith's pop tunes, and Ernie Daulton at the organ. They're all great entertainers, but the main thing about Uncle Ned is that he's a great salesman too!

Uncle Ned can and will sell most any product on "Teavie's Town and Country". He'll sell yours! Get all the details from Avery-Knodel, and SELL here in Middle Georgia.

Colle

SOUTHEASTERN BROADCASTING COMPANY

MACON, GA.

our respects

to BERT SMITH WEST



IF YOU think radio learned to be flexible the past few years, you should meet Bert West, one of Hollywood's most adaptable radio executives.

Starting as usher at KNX Los Angeles not quite eight years ago while still in college, Mr. West today is general manager of the CBS-owned outlet and the Columbia Pacific Radio Network. CPRN has 23 affiliates on the coast and sometimes expands to 47 stations in the 11 western states. KNX is the key outlet.

But it is what happened in between which proves that Mr. West is as flexible as the advertising medium in which he believes. Rising quickly through sales department ranks at KNX, he was moved across the U. S. and back in a variety of posts for CBS Radio Spot Sales and KNX. He gratefully volunteers that he received "many lucky breaks" while others jumped into television, but CBS obviously felt he grew with each new experience and considered him a radio "veteran" this fall when it chose him to pilot KNX, a 50 kw on 1070 kc that is older than Mr. West.

Among those who don't believe radio ever died, Mr. West will admit "we suffered from the shakes now and then. But television forced us to find out about our business and we learned to adapt our medium to the needs of the advertiser, to make his buying easier."

On reflection he says, "Look how hard radio was to do business with in 1950. Now we have gone to a single rate basically, provided uniform discount advantages and learned to use heavy market saturation. Today any advertiser can buy on short notice and for short periods, as his selling problems demand."

As radio has proved adaptable in selling, so has it adapted to new programming needs, Mr. West believes. Radio's immediacy is exploited in the station's news practices, including local news. Radio's intimacy means a personal, believable approach.

Bert Smith West ("Smith is a family name. So's West," he offers with a grin) was born in Los Angeles June 30, 1925. He grew up in public schools there and majored in science and mathematics in high school.

In June 1943 he entered Washburn College under the Navy V-12 program and in early 1944, after passing further tests, was transferred to the U. of California at Los Angeles under the Navy reserve officer training plan. After being crammed with naval science and other subjects under the accelerated program, he was graduated in 1945 as an ensign.

In spite of the academic push, he had time for football and track at UCLA and was Pacific Coast AAU champion quarter-miler in 1945.

Upon graduation, he was assigned to a 172-ft. anti-submarine patrol craft then in Tokyo preparing to return to the States.

When other officers disembarked at Hawaii Ensign West was obliged to navigate the craft on his sheer "book learning" to Portland, Ore. "Try and find the Columbia River from sea when you've never been there before—when your radar goes out on you," he recalls. Did he find it? "Yes. Most fantastic thing."

Discharged under the point system in July 1946, Mr. West returned to UCLA for engineering studies and more football. But after a couple of semesters he decided business administration would be better and he switched, receiving his B.S. in 1948. He played on the Rose Bowl team of January 1947 but don't ask him the score. "We would just as soon forget that and a school called Illinois."

A UCLA professor convinced him the broadcasting field held a bright future and a talk with Clark George resulted in his becoming an usher at KNX a few months before graduation. Mr. George, then KNX account executive, now is manager of CBS-TV Spot Sales, New York.

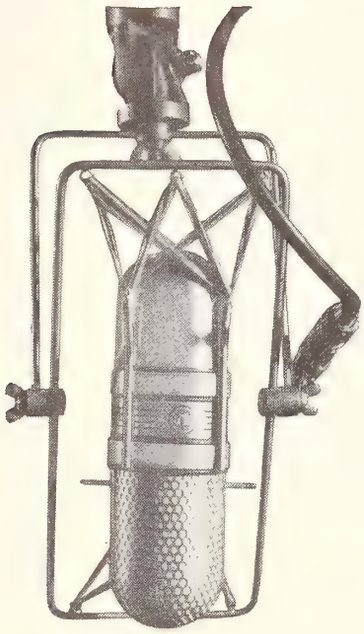
On graduation, Mr. West became commercial traffic manager for the KNX-CPRN sales department and the following year was named sales service manager. In October 1950 he was promoted to director of sales service and administrative assistant to E. W. Buckalew, then KNX-CPRN general sales manager.

January 1951 found him elevated to account executive. "Of course, I had to start with the lower list of accounts. The tough ones we hadn't sold for quite a while." He must have sold them, because within another year he was transferred to Chicago as account executive for CBS Radio Spot Sales—a six-month job. August 1952 found him switched to New York as eastern sales representative for KNX-CPRN.

"By this time I thought I was back on the football field, things were moving so fast." But it wasn't over. January 1953 found him back on the West Coast as manager of CBS Radio Spot Sales' newly expanded office in San Francisco. In November that year he was promoted to general sales manager of KNX-CPRN and he was back in Los Angeles. In October this year he was selected to succeed Bill Shaw as general manager. Mr. Shaw now is CBS Radio Network sales manager.

Mr. West also is flexible enough to have found time for family life. In 1953 he married Mary Anna Bridgman of Los Angeles. It was a courtship for three. He won little Kathy, too. Now 8½, she helps Mother and Daddy take care of the newer family additions, Melina, 2, and Bradley, just three months.

The Wests have purchased a new home at suburban Studio City. Mr. West belongs to the Hollywood and Los Angeles Advertising Clubs and the Junior Chamber of Commerce. Odd moments will find him hunting or fishing.



Looking ahead...



Some of the most stirring pages in the story of American radio and television have been written at WMAQ and WNBQ.

Through 34 years of service, Radio Station WMAQ has pioneered an impressive list of "firsts." And it is the Midwest leader in programming developments which today are strengthening radio's vital, dynamic role in the age of television.

Television Station WNBQ, entering its 8th year, has set the pace for the whole industry with its renowned "Chicago School" of television. In every area of programming, WNBQ has always been in the vanguard of innovation which proved to be just what the public wanted from its TV sets.

1956 will see WNBQ and WMAQ moving still further ahead. It has already been announced that this Spring WNBQ will become the first TV station in the country to *go Color exclusively!* All live local studio programming will be transmitted in RCA compatible color—an opportunity for advertisers to give a dramatic new framework to their messages. WNBQ will be the perfect testing ground for the techniques of color presentation of advertisers' products.

From their vantage point of established leadership in Mid-America, WMAQ and WNBQ look ahead to continued progress and pioneering . . . to even greater service to audiences and advertisers.

WMAQ NBC RADIO IN CHICAGO

WNBQ NBC TELEVISION IN CHICAGO

a service of RCA *Represented by NBC SPOT SALES*



Coverage
fine,
Facilities great . .

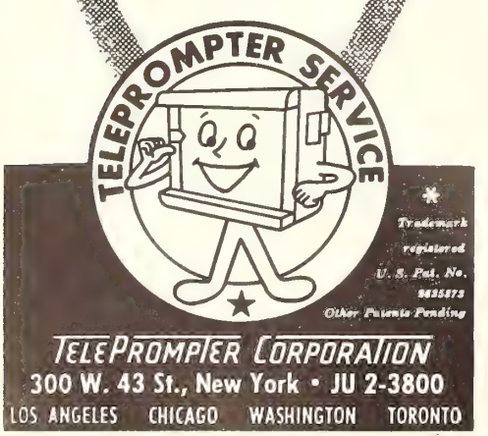
To err is human,
Another rebate.

BUT - not with
TELEPROMPTER
SERVICE

That's why —
ADVERTISERS PREFER
TelePrompTer stations like

KOA-TV
Channel 4
Denver

WSB-TV
Channel 2
Atlanta



TELEPROMPTER CORPORATION
300 W. 43 St., New York • JU 2-3800
LOS ANGELES CHICAGO WASHINGTON TORONTO



RAY J. MAUER

on all accounts

RAY J. MAUER, a stocky, modest 38-year-old advertising executive who has been radio-tv director of Geyer Advertising Inc., New York, since April of this year, feels so uncomfortable outside of agency life that he can recall having left it only twice in the 15 years he's been plying the trade. The first time was during World War II when he held down a supervisory job with a Detroit war plant, the second in 1951, when he ventured briefly into independent tv film production, only to quit it six months later to go with BBDO as a tv copywriter.

Supervising a combined radio-tv billing of $7 million ($5 million in tv) can be an exacting job, finds Mr. Mauer, who prefers copywriting to "in and out box shuffling." Currently supervising one of the hottest tv properties (*Disneyland*) for American Motors Corp. as well as intensive spot campaigns for such other Geyer clients as Tetley tea, Kiwi shoe polish and the Boyle-Midway household products division of American Home Products, accounts for his rarely leaving the office before 8 p.m. for his Old Greenwich, Conn., home.

Born, raised and educated in Detroit (U. of Detroit, class of '40), Ray Mauer joined Campbell-Ewald as a copy-cub, within 10 years raised himself to director of radio-tv creative services in the New York office following the war. After winning several awards (including the National Safety Council, Alfred P. Sloan Foundation and N. Y. Art Directors Club) for his pioneering animated commercials for Chevrolet he made his hasty entrance into and exit from tv film production. In 1952, he went to BBDO, wrote tv's *Hit Parade* for American Tobacco, switched cigarette brands the following year when he joined "the Chesterfield smoker's club" at Cunningham & Walsh.

Mr. Mauer not only firmly believes in doing the "off-beat" (or animated, two-dimensional cartoon) commercial, but he also insists that Geyer's tv copywriters actually use the products whose virtues they tout. Attesting to the fact that he practices what he preaches, Mrs. Mauer, the former Gertrude Sheridan, estimates that in the last four years the Mauers have switched car makes twice (Chevrolet to Rambler), are continually trying the entire Boyle-Midway line of cleansers.

An amateur electrician, hi-fi "bug," sailor and fisherman, Ray Mauer shuns grey-flannel suits, lacks the time or ambition to qualify as a full-fledged exurbanite, and spends his weekends with his three children, Tony (12), Paul (10) and Patricia (8), watching what other agencies turn out in tv spots.

1 buy



covers 3



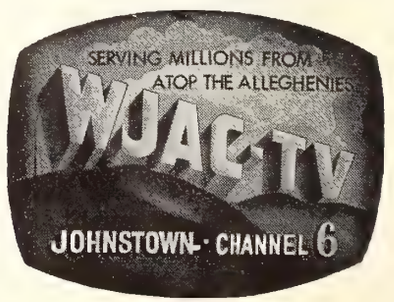
When it's cold outside and you'd like to create a warm feeling in three choice Western Pennsylvania markets, start burning up the wires to WJAC-TV, Johnstown. What a sizzling Hooper! WJAC-TV is:

FIRST in Johnstown
(a 2-station market)

SECOND in Pittsburgh
(a 3-station market)

FIRST in Altoona
(a 2-station market)

You really put the heat on sales . . . with the 1 buy that covers 3—



Ask your KATZ man for full details!

NOTICE TO EDITORS—This advertisement currently appears in leading national magazines. For more than 30 years, Metropolitan Life has sponsored similar messages on national health and safety. Because of public interest in the subject matter of these advertisements, Metropolitan offers all news editors (including radio news editors), free use of the text of each advertisement in this series. The text may be used in regular health features, health columns or health reports with or without credit to Metropolitan. The Company gladly makes this material available to editors as one phase of its public-service advertising in behalf of the nation's health and safety.



Do you <u>really</u> know how old you are?

BEFORE you answer this question, read this story about a boy, his mother and an elderly lady.

"How old is your son?" the elderly lady asked.

"Physically, he's 10. Emotionally, about 7. Intellectually, around 15. Counting birthdays, he will be 9 next Sunday," the mother exclaimed.

Like the little boy who was 10, 7, 15 and 9 years old, no one has a *single* age, regardless of birthdays.

This is because aging occurs in different people at different rates in different parts of the body. So, despite the calendar, in some ways you may always be "young" . . . while in other ways, you may be "older" than your years.

Everyone wants to stay as "young" as possible throughout life. Fortunately, there are ways to help retain certain youthful assets, even into the "sunset years."

Foremost among your early preparations for living long and happily are annual health examinations. Through them, your doctor can watch for clues to mental and physical impairments which, though minor today, could grow worse as time passes. Correction of any defect . . . at its very beginning . . . is the best way to help keep that defect from interfering with your future hopes and plans.

A younger person's health program should also include observance of good health habits. It is both possible and wise . . . to get enough sleep and rest, to eat properly, to exercise sensibly . . . and still not miss any fun during the prime of life.

After age 40, two things become very important: (1) Guarding against degenerative diseases, such as heart and blood vessel disorders, diabetes and arthritis; and (2) preparing for your retirement years.

Health examinations may, sometimes, be desirable at least *twice* a year after mid-life to help prevent, postpone or control degenerative ailments. Greater care, too, should be given to nutrition. A good, *varied* diet may help delay certain aging processes.

Naturally your living habits change as you grow older. So, to keep mentally happy, include a hobby in your plans for the leisure years.

COPYRIGHT 1955—METROPOLITAN LIFE INSURANCE COMPANY

Metropolitan Life Insurance Company

(A MUTUAL COMPANY)

1 MADISON AVENUE, NEW YORK 10, N. Y.

The latest
Telepulse for
Indianapolis shows
all 15 top programs
on WISH-TV...
Confirmation that WISH-TV
is the dominant station
in Indianapolis
WISH-TV
channel **8**

CBS
TELEVISION

BROADCASTING TELECASTING

December 26, 1955 Vol. 49, No. 26

1955: YEAR OF BIG PLANS, BIG GAINS, BIG PROBLEMS

FOR RADIO-TV, 1955 has been another year of action, sometimes bordering on the frantic, and another year of progress, sometimes not immediately discernible as such.

It was a year of peak tv billings and a rise in radio revenue from 1954; a year of record station sale prices; a year of Congressional concern for radio-tv problems, but with no legislation passed in this field; a year when the Senate probe of tv problems evoked many words but no hearing; a year when President Eisenhower opened his news conferences to tv and became the first President to address a broadcasters' convention in person.

It was a year when the FCC wrestled with the vhf-uhf coexistence problem in vain, finally calling for industry help in completely overhauling the present allocation plan; a year when DuMont's withdrawal left only three tv networks; a year when spectaculars got the biggest audiences, but "$64,000 Question" got top week-in, week-out ratings, and when "Monitor," "Weekday" and "New Sounds for You" set new patterns in radio.

It was a year when subscription tv was a hot topic, when commercial television came to Britain, when NARTB got more attendance at eight regional meets than at 17 district sessions in '54.

It was, in short, another normal year for broadcasters, full of threats and promises, that turned out better than many had feared though perhaps not as well as they had hoped.

ADVERTISERS & AGENCIES

FOR RADIO-TV, 1955 was an active year in which 36 top agencies billed $812.5 million in the broadcast media with $658.2 million of the amount in tv and $154.3 million in radio. Young & Rubicam topped the field for the second straight year, billing $72 million in the broadcast media.

Second place was a tie. McCann-Erickson, continuing a rapid growth of recent years, billed $60 million, as did BBDO. J. Walter Thompson Co. placed fourth in the standings, with a combined radio-tv billing of $58 million.

The year 1955 also was active in agency mergers, changes in accounts and in top level management. The accounts-switching hit its most dramatic stride at the tail end of the year. Two of the biggest soft drink companies, Coca-Cola and Pepsi-Cola, figured in the changes, although each was for an apparently different reason.

Coca-Cola ended a 49-year association with D'Arcy Adv., transferring an estimated $18 million advertising budget to McCann-Erickson, to be effective next March 31. M-E had been handling Coca-Cola Export and thus the soft drink concern will integrate its international and domestic advertising with one agency. There was an unconfirmed report that the switch was also impelled by an increase in sales among competing soft drink firms, the biggest increase being made by Pepsi-Cola.

Pepsi, itself, withdrew from Biow-Beirn-Toigo, shortly after an announcement that F. Kenneth Beirn, president of B-B-T, was resigning, effective Jan. 6, only a year after the agency had changed its name from the Biow Co. The Pepsi-Cola withdrawal was announced in December even though John Toigo, executive vice president of the agency, said Pepsi had a four-month termination contract with B-B-T and a two-year contract with him personally.

After solicitaiton by a number of agencies, Kenyon & Eckhardt was named to handle the Pepsi-Cola account, effective March 31. K & E thus picked up an advertising budget of some $10.5 million, relinquishing, meanwhile, its Welch Grape Juice Co. account because of product conflict.

Product conflict also was responsibile for American Gas Assn. switching from McCann-Erickson, where the association's domestic advertising had been handled for about 20 years, to Lennen & Newell. Earlier in the year, M-E took over from Fuller & Smith & Ross the consumer products advertising of Westinghouse Electric Corp., a situation regarded by the gas group as competitive to its interests.

Among other major agency shifts during 1955: P. Ballentine & Sons moved an estimated $5 million budget from J. Walter Thompson to William Esty Co.; Wine Advisory Board also left JWT and appointed Roy S. Durstine; Snow Crop Div. of Minute Maid Corp. (about $2.5 million budget) named Ted Bates & Co., the agency serving Minute Maid; American Airlines, with some $4 million to spend on advertising, dropped Ruthrauff & Ryan and named Lennen & Newell; Charles Antell Inc. dropped TAA Inc. and named Product Services Inc.; Lever Bros. took Rinso, with about a $5 million budget, from Ogilvy, Benson & Mather to J. Walter Thompson, and Pepsodent, with its $3 million budget, from McCann-Erickson to Foote, Cone & Belding, which lost Frigidaire to Kudner.

Avco left BBDO and split the account between Compton Adv. and Earle Ludgin. Florida Citrus Commission, with some $3.3 million, of which approximately two-thirds was being allocated to radio-tv, screened a number of competitive agency bids and finally decided upon Benton & Bowles; S. C. Johnson & Son, with $1.5 million, also named B & B, dropping Needham, Louis & Brorby; Bon Ami & Co. left the BBDO roster and appointed William H. Weintraub (now Norman, Craig & Kummel); Nestle Co. appointed McCann-Erickson for its instant coffee (about $1 million budget), an account formerly handled by Bryan-Houston, and for its Descaf (new product) named Dancer-Fitzgerald-Sample.

Grove Labs (Bromo Quinine) switched from Gardner Adv. to Benton & Bowles; Hamilton

Watch Co. named N. W. Ayer & Son, effective Jan. 1, taking its $1.5 million (including spot radio and tv) from BBDO. North Adv. was set up by Don Paul Nathanson and Cyrus H. Nathan with offices in Chicago, New York and Beverly Hills, with an estimated $10 million billing, largely from Toni Co., which Mr. Nathanson brought with him from Weiss & Geller.

In the spring, two major, well-established agencies absorbed two minors. Cunningham & Walsh took over operations from the Ivan Hill Agency in Chicago, giving C & W an office there; McCann-Erickson regained the Esso Standard Oil account when it absorbed Marschalk & Pratt and set up the latter as an independently operating subsidiary.

In January, Lewin, Williams & Saylor merged with Green-Brodie, retaining the former's name; that month also saw two Seattle agencies combine under a new name when Miller & Co. merged with Wallace Mackay to become Miller, Mackay, Hoeck & Hartung. In March, two Atlanta agencies merged when Freitag Adv. became a subsidiary of Burke Dowling Adams, which also has a New York office.

Others who took the "marriage vows": Hirshon-Garfield with Peck Adv., keeping the name of Peck; Gotham Adv. and Irwin Vladimir, becoming Gotham-Vladimir, and Emil Mogul which will absorb Storm & Klein at the close of business, Dec. 31.

By far the biggest success story of the year was Revlon Products Corp. sponsorship (through Norman, Craig & Kummel) of *The $64,000 Question* on CBS-TV. That half-hour show took the air June 7, at which time Revlon introduced a new product, Living Lipstick. In a matter of only a few months, the company sold out that product, had to substitute others to be promoted on the program.

Actually, 1955 was replete with examples of unusual or heavy buys by advertisers of radio-tv media. A sampling: Paper Mate Pen Co. expanded its radio advertising as a result of a Starch survey finding that more than 56 million people listen to radio on an average evening; American Oil Co. bought the football games of the professional Washington Redskins that encompassed an 18-state network of more than 50 radio stations and more than 15 tv stations; R. J. Reynolds Tobacco Co., and Generals Foods signed under CBS-TV's new Extended Market Plan which was designed to spread network program coverage to small market stations (as early as last February there was a total of 28 such sponsors).

Doll makers made signs in March of turning to tv advertising to promote their wares. At least four major doll firms were placing campaigns: Ideal Doll Corp., American Character Doll Co., Effanbee Doll Co. and Inez Holland House (Meadows dolls). In August, the Toy Guidance Council which supervises the budget of a group of toy manufacturers revealed the group had budgeted $500,000 for a 13-week tv schedule in more than 75 markets. Ideal Toy Corp. earmarked $375,000 on a tv campaign.

The year, too, saw a repeat of the more recent annual drives by the big auto manufacturers. General Motors, Ford, Chrysler (big tv spender in 1955) and Packard-Studebaker used both network and spot in both radio and tv. GM and Chrysler, especially, loomed large among national advertisers in use of network tv (GM also was heavy in network radio).

Still others: Hotpoint Inc., its factory and dealers, planned to spend $3 million in radio-tv during the year; Shulton Inc. announced sponsorship of a film series and a heavy radio-tv spot campaign after testing tv in a national spot drive; National Council of Churches of Christ in U. S. A.'s broadcasting and film commission approved a 1955 budget of more than $1.4 million for religious radio, tv and film production, while Southern Baptist Convention earmarked an estimated $3 million in an expanded long-range media project; Florida Citrus Commission spent $1.9 million in radio-tv during the 1954-'55 season, approved an allocation of $3.5 million for consumer advertising for this season; Sunbeam Corp., decided to invest at least $3 million in tv this season; F. W. Woolworth Co. entered network radio for the first time, sponsoring *The Woolworth Hour* on CBS Radio; Texas Co. bought 726 five-minute newcasts for a 33-week period on ABC radio (has since renewed for 52 weeks); Nehi Corp., in one of the largest quarter-hour spot campaigns in tv, contracted for a series on more than 193 stations; Studebaker Div. of Studebaker-Packard Corp. budgeted $8 million for advertising, with an estimated 20% going to tv.

Chevrolet Motor Div. of General Motors, once cold to daytime network radio, bought into ABC Radio and NBC Radio daytime programs; Shell Oil Co. and American Oil Co. launched extensive advertising campaigns with radio-tv figuring prominently; Cream of Wheat Corp. entered nighttime tv for the first time, upping its tv budget by some $675,000, or about 40%, for a campaign using ID's in Class A evening time; Westinghouse Electric Corp. allocated $5 million for sponsorship of 1956 election campaigns on CBS Radio and CBS-TV; Standard Brands invested more than $3 million in daytime tv for the 1955-'56 season on NBC-TV.

Vertical Saturation

Aluminum Co. of America, in what was said to be the first "vertical saturation plan" in network tv, bought all availabilities on eight NBC-TV programs for a single saturation campaign at a $140,000 cost, starting early this month, and also purchased alternate Sunday sponsorship of *Television Playhouse* on NBC-TV. Alcoa last May had said it would not renew *See It Now* on CBS-TV and would concentrate on the "hard" sell.

Other adveritsers such as Philip Morris Co., Doeskin Products and American Tobacco Co. noted trends within their firms in this way: PM dropped *I Love Lucy* after a four-year association and launched an intensive spot campaign to introduce its newly-designed package (from brown to red, white and gold) with color tv said to have a hand in the decision; Doeskin (paper specialties) switched emphasis from tv to radio and newspapers because it thought housewives were returning to radio for information and entertainment, and American Tobacco said it would stick to the principle of alternating sponsorships on network tv because of the cost factor.

Top changes of agency and/or advertiser executive positions: Adolph J. Toigo, executive vice president and general manager, Lennen & Newell, elected president; Vincent R. Bliss elected president and Earle Ludgin, board chairman, Earle Ludgin & Co.; Barton A. Cummings, vice president and director, elected president, Compton Adv., succeeding Robert D. Holbrook, who became chairman, and John K. Strubling Jr., executive vice president, elected vice chairman of board; Edward R. Grace, vice president, Grant Adv., became chairman of Grant's committee for overall agency development; Frederick B. Ryan who retired as board chairman from Ruthrauff & Ryan after 43 years with agency died during the year; Frederick (Barry) Ryan Jr., R & R president, became chairman, and Robert M. Watson, executive vice president of eastern operations, was elected president.

Others: Maubert St. Georges, 67, head of the agency which bears his name, died March 7 while visiting in Paris; Terrence Clyne, vice president, McCann-Erickson, successively became chairman of plans review board (also head of management service and director of number of blue chip accounts) and assumed management supervision of the agency's radio-tv department; Arthur E. Tatham, president of Tatham-Laird Inc., was moved up to chairman of board and was succeeded by executive vice president J. Kenneth Laird Jr. at the agency; Eugene I. Harrington was elected president and Bradley A. Walker became vice chairman of board at Fletcher D. Richards Inc., (Mr. Richards is chairman); Joseph A. McConnell, one-time NBC president, resigned from presidency of Colgate-Palmolive Co. and joined Reynolds Metals Co. as director and general counsel and was succeeded at C-P by William Lee Sims II, executive vice president; Henry Schachte, vice president, Bryan Houston Inc., elected advertising vice president at Lever Bros.; Bryan Houston was appointed chairman of the agency bearing his name and William Hillenbrand named president; C. L. Jordan, executive vice president. N. W. Ayer & Son, retired after 40 years with agency but remained as a director; Stanley Resor, president of J. Walter Thompson, became chairman and Norman A. Strouse, manager of JWT's Detroit office, succeeded Mr. Resor as president; J. F. Oberwinder retired from presidency of D'Arcy Adv. and was succeeded by Percy J. Orthwein, executive committee chairman; Thomas F. Harrington, 53, board chairman, Ted Bates & Co., died July 10 of a heart attack and Rosser Reeves, vice chairman of the board, replaced him in August.

Aside from agency switching and new or increased business to the radio-tv media, perhaps the biggest story of the year in the agency field was an anti-trust action by the Dept. of Justice against newspapers and the American Assn. of Advertising Agencies. The suit charged the agency recognition system, with its "uniform" provisions for a 15% commission, prohibited rebates by agencies to advertisers and refused to recognize "house agencies," constituting restraint of trade in violation of the Sherman Act.

In the research arm of the industry, a number of reports were issued during the year recording yardsticks on both radio and tv's effectiveness. C. E. Hooper Inc. in 1955 re-entered the national rating picture, but under a working relationship with American Research Bureau confined itself to radio while the latter concentrated on tv. A. C. Nielsen found that film re-runs get almost as high a percentage of share of audience as originals and also during the year issued its first audio radio listening report. Daniel Starch & Co. set up a copy testing laboratory of tv commercials at Altoona, Pa., in cooperation with WFBG-TV there.

Nielsen, in cooperation with Free & Peters, developed a "Spot Radio Pocket Guide" for quick and accurate determination of what dollars will buy in spot radio. The Nielsen firm also announced a second national study on radio-tv ownership and station coverage to start early in 1956. N. C. Rorabaugh Co. and Television Bureau of Advertising arranged to issue breakdowns showing spot tv advertiser expenditures of national advertisers.

During the year, "bait-and-switch" advertising captured headlines in New York and other Metropolitan areas. In New York, a rackets grand jury launched a sweeping investigation—with sights trained on what went over the air—and was responsible for some convictions. Gov. Averell Harriman called an Albany conference to study the situation. This state-wide meeting and the court probe culminated in a voluntary metropolitan stations code and other states pushed through anti-bait-and-switch laws.



POPULARITY of CBS-TV's $64,000 Question resulted in NBC's producing *Big Surprise* and ABC-TV's refurbishing *Stop the Music*, both with big jackpots.



CAUSING one of radio's biggest controversies of the year was NBC's *Monitor*, which began in the summer as a 40-hour, around-the-clock weekend show offering "a continuous flow of entertainment and information."



SPECTACULARS became an established part of NBC-TV and CBS-TV schedules. Mary Martin starred in two outstanding ones—one for each network.



PACE-MAKER among children's shows was ABC-TV's *Disneyland*. Another Walt Disney show on the same network—*Mickey Mouse Club*—also quickly succeeded.

THE scope that tv programming attained in 1955 was indicated in a study conducted by B•T in early October showing that for the production of nighttime network television shows alone advertisers would spend $4.9 million a week this fall-winter season.

These ranged from the $200,000-a-program Bob Hope *Chevy Show* to the $2,000-a-week *Midwest Hayride*, both on NBC-TV.

The year 1955, especially the fall season, saw the 1954 innovation of the spectacular become a regular part of the NBC-TV and CBS-TV schedules. Most spectacular, probably, was NBC-TV's presentation of Mary Martin in "Peter Pan" in March—it drew an audience estimated at 65 million viewers (and is being prepared for presentation again, also live, early in 1956).

In June, NBC-TV introduced *Wide Wide World* with live pickups from three countries (U. S., Mexico, Canada), later added another (Cuba) as *WWW* became a regular fall fixture.

Like NBC-TV, which originated them, CBS-TV had its own regular schedule of spectaculars, on two of which it introduced Noel Coward (with Mary Martin) and Judy Garland.

Although it had no programs it classified as spectaculars in the accepted sense, ABC-TV came close to the accepted definition with its 90-minute presentation of the opening of Disneyland Park in July. In addition, its regular schedule carried three high-budget film shows which added substantially to its audience and its coffers—*Disneyland*, a pace-maker among children's shows; *Warner Brothers Presents* and a new hour-long across-the-board kiddies' entry, *Mickey Mouse Club*. In late April, ABC-TV reported that billings booked for these three series alone already exceeded $21 million—or more than ABC-TV's total gross billings in 1953.

Though not in the spectacular category, a boom in quiz shows was touched off in mid-1955 when CBS-TV launched *$64,000 Question*, which promptly hit the top in audience ratings and made newspaper front pages in the process through the size of its prizes. Other networks came back with new (NBC-TV's *Big Surprise*) or refurbished (ABC-TV's *Stop the Music*) quiz shows of their own.

In other program developments, there was coverage of world news events, including the Big Four conference in Geneva in July and the filming of presidential news conferences for television and newsreels, which was inaugurated Jan. 19 and continued as a program staple until President Eisenhower's heart attack suspended the news conferences in September.

In sports, NBC-TV telecast the World Series in color for the first time. NBC-TV also acquired rights to the National Collegiate Athletic Assn. schedule of collegiate football games (for a reported $1.3 million) and negotiated a parlay of sales (General Cigar, Schick, Avco, Gulf Oil) and co-op sponsorship which stood to bring in at least $2.6 million to cover rights, time, and production. CBS-TV signed up and carried Big Ten and Pacific Coast Conferences' collegiate football games on a regional basis, under one-half sponsorship of Amana refrigeration in each case.

Among network radio programs, one of the most spectacular developments of 1955 was NBC's *Monitor* and the programming and sales concept behind it (also see network report in this article).

Monitor started June 18 as a 40-hour, around-the-clock weekend "service," offering "a continuous flow of entertainment and information" of virtually every variety. It was sold, not in the conventional half-hour or quarter-hour or even five-minute periods, but in "participations." Before and after its launching, it was the center of one of the biggest controversies of the year, with station representation organizations in particular attacking it as representing the potential doom of radio.

In the long run, however, the program prevailed, and five months later, Nov. 7, the *Monitor* concept was expanded into weekday daytime hours. The new program, called *Weekday*, is heard Monday through Friday from, roughly, 10 a.m. to 3:30 p.m. NBC maintained that both sales and audience proved *Monitor* and *Weekday* were right moves.

ABC Radio, meanwhile, was working up its own version of what network radio should be in a television age, and on Oct. 26 launched its "New Sounds for You" series—Monday through Friday in the 7:30-10 p.m. EDT period. Like *Monitor*, the ABC programs offered a variety of approaches to entertainment and information for "personalized listening." "New Sounds" differed from *Monitor* in that, for one thing, the same type program was scheduled at the same time each night.

Mutual also took steps—earlier in the year—to provide different approaches to network radio programming. One of its features was emphasis on "companionate radio" programs designed for listening no matter where the listener might be. First outlined in May, this concept was started by Mutual at mid-year.

Alone among the radio networks, CBS Radio stayed with the traditional "same time, same station" concept featuring name talent in regularly scheduled programs of the conventional lengths.

NETWORKS

AMONG NETWORKS, 1955 saw the discontinuance of DuMont and top level executive changes affecting several of the others.

DuMont Tv Network, after months of dwindling business, in affect ceased operating as a network in mid-September—by then it was networking only one program, a weekly co-op boxing feature—and formally went out of business in October with stockholders' approval of a "stock spin-off" of the DuMont broadcasting division from the parent Allen B. DuMont Labs.

The division became a separate company, DuMont Broadcasting Corp., owned at the outset by the same stockholders who own DuMont.

The new company owns and operates DuMont's WABD (TV) New York and WTTG (TV) Washington and announced plans to go into radio broadcasting while also "expanding its telecasting interests." It is headed by Bernard L. Goodwin, a key figure in Paramount Pictures subsidiary interests, which include KTLA (TV) Los Angeles as well as substantial stock holdings in DuMont Labs and the new DuMont Broadcasting Corp.

Under the "spin-off" which separated DuMont's manufacturing and broadcasting properties, the Electronicam live-film camera system which DuMont introduced during the year remained a part of the labs operation and as the year progressed became more and more widely used for both programs and commercials. Ted Bergmann, who had headed the network, became director of Electronicam Product Services.

Two networks got new presidents during the year. A fortnight ago, Sylvester L. (Pat) Weaver Jr. was elevated from president to chairman of the board of NBC, and Robert W. Sarnoff, who had been executive vice president, was advanced to the presidency. Brig. Gen. David Sarnoff, chairman of the board of RCA and NBC, gave up the NBC chairmanship but continues on the network's board.

The first presidential change occured eight months before, in April, when Adrian Murphy, in a surprise move, resigned as president of CBS Radio to retire from active business and was succeeded by Arthur Hull Hayes, then vice president in charge of the San Francisco office and general manager of CBS-owned KCBS in that city.

Other key changes of the year included:

Appointment of John B. Poor, vice president and general counsel of General Teleradio, as executive vice president of Mutual under GT-Mutual president Thomas F. O'Neil in January; promotion of Thomas A. McAvity to vice president in charge of the NBC television network in February; resignation of Charles T. Ayres as vice president in charge of the ABC radio network to accept a similar job with NBC in October, and the elevation of Don Durgin, head of ABC's sales development and research departments, to succeed Mr. Ayres.

At NBC, Mr. Ayres took over a post which was vacated March 1 by the resignation of William H. Fineshriber Jr. The duties had been supervised in the meantime by Mr. Sarnoff in his role, then, of executive vice president. Ted Cott, who also left NBC on March 1 as operating vice president of the radio network, joined the DuMont broadcasting organization some two months later as general manager of o&o stations.

A major reorganization was put into effect at Mutual in mid-October with a cutback, reportedly affecting around 25% of that network's personnel, in which E. M. (Pete) Johnson, vice president in charge of production, station relations and engineering, and a number of other top-rank executives were released and departments realigned.

At the CBS corporate level, Earl Gammons, vice president in charge of the Washington office and one of the industry's best known figures, retired Sept. 1 but continued as a consultant to CBS and also opened his own legislative consultancy. He was succeeded by Ralph W. Hardy, who had been NARTB government relations vice president.

Color television came into more and more prominence during the year at both NBC-TV and CBS-TV.

Early in 1955 NBC-TV announced it would make spectaculars available to smaller advertisers by selling *Color Spread*—a regular series—on a participations basis. Late in July, the network announced a five-fold increase in color programming this fall—with, for example, 37 hours of live studio color in October as against 7 in October 1954; 41 hours in November as compared to 8.5 in November 1954, and 38 hours in December as compared to 9 the preceding December. Then, in November, NBC-TV capped these programming developments with a $9 million construction and expansion program designed to double its colorcasting by next fall. The $9 million project included conversion of NBC-owned WNBQ (TV) Chicago into what the network said would be the world's first all-color tv station by about mid-April, plus construction of additional new color sudios in New York and Burbank, Calif.; expansion of color film broadcasting facilities, and introduction of new time-delay equipment for color pending final emergence of magnetic tape recordings.

CBS-TV meanwhile boosted its output of color programming, continuing its policy of rotating color shows among its advertisers and also scheduling colorcasts of whole series, in addition to special color productions. For this purpose CBS-TV relied on its expansive Television City in Hollywood and Studio 72 in New York, the latter enlarged during the year.

NBC-TV and CBS-TV, in particular, were active with plans for extending network programs to small-market tv stations that otherwise would not get them.

In April, CBS-TV announced a plan to offer a number of commercial shows—minus commercials—to affiliates not ordered by the sponsors, and the same week NBC-TV increased its lineup (to a total of 23¼ hours a week) of commercial shows being offered to its optional affiliates.

In October, NBC-TV came out with its Program Extension Plan (PEP) making stations participating in the plan available to advertisers at reduced rates but without reducing the rates to the stations themselves. After the plan had been in operation for eight weeks NBC-TV reported, in December, that a total of 21 advertisers had ordered 19 different programs representing more than 133 commercial hours per week on PEP stations, which by that time had grown from 44 to 47.

CBS-TV meanwhile reported, also in December, that its own Extended Market Plan, after a full year of operation, now embraced 26 EMP stations carrying 59 network programs sponsored by 46 national advertisers. The 46 advertisers, CBS-TV reported, are ordering 226¼ hours weekly on EMP stations.

In radio, network rates cropped up again—several times.

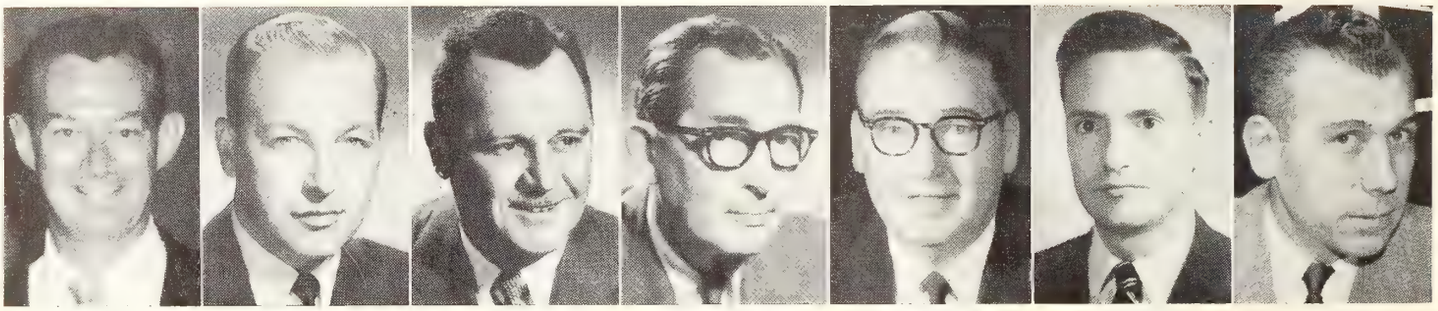
During May, CBS Radio disclosed a plan to adopt a single rate for day and evening time—a move which, it was explained, would merely simplify the current complicated discount structure that already resulted in advertisers paying the same amount for evening hours as for prime daytime hours. The plan met approval of key affiliates but was snagged for a time on a related proposal of the network to reduce affiliate compensation by 25%. This issue was later compromised at 20% reduction for a period of one year, effective Aug. 25.

In the meantime, Mutual also had adjusted discounts to arrive at a single day-night rate, effective July 1.

There were also new developments in radio network selling—notably the highly controversial *Monitor* concept of selling participations, which itself was not new but which stirred up dispute among opponents who argued that the prices NBC had pegged on *Monitor* were so low as to endanger the entire rate structure of radio (also see program report in this article).

In late summer, CBS Radio initiated what it called "segmented" selling on certain programs—selling them in blocks of five-minutes at fixed

NEW FACES FOR TOP NETWORK POSTS



MR. WEAVER, NBC | MR. SARNOFF, NBC | MR. McAVITY, NBC-TV | MR. AYRES, NBC Radio | MR. HAYES, CBS Radio | MR. DURGIN, ABC Radio | MR. POOR, Mutual

prices for time and talent—and thereby attracted some of the same criticism that had been directed at *Monitor*. When ABC Radio launched its "New Sounds for You" in October, it too was offered on a segmented basis.

If 1955 saw the demise of one network, it also saw the rise of another—ABC-TV. In June, officials reported ABC-TV already had on its books gross time sales 68% above its total gross billings for 1954. CBS-TV and NBC-TV were still the front-runners by a wide margin, but it seemed agreed that ABC-TV was beginning to pick up the strength needed to pull itself into more promising position. In December, CBS-TV and NBC-TV were still far out ahead. Publishers Information Bureau figures released a fortnight ago, covering the year's first 10 months, showed ABC-TV with $38.6 million gross billings through October (compared with $155 million for CBS-TV and almost $132 million for NBC-TV).

STATION SALES

THIS was the year when radio stations began to make news in property sales. Tv sales activity continued at a high level, but when WHIM Providence, R. I. (1 kw daytime on 1110 kc), sold for $460,000, and WTRY Troy, N. Y. (5 kw on 980 kc), sold for $500,000, it was obvious that radio was back in value.

The year's high, an all-time record for a radio station transaction, was the $4 million purchase of WNEW New York (50 kw on 1130 kc) by a combination including multiple broadcaster Jack D. Wrather, investment broker John L. Loeb and associates and WNEW stockholder Richard D. Buckley.

In television, Triangle Publications Inc. (*Philadelphia Inquirer* and WFIL-AM-FM-TV) was the entity which branched out most during the year. It bought WNBF-AM-TV Binghamton, N. Y., from Clark Assoc. for $3 million; it bought uhf WLBR (TV) Lebanon, Pa., for $115,000 and assumption of $125,000 in obligations, and it has pending before the FCC a request for approval of its $3.5 million purchase of WFBG-AM-TV Altoona, Pa.

The year also saw the FCC approve Westinghouse's $9.75 million purchase of ch. 2 WDTV (TV) Pittsburgh (now KDKA-TV) from Allen B. DuMont Labs, and, among other major transfers, the following:

KFEL-TV Denver, from Eugene P. O'Fallon to J. Elroy McCaw interests for $400,000 plus assumption of $350,000 in obligations.

WPFH (TV) Wilmington, Del. (formerly WDEL-TV), from Steinman interests to Paul F. Harron for $3.7 million.

Major aspect on the sales front during the year, however, were the purchases still pending FCC approval. Among these:

NBC's swap with Westinghouse, whereby the network is trading its WTAM-AM-FM and WNBK (TV) Cleveland for WRC's KYW and WPTZ (TV) Philadelphia, with $3 million. Also NBC's purchases of uhf WBUF-TV Buffalo for $312,500, and of uhf WKNB-TV New Britain for $600,000.

Still stymied is CBS's purchase of uhf WGTH-TV Hartford from General Teleradio for $650,000. During the year, CBS dropped its $3 million purchase of WSTV-TV Steubenville, Ohio, because of the apparent reluctance of the Commission to approve the move of that station nearer to Pittsburgh.

Also pending, among others, are the following:

KBTV (TV) Denver, 50% interest for $850,000 to New York real estate tycoon William Zeckendorf.

Transfer of ownership of WAPI, WAFM (FM) and WABT (TV) Birmingham and WHBS-AM-FM Huntsville, Alabama, to the Samuel I. Newhouse interests. Mr. Newhouse is buying the assets of the Birmingham News Co. for an aggregate figure of $18.7 million.

FILM

TELEVISION films had a boom year in 1955. Increased output by the many companies already in the tv film business; the entry of a number of major motion picture producers into the field; the release of more and better theatrical films for tv use all resulted in tv stations and networks devoting a steadily increasing amount of time to filmed program material.

B•T's continuing surveys of the way the tv broadcasters apportion their total program hours among the kinds of program fare available—local live, film and network—showed that in March the average station was telecasting 32 hours and 38 minutes of films per week (36.8% of its total air time) and by October the film share had risen to 42 hours and 40 minutes (45%). The networks combined, devoted 13.3% of their total time to filmed programming in March; by October the figure was 22.3%.

All in all, the year's progress of tv filmed programming has been more than enough to justify B•T's mid-year prophecy that it would be a $350 million business by year's end.

Biggest broadcasting-film deal of the year was the purchase of RKO Radio Pictures Inc. for $25 million from Howard Hughes by General Teleradio Inc., which subsequently changed its corporate name to RKO Teleradio Pictures as more appropriate to its broadcasting operations than the word "general," which refers to the organization's parent company, General Tire & Rubber Co.

At year's end, a package of some 675 feature films and about 1,000 shorts from the RKO stockpile was sold to Matthew Fox, president of Motion Pictures for Television, for $12.2 million cash. The deal, involving the largest number of feature films ever to be made available to tv as a group, is complicated by RKO Teleradio Pictures' retention of two-year first-run rights for some 150 films on its tv stations (WNAC-TV Boston, WGTH-TV Hartford, KHJ-TV Los Angeles, WOR-TV New York, WHBQ-TV Memphis, WEAT-TV West Palm Beach). It was considered possible that Mr. Fox, head of Skiatron Tv Inc., organized to produce programs for pay-see television, might set aside some of the RKO package for that purpose.

Throughout the year there was a steady flow of feature films originally made for theatrical showing into tv. Early in January, Hollywood Television Service acquired tv rights to 27 motion pictures described as "multi-million dollar" films because they had generally cost more than $1 million to produce. Flamingo Films, also in January, acquired tv distribution rights to 13 Princess Film feature-length pictures. Guild Films took over distribution for tv of the $13 million feature film catalogue of Motion Pictures for Television.

National Telefilm Assoc. in May paid $1 million for tv rights to 40 British feature pictures which were still being shown in theatres and a month later reported that sales of the "fabulous forty" package had reached $736,000 in the first month. NTA's offering of 312,000 shares of common stock to the public at $5 a share June 7 was oversubscribed the same day, which may or may not have been connected with the 40-picture package.

MCA-TV, which began syndicating 123 Gene Autry and Roy Rogers feature films in May, reported $3 million in sales in three weeks. Quality Films packaged for tv release some 3,000 foreign films with dubbed in English commentaries. ABC Film Syndication Dept. in August obtained 35 British films for a reported $1.5 million and the results were such that in December ABC-TV bought a package of 100 features from J. Arthur Rank for use as a network series. Also this month, NTA acquired the tv rights to 10 David O. Selznick motion pictures and planned to sell them either to a network or national sponsor for once-a month telecasting.

Where the theatrical films were not purchasable for tv use, legal means were tried to pry them loose. The Dept. of Justice anti-trust suit against a group of producers, distributors and exhibitors of motion pictures, filed in 1952, came to trial this fall, after a consent decree agreement had been reached with Republic Pictures, making the vast majority of that company's pictures available for tv three years after the original release date. But when the trial was over, in Los Angeles Chief U. S. District Judge Leon R. Yankwich ruled that the government had not proved any violations of the anti-trust law present in the movie-makers' refusal to allow 16mm prints of their pictures to be used on tv.

BIG DEALER



THE BIGGEST film deal of the year came when General Teleradio's Thomas F. O'Neil bought RKO Radio Pictures from Howard Hughes for $25 million. Mr. O'Neil in turn sold most of the film library to Matthew Fox for $12.2 million.

While withholding their theatre films from tv, many of the major picture producers did take a long look at the gold that Republic, Columbia, and particularly Walt Disney, had found in the tv film field and decided to go after some of it for themselves. Twentieth Century-Fox organized TCF Television Productions Inc., whose *20th Century-Fox Hour* is now sponsored by General Electric Co. on CBS-TV each Wednesday, 10-11 p.m. EST. Warner Bros. also established a tv division, Sunset Productions, which produces *Warner Bros. Presents* each Tuesday, 7:30-8:30 p.m. EST, on ABC-TV with GE, Monsanto Chemical Co. and Liggett & Myers Tobacco Co. as sponsors. Metro-Goldwyn-Mayer is the source of another ABC-TV series, *M-G-M Parade*, sponsored by General Foods Corp. and American Tobacco Co. each Wednesday, 8:30-9 p.m. EST.

Meanwhile, the companies already making films expressly for tv use increased both their output and their revenue as the tv stations and networks continued to devote more and more of their hours on the air to film programming. A mid-summer B•T canvass disclosed about 50 new film series in preparation for tv use in the fall in addition to all of the continuing film programs.

TRADE ASSNS.

AN outstanding event of 1955 was the unprecedented appearance of President Eisenhower before the NARTB May convention in Washington and his plea for freedom of the airwaves.

No President had ever appeared in person before an industry convention prior to the 1955 meeting. Obviously enjoying his visit with broadcasters, the President said he hoped future Presidents "will find it not only convenient but practically necessary to appear before you and tell you, in their turn, what is in their hearts at the moment."

President Eisenhower, speaking without text, urged broadcasters to work out ways of keeping their "great media free in the truest sense of the word."

Broadcasters and the President met for the first time, setting what appeared at the time to be a precedent. The President's illness, however, presented a complicating element and what will happen at the 1956 convention in Chicago is anyone's guess.

The convention highspotted a year marked by more than the usual number of industry meetings. Adoption by the NARTB board in January of an eight-region meeting schedule to replace the 17 separate district meetings kept down the total number of sessions though the benefits were felt mainly by the association's staff and the industry representatives who make the annual tour of NARTB meetings.

The association took a firm stand against any form of fee-tv that might deter or interrupt the development of the present system of commercial tv. Much NARTB attention was devoted during the year to radio, which showed surprising ability to recover from inroads of the early tv era.

The NARTB combined boards signed a new five-year contract with President Harold E. Fellows at the June meeting and arranged for him to serve as consultant until 1964. Total membership of the association passed the 2,000 mark.

A board-approved sample count of tv sets by the U. S. Census Bureau, with cooperative industry financing, was conducted in June. First results showed that 67% of U. S. homes had tv sets, a total of 32 million sets. A later refinement of the data showed that 3.5% of tv homes had more than one set and that 80% of all city homes had tv. The Census Bureau's nationwide count of farm production and equipment, conducted in late 1954, showed that 35.5% of farms had tv at that time.

An important development of the year was a test telecast conducted in August at the annual meeting of the American Bar Assn. in Philadelphia. Judge Justin Miller, NARTB advisor and ex-board chairman, obtained permission of the ABA's House of Delegates, of which he is a member, to stage an NARTB-sponsored radio-tv pickup from the meeting room on a closed-circuit basis. Reaction was favorable, leading to a series of autumn courtroom and public-events broadcasts that included a murder trial in Waco, Texas.

A court controversy developed at Denver in December during the early stages of the famed Graham trial. The first two preliminary hearings were covered by radio-tv, but the state Supreme Court clamped a tight ban on any radio-tv pickup from any courtroom. Public protests developed, and the court decided to hold a hearing on the merits of visual-audio coverage of court trials. This hearing will start Jan. 30. (see story page 54).

During the year NARTB spurred development of the state association structure, and by the year's end every state but Delaware had an organization of broadcasters. President Fellows on Dec. 20 called the first Washington meeting of presidents of state associations, to be held Feb. 21. That meeting will set up plans to strengthen the entire broadcasting organization structure, with stronger legislative activities, closer cooperation and development of an information clearing-house.

Individual state associations were active. Texas Assn. of Broadcasters started a pace-setting promotion campaign designed to promote radio on a statewide basis, including use of many types of media. Careful checks were kept on legislative developments, with industry views given to state and national legislators in the case of bills affecting the industry.

MANUFACTURING

IN THE MAIN, manufacturers of radio, tv and electronic equipment had a good year, with an overall gross estimated at $9.7 billion by RETMA, which also reported that sales of tv sets and automobile radios hit all-time highs during 1955. The trade organization predicted that next year will see about the same volume of tv sets sold as this year—7.6 million—but that the 1956 dollar volume should be higher because about 250,000 of the 1956 sets will be color receivers.

Color set sales amounted to very little in the early part of the year, but started accelerating during the late fall months, largely due to the hard-hitting sales promotion and advertising of RCA and to the greatly increased number of color programs put on by NBC. Station operators have shown their willingness to prepare for color in advance of set sales: at year's end more than 200 tv stations were equipped to broadcast network programs in color; about 60 were able to colorcast slides and films locally and more than 20 were originating local live studio shows in color.

A new method of kinescoping based on an ultra-violet lighting system, unveiled by RCA at an October meeting of the Academy of Television Arts & Sciences, while still in the laboratory stage, reproduced monochrome and color kines of tv programs with quality that rivaled the live telecasts. The next month, Bing Crosby Enterprises demonstrated an improved version of its tape recording system for tv pictures, at the same time claiming that this method would be commercially practicable within the next year or 18 months. RCA, which first showed its tape recording process just two years ago, earlier this year, in cooperation with Minnesota Mining & Manufacturing Co., put a color tape recorded telecast over AT&T transmission facilities for a closed circuit transmission between New York and St. Paul.

DuMont's Electronicam camera system, combining live tv with film recording in a single operation in a manner which its makers predicted would make possible the distribution of quality programs on film, eliminating the high costs of cable or micro-wave network transmission, made headlines several times during the year: first in January when the device was rumored; next in April, when it was demonstrated, and again in the fall when it was adopted by Jackie Gleason for his CBS-TV *Honeymooners* series (which, however, continued to be networked in the conventional way).

Basically, the Electronicam system uses an image orthicon tv camera head and a film camera mounted side-by-side on the same base. The units operate with a common lens system but otherwise are independent, having individual power supplies functioning simultaneously. Light passing through the common lens is split, one part to film, the other to the image orthicon tube. The share ratio of light between the two is determined by (1) film sensitivity, (2) image orthicon sensitivity and (3) studio lighting.

Another DuMont development, the Vitascan method of broadcasting live studio programs in color without use of color tv cameras, attracted a lot of attention when it was first exhibited at the NARTB convention. It works this way: a beam of light from a cathode-ray tube "scans" persons or objects being televised—the flying-spot scanner technique (preferably utilizing the DuMont color Multi-Scanner). The scanned light that is thus reflected is picked up by multiplier phototubes which convert the light into an electrical signal. This is passed on to the standard color transmitter for broadcast.

DuMont also made news in the fall by a wholesale reorganization which divided manufacturing and broadcasting operations into separate corporations—Allen B. DuMont Labs and DuMont Broadcasting Corp. Dr. Allen B. DuMont, formerly president of the combined organization, became chairman of the board of both new companies, with Bernard L. Goodwin, Paramount Picture executive, as president of both.

THE FCC

THE Federal Communications Commission continued to wrestle with the problems raised by the inability of many uhf stations to make a go of station operation in competition with vhf stations' signals. During the year, many moves were made to aid uhf broadcasters. Among them: "satellite" operation, low power, authorization for group owners to own up to seven tv stations providing no more than five are vhf. It also proposed uhf power increases to five million watts, booster stations and private intercity relays.

This piecemeal approach was abandoned late in the year with the decision to hold an overall review of tv allocations principles. The FCC invited comments on the whole range of its tv fundamentals on allocations and assignments. This included deintermixture as its most important element.

The year also saw the FCC's long sought network study get underway. A staff was selected and the beginnings of the investigation got off the ground, under the leadership of U. of Cincinnati Law School Dean Roscoe L. Barrow. Congress appropriated $80,000 for this work.

Subscription tv was formally acknowledged as a subject of inquiry during the year when the FCC issued a notice of proposed rule-making. The federal agency received the greatest number of comments ever submitted—more than 25,000 individual comments, mainly from private citizens.

The controversial Lamb case furnished a national spectacle with witnesses making charges that broadcaster-publisher Edward Lamb had Communist ties. Several witnesses later recanted their testimony, and one, Mrs. Marie Natvig, was sentenced to jail for perjury. Late in the year, Examiner Herbert Sharfman issued his initial decision holding that Mr. Lamb was not guilty of falsely swearing in FCC applications and in previous hearings that he was not a Red.

Legally, the FCC continued to struggle with the implications of the protest rule. The U. S. Court of Appeals in mid-1955 ruled that even newspapers must be given a hearing when they protest the grant of a broadcast station in their community (Clarksburg Publishing Co.). This decision triggered an increasing number of protests based on economic grounds. Thus far, in several initial decisions, protesting broadcasters and newspapers have been proposed to be denied.

Pending before the Supreme Court is the appeal of the Commission from a lower court



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Never before has peacetime copper output been so great.

In 1955 alone, free world refined production totalled an estimated 2,732,997 tons. Yet even today's record tonnages will be exceeded as new copper mines swing into full production and existing properties expand operations.

On the African continent, substantially increased production is expected from Bancroft, Chibuluma, and Kilembe.

In South America, expansion at El Teniente, Chuquicamata and La Africana, has been announced. Under development are Cuajone, Toquepela, Quellevaco, and Indio Muerto.

In the United States (already the world's largest producer), San Manuel, Butte, Tripp, White Pine, Osceola, and Pima mines are headed for greater output.

Canada will add more production at Gaspé, Campbell Chibougamau and Opemiska. Many new properties are being developed. Substantial future output is expected from Brunswick, Geco, Granduc and Canam, to mention only a few of these new projects.

The copper industry has the capacity to produce copper faster than ever.

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COPPER OR ITS ALLOYS PROVIDE THESE ADVANTAGES:

Best conductor of electricity commercially available

Does not rust . . . High corrosion resistance

Best heat transfer agent of all commercial metals

Easy to machine, form, draw, stamp, polish, plate, etc.

Welds readily . . . Excellent for soldering and brazing

ruling that its multiple ownership rules (now permitting single ownership of up to seven am, fm and tv stations) were invalid. The high court accepted the Commission petition for review, but no date has been scheduled for argument.

In other activity, the Commission approved the multiplexing of fm stations, whereby an fm broadcaster can service private subscribers and continue regular broadcasting. It also increasingly authorized the remote control operation of non-directional am stations with powers less than 10 kw. It issued a proposed daytime skywave decision which would require daytime stations to begin broadcasting not earlier than 90 minutes after sunrise and cease operations at least 90 minutes before sundown.

Personnel-wise, Chairman George C. McConnaughey was confirmed by the Senate early in the year to serve out the remainder of former Comr. George Edward Sterling's term (June 30, 1957). Richard A. Mack, Florida Democrat, was appointed and confirmed in mid-year. And a change in the leadership of the Broadcast Bureau took place when Edward F. Kenehan was made chief, succeeding Curtis B. Plummer, who became chief of the Safety & Special Radio Services Bureau.

CONGRESS

OVERSHADOWING all other activities affecting radio and television during the first session of the Democratic-controlled 84th Congress was the Senate Interstate & Foreign Commerce Committee's probe of television networks and uhf-vhf troubles.

Although preliminary phases of the investigation began during the GOP-controlled 83rd Congress in 1954, promised hearings did not materialize in 1955. Instead, Committee Chairman Warren G. Magnuson (D-Wash.) has set hearings to start Tuesday, Jan. 17, a scant two weeks after the second session convenes, with the FCC to be first on the witness stand.

The year failed to see congressional approval of a single major piece of radio-tv legislation, with the exception of $80,000 appropriated to the FCC for the Commission to begin its own study of network economics and practices. The FCC set forth its study objectives last month [B•T, Nov. 28].

Although no important broadcast legislation was passed, hearings were held in the Senate and House on a number of measures, all of which remain on the books for possible action during the second session.

Hearings were held by House committees on: a bill to amend the Sec. 309 (c) "economic protest" provisions of the Communications Act; a measure to permit broadcasting and televising of committee proceedings; alleged Communists in radio-tv and other entertainment media, and government agency practices in releasing information to information media and the public.

In the Senate, committees held hearings on: an identical Sec. 309 (c) amendment; a bill to boost the legal limit on campaign expenditures; on possible relationship between tv programming and juvenile delinquency; the nominations of George C. McConnaughey and Richard A. Mack to the FCC, and alleged Communists in radio-tv and the press.

INTERNATIONAL

MAJOR out-of-the-country broadcasting news event of 1955 unquestionably was the launching of commercial television in England last September, breaking the broadcasting monopoly of the tax-supported BBC for the first time. Despite a different approach to commercialization, which allows no program sponsorship but only spots between programs or program segments, and a complicated system which vests responsibility for broadcasting in one entity (Independent Television authority, which will operate all of Britain's commercial tv stations) but forces ITA to get its programs from independent contractors (who supply programming in blocks of a complete weekend, or Monday-through-Friday), B•T's reporter on the scene predicted that within a few years British tv will become "as American as the hot dog." Early evidence in support of that view came in the first Nielsen English rating, which found *I Love Lucy* the top ranking tv show in England.

West Germany, Italy and France, as well as Great Britain, are scenes of rapid tv progress, Ernest A. Marx, director of the international division of Allen B. DuMont Labs, reported on his return from Europe late last month. Generally, he said, tv is booming, in direct relation to the improvement in the European economy.

Eurovision, launched more than a year ago as a means of transmitting programs among a number of countries (a difficult task due to the various telecasting standards in use), is becoming perfected, Mr. Marx reported, so that programs of any country are well received in others. Possibility of using man-made satellites as relay points reflecting signals across the ocean from one continent to another and so enabling global tv, was raised twice last month—first by NBC's news director, William McAndrew, in a talk at the Sigma Delta Chi (professional news fraternity) convention; next, a week later, by a General Electric Co. research engineer, R. P. Haviland, at a meeting of the American Rocket Society.

AFL-CIO SIGNS FOR ABC RADIO PROGRAMS

Network also announces five other advertisers for shows in addition to union's sponsorship of two week-night news programs featuring Morgan and Vandercook.

SIGNING of the merged AFL-CIO for two week-night news programs (CLOSED CIRCUIT, Dec. 19) and five other advertisers for programs over ABC Radio was announced last week by Don Durgin, vice president in charge of the network.

AFL-CIO, through Furman-Feiner, New York, will sponsor Edward Morgan in the daily 7-7:15 p.m. EST period and John Vandercook in the daily 10-10:05 p.m. EST spot, effective Jan. 2. Messers Morgan and Vandercook will both be in new time periods.

Renewed Contracts

Sponsors who have renewed *When a Girl Marries*, which moves into the 10:30-10:45 a.m. EST period on Jan. 2, are: Carter Products (Arrid), New York, through Sullivan, Stauffer, Colwell & Bayles, New York, for opening participations on Monday and Friday; Dromedary Co., division of National Biscuit Co. (cake and frosting mixes), New York, through Ted Bates & Co., New York, for opening segments on Tuesday and Thursday; Stokely-Van Camp (Van Camp's pork and beans and Stokely's peas, corn, tomato juice, catsup and peaches), New York, through Calkins & Holden, New York, for closing commercials Monday through Friday. The fourth advertiser is the Assemblies of God, Springfield, Mo., which has renewed *Revival Time* (Sun., 10:30-11 p.m. EST). The agency is Walter F. Bennett & Co. of Chicago.

These latest sales, an ABC Radio spokesman said, raises gross sales by the network in the past 30 days to about $5 million. This figure includes the Texas Co. sponsorship of weekend newscasts and sales to various advertisers in ABC Radio's morning line-up [AT DEADLINE, Dec. 19].

Texas Co. Renews ABC Radio News

IN A TRANSACTION said to represent almost $1 million in gross billings, the Texas Co. last week signed a 52-week renewal contract for a schedule of 22 five-minute newscasts each weekend on ABC Radio during 1956. The agency for Texas Co. is Kudner Agency, New York.

The renewal order, announced by Don Durgin, vice president in charge of ABC Radio, was described as "the largest single radio network time sale in recent years." It covers *Texaco News Reporter* broadcasts during 1956, consisting of 11 five-minute newscasts on ABC Radio each Saturday and Sunday.

The broadcasts feature ABC Radio newscasters Milton Cross, Arthur Van Horn, Charles Woods, Lou Cook, Len Beardsley, Don Gardiner, George Hayes and Bill Spargrove.

Tv & 'All That'

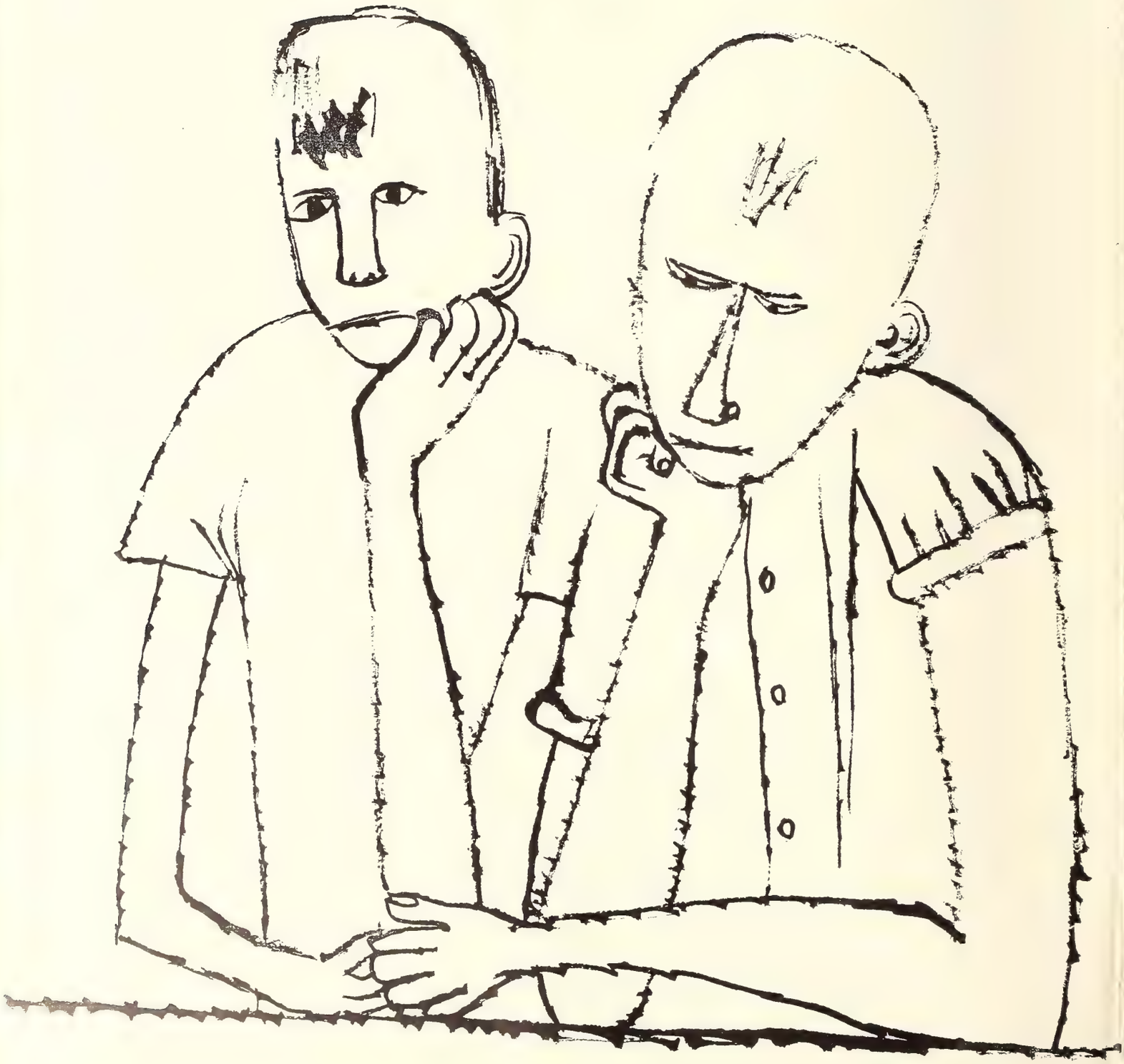
UNIVERSAL-INTERNATIONAL, which earlier this year used tv spots to promote a major film in advance of the release date ("To Hell and Back" summer campaign) for the first time, said last week it would promote the new Jane Wyman-Rock Hudson film "All That Heaven Allows" in a similar manner. Throughout the remainder of this month, extending into January, U-I is placing approximately 338 tv spots in 37 cities covering an estimated 14 million tv homes. This is in addition to the individual tv campaigns by theatre owners on the local level. U-I indicated its initial use of spot tv for pre-release promotion was successful.

Seven-Up to Continue Filmed Adventure Series

THE FILMED adventure series *Soldiers of Fortune* will continue in more than 140 national tv markets during 1956 and 1957 under the sponsorship of the Seven-Up Co., officials of the soft-drink firm announced last week.

Twenty-six episodes are scheduled for shooting early next year by Revue Productions, Hollywood, and will be premiered early in the fall. Seven-Up's contract renewal was signed with MCA-TV Ltd. J. Walter Thompson Co. is the agency.

focus on delinquency



*Both Nielsen and ARB—month after month

Troubled—and in trouble. Ten thousand of them this year in Los Angeles County alone.

These "juveniles in a delinquent society" were brought into perspective by KNXT's "Focus on Delinquency"—a six-part documentary so revealing that civic groups, law enforcement officials and juvenile authorities are still requesting prints of the series. Los Angeles Police Chief William H. Parker called it "one of the most dramatic and objective treatments of community social problems I have ever witnessed—a *real* public service."

For "Focus on Delinquency," KNXT won the 1955 Sylvania Television Award—the only award to a station west of the Mississippi—in recognition of its "outstanding local public service."

The ability to focus successfully on community service and topnotch entertainment is one more reason why KNXT *consistently* delivers larger viewing audiences than any other Southern California television station.*

KNXT *Channel 2, Los Angeles,* CBS OWNED
Represented by CBS Television Spot Sales



Sherman New Ad Chief For Colgate-Palmolive

STUART SHERMAN, director of Colgate-Palmolive Co., Jersey City, and member of its executive committee since 1948, as well as founder and president of Sherman & Marquette Inc. (now Bryan Houston Inc.) was appointed last week as C-P's director of advertising, succeeding Rolland W. Taylor, who has resigned to rejoin Foote, Cone & Belding as executive vice president.



MR. SHERMAN

Mr. Sherman joined Colgate-Palmolive-Peet Co. after he was graduated from Williams College, becoming divisional manager before joining Lord & Thomas, Inc. (now Foote, Cone & Belding Inc.) in 1934 as a vice president. Three years later, he formed his own advertising agency.

Dept. Store Sales at Record Despite Detroit Press Strike

DETROIT's department stores, despite the local newspaper strike, having set an all-time sales record in the Dec. 5-10 week as measured by the Federal Reserve Board, neared the end of the Christmas buying season with business still running ahead of 1954.

The pattern set during the Dec. 5-10 period continued through the middle of the month, judging by informal estimates of department store business. While no reliable figures were available for the pre-Christmas week, it was indicated in Detroit that the buying pace continued at record levels despite the fact that no major newspapers have been published in the city since Dec. 1 [B•T, Dec. 5, 12, 19].

Charles Boyd, secretary of the Detroit Retail Merchants Assn., said that large department stores are doing well as shown by Federal Reserve data. Some other stores, however, are doing about the same as the comparable 1954 week, he said. He said he believed there has been little change in food store business.

Asked to predict the December sales volume in comparison with last year, Mr. Boyd said total December retailing may run above the same month a year ago but he doubted if the percentage increase would be as high as was the case in November.

Radio and tv stations continued to make all possible time available to retailers in the pre-Christmas week. Emphasis naturally continued on spots though some programs were being used by larger retailers.

Kansas City Agencies Cease Joint Operations

AFTER 13 years of joint operation, R. J. Potts-Calkins & Holden Inc., Kansas City advertising agency, will function as two separate agencies, effective Jan. 1, 1956. Potts will change to Potts-Woodbury Inc.

E. A. Warner, Potts-Woodbury vice president, stated the change was made because "respective accounts have become increasingly competitive, some of our sales activities have overlapped."

COLORCASTING

Advance Schedule Of Network Color Shows

(All times EST)

CBS-TV

Dec. 27 (9:30-10 p.m.) *Red Skelton Show*, S. C. Johnson & Son through Needham, Louis & Brorby, and Pet Milk Co. through Gardner Adv. on alternate weeks (also Jan. 3, 24, 31).

Dec. 31 (7-7:30 p.m.) *Gene Autry Show*, William Wrigley Jr. Co. through Ruthrauff & Ryan (also Jan. 7, 14, 21, 28).

Jan. 14 (9:30-11 p.m.) *Ford Star Jubilee*, "Blithe Spirit," Ford Motor Co. through J. Walter Thompson.

Jan. 19 (8:30-9:30 p.m.) *Shower of Stars*, Chrysler Corp. through McCann-Erickson.

NBC-TV

Dec. 26 (3-3:45 p.m.) *Matinee*, participating sponsors.

Dec. 27-30 (3-4 p.m.) *Matinee*, participating sponsors (also Jan. 3-6, 12-13).

Dec. 27-30 (5:30-6 p.m.) *Howdy Doody*, participating sponsors (also Jan. 3-6, 9-13).

Jan. 1 (7:30-9 p.m.) *Happy New Year*, U. S. Rubber Co. through Fletcher Richards, Maybelline through Gordon Best and Savings & Loan Assn. through McCann-Erickson.

Jan. 2 (12:15-1:45 p.m.) *Tournament of Roses Parade*, Minute Maid through Ted Bates.

Jan. 9 (7:30-9:30 p.m.) *Producers' Showcase*, "Peter Pan," Ford through Kenyon & Eckhardt and RCA through Kenyon & Eckhardt, Al Paul Lefton and Grey.

Jan. 10 (8-9 p.m.) *Milton Berle Show*, Sunbeam Corp. through Perrin-Paus Co., and RCA and Whirlpool Corp. through Kenyon & Eckhardt.

Jan. 15 (3:30-5:30 p.m.) *NBC Opera*, "Magic Flute," sustaining.

[Note: This schedule will be corrected to press time of each issue of B•T]

Quaker Oats Shifts Ad Setup

REALIGNMENT of its advertising functions in various product divisions was announced last week by Quaker Oats Co., Chicago, radio-tv advertiser. Top appointments were those of Peter B. Warner, formerly advertising manager of Ken-L-Ration products, as manager of grocery products advertising, and David W. Ross, advertising marketing manager, as manager of Quaker's overall advertising department.

Also named were Robert B. Strom, supervisor of cereal advertising; Harvey B. Anderson, supervisor of Ken-L-Ration advertising, and Richard P. Einwalter, supervisor of corn goods advertising. Mr. Anderson succeeds Mr. Warner.

Advertising Must Keep Pace With Intellect, Freund Says

"AMERICA is growing intellectually and more advertisers must take this into account," Morton Freund, executive vice president of the Lawrence C. Gumbinner Adv. Agency, New York, said in an interview on *Your Better Tomorrow* on ABC Radio last Thursday.

"I think that American business and advertising men are learning that in a world full of tensions, where people are immersed in their own interests and problems, they can catch more prospects with honey than with vinegar. I think that you will see more and more advertising making a bid for attention by amusing or beguiling people—and more and more selling through ideas and facts that lead people to convince themselves," Mr. Freund said.

"In other words," he continued, "we are coming out of the caveman era, when the advertiser tried to win his prospect by clubbing him over the head, into a more civilized period in which he will court him more gently, more pleasantly, and in more mature terms. Today, we must recognize an enlightened self-interest if we are going to interest the public at all."

More Appointments Made At New Chicago Agency

ADDITIONAL appointments for North Adv. Inc., agency newly-founded by Don Paul Nathanson and Cyrus Nathan, were announced Tuesday in Chicago. George Gruenwald, formerly account executive at Weiss & Geller, was appointed vice president and supervisor for these Toni products: Deep Magic facial cleansing lotion, Tonette children's home permanent, Softstyle curlers and spin curlers. At one time associated with the Toni Co., Harold Rosenzweig was named vice president and treasurer. Charles P. Hirth Jr. appointment as vice president and account supervisor for Prom home permanent and Silver Curl home permanent and other staff assignments were announced last month [B•T, Nov. 28].

Additional Sponsors Set For Three CBS-TV Shows

SIGNING of Hazel Bishop Inc., Amana Refrigeration Inc. and W. A. Sheaffer Pen Co. as sponsors of CBS-TV programs was announced last week by William H. Hylan, vice president in charge of network sales.

Hazel Bishop Inc. (lipstick, nail polish and other cosmetics), New York, through Raymond Spector Co., New York, will sponsor the alternate Thursday, 10-10:15 a.m. EST segment of *Garry Moore Show* (Mon.-Thurs., 10-10:30 a.m.; Fri., 10-11:30 a.m. EST), starting Jan. 5; Amana Refrigeration Inc. (refrigerators, freezers, air conditioners), Iowa, through Maury, Lee & Marshall, New York, the Pacific Coast Conference games on Saturdays, starting at 2 p.m., effective last Saturday, and W. A. Sheaffer Pen Co. (pens and pencils), Ft. Madison, Iowa, through Russel M. Seeds Co., two special *Robert Q Lewis* programs on Jan. 9 and Jan. 16 (2-2:15 p.m. EST).

Goodyear Religious Program

GOODYEAR TIRE & RUBBER Co., which for years has sponsored *Greatest Story Ever Told* on radio without commercials or institutional messages and using only minimum sponsor identification, began a new religious series —*His Way, His Word*—under the same conditions on NBC-TV Christmas Day (4-4:30 p.m. EST). The series is made up of four half-hour films to be telecast once a month on Sundays.

ON THE DOTTED LINE . . .



KSFO San Francisco has signed a contract with Gerth-Pacific Advertising calling for 100 spot announcements a week to publicize the Hillsdale Shopping Center of that city. Present at the contract signing are (l to r): seated, Bill B. Callahan, advertising manager of the center; Don Sherwood, KSFO disc jockey; Jim Clark, G-P account executive; standing, Don Snapp, G-P account executive; Chuck Johnson, KSFO account executive, and Gary Garlund, KSFO commercial manager.



SIGNING to sponsor KLZ Denver's *Bob Butz and the News* are Mr. & Mrs. Lou Bell, Mercury-Lincoln dealer, while Mr. Butz (l) and Ward Crowley, KLZ salesman, witness the negotiations.



PAUL J. UTNEHMER, works manager, Babcock & Wilcox Co., Tubular Products Div., signs for 30-minute segment of Al Hallaman's morning three-hour *Valley Special* over WBVP Beaver Falls, Pa., as Tom Price, WBVP manager, approves. The show features music, time, weather and news, with the B&W segment slotted to catch the company's employees before they go to work.



CHARLES W. OTT Jr., vice president of Ott's (hardware, china), signs for special promotion on KIST Santa Barbara, Calif., celebrating the store's 80th anniversary. The store also uses over 3,500 spots annually over KIST. Witnessing the signing are (l to r): Gordon Stafford, KIST continuity director; James Bloomfield, KIST commercial manager, and Charles Edwards, Ott's advertising manager. ➤



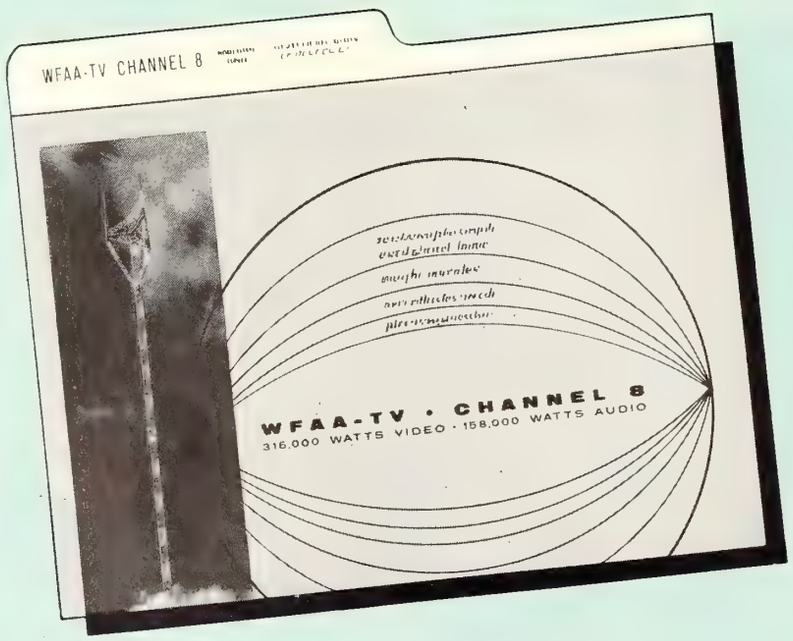
CHARLES GATSON, East Hartford, Conn., Dodge dealer, signs for a spot campaign on WGTH Hartford promoting "Dodge, Fur Free," a 10-day promotion which gave away a fur stole or clutch cape with each Dodge purchased during the 10-day campaign. At the signing are John Deme (seated l), WGTH sales manager, and (standing, l to r) Phil Zoppi, WGTH sales; Madelaine Hoeffel, Hartford model displaying one of the fur stoles, and Carl Flower, account executive, Post, Johnson & Livingston advertising agency, representing Mr. Gatson.



HUDSON DEALERS sign a $10,000 contract calling for 13-week sponsorship of *Community Club Awards* on WVDA Boston. Participating in the signing are (l to r): seated, Joseph Rigazio, secretary, Hudson Dealers Assn.; Clarence Zarren, association president; Russell Dillaway, general manager; Hudson factory branch; standing, James Towle, WVDA account executive; Harold Fenerty, Hudson sales promotion-publicity director, and John Gilmore, WVDA sales promotion director.

NOW! FROM ATOP TEXAS

WFAA-TV Delivers a Fabulous New Selling Punch...to the DALLAS-FT. WORTH Market!



Better start throwing away all your old facts and figures on the DALLAS-FORT WORTH market. When the switch was pulled on Texas' TALLEST man-made structure, the entire concept of what an advertising dollar can deliver in this double-barreled market was knocked into a cocked hat.

COMPARE OLD "B" AND NEW "B" COVERAGE AREAS:

19.7% increase in retail sales! 28.8% increase in population! Almost a HALF BILLION DOLLARS increase in Effective Buying Income!

But that only begins to tell the story! Available now is WFAA-TV's new "Market Facts" folder which will be sent upon request. It's one of the most complete, most useful compilations ever devised to bring time buyers up to date on the nation's 12th ranking metropolitan market!*

(*Based on retail sales)

Tear out coupon and mail

MAIL TO:
WFAA-TV
3000 Harry Hines Blvd.
Dallas, Texas

Yes, please send me WFAA-TV's new "Market Facts" folder.

Name _____ Title _____

Firm _____

Address _____

City _____ State

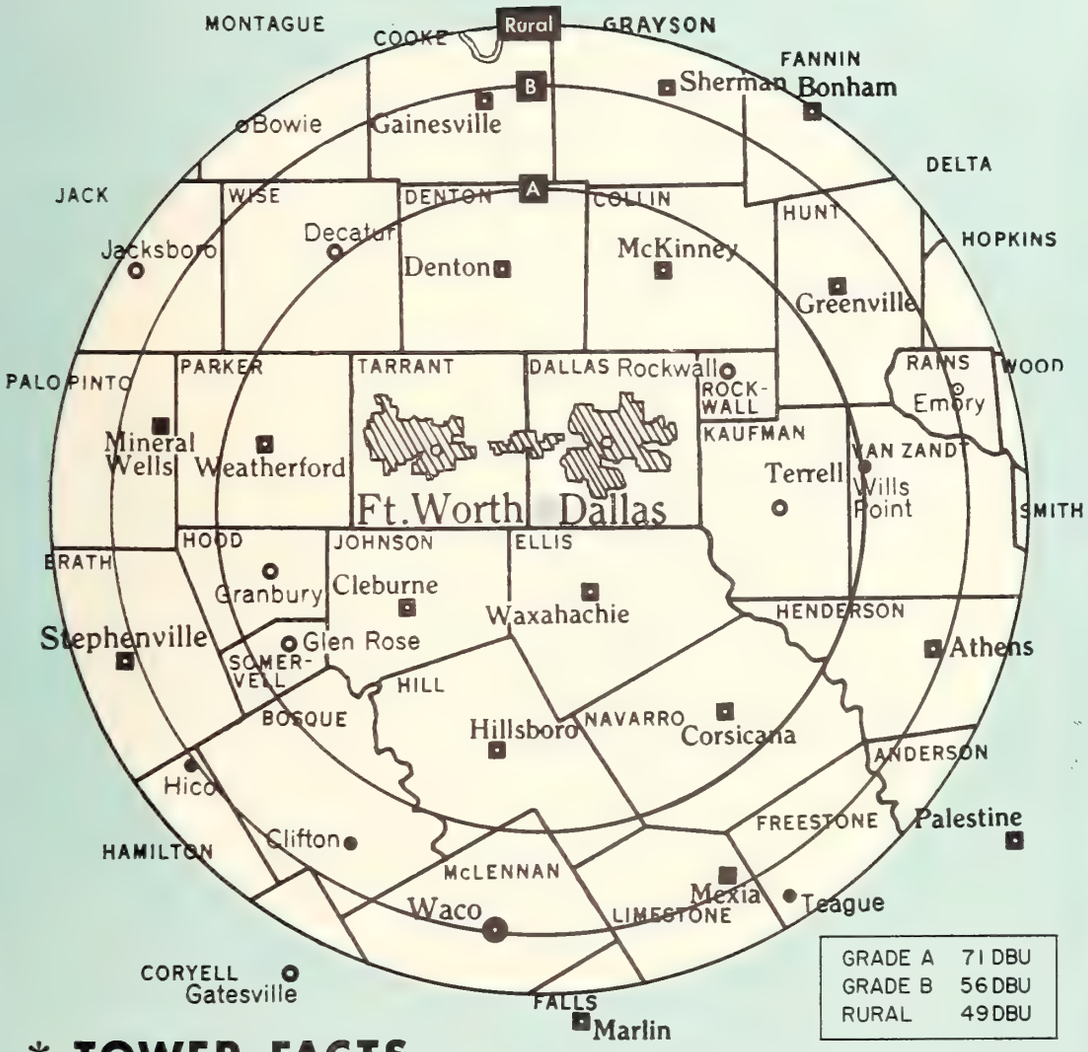
TALLEST STRUCTURE*

A STATION AND A MARKET GROW IN STATURE

The new DALLAS-FORT WORTH market, as defined by "Television Magazine," covers 42 counties, including 3 in southern Oklahoma.

- ★ **$3,477,072,000.00 Effective Buying Power!**
- ★ **42-COUNTY Population — 2,272,600!**
- ★ **552,740 Television Homes!**
- ★ **$2,582,192,000.00 Total Retail Sales!**

This brings more people, more buying income, more retail sales into the WFAA-TV picture!



GRADE A	71 DBU
GRADE B	56 DBU
RURAL	49 DBU

* TOWER FACTS

- **51 FEET TALLER THAN THE EMPIRE STATE BLDG.**
- **ENOUGH "STEEL" TO BUILD 320 AUTOMOBILES**
- **ENOUGH "PAINT" TO COVER 95 FIVE-ROOM HOMES**
- **ENOUGH "CONCRETE" FOR 5 MILES OF SIDEWALK.**
- **1,521' high, including antenna**
- **1,685' above average terrain**

Channel **8**

WFAA-TV
DALLAS
NBC · ABC

RALPH NIMMONS, Station Manager
EDWARD PETRY & CO., National Representative
Television Service of the Dallas Morning News

316,000 WATTS VIDEO • 158,000 WATTS AUDIO

'BIG TOWN' BIG DEAL FOR LEVER BROS.

A $1,000-PRIZE essay contest which officially drew to a close Tuesday night with the announcement of the top three winners on NBC-TV's *Big Town*, netted the latter one of the heaviest listener responses in the program's 18-years, five of them spent in tv alone.

The contest, supervised by Lever Bros. Co. and the program's alternate sponsor, the A.C. Spark Plug Div. of General Motors Corp., asked *Big Town* viewers in the 11-19 year age group to submit essays on the subject "How I Would Solve the Juvenile Delinquency Problem." It attracted more than 15,000 replies from 44 states and Hawaii and out of this number, 5,832 were qualified to be considered. From these, 24 essays were judged to be best for their sincerity, aptness of thought and originality. Their authors currently are splitting the $1,000 melon in slices up to $300.

For Lever Bros, which bought *Big Town* as its own package in 1937, 15,832 letters and postcards amount to a most gratifying audience reaction. For years, a fairly routine cops 'n robbers show, *Big Town* went comparatively unnoticed by both radio and tv audiences through the years, and could make no claim to a regular audience until last year. At that time, when ratings were uppermost in the minds of Lever Bros. executives, *Big Town* was renovated in its entirety. Today, the program has assumed the air of a semi-documentary, dealing in a credible fashion with civic and community problems which are adapted to tv use from original newspaper reports.

"Because its characters no longer behave like goons, our viewers tend to see *Big Town* as their own city," says George J. Zachary, radio-tv program production manager for Lever Bros.

Ample proof is supplied by A. C. Nielsen figures which show *Big Town* (currently seen over 44 NBC-TV affiliates, plus an additional 66 other stations showing it on a delayed basis) in the last six months alone to have:

- Doubled its family viewership from 4,468,000 to 9,991,000.
- Upped its ratings by at least 6.3 points.

In addition, Lever Bros. reports receiving about 800 letters per program "which tell us more than mere figures could," says Mr. Zachary.

The comments that pour into the network and agencies concerned (Sullivan, Stauffer, Colwell & Bayles Inc., J. Walter Thompson Co. and Ogilvy, Benson & Mather Inc. for Lever Bros.; D. P. Brother & Co., Detroit, for A.C. Spark Plug) are, on the whole, enthusiastic and generous in praise. They cover a gamut of topics, as does *Big Town* itself: dope peddling, kleptomania, election fraud, mental illness and, of course, juvenile delinquency. (*Big Town*'s producers and writers tend to shy away from such controversial subjects as Communism, euthenasia, homosexuality and religion).

People who write in mince few words. One of the letters in reply to the contest offer was written by an 18-year-old who said: "We—youth—will pay a fantastic price to be accepted by the group . . . the timid, the sensitive, the awkward seek it like food . . . it must be found." He blamed juvenile delinquency on parental behavior. Parents write in too. A parent whose son was slain by a gang of "zip-gun" killers found *Big Town*'s treatment of a similar crime so identifiable that he said, "I could have easily imagined my own, personal family tragedy as the theme point of your program. [It was] a positive contribution to the difficult problem of teen-age delinquency."

Other letters request filmed reprints for showings in the community as part of safety campaigns, PTA meetings and classroom projects. One episode alone, based on fire hazards, pulled a staggering total of 1,337 replies, including many requests from such organizations as the National Fire Protection Assn.

"Little did we dream a year ago," commented Mr. Zachary, "that *Big Town* would be regarded as a public service program. We may not sell truckloads of soap through it, nor will A.C. find its oil-filter sales zooming, but it's certainly won us all a tremendous amount of consumer goodwill. In today's market, that's something that doesn't come cheap."

National Advertising Week Materials Being Distributed

THE Advertising Federation of America is releasing this week plans for its upcoming sponsorship of National Advertising Week, Feb. 19-25, and has begun distributing campaign materials to radio-tv stations, newspapers, magazines, industrial house organs and civic leaders.

Heading the 1956 National Advertising Week committee is Robert W. Sarnoff, NBC president. Among committee members are Robert E. Kintner, ABC president; Ted Cott, DuMont Broadcasting Corp.; Roger Pryor, vice president in charge of radio-tv, Foote, Cone & Belding, 1956 task-force agency; Richard Scheidker, secretary, American Assn. of Advertising Agencies; Kevin B. Sweeney, president, Radio Advertising Bureau, and J. L. Van Volkenburg, president, CBS-TV.

A special coast-to-coast tv network show written by Goodman Ace will be aired Feb. 19 in cooperation with all networks.

Thirty-two separate units of copy and material have been prepared for the 85 Advertising Week chairmen, picked from 115 AFA-affiliated clubs, including radio-tv scripts and public service spots, 16-inch radio transcriptions and sets of telops and glass tv projection slides. For the first time since the annual campaign started in 1952, radio station managers will be asked to "carry their own weight" by ordering the transcriptions at $1.25 for a disc or eight radio spots each featuring announcer Cy Harriee. Tv station managers will be charged $3 per telop or slide set of 12 images each. Orders should be placed for all charged material with AFA, 250 West 57th St., New York 19.

Census Reports Wholesaling

DETAILED analysis of wholesale business by states is being released by the U. S. Census Bureau. The figures were collected during the 1954 Census of Business. They cover states, counties, and cities, with breakdowns that include payroll and sales information. First state report covers Florida. Other states will come out at intervals during the next three or four months.

The bureau has been releasing analyses of retail business by states. Publication of these reports was started by B•T Nov. 21.

ANA Revises, Expands Report on Advertising

REVISED and expanded issue of "Prevailing Cooperative Advertising Practices," detailing current information on advertiser practices in handling cooperative advertising, has been announced by the Assn. of National Advertisers.

ANA's expanded report contains data on more than twice the number of companies presented in the original report issued in 1953 and 145 cooperative advertising agreement forms classified into 19 product groups. Thirty-five additional agreements not covered in the current issue will be available at a later date.

Other data includes a check list of provisions to assist in preparation or revision of cooperative advertising agreements and analysis of such information as allowable media, sharing proportions and alteration or cancellation provisions. Product groups included: major appliances, radio and tv sets, household furnishings, food, soap, groceries, toiletries, drugs, women's clothing, men's clothing, shoes, paint, other building materials, petroleum, automobiles and trucks, tires, silverware, photographic and specialty equipment.

NL&B Moves Chicago Office

MOVE of Needham, Louis & Brorby Inc., Chicago-based advertising agency, from the Field Bldg. to new quarters on three floors of the new Prudential Bldg. was completed last week.

NETWORK NEW BUSINESS

American Home Products Corp. through Biow-Beirn-Toigo Inc., N. Y., has begun alternate week 30-minute sponsorship of ABC-TV's *Ozark Jubilee* (Sat., 7:30-9 p.m. EST). Advertiser, on behalf of Kolynos, Anacin and Neet products, sponsors 8:30-9 p.m. EST segment three Saturdays out of four.

Bankers Life & Casualty Co. (White Cross hospital plan), Chicago, buys for 26 weeks *Paul Harvey News* on ABC, radio (Sun., 5:15-30 p.m. CST), starting Jan. 1. Agency: Grant, Schwenck & Baker Inc., Chicago.

McKesson & Robbins Inc., (Neo-Aqua-Drin throat lozenges), Bridgeport, Conn., will sponsor a pre-Sugar Bowl round-up by sports broadcaster Jimmy Powers, Jan. 2, 1:45-1:55 p.m. EST, on ABC-TV. Ten-minute program will precede bowl game between Georgia Tech and Pittsburgh to be carried on network. Agency is Ellington & Co., N. Y.

SPOT NEW BUSINESS

Marlowe Chemical Co. (home fire extinguishers), N. Y. is launching its first tv campaign early next month with weekly series of 25 spots on WOR-TV New York and 12 spots over WCBS-TV New York. Marlowe also plans extensive use of WRCA New York for series of radio spots. Agency is Kastor, Farrell, Chesley & Clifford Inc., N. Y.

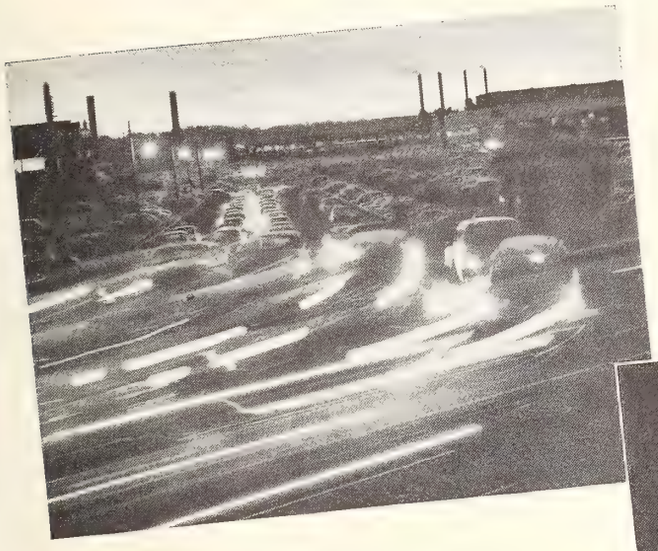
AGENCY APPOINTMENTS

Doeskin Products Inc. (paper napkins, tissues, towels), N. Y., appoints Harry B. Cohen Adv. Co., N. Y., effective Jan. 1. Grey Adv. Agency, N. Y., currently handles account.

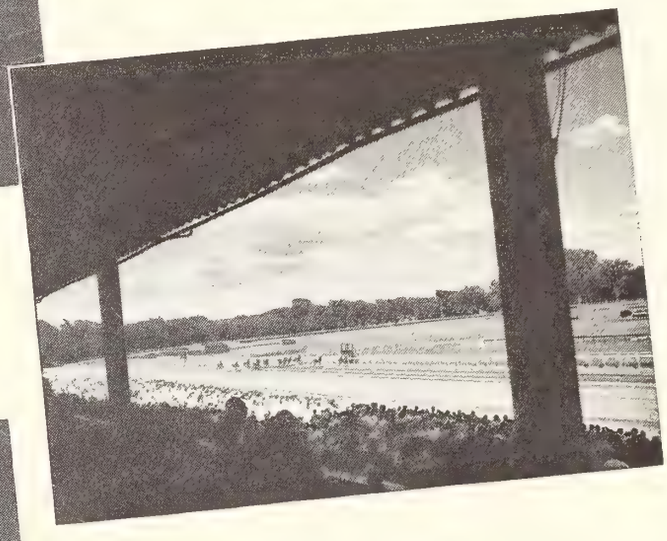
Holgate Bros. Co. (toys), Kane, Pa., appoints Richard S. Robbins Co., N. Y. Radio-tv will be used.

portrait of a market

. . . where these factors combine for your sales' success



. . . a proven high-income industrial area . . .



. . . a proven year-round vacationland . . .



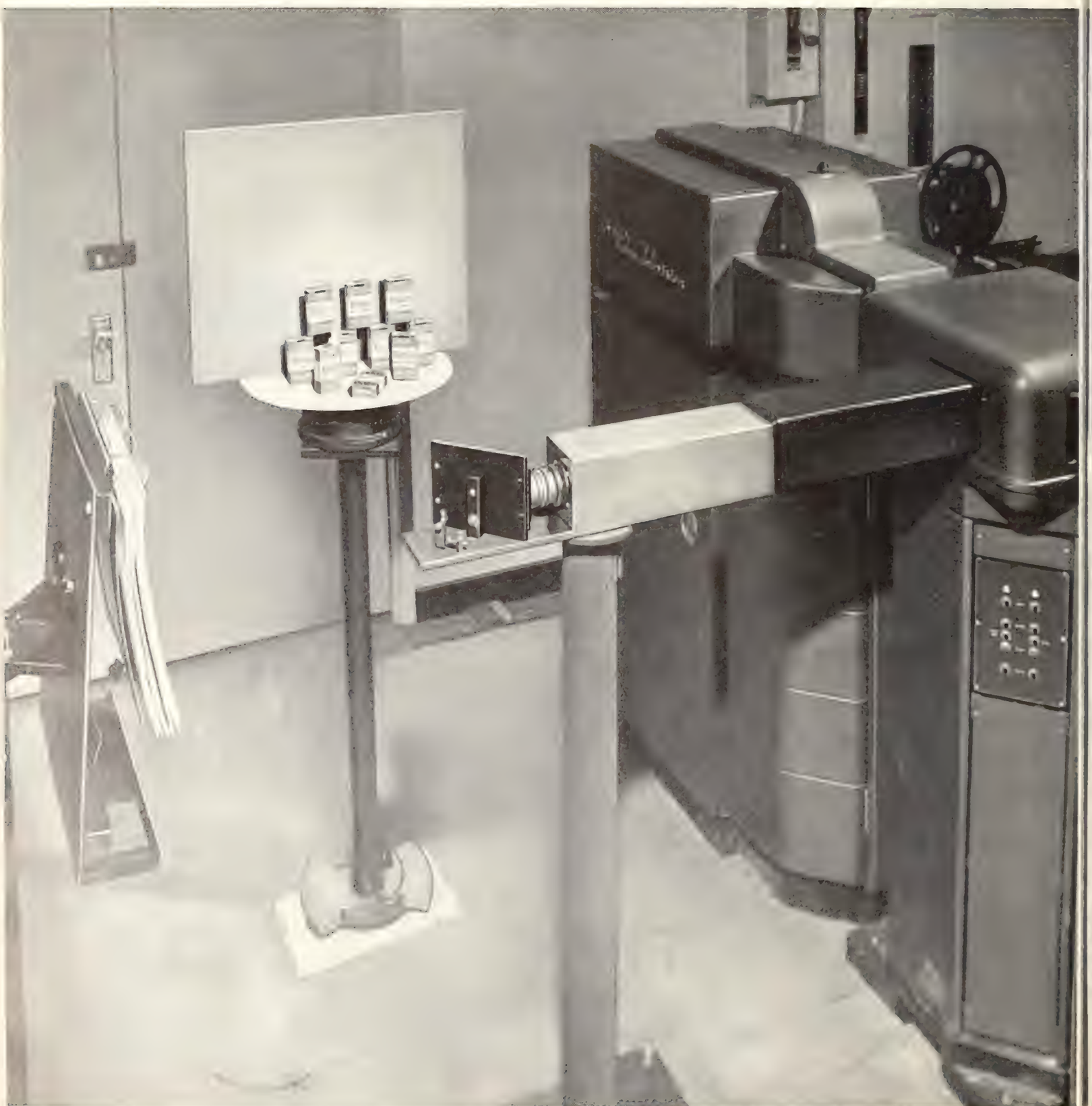
. . . where, with outstanding local and network productions, one station brings dreams to life for 446,200 television families.

Serving Albany, Troy, Schenectady, N. Y. and 30 counties of New York and New England

WRGB

A General Electric Television Station ★ Represented Nationally by NBC SPOT SALES

Now! Live Color Commercials



"3V" Color Film System as arranged for pickup of color opaques and live action commercials.

RCA Pioneered and Developed Compatible Color Television

with your RCA "3V"!

Simple lens system added to RCA "3V" Film Camera picks up live-action color commercials...and color opaques of all kinds

NOW you can go to "live" color in the least expensive way imaginable. RCA engineers have worked out an extension lens system which can be used with any RCA "3V" Camera to pick up all kinds of product displays . . . live . . . in action . . . in highest quality color. And the same system can be used for televising color opaques in the simplest possible manner.

Products to be colorcast are set up on a small, fixed stage (as shown on opposite page). Any type of action which can be carried out in a limited area is practical. You can turn products around, upside down, etc. . . . show liquids foaming . . . real bottle pouring . . . use of tools . . . appliances in operation . . . wind-up toys in action . . . all kinds of animation.

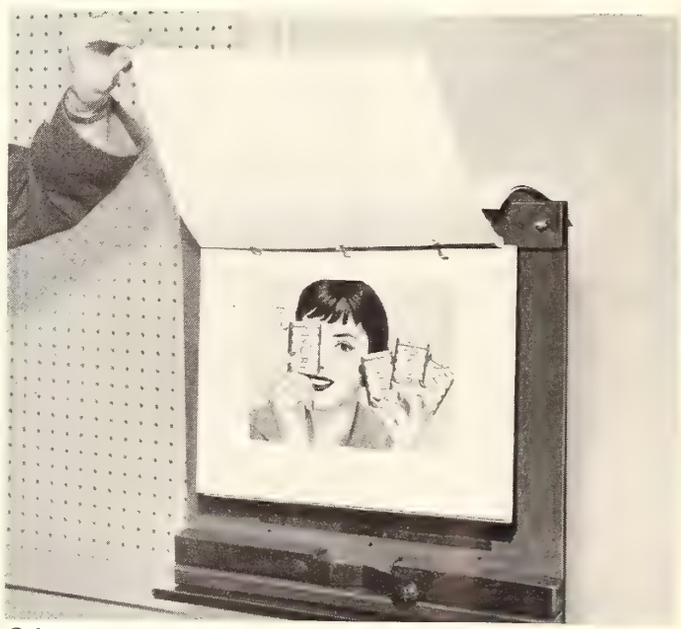
Color opaques can be artwork, charts, maps, diagrams, magazine pages, comic strips. They can be mounted on an easel, on a flip-over stand (as shown at right), or held in the hand. You can use artwork or catalog illustrations and thus avoid making slides. Color rendition is nearly perfect; there are no density problems as with color slides.

Both products and opaques are televised in the open . . . in fully lighted rooms. No need for light covers or strobe lights. Pictures have high resolution inherent in vidicon type camera. Picture quality and color is equal in every way to that attained with studio type color cameras.

Development of a push-button operated 4-input multiplexer makes it possible to use an RCA "3V" camera for televising "live" color commercials, color opaques, color transparencies, color slides and color films. Such an arrangement provides maximum usefulness of equipment—gets you into color in the fastest and least expensive way.

And remember, the RCA "3V" Film Camera System is the system which most broadcast engineers believe to be the best.

For complete technical information on the new RCA "3V" Color Film System, call your RCA Broadcast Sales Representative. In Canada: write RCA VICTOR Company Ltd., Montreal.



Color opaques in series, at a flip of the wrist.



Live color commercials with a minimum of props, showing hands, etc.

RCA®

RADIO CORPORATION of AMERICA

BROADCAST EQUIPMENT, CAMDEN, N. J.

LATEST RATINGS

NIELSEN

Top 10 Television Programs

Two Weeks Ending Nov. 26, 1955

NUMBER OF TV HOMES REACHED
† TOTAL AUDIENCE

RANK		RATING (000)
1	$64,000 Question (CBS)	16,138
2	I Love Lucy (CBS)	15,165
3	Disneyland (ABC)	14,963
4	Jack Benny Show (CBS)	14,192
5	Ed Sullivan Show (CBS)	13,856
6	Ford Star Jubilee (CBS)	13,621
7	Chevy Show-Bob Hope (NBC)	13,588
8	NCAA Football Game (NBC)	13,252
9	G. E. Theatre (CBS)	12,950
10	Perry Como Show (NBC)	12,346

‡ AVERAGE AUDIENCE

RANK		RATING (000)
1	$64,000 Question (CBS)	14,963
2	I Love Lucy (CBS)	14,292
3	Jack Benny Show (CBS)	12,883
4	Disneyland (ABC)	12,414
5	G. E. Theatre (CBS)	11,810
6	You Bet Your Life (NBC)	11,306
7	December Bride (CBS)	11,072
8	Ed Sullivan Show (CBS)	11,038
9	I've Got a Secret (CBS)	10,971
10	Dragnet (NBC)	10,770

PERCENT OF TV HOMES REACHED *

† TOTAL AUDIENCE

1	$64,000 Question (CBS)	50.4
2	I Love Lucy (CBS)	47.1
3	Disneyland (ABC)	46.4
4	Jack Benny Show (CBS)	45.0
5	Ed Sullivan Show (CBS)	43.5
6	Ford Star Jubilee (CBS)	43.2
7	Chevy Show-Bop Hope (NBC)	41.8
8	NCAA Football Game (NBC)	40.9
9	G. E. Theatre (CBS)	40.7
10	Perry Como Show (NBC)	39.0

‡ AVERAGE AUDIENCE

1	$64,000 Question (CBS)	46.7
2	I Love Lucy (CBS)	44.4
3	Jack Benny Show (CBS)	40.9
4	Disneyland (ABC)	38.5
5	G. E. Theatre (CBS)	37.1
6	Ed Sullivan Show (CBS)	34.7
7	I've Got a Secret (CBS)	34.7
8	You Bet Your Life (NBC)	34.6
9	December Bride (CBS)	34.5
10	Private Secretary (CBS)	33.1

† Homes reached by all or any part of the program, except for homes viewing only 1 to 5 minutes.
‡ Homes reached during the average minute of the program.
* Percented ratings are based on Tv homes within reach of station facilities used by each program.

Copyright 1955 by A. C. Nielsen Co.

TRENDEX

Top 10 Programs for Evening Network Television
Week of Dec. 1-7

	Program	Homes %
1.	$64,000 Question (CBS)	42.8
2.	I Love Lucy (CBS)	40.6
3.	Ed Sullivan Show (CBS)	37.2
4.	What's My Line (CBS)	30.7
5.	I've Got a Secret (CBS)	29.0
6.	The Lineup (CBS)	26.9
7.	Perry Como Show (NBC)	26.5
8.	Your Hit Parade (NBC)	26.2
9.	George Gobel (NBC)	26.0
10.	Saturday Lucy Show (CBS)	25.7
	Honeymooners (CBS)	25.7

VIDEODEX

Top Ten Spot Shows*

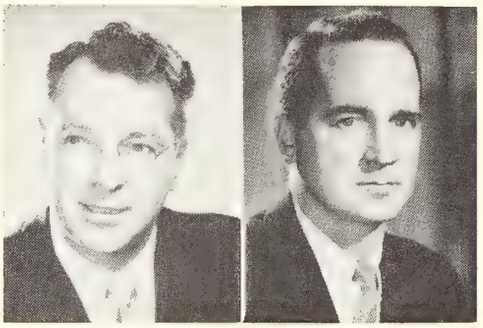
Nov. 1-7

	Name of Program	% Homes	(000) Homes	Cities
1.	I Led Three Lives (Ziv)	19.2	6,143	125
2.	Liberace (Ziv)	18.4	3,839	93
3.	Man Behind the Badge (MCA-TV)	17.6	2,323	63
4.	Highway Patrol (Ziv)	17.4	5,135	129
5.	Badge 714 (NBC Film)	17.1	4,937	128
6.	Mayor of the Town (MCA-TV)	17.0	1,988	60
7.	Dr. Hudson's Secret Journal (MCA-TV)	16.9	2,509	76
8.	Annie Oakley (CBS Film)	16.6	4,622	113
9.	The Pendulum	16.1	1,198	44
10.	Confidential File (Guild)	15.7	3,151	52
	Mr. District Attorney (Ziv)	15.7	3,359	93

*Appearing in a minimum of 20 markets.
Copyright, Videodex Inc.

A&A PEOPLE

William L. Young, vice president in charge of marketing and merchandising, William Esty & Co., N. Y., appointed to agency's copy and planning board. **Grant M. Thompson,** account executive with Esty since 1951 and previously with Procter & Gamble, elected vice president of agency.



MR. YOUNG MR. THOMPSON

James J. Cochran, vice president, Kudner Agency Inc., N. Y., since 1952, elected to board of directors. Other new members of Kudner board: **Vincent F. Aiello,** senior copy writer on Buick account; **Don Gibbs,** director of special activities, and **John H. Sheldon,** manager of Detroit office. **Frank Hopkins,** radio-tv copywriter, Kenyon & Eckhart, N. Y., has rejoined Kudner Agency Inc., in similar capacity.

J. Charles Derrick, advertising director, Pepsi-Cola Co., N. Y., since July 1954, elected vice president.

Peter G. Peterson appointed Chicago office manager, McCann-Erickson Inc. and **Chester L. Posey** chairman of plans board in that office.

Dorothy C. Samer, director of media department, Sorensen & Co., Chicago elected director of agency.

Mary Ellen Wheeling, time-talent buyer, Raymond R. Morgan Co., Hollywood, to Mottl & Siteman, that city, as radio-tv director.

George Watts, former retail store advertising and merchandising manager, to Alex Struthers & Co., Las Vegas, as agency Los Angeles manager.

Paul Greenfield, sales promotion manager, Simoniz Co., Chicago, promoted to brand advertising manager of that company. **Neil Salemi,** Schwimmer & Scott Adv. Inc., Chicago, appointed sales promotion manager of Simoniz Co.

David E. Neuman, Molesworth Assoc., N. Y., public relations firm, to Emil Mogul Co. Inc., N. Y., as assistant account executive.

Frank Tuttle, formerly promotion and continuity director KOMU-TV Columbia, Mo., to Bruce B. Brewer & Co., Minneapolis, as assistant account executive.

Vincent P. Maloney, copywriter and assistant account manager, Dickie-Raymond Co., Boston and N. Y., direct mail advertising agency, to Charles W. Hoyt Inc., N. Y., as copywriter.

Ted Liss, former production manager, KWK-TV St. Louis, Mo., to Malcolm-Howard Adv., Chicago, as account executive, writer, producer. **Neal Waldman,** former copywriter, Advertising Producers Associated Inc., Chicago, to creative staff of Malcolm-Howard Adv.

Winter D. Horton, executive producer, KFSD-TV San Diego, Calif., to Benton & Bowles Inc., N. Y., as production aide in Hollywood office.

Ernest Smit, Charles W. Hoyt assistant account executive, father of girl, Karen.

A&A SHORTS

Fohrman Packard-Studebaker, Chicago automobile dealer, has signed 52-week, $60,000 pact with WCFL Chicago, local American Federation of Labor outlet, for a six-times-a-week, five hours nightly series, *Harmony Highway*. Fohrman has been spending over $7,000 weekly in tv and has shifted budget to radio.

League of Advertising Agencies will hold its fifth annual dinner-dance in Terrace Room of Hotel Plaza, N. Y., Jan. 27. Guest speaker will be Lawrence Valenstein, president of Grey Adv. Agency Inc., N. Y.



BALTIMORE wrestling promoter Edward Contos signs a long-term contract giving tv rights to his bouts to the National Brewing Co. Looking on are (l to r) Norman S. Almony, brewing company vice president; E. K. Jett, WMAR-TV vice president; Patrick J. Roche, also a vice president of the brewing company, and Howard E. Williams, representing W. B. Doner & Co. Agency.

ZIV'S BIGGEST YEAR 1955, SINN REPORTS

IN TERMS of both sales and production, Ziv Television Programs is ending "the biggest year in its history," John L. Sinn, president, reported last week in a year-end summary.

Gross dollar volume of sales during 1955 was 42% larger than in 1954, he said, adding that "dollar value of 1955 sales was equal to the combined sales income of Ziv Television Programs for the years 1950 through 1952, inclusive." At year's end, he continued, a total of 2,278 clients, ranging from national advertisers to local retail shops, are sponsoring various Ziv Tv programs in a total of 280 markets. He noted that about 76% of the advertisers who sponsored Ziv Tv programs in 1950 still are company clients. During 1955, Ziv Tv produced a record-breaking total of 3,227,418 feet of program footage and a new high of 428,976 feet of commercials, according to Mr. Sinn. Four tv film series were released in 1955—*Man Called X, Highway Patrol, Science Fiction Theatre* and *Eddie Cantor Comedy Theatre*. New episodes of four other tv film series were produced during the year, including *I Led Three Lives, Mr. District Attorney, Cisco Kid* and *Corliss Archer*, he said.

"Ziv Tv continued to make an important long-range investment in color television during 1955," Mr. Sinn said. "Of the total footage shot for programs and commercials only 28% was directly in black-and-white and 72% was on color film stocks of various types. In most cases, black-and-white prints were made from the color negatives, although experimental color-casts of Ziv Tv shows were made from color prints in such major cities as New York, Houston, Dallas and Los Angeles, among others."

Mr. Sinn predicted "a strong sales season in 1956," and revealed that the production goal next year would be film footage amounting to 38% above the 1955 figure.

Ziv Television Film Series Purchased by Ohio Oil Co.

OHIO OIL Co., Findlay, Ohio, has bought Ziv Television Programs' *The Man Called X*, tv film series, in 13 markets on behalf of its 2,000 dealers and its "Marathon" gasoline and lubricants, it was announced last week by M. J. Rifkin, Ziv Tv sales vice president. The agency is N. W. Ayer & Son, New York.

The campaign, scheduled to begin in January, will cover areas in the petroleum company's five-state market of Ohio, Indiana, Michigan, Illinois and Kentucky. The purchase of Ohio Oil and other advertisers has raised to 56 the number of markets presenting *The Man Called X*, according to Mr. Rifkin.

Mennen Buys 'Passport' For 30 Major Tv Markets

MENNEN Co., Morristown, N. J., will use spot tv film for the first time on Jan. 1 when it begins its sponsorship of ABC Film Syndication's *Passport to Danger* series in 30 major markets to promote its complete line of men's toilet items.

Details of Mennen's spot tv film campaign are being announced today (Monday) by George T. Shupert, president of ABC Film Syndication. In support of the television program, he said, ABC Film Syndication, Mennen and its agency, McCann-Erickson, have mapped out an extensive merchandising-promotion-exploitation campaign.



WREC-TV Memphis, Tenn., has contracted for CBS Newsfilm service beginning with the start of the station's telecasting operations Jan. 1. Present at the contract signing in Memphis are (l to r): seated, Jack Wiedmer, CBS Television Film Sales account executive, St. Louis office, and Hoyt B. Wooten, WREC-TV owner, and, standing, Jack Michael, the station's program director, and Charles Brakefield, its sales manager.



. . . keeps viewers tuned to

KMJ·TV

FRESNO, CALIFORNIA • CHANNEL 24

Basic NBC affiliate

the San Joaquin Valley's FIRST TV station in . . .

POWER now 447,000 watts.

RECEPTION viewer survey shows KMJ-TV reception is rated most satisfactory and snow free in the Fresno area.

COLOR KMJ-TV was the first local station equipped to transmit network color and now transmits local color slides and films.

Paul H. Raymer, National Representative



Photo, courtesy Cincinnati Enquirer

It's An Old Cincinnati Custom—

In 1873, the first of Cincinnati's internationally famous May Festivals was held in Cincinnati's historic Music Hall. Every two years since then, without interruption, Cincinnati has attended the traditional four day series of concerts, to hear their friends and neighbors who comprise the chorus, augmented by world renowned soloists, and the Cincinnati Symphony Orchestra. Participating in, and attending May Festivals, is an old Cincinnati custom.

—another Old Cincinnati Custom

(firmly established over a 26 year period)

is

Listening To

WCKY

82.4% of Cincinnati Homes Listen to WCKY each week

WCKY has

21% of the Morning Audience
22% of the Afternoon Audience
21% of the Evening Audience

Large Audience . . . Low Rates
Make WCKY Your Best Buy, in Cincinnati

Follow the custom in Cincinnati

BUY WCKY



*Pulse; Oct.-Nov.
Mon. thru Fri.

For availabilities wire or phone collect

NEW YORK
Tom Welstead
Eastern Sales Mgr.
53 E. 51st St.
Phone: Eldorado 5-1127

CINCINNATI
C. H. "Top" Topmiller
WCKY Cincinnati
Phone: Cherry 1-6565

CHICAGO
A M Radio Sales
Jerry Glynn
400 N. Michigan Ave.
Phone: Mohawk 4-6555

SAN FRANCISCO
A M Radio Sales
Ken Carey
607 Market St.
Phone: Garfield 1-0716

LOS ANGELES
A M Radio Sales
Bob Block
5939 Sunset Blvd.
Phone: Hollyw'd 5-0695

FOUR HOURS A DAY ● SEVEN DAYS A WEEK

FILM SALES

CBS Television Film Sales Inc., N. Y., has sold *San Francisco Beat* to Genessee Brewing Co., Rochester, N. Y., for weekly showing on WRGB (TV) Schenectady and WNBF-TV Binghamton, both N. Y. Agency is Rogers & Porter, N. Y.

FILM PRODUCTION

Hal Roach Jr., L. A., announces production of 39 episodes of new tv series, *Code 3* for Rabco, joint Roach-ABC organization, and to be released by ABC Film Syndication. Series will be based on activity of L. A. county sheriff's office.

Parker-Rogers Productions, Hollywood, has signed Robert C. Dennis as writer for new series, *The Tracer,* based on files of Tracers Corp. of America, N. Y. Production of 26 films is set for early 1956 in New Orleans.

George Jessel's new audience participation tv series, *Love and Marriage,* will use Allen B. DuMont Labs. Inc.'s Electronicam process with filming to start Dec. 28 in New York. Program will feature interviews with "newlyweds, oldie-weds and just plain weds," according to Mr. Jessel, who is producing the show.

Reela Films, Miami, Fla., to film all Orange Bowl activities during week-long festival to be climaxed by football game Jan. 2. Color films will be distributed by Reela Miami office.

FILM DISTRIBUTION

Victory Enterprises Inc. has signed contract with Quality Films Inc., Hollywood, for distribution of 97 western feature films.

Association Films, N. Y., is distributing free to tv stations new 13½-minute color cartoon, "Man of ACTION," produced for American Council to Improve our Neighborhoods (ACTION) by Transfilm Inc., N. Y. Production costs were contributed as a public service by Continental Can Co., N. Y. Company also is offering free series of six 27-minute films on health problems, titled *Anywhere U. S. A.,* produced for Health Information Foundations.

Lloyd Burns of Toronto named Canadian distributor of *The Adventures of Long John Silver* for tv. CBS-TV Film Sales is U. S. distributor for series.

FILM PEOPLE

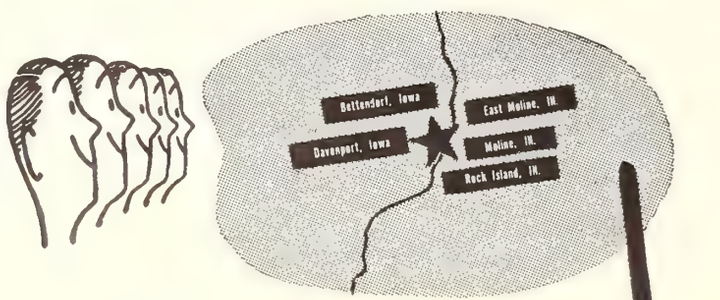
Gilbert Zingaro, operations manager, Cellomatic Corp., N. Y., producer of live animation techniques for tv shorts, named executive vice president in charge of operations.

Loring H. Dunton, formerly general manager, Video Expediting, N. Y., to Modern Talking Picture Service Inc., N. Y., film producers, as exchange manager of N. Y. office.

Bert Spielvogel, director of photography for Drew Pearson's syndicated film series, appointed director of photography for motion picture division of Robert J. Enders Adv. Inc., Washington, D. C.

Frank G. O'Halloran, sales and marketing specialist, Becton, Dickinson Co. (surgical supplies), Rutherford, N. J., named sales manager of industrial division, Sterling Television Co., N. Y.

Fluff Blome, promotion coordinator, Television Programs of America Inc., N. Y., appointed studio director, Easten Films Inc., N. Y., tv film producer.



The
QUINT CITIES
5 CITIES—2 COUNTIES
the Hub of a Major Market

WOC covers the market. WOC sells your product. Surveys prove it. Advertisers know it.

WOC, the Quint city station, in the heart of this rich, agricultural and industrial area . . . . a market with money in its pockets . . . a market blanketed by WOC.

Basic NBC Affiliate



WOC
5,000 W 1420 Kc

The Quint city area is ideal for test campaigns. Five cities combined into one metropolis . . . thousands of rural listeners.

Select WOC for successful sales and campaigns.

Get the facts from your nearest F & P office . . . or from WOC direct.

Col. B. J. Palmer, President
Ernest C. Sanders, Manager



WOC
Davenport, Iowa
AM-FM-TV
Free & Peters Inc.
Exclusive National Representatives

NARTB Backs Parley Of State Assn. Heads

MOVE to strenghten the industry's position in meeting legislative problems and to set up a clearing-house for ideas, information and techniques was announced by NARTB Wednesday. The project will be built around the first of a series of NARTB-sponsored conferences of state association presidents [CLOSED CIRCUIT, Dec. 5].

President Harold E. Fellows, announcing preliminary plans for the meeting, scheduled to be held Feb. 21 in Washington, said Howard H. Bell, assistant to the president, will be staff coordinator of state association activities in addition to his other duties.

The clearing-house project will be centered around NARTB's monthly publication, *Stateside,* which is distributed to members of state associations. State groups, in turn, will handle projects on the state and local level, keeping in close touch with the national association.

Among topics of current interest are sports, freedom of information, freedom of access to courts and public events, legislation and public service campaigns. State associations now are operating in 47 states, Hawaii and Puerto Rico. Delaware is the only state not organized.

The Feb. 20 conference will take up ways NARTB can cooperate with state and local groups. A luncheon with a prominent guest speaker is scheduled, along with a reception. Delegates and wives will be invited to the annual Voice of Democracy luncheon scheduled Feb. 22. Delegates will have a chance to visit members of their Congressional delegations.

533 Low Power Stations Favor 1 Kw Boost—CBA

SEEKING membership in its drive for a power increase for all Class IV (100 w-250 w) stations, the Community Broadcasters Assn. Inc. has mailed a brochure to the 900-plus Class IV outlets explaining the purpose and functions of the CBA.

Of 622 stations which answered a preliminary post card survey, 533 favored the proposed boost to 1 kw, while only 13 were definitely opposed to the increase. In view of the majority opinion, CBA was formed (with offices in Washington, D. C.) to push for the overall increase. CBA points out that the cost would be prohibitive for an individual 250-watter to seek the increase, but can be accomplished at a nominal cost per station as a joint project.

CBA predicts it will cost individual member stations about $300 to accomplish the power increase, which will take from 18 to 24 months. With this in mind, stations are charged $150 per year for membership.

The 190 member stations to date have elected 15 district directors, headed by President F. E. Lackey, WHOP Hopkinsville, Ky. The districts are set up to follow the lines of NARTB's districts.

CBA will handle all engineering costs of the project, estimated to run about $5,200 per frequency. Consulting engineer is T. A. M. Craven, Craven, Lohnes & Culver, Washington, and legal counsel is Howard J. Schellenberg Jr., O'Laughlin & Schellenberg, also Washington.

Poor to NARTB Radio Board

JOHN B. POOR, MBS executive president, has been named to the NARTB Radio Board of Directors, succeeding E. M. Johnson, who was MBS board member until his resignation from the network in October. Mr. Poor has been named to the NARTB Am Committee.

Broadcast Adv. Club Elects Stirton President for '56

JAMES L. STIRTON, vice president of Music Corp. of America, Chicago, was elected president of the Broadcast Adv. Club of Chicago for 1956 at a luncheon meeting in Chicago Tuesday. He succeeds Peter A. Cavallo Jr., vice president in charge of radio-tv, J. Walter Thompson Co.

Elected vice presidents were Frank Baker, vice president, Grant, Schwench & Baker; Gene F. Seehafer, account executive, Needham, Louis & Brorby, and Harold A. Smith, advertising and promotion director for tv, NBC Central Div. Ruth Babick, chief timebuyer, Earle Ludgin & Co., was elected secretary and Lois Thompson, Meeker-Tv, station representative, was named treasurer.

BAC's 1956 directors, in addition to Messrs. Cavallo, Smith, Baker and Seehafer and Miss Thompson, are John Cory, vice president, Free & Peters; William F. McGuineas, commercial manager of WGN Inc.; Sterling Quinlan, vice president in charge of WBKB (TV) Chicago; Cyril C. Wagner, tv account executive, NBC Central Div., and Charles Zeller, radio-tv director, Guenther-Bradford & Co. Half of the board is elected each year.

Advertising Agencies' League Announces Officers for 1956

NEWLY-APPOINTED officers for the League of Advertising Agencies Inc., were announced in New York last week by James B. Zabin, president of the organization who was elected for a second term. The new officers: Benjamin Reiss and Larry Schwartz, vice presidents; Nat Roth, treasurer and Ted Bernstein, Lester Loeb, Henry Loewy, M. B. Pearlman, Philip I. Ross and William Weltman, members of the board of governors.

Continuing to hold office during 1956 are Julian Ross, executive secretary; Irving Davis, vice president; Max Sinowitz, secretary; Louis N. Field and Morton J. Simon, legal counsels; Lucius H. Coleman, fiscal advisor, and Bosh Stack, public relations counsel. A. D. Adams, Arthur Bandman and David E. Rothschild will continue to serve on the board of directors.

Analysts Re-elect MacVane

JOHN MacVANE, ABC news commentator, was re-elected president of the Assn. of Radio News Analysts for 1956, and Eric Sevareid and Ned Calmer, both CBS, were elected vice presidents at an annual meeting of the organization in New York. Other officers elected: H. V. Kaltenborn and Leon Pearson, both NBC, and George Fielding Elliot, MBS, members of the executive committee; John Vandercook, ABC, secretary-treasurer, and Walter Cronkite, CBS, secretary.

TRADE ASSOCIATION PEOPLE

Frank Crane, president, Southern California Broadcasters Assn., chosen to serve as member of Governor Goodwin Knight's recently formed "Advisory Committee on Public Relations."

TRADE ASSOCIATION SHORTS

Wake Forest College, N. C., became third college to install a chapter of Rho Tau Sigma, national radio and television honor society.

Music Publishers Protective Assn. has moved its offices to 460 Park Ave., New York 22. Telephone: Plaza 1-1930.



The Giant of Southern Skies

Offers Participations in Two Outstanding Programs



"MY LITTLE MARGIE"

Mondays thru Fridays
4:00-4:30 P.M.

Three 1-minute spots available within the show at regular rates

"MILLION DOLLAR MOVIE"

Sundays 1:30-3:00 P.M.
also
Sundays 11:00-12:30 Nite

The movies are features from the Associated Artists package and the NTA Fabulous Forty Group. Minutes available at no premium . . . film and slide commercials only.

Write, wire or phone WEED or the Station for rates and availabilities.

NBC NETWORK
Represented Nationally by
WEED TELEVISION CORP.

WFBC-RADIO (NBC Affiliate)
is Represented
Nationally by AVERY-KNODEL

Channel 4
WFBC-TV
Greenville, S. C.

STORER NAMES FIVE VICE PRESIDENTS

Broadcasting company promotes following station managing directors to new status: Babcock, WGBS Miami; Lipson, WJBK-AM Detroit; Michaels, WJBK-TV; Miller, WWVA Wheeling, and Bailey, WBRC Birmingham.

FIVE new vice presidents of Storer Broadcasting Co. were named last Wednesday by the organization's board of directors, meeting at Miami, Fla.

The appointees, all managing directors of Storer stations, are Miller N. Babcock, WGBS-AM Miami; Harry Lipson, WJBK-AM Detroit; Bill Michaels, WJBK-TV Detroit; Paul J. Miller, WWVA-AM Wheeling, W. Va., and James E. Bailey, WBRC-AM Birmingham, Ala.

Miller N. (Slim) Babcock, managing director of WGBS-AM since January of 1952, is a 28-year veteran of radio and newspapers. He entered the organization as a salesman at WGBS in 1943 and was named sales manager in 1945. During his career as managing director of the station, he has developed many unusual public service programs, one of which won the Freedoms Foundation medal of achievement. Before going with Storer, Mr. Babcock was associated with WIOD Miami and WFTL Ft. Lauderdale, Fla., and his newspaper background includes the *Newark Ledger*, Newark, N. J., and the *Miami Herald*.

Harry R. Lipson carries over into his new position 30 years of experience in radio and television. Before entering the broadcasting field he was publisher of the *Detroit Medical News* and also advertising representative of the Michigan State Medical Society. Mr. Lipson has been associated with WJBK for the past seven years, having moved to that station from CKLW Windsor-Detroit. Serving successively as salesman, sales manager, assistant managing director of both radio and television, he was named managing director of WJBK-AM a year ago when Storer separated management of the radio and television properties.

Bill Michaels, managing director of WJBK-TV since December 1954, joined Storer in 1953 when the company purchased KABC San Antonio, Tex. Mr. Michaels was managing the station at the time and was retained in that capacity. He had been with the station since 1940 and had handled the Southwest Conference football games. He remained in San Antonio until Storer sold KABC. Then, upon separation of radio and television in Detroit last November, he was made managing director of WJBK-TV.

Paul J. Miller, managing director of WWVA Wheeling, W. Va., first entered radio in Pittsburgh in the 1920's. He has worked in almost every phase of radio operation. In 1931, he became associated with WWVA as a sportscaster, later serving as production manager. In 1946 he was appointed assistant managing director and in 1953 was made managing director. He currently is president of the West Virginia Broadcasters Assn.

James E. Bailey, managing director of WBRC Birmingham, is another veteran of broadcasting. A native of the Alabama city, he first served in advertising sales on the *Birmingham News* and then moved to the sales department of WSGN. In 1943 he went to WAGA Atlanta, where as managing director he put Georgia's first tv station on the air. Mr. Bailey remained in Atlanta until 1952, when ill health forced his temporary retirement. When Storer purchased the Birmingham operation in August of 1953, Mr. Bailey moved back to his hometown to head the station's radio activities.


MR. BABCOCK


MR. LIPSON


MR. MILLER


MR. MICHAELS


MR. BAILEY



BILL BROWN, Bill Brown Insurance Co., signs for the entire Christmas Day broadcasting activities of KAMO Rogers, Ark., as G. Don Thompson, KAMO manager, looks on. No commercials will be used by the sponsor.

Dallas' Radio Plans Joint Media Promotion

DALLAS' seven radio stations have joined forces to underwrite an advertising-merchandising program for the first nine months of 1956.

The move grew out of the Texas Assn. of Broadcasters presentation of a plan for promoting radio throughout the state [B•T, Nov. 21]. Member stations were offered a package deal—including newspaper, outdoor and radio ads plus merchandising aids—on a voluntary basis. The materials are planned to promote "Listen While You Drive," "Listen While You Work," and "Listen While You Relax."

The campaign, to open in January, will use posters, large ads in both Dallas newspapers, radio spots, bumper strips, counter cards, mail stuffers, stationery stickers and postage meter tie-ins.

Dallas stations participating include KGKO, KIXL, KLIF, KRLD, KSKY, WFAA and WRR. McCann-Erickson, Dallas, is the agency.

Three Stations in Maine Name Mullen to Sales Post

WILLIAM J. MULLEN, Old Orchard Beach, Me., has been appointed national sales manager for WPOR Portland and WABI-AM-TV Bangor, both Maine, effective Jan. 1. Mr. Mullen also was appointed to represent WMTW (TV) Poland Spring, Me., in the Boston area.

WPOR also announced that George P. Hollingbery would represent the station in New York.

Ben Nedow Has Heart Attack

BEN NEDOW, president and general manager of KECK Odessa, Tex., was reported in fair condition in an Odessa hospital after suffering a heart attack Dec. 13.

Two New Tv Stations Set To Begin Operation Jan. 1

JAN. 1 commencement dates for commercial operation were announced last week by KOSA-TV Odessa, Tex., and KHAS-TV Hastings, Neb.

In setting the KOSA-TV starting date, Cecil L. Trigg, president and general manager, said the outlet will commence with more than a half-million gross in national and local billings. KOSA-TV will operate on ch. 7 with CBS-TV affiliation.

KHAS-TV went on test pattern Dec. 18 and plans to start its commercial operation next Sunday at 4 p.m., according to Duane L. Watts, general manager. The NBC-TV affiliate is on ch. 5 with a 767-foot tower to provide 100 kw maximum operation. Station is RCA-equipped. National sales representative for KHAS-TV is Weed Television.

NBC Predicts Record Year For Its Radio, Tv Stations

A RECORD-BREAKING sales year for the five radio and five tv stations owned by NBC was predicted last week by Charles R. Denny, vice president of NBC owned stations and NBC Spot Sales, on the basis of 11-month reports showing "substantial" increases over the first 11 months of 1954.

National spot sales in television on the five stations, he said, increased more than 14% over sales of the first 11 months of last year, while local sales in tv climbed to 19% over 1954. National spot and local radio sales have continued "well above the levels of 1954," Mr. Denny reported, although definite percentages are not available at this time.

Sales during the month of November contributed substantially to the overall gain for the year, according to Mr. Denny. Local sales on the 10 NBC owned stations in November rose 29% over last year, he said, and national spot sales climbed more than 15% above the November 1954 figure.

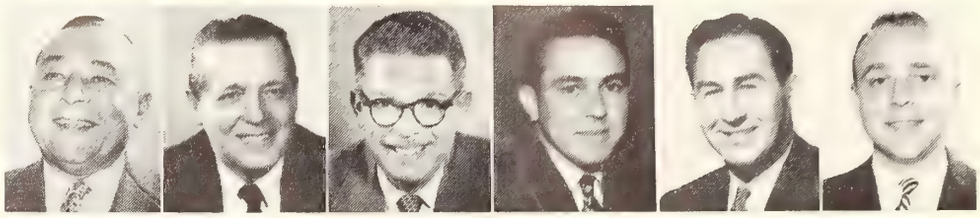
HOLLINGBERY NEW BOARD CHAIRMAN

GEORGE P. HOLLINGBERY, president of the station representative firm he started in 1936, has been named chairman of the board of directors, capping the promotion of six other Hollingbery officials, the company announced last week. The realignment becomes effective Jan. 1, 1956.

Executive Vice President F. Edward Spencer Jr. will become vice chairman of the board.

Fred F. Hague, presently radio vice president, and Harry Wise, now vice president in charge of the Los Angeles office, will become president, respectively, of the Radio Div. and the Television Div. Both will be headquartered in New York. Overall direction of Hollingbery West Coast operations will be handled by George Lindman, vice president in charge of the San Francisco office while the Los Angeles office will be headed by Roy Edwards, account executive in the Chicago office, replacing Mr. Wise.

The Hollingbery firm represents about 70 radio and television outlets.



HOLLINGBERY SPENCER HAGUE WISE LINDMAN EDWARDS

WBSC Spot Business Up

WBSC Bennetsville, S. C., reports that national spot business is up 122% over 1954 while regional and local spot billings have increased 63% and 9% respectively. Overall profits have shown an 18% increase.

Mixed Reaction Greets N. Y. City Tv Proposal

PROPOSAL for a New York City-owned television station was favored and opposed last week at the New York City council finance committee's public hearing on the 1956 city budget, which included an allocation of $379,955 for a television transmitter and studio and remote equipment.

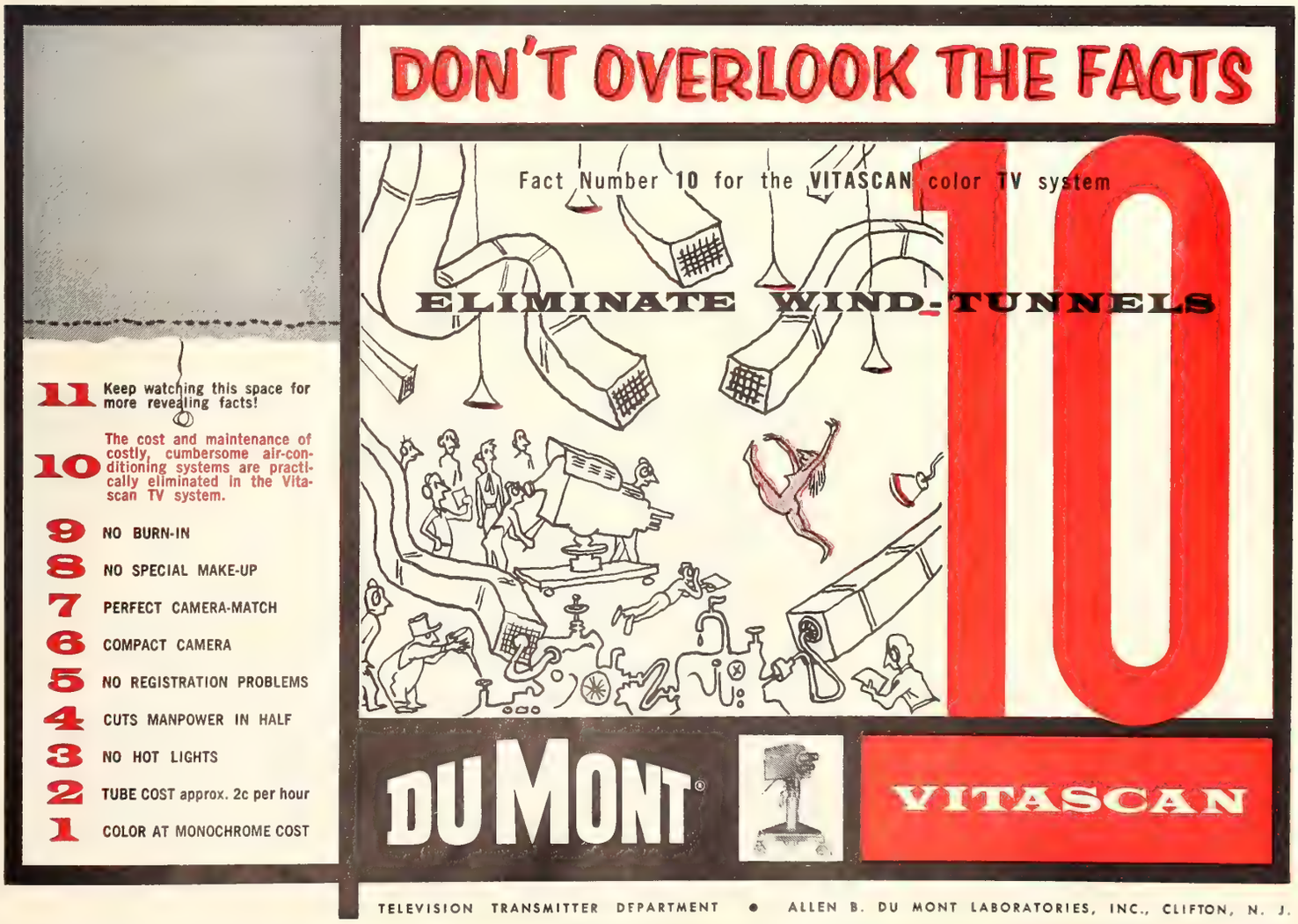
Speaking for the Citizens Union, George M. Hallett Jr., executive secretary, praised the project for the contributions it could make to civic improvement and the cultural life of the city. Speakers for the Commerce and Industry Assn. of New York and the Real Estate Board of New York opposed the city television proposal, claiming "it was a waste of the taxpayers' money" and would be competitive to private tv interests.

The city's Municipal Broadcasting System, which operates WNYC-AM-FM New York, has been authorized by FCC to operate WNYC-TV on uhf ch. 31.

Duties Reassigned For KPAR-TV Debut

REASSIGNMENT of job titles and duties at KDUB-TV Lubbock, Tex., and its satellite KPAR-TV Sweetwater, Tex., has been announced with the impending beginning of operations of ch. 12 KPAR-TV.

Changes are as follows: James Phillips has been appointed controller and assistant secretary-treasurer; Jimmie Isaacs, sales manager, has been named vice president and general sales manager; W. H. Shipley, promotion manager, has been reassigned as vice president and administrative assistant; E. A. Hassett has become national sales manager; Ray Trent, program director and film buyer, is assistant manager and program director-film buyer; Rudy Starnes, chief engineer, additionally becomes assistant manager; Dan Guthrie takes on KPAR-TV station manager duties, and John Kreiger becomes manager of radio (KDUB Lubbock). W. D. Rogers is president of the stations.



RADIO-TV READIES FOR COLORADO TEST

Number of electronic journalism groups prepare broadcasting's side of the case for Jan. 30 hearing on admission of microphones and cameras to state courts.

THE COLORADO trial of Microphone & Camera v. Canon 35 of the American Bar Assn., scheduled to start Jan. 30 in the state Supreme Court chamber [B•T, Dec. 19], will feature witnesses representing principal media organizations.

NARTB, American Newspaper Publishers Assn., Sigma Delta Chi, AP's Freedom of Information Committee and many other groups active in printed and electronic journalism will take part in the hearing, it appeared at the weekend.

Denver area radio and tv broadcasters will appear as a unit. They will be represented by Judge Justin Miller, NARTB advisor and exboard chairman, a longtime leader in the industry's battle on behalf of freedom of speech and access. Flanking Judge Miller will be Vincent Wasilewski, former NARTB chief attorney and now the association's government relations manager.

The whole freedom of access problem, as it applies to courtrooms, was opened before the ABA's House of Delegates last summer when Judge Miller, a delegate, obtained permission for Philadelphia radio-tv stations to broadcast House proceedings [B•T, Aug. 29]. At that time ABA delegates voiced surprise at the quiet and efficient way the proceedings could be picked up by electronic media. ABA's famed Canon 35, widely followed by the nation's courts, opposes microphone and camera facilities in courtrooms. An ABA committee is currently considering proposals to revise Canon 35.

Another active fighter on behalf of freedom of speech and the right of broadcasters to editorialize, Rex Howell of KFXJ-AM-TV Grand Junction, Colo., will represent Colorado Broadcasters & Telecasters Assn., according to Elwood H. Meyer, KYOU Greeley, CBTA president. Mr. Howell will testify on behalf of the state's broadcasters as a unit.

The Denver broadcaster group planned to meet at the weekend to appoint a local attorney to cooperate with Judge Miller and Mr. Wasilewski.

Justice Otto Moore of the Colorado Supreme Court last week announced ground rules for the Jan. 30 hearing, which is expected to run 10 days or two weeks. Media will be permitted to demonstrate their techniques as well as argue their side of the case.

Decision of the Supreme Court to hold the hearings, following its recent ban against broadcast or visual coverage, was based on a review of recent developments in connection with the famed Graham murder charge, in which the defendant has been charged in connection with the bomb explosion-crash of a United Air Lines plane.

The first two arraignment hearings were covered by radio-tv, in line with recent court practice in the state. Then the high court suddenly announced no aural or visual media could enter any state courtroom. Protests came swiftly from many sources [B•T, Dec. 12].

In naming Justice Moore to conduct the hearing, the court explained the case is to provide a basis for findings and recommendations "concerning continuance, repeal or amendment" of any of the ABA canons.

Persons or groups desiring to take part in the hearing must notify the court clerk before Jan. 25, explaining why they desire to be heard.

The object of the hearing, it was continued, "is to explore the facts and the law in order that the Supreme Court may determine whether Canon 35 should be repealed, amended or continued and enforced in its present form."

The Colorado Supreme Court first imposed Canon 35 bans in state courts July 30, 1953, by sending a directive to all judges. Among media protests was one instituted by the *Denver Post* under which names of judges were omitted from court stories.

Relaxation of the ban was ordered last year by the court. Few cases of wide public interest developed in recent months so little radio-tv coverage has been given. Film camera pickups were deemed adequate.

When the Graham preliminary hearing opened, KLZ-TV was there with an Auricon camera and other media facilities were present because of the wide interest. Judge Edward Keating permitted radio-tv pickups at the preliminary proceedings but further coverage was stopped by Judge E. V. Holland of the Supreme Court. Under his ban, a cameraman could be cited for contempt of court even if he photographed an empty courtroom at midnight, it was stated.

Wash. State Law Interpreted In Favor of Radio-Tv Access

RADIO AND TV are entitled to full reporting rights with other media in covering public events in the State of Washington, under an informal interpretation by Attorney General Don Eastvold. The interpretation deals with a state law enacted by the 1953 legislature which holds that communications media should be allowed to report freely all decisions reached by a public body.

Despite this ruling, issued after KING-AM-TV Seattle had been denied permission of the board of regents, U. of Washington, to cover a hearing in a football controversy, the stations were not allowed to place their facilities in the hearing room.

Instead Chuck Herring, news director, and Dick Ross, associate, worked from a tv camera in an anteroom. The camera was aimed through an open door, catching part of the room, but proceedings were not audible. The newsmen moved back and forth in relays, providing a running commentary.

Last week Rep. Jeanette Testu, Seattle, legislator, asked the attorney general to issue an

ID's Get 'New Look' at KDKA-TV Pittsburgh

PHOTOGRAPHS of Pittsburgh, a community which in recent years has been undergoing a vast rebuilding program, have become the background for new station identification slides of KDKA-TV in the Steel City.

The idea for the new look in ID's was conceived by Harold C. Lund, station vice president, and David Lewis, promotion manager, who selected 24 pictures for the slides from the work of leading Pittsburgh photographers.

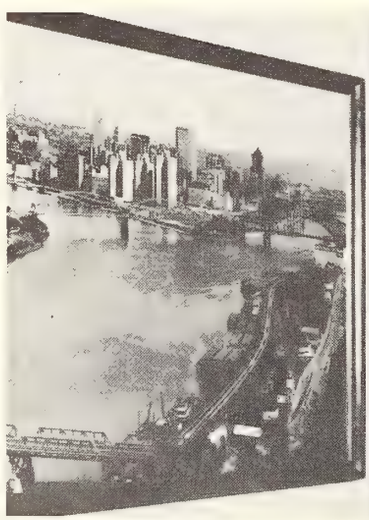
So much favorable comment was received on the ID's that Messrs. Lund and Lewis decided that they had struck a vein of promotional gold that deserved further mining. They decided that there were enough outstanding photos of the city to justify a special exhibit sponsored by the station.

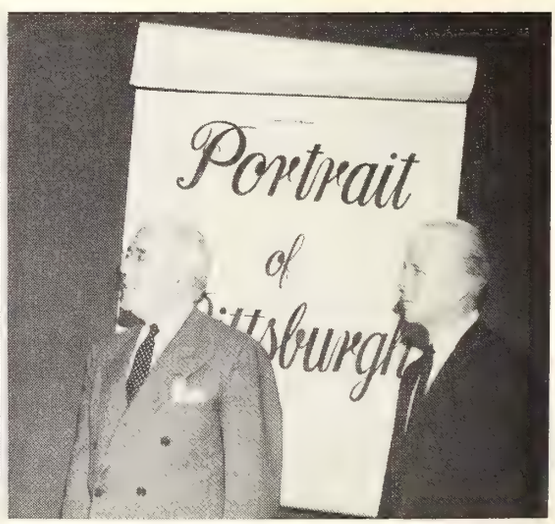
The "Portrait of Pittsburgh" show (held in KDKA-TV's lobby) that resulted from this decision was hailed as an unqualified success.

All Pittsburgh papers covered the opening, swarms of Pittsburghers attended, city officials expressed pleasure, and building officials and photographers were happy at the public relations job it did. Pleased also was KDKA-TV—which spent only $150 on the project.



One of the scenic ID's





PITTSBURGH Mayor David Lawrence (l) and KDKA-TV's Vice President Harold Lund officially open the "Portrait of Pittsburgh" exhibit.

official interpretation on application of the open meeting law.

The original request to the board of regents for permission to cover the hearing was made by Otto Brandt, KING-AM-TV vice president and general manager. When Mel Meadows, INS newsman, asked the attorney general's office for a clarification of the 1953 open meeting law, Mr. Eastvold gave this interpretation.

"The 1953 session of the Washington State Legislature clearly provided that radio, television and newspapers should be allowed to report freely all decisions reached by a public body. This includes the Board of Regents of the U. of Washington.

"The law contemplated two things: The public is entitled to know all the facts concerning public decisions of public bodies. All news media are to be treated equally and fairly.

"The Board of Regents of the U. of Washington is entitled to meet in executive session to discuss background material and confidential matter. But when final decisions are reached, such decisions and the vote of each member on the same should be reported at open meetings with the right of equal representation by radio, television and newspapers."

Mr. Brandt later wrote Elroy McCaw, KTVW (TV) Seattle, president of Washington State Assn. of Broadcasters, that the industry has a situation in which WSAB members "can play an extremely important role." After reviewing the exchange of letters and wires between KING-AM-TV and college officials, Mr. Brandt said:

"As you know, the U. of Washington is a state institution, principally supported by the taxpayers of this state. The university has taken a great deal of interest in the possibilities of the television medium, including the installation and operation of one of the few educational vhf stations in the country. It also has a very fine school of communications.

"If not only television, but also radio can be barred from an open public meeting conducted under what is known as Washington State Open Meeting Law, then we might as well give up any thought of developing the full potential of the broadcast medium in the important fields of news and special events."

Staff Appointments Made By KOSA-TV Odessa, Tex.

STAFF APPOINTMENTS for KOSA-TV Odessa, Tex., new CBS-TV affiliate scheduled to begin commercial operation Jan. 1 (see story, page 52), were announced last week by Cecil L. Trigg, the station's president and general manager.

The appointments include Bill Schock, chief engineer, formerly in the same capacity with KPLC-TV Lake Charles, La.; Bette B. Miller, women's director, formerly with KDUB-TV Lubbock, Tex.; Stu Klein, production manager, formerly with KTBC-TV Austin, Tex.; Alex Mattison, director-cameraman, formerly with CBS-TV New York, City; Al Helton, director-cameraman, formerly with KTBC-TV Austin, Tex.; Bobby Ghormley, cameraman, formerly with KROD-TV El Paso, Tex., and Lucio Orozoco, art director, formerly associated with a southwestern department store chain in its art and display department.

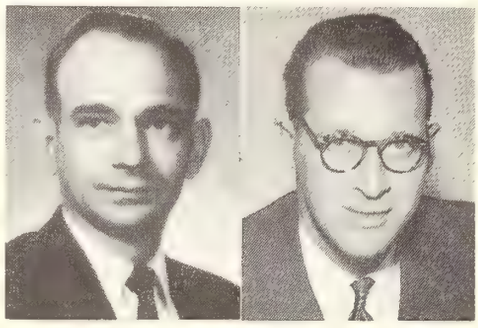
KSO Becomes Independent

KSO Des Moines, Iowa, has relinquished its affiliation with ABC and will operate on a music-news-sports program schedule, it was announced last week by Raymond W. Baker, the station's general manager.

Mid-Continent Names Moudy, Berthelson Vice Presidents

APPOINTMENT of two additional vice presidents for Mid-Continent Broadcasting Co. has been announced by Todd Storz, president.

Dale Moudy, who has been director of engineering for the company, has assumed the position of vice president and director of engineering, and Fred E. Berthelson, also named to a vice presidency, will continue as general manager of WTIX New Orleans.



MR. MOUDY MR. BERTHELSON

Mr. Moudy, 32, joined KOWH Omaha in 1946 as control room operator and later served as studio supervisor and chief engineer. Mr. Berthelson, 34, was associated with WWEZ and WJBW, both New Orleans, before joining WTIX as sales manager in 1953.

Mid-Continent operates KOWH Omaha, WHB Kansas City and WTIX New Orleans, and has an application pending to take over operation of WDGY Minneapolis-St. Paul.

WHIS-TV Gets New Relay

INSTALLATION of a three-hop broadcast microwave system which enables WHIS-TV Bluefield, W. Va., to pick up for local transmission network television programs at Roanoke 75 miles away, was announced last week by A. R. Hopkins, broadcast and tv equipment manager, RCA.

The network shows, Mr. Hopkins said, are received by telephone facilities in Roanoke and fed by microwave to a repeater station atop Poor Mountain, Va., some 15 miles away. The signals then are relayed approximately 39 miles to a second repeater station on Dismal Peak, Va., which relays them the remaining 20 miles to WHIS-TV's transmitter on East Rover Mountain, W. Va. The high-power microwave link, Mr. Hopkins said, makes it possible for WHIS-TV to receive and transmit both color and black-and-white network programs.

WMBI Plans Wide Network Of Foreign Correspondents

AN EXTENSIVE network of foreign correspondents throughout the world is being planned by Moody Bible Institute (WMBI Chicago) for the purpose of providing tape recordings for the station's news programs.

WMBI, religious program station, plans to recruit more than 100 newsmen from its missionary ranks, according to Don Turner, the station's news director. He said they would be equipped with tape recorders and that the institute would maintain liaison with them through its amateur radio station. A handful of missionary correspondents already is sending news back to the station for use on the air.

THE BEST MUSIC IN AMERICA

a repertory of distinction



and an outstanding Transcribed Library

SESAC INC.
475 Fifth Avenue
New York 17, N.Y.

HELPING THEMSELVES, WITH RADIO

FARMERS in a four-county section of Iowa currently are reaping the rewards from a radio spot campaign they themselves began last month to fight declining meat prices in their immediate area.

The decision to use radio to promote their own products evolved from a series of meetings held by rural meat producers of Cass, Shelby, Pottawattamie, and Audubon Counties. KJAN Atlantic's Robin Morrow was called in to formulate a concentrated advertising program, which was unanimously accepted by the group.

The program: KJAN has set up a schedule of 20 spot announcements a day around the theme of "Eat an Extra Pound of Meat This Week." The spots are recorded with the voices of local farmers.

Group leaders for each school district in the four-county area were named to contact rural farm families in their respective district and collect two dollars from each to be used toward paying the cost of the radio advertising. To date, more than 3,500 farmers have made contributions.

Another group was selected to call on all implement dealers, feed and seed companies, veterinarians, and meat markets requesting $25 from each for the promotion. Seventy-two such dealers and professional men responded.

In addition, all 63,000 farmers in the area have been sent a letter telling of the KJAN program and listing the merchants who are participating in the campaign "for the farmers to help themselves." And as an added contribution to the county promotion campaign, KJAN is matching in free spots the number of paid spots. Enough money has been raised to continue the ad program through December, and additional money donated will go toward extending it through January.

Said one official of KJAN: "Since our campaign began, stations in every section of Iowa, Missouri, Nebraska, and Minnesota have contacted KJAN for details of the promotion. Meat dealers in the Atlantic, Iowa, area were surveyed Dec. 2 with astounding results. The largest super market in the area reported an increase double the previous week."

Another dealer, according to the KJAN official, said that his sales had gone up "70 to 80%" and still another reported that he "placed a larger order for meat yesterday than I've placed since early spring."

A telegram to KJAN from Iowa Governor Leo A. Hoegh expressed "his sincere appreciation and thanks for this aggressive merchandising."

"This is the kind of community cooperation which will do much to help ease our farmer's problems," said Governor Hoegh. "I hope that other communities will follow your lead and begin a similar program of their own."

WCBS-TV New York Reports 1955 Revenue Rises 15%

TOTAL REVENUE of WCBS-TV New York in 1955 exceeded that of 1954 by 15% and overall daytime spot revenue jumped by 33% over last year, Sam Cook Digges, general manager of WCBS-TV, reported last week in a year-end statement of activities.

In late evening time, Mr. Digges reported, revenue for the final quarter of 1955 increased 43% above the same period last year. More than 131 different advertisers used daytime spot schedule of the station in 1955, according to Mr. Digges.

WCBS-TV devoted more than $3 million worth of station time and facilities to public service programming during 1955, he continued, and plans now are under way to produce at least three additional community service series for telecasting on a regular basis.

Charlie Bentz, Roy Lamere Promoted At WCMS Norfolk

CHARLIE BENTZ has been named commercial sales manager of WCMS Norfolk, Va., and Roy Lamere has been appointed general manager of station. The appointments were announced at a Christmas party of Northern Virginia Broadcasters Inc., held Dec. 17 in Washington, D. C. In addition to WCMS, other stations in the group are WROV Roanoke and WARL Arlington.

REPRESENTATIVE APPOINTMENTS

WMTW (TV) Poland Spring, Me., appoints Kettell-Carter, Boston, for New England sales, effective Jan. 1.

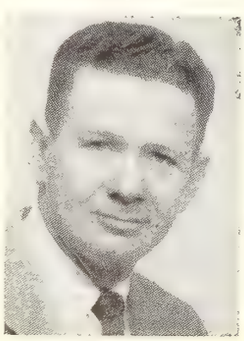
WBBQ Augusta, Ga., appoints Everett-McKinney Inc., N. Y., national representative, effective Jan. 1.

WBBF Rochester, N. Y., names Venard, Rintoul & McConnell Inc., N. Y., national representative.

WINN Louisville, Ky., appoints Forjoe & Co., N. Y., national representative, effective Jan. 1.

STATION PEOPLE

W. M. Carpenter named general manager of WLOW Portsmouth-Norfolk, Va. He was vice president of station before its recent sale to Winston-Salem Bcstg. Co. (WTOB-AM-TV Winston-Salem, N. C., WSGN Birmingham, Ala.).



MR. CARPENTER

Glen A. Harmon, formerly general manager, WLOW Portsmouth-Norfolk, Va., to WINN Louisville, Ky., as vice president, director of operations.

Randall D. Kyle, sales staff, KONG Visalia, Calif., appointed manager, replacing **Stan Simpson.**

Robert W. Bray, acting program director, WKNB-TV Hartford, Conn., appointed program director, succeeding **Barry Barents** who has assumed supervision of WKNB radio-tv news and special events departments.

George P. Moore, formerly of Crosley Broadcasting Corp. and Beeland-King Film Productions, Atlanta, named general sales manager of WJBF-TV Augusta, Ga. He was sales manager of Crosley's WLWT (TV) Cincinnati and served as southern representative of Crosley, with offices in Augusta. With Beeland-King he was general sales manager.



MR. MOORE

Milo Townes, news man, WSRS Cleveland, appointed program director of that station.

LeRoy V. Bertin, northern California regional manager, *Tv Guide* magazine, N. Y., appointed director of sales promotion and development, WNBF-AM-TV Binghamton, N. Y.

The Rev. John Hedeman, pastor, St. Mark's Evangelical & Reformed Church, Baltimore, to WITH Baltimore as news editor.

Timothy R. Ives to WBT Charlotte, N. C., as sales representative.

Grant Recksieck, former sales promotion director, KRCA (TV) Los Angeles, to KFSD-AM-FM-TV San Diego as advertising, promotion and publicity director.



OFFICIAL Kentucky colonels have been made of Free & Peters (representative firm) "colonels" by the governor of that southern state. The ceremony took place at WWJ Detroit with WWJ Radio Sales Manager Robert McIntosh (r) representing the Kentucky governor, and Russel Woodward (l), F&P executive vice president, accepting the certificates. Also present are Edwin K. Wheeler (seated), general manager of WWJ-AM-TV, and William Bryan, manager of the Detroit F&P office. Messrs. Wheeler and McIntosh and three other officials of WWJ stations also received commissions so they would not be outranked by their national representative.

Payette, Higginbotham Promoted by United Press

APPOINTMENTS of William C. Payette as assistant general news manager of United Press and of William R. Higginbotham to succeed him as UP television manager were announced last week by Frank H. Bartholomew, president.

Mr. Payette, who joined UP 19 years ago in Los Angeles at the opening of the first radio wire in the west, came to New York in 1951 to organize a tv service for UP, called UP Movietone. During his career with UP, he has served as northwest news manager and northern division manager in South America. Previously he had been a reporter for the *San Bernardino* (Calif.) *Call* and editor of the *Santa Monica* (Calif.) *Topics*.



MR. HIGGINBOTHAM MR. PAYETTE

Mr. Higginbotham has been with UP for 20 years, most recently as editor of United Press Movietone in Washington. Previously he was New Orleans manager, war correspondent in Britain, London bureau manager, general European manager and Washington correspondent.

John Zischang, UP Movietone assignment editor, has been appointed television news editor in New York. He joined UP in 1944 after working on newspapers in Amarillo and Dallas, both Texas.

ASCAP to Revamp Procedure Of Logging Song Performance

OVERHAULING of the logging procedures of ASCAP is set to go into effect on Jan. 1, with about 150 radio stations to be added to the present line-up of 230, and the daily sample to be increased from 15 to about 40 stations.

ASCAP also will institute other changes in connection with the logging. Under the old system, each performance has a multiplier of 15 but this will be raised to 20 on Jan. 1. This means that each performance of a song will be credited with 20 points on the local sampling. On radio network sustaining programs the multiplier will be three, regardless of the number of stations carrying the program. It has been pointed out that the increased local sample will compensate for the diminution in the value of the radio network sustaining performance.

PROGRAM SERVICE PEOPLE

Jimmy Hilliard elected president and general manager of Bally Recording Corp., Chicago, new subsidiary of Bally Mfg. Co. (vending machines), that city.

Roy Kulman, consultant art director and designer, and **Peter Adler,** member of art staff, Columbia Records Inc., named art director and assistant art director, respectively.

50 Tv Sets Donated As VOD Contest Awards

SET MANUFACTURERS have donated 50 tv receivers as awards to state and territorial winners in the nationwide Voice of Democracy Contest which ended Dec. 14, according to James D. Secrest, executive vice president of Radio-Electronics-Tv Mfrs. Assn. and chairman of the contest committee.

High school participation in the local competition was the largest on record, Mr. Secrest said. Twelve national finalists will be selected this month, with a judging board to select the four national winners in January. Awards to national winners, including tv sets and $500 scholarship checks, will be presented during the week of Feb. 20 at the annual Washington presentation luncheon. Sharing sponsorship of the contest are RETMA, NARTB and U. S. Junior Chamber of Commerce, with endorsement of the U. S. Office of Education and National Assn. of Secondary School Principals.

'Frontier' Staff Gets Award

NBC-TV, producer Worthington Miner, writers Morton Fine and David Friedkin, and the Reynolds Metals Co., Richmond, Va., sponsors of the network's *Frontier series,* received the Westerners' National Achievement Award last Monday in Chicago for "their important contribution to the knowledge and enjoyment of millions of televiewers" and for helping to dispel the "infamous legend of the wild west that bears little resemblance to actual fact." *Frontier* is seen Sundays on NBC-TV, 7:30-8 p.m. EST. Buchanan & Co., New York, is Reynolds' agency.

Peabody Deadline Jan. 10

DEADLINE for entries for the 1955 George Foster Peabody Radio & Television Awards is Jan. 10, according to Dean John E. Drewry, Henry W. Grady School of Journalism, U. of Georgia, which, with a national board headed by columnist Bennett Cerf, administers the awards. Entries may be sent to Dean Drewry at the U. of Georgia, Athens.

AWARD SHORTS

George W. Norton Jr., president, WAVE-AM-TV Louisville, Ky., named Louisville Man of the Year for 1955-56 by Advertising Club of Louisville, for distinguished community leadership. A former NARTB director, he is first communications representative named to ACL honor.



MR. NORTON

KGMB - AM - TV Honolulu awarded first place for general excellence and overall workmanship in local, national and international news coverage for 1955 by Honolulu Press Club.

WHAM Rochester, N. Y., given plaque by Monroe County Medical Society for oldest continuous medical radio program, *Speaking of Health.*

WGBS-TV Miami, Fla., received Outstanding Showmanship Award from *This Week in Miami,* weekly magazine.

SOUTHWEST VIRGINIA'S *Pioneer* RADIO STATION

NIELSEN • SAMS • BMB • PULSE • HOOPER • ETC.

You Choose!

Use the measurement YOU like . . . because for 31 years . . . in ROANOKE and Western Virginia the RADIO answer always comes out WDBJ:

Ask Free & Peters!

WDBJ

Established 1924 • CBS Since 1929
AM • 5000 WATTS • 960 KC
FM • 41,000 WATTS • 94.9 MC
ROANOKE, VA.

Owned and Operated by the TIMES-WORLD CORPORATION

FREE & PETERS, INC., *National Representatives*

2,840 AM, 582 TV, 552 FM AUTHORIZED, FCC REPORTS

Tabulation for fiscal 1955 shows 6,257 authorizations outstanding of which 4,135 are commercial and non-commercial broadcast facilities. Twenty-first report has 34 educational tv's and 127 fm's with construction permits.

FOR the first time in FCC history, broadcast authorizations have topped the 6,000 mark, according to the Commission's 21st annual report. At the close of FCC fiscal 1955, ended July 1, broadcast authorizations totaled 6,257, a gain of 419 over 1954.

Remote pickups, auxiliary tv and other electronic devices accounted for 2,122 of the 6,257 authorizations.

Over one-third of the new authorizations were am outlets, which increased 143 to 2,840, with 2,732 on the air. Commercial tv showed a net gain of nine, making its total 582 authorized, 458 on the air. Educational tv authorizations increased by four, according to the report, for a total of 34 with 11 operating.

Although commercial fm dropped 17, down to 552, educational fm increased by four up to 127. Commercial fm was given a lift in 1955, but not in time to affect the annual figures. As of July 1, fm stations could apply for SCA's (subsidiary communications authorizations) to engage in functional music operations, providing background music to stores, offices and other business establishments, thereby gaining additional revenue.

The 458 operating commercial tv's provide service to over 90% of the people in the U. S., the report states, with about 75% of the population being served by two or more stations. Also on the tv front, the FCC report explains the various measures taken by the Commission to aid the plight of uhf stations. Fiscal 1955 also saw the first educational tv "fatality," when ch. 28 KTHE (TV) Los Angeles, second educational tv in operation, surrendered its permit. The number of reserved educational tv channels increased to 258 in fiscal 1955 and the Commission has so far denied all requests to change educational channels into commerical ones.

In the multiple ownership field, the FCC liberalized its rules increasing from five to seven the maximum number of tv outlets any one interest could own. This change was intended to encourage more operators to enter the uhf field. A few months later, the U. S. Court of Appeals, in a precedent-making decision, held that FCC multiple ownership rules were invalid. The Commission has appealed this decision to the U. S. Supreme Court.

Fiscal 1955 also brought changes to the Commission itself with two new commissioners sworn in. On Oct. 4, 1954, George C. McConnaughey was named chairman to fill the unexpired term of Comr. George E. Sterling, resigned. On July 7, 1955, Richard A. Mack was named a commissioner to succeed Frieda B. Hennock, whose term expired. The FCC operated with an appropriation of $6,911,769 and a total personnel of 1,094.

In wistful retrospection the report noted that the North American Regional Broadcasting Agreement, submitted to the Senate in 1951, was still unratified.

In its own legislative orbit, the FCC amended the "10% rule" which limits to 10% the degree of interference which proposed am stations may receive in their normally protected contours from existing stations. Under the change, new assignments may be permitted even if they fail to meet the 10% criterion when a community will be provided with its first nighttime service or when more than 25% of the proposed station's primary service area would receive a first primary nighttime service.

The Commission now has under study the 25,000 documents, letters, etc., which were filed in connection with subscription tv proposals. The comments, which fill nearly 70 volumes, represent the largest response in the history of FCC docket cases.

Pending before the Commission at the end of fiscal 1955 were about 1,800 broadcast applications, a gain of 200 over 1954. Of those pending, 222 were am, seven were fm and 30 were tv applications.



"BIG TIME DAYTIME" programming with any commercial handling you want . . . live cameras always available.
"BIG TIME DAYTIME" precedes the sensational new ABC-TV evening schedules. Contact Free & Peters or:

Don Davis, *First Vice President*
John Schilling, *Vice Pres. & Gen. Mgr.*
George Higgins, *Vice Pres. & Sales Mgr.*
Mori Greiner, *Director of Television*

MAGNUSON NAMES COX FOR PROBE

A 39-YEAR-OLD Seattle lawyer, Kenneth A. Cox, last week was appointed by Senate Interstate & Foreign Commerce Committee Chairman Warren G. Magnuson (D-Wash.) to direct the committee's investigation of tv networks and uhf-vhf troubles.

The appointment came less than four weeks before the committee is scheduled to begin hearings, on Tuesday, Jan. 17. The Democratic counselship has been vacant since the end of July.

Mr. Cox already has started work and plans for the investigation and will move his operations to Washington, D. C., shortly after the first of the year, Sen. Magnuson said. The announcement reaffirmed Sen. Magnuson's plans to begin the hearings as scheduled.

Mr. Cox has been a partner in the Seattle law firm of Little, LeSourd, Palmer, Scott & Slemmons, which has a corporate and general business practice, since 1948. He also served as a lawyer in the Pentagon after World War II, according to a committee spokesman.

Mr. Cox has had no previous experience in broadcast matters, the spokesman said.

He rose to the rank of captain in the Army during World War II and served in military intelligence work at the Army General Staff School at Fort Riley, Kan. He is married and has two sons.

Mr. Cox fills a vacancy created by the resignation of Sidney Davis from the committee last July. Robert L'Heureux is Republican counsel, and Nicholas Zapple, professional staff communications counsel, is coordinating the investigation.

FCC Gives Approval to Nine Station Ownership Changes

AMONG NINE ownership changes approved by the FCC Wednesday were those for KFEQ-AM-TV St. Joseph, Mo., WACO Waco, Tex., and KXO El Centro, Calif.

KFEQ-AM-TV, which sold for $550,000, was assigned from KFEQ Inc to Midland Broadcasting Co. of which Kenyon Brown, Bing Crosby and George L. Coleman are equal owners. Mr. Brown is one-third owner of KWFT-AM-TV Wichita Falls, Tex., one-third owner of KGLC Miami, Okla., 49% owner of KBYE Oklahoma City and part owner of the applicant seeking approval to the sale of KANS Wichita, Kan. Mr. Brown is party to another pending application which would divest him of his interests in KWFT-TV. Messrs. Coleman and Crosby hold minority interests in KGLC.

WACO was sold by WACO Broadcasting Co. for $300,000. Principals are: Wendell Mayes (40%), majority owner of KBWD Brownwood, KNOW Austin, 30% owner of KSNY Snyder, 20% of KXOL Fort Worth, all Tex., and 50% owner of KTOK Oklahoma City; C. C. Woodson (40%), 50% owner of KTOK, 40% of KXOL and vice president-director of KBWD, and R. Lee Glasgow (20%), owner of KAND Corsicana, Tex., and WACO general manager.

Sale price of KXO was $164,280. It was sold by Valradio Inc. to Riley R. Gibson (23%), former KXO general manager, Marco Hanan (16%), former KXO sales manager, and others with non-broadcast interests.

Pensacola Uhf Suspends, Cites Continuing Deficit

CITING continuing uhf losses because of the "inability to compete in an intermixed market," WPFA (TV) Pensacola, Fla., informed the FCC that it temporarily suspended operations Dec. 19. The ch. 15 station said that it would resume operations "at such time as competitive tv channels become available in Pensacola."

This is the second time WPFA has suspended operations. The station went on the air in November 1953 and suspended in November 1954, returning to the air the next month.

The suspension of WPFA leaves ch. 3 WEAR-TV as the only Pensacola tv station. WEAR-TV is affiliated with ABC and CBS.

BOXSCORE

THIS is the current status of tv cases before the FCC:

AWAITING FINAL DECISION: 14

Bristol, Va.-Tenn., ch. 5; Canton, Ohio, ch. 29; Chattanooga, Tenn., ch. 3; Corpus Christi, Tex., ch. 10; Evansville, Ind., ch. 7; Fresno, Calif., ch. 12; Knoxville, Tenn., ch. 10; Miami, Fla., ch. 7; Miami, Fla., ch. 10; Norfolk-Portsmouth, Va., ch. 10; Omaha, Neb., ch. 7; Peoria, Ill., ch. 8; Seattle, Wash., ch. 7; Springfield, Ill., ch. 2.

AWAITING ORAL ARGUMENT: 10

Charlotte, N. C., ch. 9; Hartford, Conn., ch. 3; Indianapolis, Ind., ch. 13; Jacksonville, Fla., ch. 12; New Orleans, La., ch. 4; Orlando, Fla., ch. 9; Paducah, Ky., ch. 6; Raleigh, N. C., ch. 5; San Antonio, Tex., ch. 12; St. Louis, Mo., ch. 11.

AWAITING INITIAL DECISION: 5

Boston, Mass., ch. 5; Buffalo, N. Y., ch. 7; Hatfield, Ind. (Owensboro, Ky.), ch. 9; McKeesport, Pa. (Pittsburgh), ch. 4; San Francisco-Oakland, Calif., ch. 2.

IN HEARING: 11

Beaumont-Port Arthur, Tex., ch. 4; Biloxi, Miss., ch. 13; Caguas, P. R., ch. 11; Cheboygan, Mich., ch. 4; Elmira, N. Y., ch. 18; Mayaguez, P. R., ch. 3; Onondaga-Parma, Mich., ch. 10; Pittsburgh, Pa., ch. 11; Toledo, Ohio, ch. 11; Sacramento, Calif., ch. 7; Clovis, N. M., ch. 12.

FCC Indicates Hearing Need On Tenn. Applicant's Charges

FCC last week indicated that a hearing is warranted on charges of a new station applicant in Columbia, Tenn., that a rival application had been filed only for the purpose of hindering a grant. The allegation was made by Columbia-Mt. Pleasant & Spring Hill Radio Corp., Columbia, Tenn., against Savannah Broadcasting Corp., Savannah, Tenn., both seeking 1 kw day on 1280 kc in their respective cities.

The Commission granted Columbia's request for enlargement of the issues, at the same time denying its request for an immediate grant and turning down a Broadcast Bureau petition to dismiss Savannah's application.

Both applicants were advised by MacFarland letter that their applications indicated the necessity of a hearing. Savannah's letter to the FCC which said that they would appear was filed late. Columbia contended the late filing was indicative of bad faith and the Broadcast Bureau asked the Commission to dismiss the Savannah application. Savannah denied bad faith, saying that its local lawyer was unfamiliar with FCC rules. Savannah subsequently obtained Washington counsel.

The FCC ruled that Savannah's reply to the MacFarland letter indicating it would appear was adequate notice to justify a waiver of the notice of appearance deadline. Columbia's allegations were sufficient to call for an enlargement of the issues, the Commission said.

FCC's Batcheller to Retire

ARTHUR BATCHELLER, 67, engineer in charge of the FCC 2nd Radio District, New York, will retire on Feb. 29, 1956, it was announced last week. Mr. Batcheller joined the Commission on March 26, 1917, as U. S. radio inspector in charge of the New England District, following service as chief electrician for the Eastern Steamship Corp., Boston.

A testimonial dinner in Mr. Batcheller's honor is being planned.

CRAVEN URGES AT LEAST 65 TV CHANNELS

Engineering consultant and former FCC commissioner files with Commission plan to revise tv allocations scheme. Move underway to ask for extension of counter-comments deadline, now Jan. 6.

AS THE FCC, telecasters, Washington attorneys and engineers were digesting the more than 200 comments filed with the FCC in its review of the television allocations principles [B•T, Dec. 19], a far-reaching revision of the tv allocations table and standards was submitted last week by a former FCC commissioner and chief engineer—Comdr. T. A. M. Craven.

At the same time, a group of attorneys and engineers began making preparations to ask the FCC to extend for a week or ten days the deadline for filing counter-comments. The deadline is now Jan. 6.

Indications that the FCC may be sympathetic to extending the reply deadline was seen by some in its action last week in denying the request of Orange Belt Telecasters, San Bernardino, for a 30-day extension of the deadline for filing comments. The Commission said that late filings, accompanied by suitable explanations, would be given consideration.

Running throughout Comdr. Craven's recommendation is the theme that the FCC's basic attitude should be the most stations in the most communities. Although disavowing any intention of recommending policy, it is apparent that the present consulting engineer (Craven, Lohnes & Culver) believes any less than such a premise bodes ill for tv.

Highlights of Comdr. Craven's comments follow:

Need is for a minimum of 65 channels. These might come from 54-90 mc and 174-216 mc (one from operational fixed and two from fm), 470-698 mc, and 14 channels from 225-470 mc or, if not obtainable, from 698-782 mc.

"If the television receiver manufacturing industry is unable to assure the future marketing of receivers, which in comparison with today's receivers are more compatible with or better adaptable to the television spectrum, embracing the total number of channels required to meet presently conceived public interest objectives, the only course left for the Congress and the Federal Communications Commission would be to accept the limitations imposed by the use of only the few number of channels which can be made available in the vhf portion of the radio spectrum," Comdr. Craven said.

"Such limitations could result in a basic change in regulatory policy. In such an eventuality, the television broadcast industry should anticipate the possibility that the probable public demand for adequate quality of television signals in rural areas might entail a new kind of television broadcast structure in which most of today's entrepreneurs might not be participants."

In addition to receiver "compatibility," Comdr. Craven emphasizes the need for antenna suitability. His plan envisages assigning blocks of frequencies to the same communities,

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to make it simpler for "simplex" antennas to work properly.

In order to establish "comparative" allocations, Comdr. Craven recommends lower separations. In Zone I, he recommends 160 miles co-channel separation for both vhf and uhf stations (vs. 170 miles for vhf, 155 miles for uhf now). In Zones II and III, he recommends 190 miles (vs. 190 and 220, respectively, for vhf and 175 and 205 miles, respectively, for uhf). Adjacent channel separation, Comdr. Craven recommended remaining at 60 miles (vs. 55 miles for uhf).

Protection should be to the highest and the lowest powered station, he continued, and thus the average coverage in Zone 1 would be a 40 mile radius, in the remainder of the country 60 miles.

For educational tv, Comdr. Craven recommended a block of 10 channels.

In discussing possible acquisitions of additional vhf channels from government and other sources, Comdr. Craven is doubtful. ". . . there is not much logic in anticipating a timely reallocation to television broadcasting of sufficient space to accommodate even as many as three channels," he said.

One of the best phases of his plan, Comdr. Craven expounded, is that it leaves a "reservoir" of unused channels to be tapped after the framework is established. It is Comdr. Craven's recommendation that as soon as this framework is in being, the table of allocations be deleted and additional assignments made on the basis of applications and needs.

In a suggested allocation for Zone I, Comdr. Craven indicates deintermixture in 61 of the top 73 communities. Here are the all-vhf cities in Comdr. Craven's table for Zone I (number of channels in parenthesis):

Bangor (3), Portland (3), Mt. Washington (2), Concord-Manchester-Lowell-Lawrence (3), Lake Champlain-Burlington (2) New York City (6 plus 1 v or 1 u), Utica-Rome-Watertown (3), Syracuse (3), Rochester (3), Buffalo (4), Philadelphia-Wilmington-Atlantic City (5), Altoona-Johnstown (3), Cleveland (4), Columbus (3), Bay City-Saginaw-Flint (3), Lansing-Jackson (3), Kalamazoo-Battle Creek (2), Traverse City (1), Cheboygan (1), Marquette-Calumet (1), Green Bay (3), Madison-Beloit-Rockford (3), Chicago (6), Rock Island-Davenport (3), Quincy-Hannibal (2), St. Louis (5), Paducah (3), Terre Haute (3), Indianapolis (4), Evansville (3), Bluefield (3), Clarksburg-Parkersburg (3), Harrisonburg (1), Lynchburg-Roanoke (3), Richmond (3), Norfolk (3), Washington (4).

Mixed "television assignment areas" are:

Boston (3 v and 2 u), Providence (3-1), Pittsburgh-Wheeling (3-2), Dayton-Springfield (3-1), Cincinnnati-Hamilton-Covington (3-1), Detroit (3-2), Grand Rapids-Muskegon (2-1), Milwaukee (3-1), Louisville (3-1), Charleston-Huntington-Ashland (3-1).

All other cities would be all uhf.

Among the filings two weeks ago was a letter from George Meany, president of the newly amalgamated AFL-CIO to FCC Chairman George C. McConnaughey. In it he calls for keeping uhf, maintaining the educational reservations. "This proceeding in my judgment," he said, "should be geared to having as many channels as possible for as many television stations as possible in as many communities as possible."

Interim Ch. 10 Operation Sought by Rochester Tech

NEW MOVE in the Rochester, N. Y., ch. 10 situation is on the horizon. An application is scheduled to be submitted to FCC next month turning ch. 10 over to Rochester Institute of Technology as trustee for WHEC-TV and WVET-TV, sharetime licensees.

The private technical school will run facilities, leasing equipment and transmitter grounds and buildings from the licensees, and will keep any profits. RIT has about 7,500 students and is run by a board of trustees comprising prominent Rochester citizens.

The Supreme Court two weeks ago refused to review a lower court ruling, and thus in effect sustained a Court of Appeals ruling that Gordon Brown, owner of WSAY Rochester, must have a hearing in his protest against the 1952 sharetime grant. The appeals court mandate is expected to be handed down early in January. The Commission must then, under the law, order the two ch. 10 stations off the air until a hearing is held and a decision rendered on Mr. Brown's protest.

Earlier this month the two sharetime stations filed an application with the FCC asking for permission to operate on ch. 27 Rochester as well as the present ch. 10 [B•T, Dec. 5].

Agreement with RIT will maintain service to one million people in the ch. 10 stations' service area, it was said. It also would maintain livelihood of 65-70 employes, and continue ABC and CBS network clearances for Rochester. Continuance of service officially became of concern to the city when the Rochester mayor called a meeting of both parties in an attempt to work out a solution.

BOOSTER ARGUMENT HEARD BEFORE FCC

HAS the FCC jurisdiction over transmitters which do not radiate over state lines and do not cause interference?

This is the question that was raised last week by spokesmen for a group of Washington State unlicensed boosters in oral argument before the entire FCC.

The unlicensed boosters, operating about a year, pick up and retransmit ch. 4 signals from Spokane's KXLY-TV. The Commission ordered a hearing on whether a cease and desist order should be issued. In an initial decision last October, FCC Hearing Examiner J. D. Bond upheld the right of the boosters to operate without a license. The oral argument last week was to hear the objections of the FCC's General Counsel to this decision.

Spokesmen for the boosters—Reps. Walt Horan (R-Wash.) and Don Magnuson (D-Wash.) and attorney R. W. Gibson of Quincy, Wash.—declared that if the Commission does assert jurisdiction, it should not force the boosters off the air until it authorizes some sort of rules permitting this type of operation.

Assistant FCC General Counsel Richard A. Solomon argued that since the Communications Act instructs the FCC to license all broadcast stations and since the boosters are undoubtedly in violation of this rule, the Commission should reverse the examiner and issue cease and desist orders.

His point was that the federal government had appropriated the radio spectrum and thus the operations were illegal.

This point was the subject of much questioning by commissioners, particularly Comrs. Webster, Doerfer and Mack.

Involved in the proceeding are boosters in the Washington communities of Bridgeport, Nespelem and Quincy. There are understood to be dozens of others in operation in Washington and Oregon.

The boosters were termed a "new breed of cat" by one of the spokesmen, and the fact that the Communications Act was 21 years old was emphasized by another.

Examiner Cooper Reaffirms Grant to WPWR Laurel, Miss.

PROTESTS of WLAU and WAML, both Laurel, Miss., against the grant of a construction permit to WPWR there, were denied last week in an initial decision by FCC Hearing Examiner Basil P. Cooper. Mr. Cooper reaffirmed the grant (1430 kc, 1 kw day) to D. N. and Carrol F. Jackson, father and son, respectively, and ministers of the Baptist church.

Mr. Cooper censured the protestants for alleging economic injury to gain a hearing under Section 309 (c) and then renouncing the opportunity to establish at the full hearing the alleged economic harm. The protestants chose to rely on their charges that Messrs. Jackson had misrepresented financial data.

". . . the protestants," Mr. Cooper said, "have made charges which were not true and assumptions which were not justified. They have set up straw men which they have demolished. The statute [Section 309 (c)], however, requires something more than false accusations, unwarranted assumptions and the demolition of straw men."

Mr. Cooper found that the Laurel market will provide sufficient revenues to enable the existing and proposed stations to survive in competition. He further found that the applicants were financially qualified to construct and operate their proposed station.

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Sen. Humphrey Seen Plugging For Educ. Vhf Assignments

THE IMPLICATION that perhaps the FCC ought to reassign a vhf channel to educational tv in "great metropolitan communities" which presently are under "the extraordinary handicap of having only a uhf channel," was read from a statement last week by Sen. Hubert H. Humphrey (D-Minn.).

In a letter to the FCC, Sen. Humphrey urged "that the Commission so act that the present educational channels will continue to be held in reserve and that this incalculably valuable educational resource be preserved."

Sen. Humphrey said the Twin City Educational Tv Corp. is preparing to file for ch. 2 at Minneapolis, and that other educational tv applications are "pending or imminent."

The Minnesota Democrat said: "It would be nothing short of tragic if, in the deliberations of the Commission, any decisions were made which might check the present steady progress toward the full development of a national system of educational television. On the contrary, it would be well if the Commission would seek ways and means of aiding those great metropolitan communities which presently find themselves under the extraordinary handicap of having only a uhf channel reserved for educational purposes."

Calling on the FCC to continue its reservation of the 258 educational channels, he cited the progress in educational tv, and said he looked toward educational tv for a partial answer to the nation's educational crisis.

In asking for continuance of both vhf and uhf educational reservations, he said, "It may be that even the difficulties of uhf may be overcome."

WSOO Renewal Application Requires Hearing, Says FCC

WSOO Sault Ste. Marie, Mich., has been advised by the FCC that its application for renewal of license indicates necessity of a hearing because of "a manifest disregard for the Commission's rules, processes and orderly procedures."

The Commission cited recurrent instances as far back as 1939 in which WSOO allegedly had been remiss in filing. Request for renewal of the license was filed Sept. 26. The license expired Oct. 1 and according to FCC rules should have been filed for by July 2. Examination of the Commission records, the regulatory body stated, showed that required financial reports for 1952-54 had not been submitted by the station.

President of WSOO is Stanley R. Pratt, who in 1952 was personal representative of the Republic national chairman to Dwight D. Eisenhower and former campaign manager for the Republican State Central Committee in Michigan [B•T, Sept. 1, 1952].

GOP to Link Fund Dinners With Closed Circuit Jan. 20

DEFINITE plans to link Republican gatherings in 51 major U. S. cities Jan. 20 in a one-hour closed-circuit telecast, to be handled by Theatre Network Television, were announced last week.

The closed-circuit operation will link fund-raising dinners in these cities, with pickups from various meetings around the nation, according to John Clifford Folger, chairman of the Republican National Finance Committee, which is sponsoring the event.

The GOP closed-circuit hookup will feature a nationwide "Salute to Eisenhower," in honor of the president. Conrad Hilton, head of the hotel chain, is chairman in charge of the closed-circuit arrangements.

The GOP National Committee said several more cities are expected to be added to the final list. An earlier announcement had indicated as many as 75 cities may be linked by the telecast [B•T, Nov. 28].

The event kicks off the GOP fund-raising drive for the 1956 campaign and observes the third year of President Eisenhower's inauguration.

Committeemen For Kefauver Have Radio-Tv Backgrounds

SEN. ESTES KEFAUVER (D-Tenn.), in announcing his campaign committee last week in his bid for the Democratic presidential nomination, appointed three men whose destinies have been linked to the radio and tv field.

J. Howard McGrath, former Attorney General and now executive vice president of Lamb Enterprises, was named chairman of the campaign executive and advisory committee. Mr. McGrath is Mr. Lamb's attorney in the WICU (TV) Erie, Pa., license renewal hearing.

Col. William Roberts, of the Washington communications law firm of Roberts & McInnis, was appointed campaign treasurer, and A. Bradley Eben, Chicago attorney and former actor (the judge) on DuMont Tv Network's *They Stand Accused* (now off the air), was named vice chairman of the campaign executive and advisory committee. Messrs. Roberts and Eben had helped open a Kefauver-for-President office in Washington before the senator officially announced his intention to seek the Democratic nomination [B•T, Dec. 19, Oct. 17].

FCC Hears Oral Argument On KGEO-TV Tower Changes

IN ORAL ARGUMENT before the FCC last week on a proposed 1,356-ft. tower for KGEO-TV Enid, Okla., a lawyer for the Defense Dept. declared that although there is no arbitrary Air Force policy with respect to tower heights, KGEO-TV's new tower would be a "menace" to Air Force planes in the Enid area.

Oral argument was on a proposed move of ch. 5 KGEO-TV to a location 31 miles southeast of Enid and an increase in tower height from 816 to 1,356 ft. above ground. KGEO-TV is now situated 9.5 miles east of Enid. Hearing Examiner Hugh B. Hutchison recommended approval of the move in an initial decision [B•T, Aug. 8].

P. W. Valicenti, speaking for the Broadcast Bureau, scoffed at the Air Force contention that the proposed tower would menace aircraft. He said the tower would be located 28 miles from the nearest airport. The present tower is 4.5 miles from a civilian airport and 12 miles from an Air Force air base. He stressed that both the Civil Aeronautics Administration and the Civil Aeronautics Board were in favor of KGEO-TV's proposal. And as Air Force requirements are more severe than civilian air regulations because of more traffic and greater speeds, an added "cushion of safety" is provided, Mr. Valicenti said.

P. B. Emerson, arguing against the KGEO-TV move for now dark ch. 25 KTVQ (TV) Oklahoma City, said that KGEO-TV was in effect "straddling" by moving itself to a point equidistant from Enid and Oklahoma City. He charged that KGEO-TV was attempting to put a Grade A signal into Oklahoma City, whereas it now doesn't put a Grade B signal into that city.

KTVQ, which previously claimed that KGEO-TV's move would kill its own operation [B•T, Sept. 19], ceased operation on Dec. 15 under a court order. The station, which had gone bankrupt in uhf operation, made a last ditch attempt to keep going by requesting FCC permission to use educational ch. 11 at Tulsa, but the Commission did not act on the request [B•T, Dec. 19].

Philip Bergson of Streets Electronics Inc., KGEO-TV licensee, pointed out that almost every collision between an aircraft and tower has occurred at less than 500 ft. He said KGEO-TV sought the move in order to provide service to 300,000 more people.

The FCC already has approved a 1,610-ft. tower for KSWS-TV Roswell, N. M., over military objections. Still in hearing is a request for a 1,993-ft. tower by WSLA-TV Selma, Ala.

Allentown-Easton Decision Upheld

U. S. Court of Appeals has affirmed the FCC's decision in the six-year-old Allentown-Easton, Pa., 1230 kc case.

In a *per curiam* decision, the court by a two to one ruling held that it could find no error on the part of the FCC in the features of the case remaining open to its consideration.

The case was sent back to the appeals court by the Supreme Court last summer. In this decision, the high tribunal reversed the appeals court finding that the Commission had erred in granting the channel to the *Easton Express.*

In 1949, the Commission granted the channel to what is now WHOL. This was on the ground that Allentown required the service more than Easton. The *Easton Express* appealed this decision and the appeals court reversed the FCC. The second hearing culminated in 1954 with the examiner reaffirming the grant to WHOL. The FCC, however, reversed the examiner and granted the wavelength to *Easton Express* on the ground that Easton needed the station more than Allentown. This time Allentown appealed. The Appeals Court told the Commission it had not made a full determination. The Commission appealed this to the Supreme Court, which remanded the case back to the lower court.

The lower court ruling, issued Dec. 16, drew a dissent by Circuit Judge David L. Bazelon. Judge Bazelon held that the FCC had failed to give any weight to the *Easton Express* "near monopoly of communications media and its large portion of the public broadcast domain in its community." The *Easton Express* also owns WEEX-FM and ch. 57 WGLV (TV).

'Infiltration' Hearing

PUBLIC HEARINGS on alleged Communist infiltration of radio, tv and press have been scheduled for Jan. 4-6 by the Senate Internal Security Sub-committee. Senate unit, headed by Sen. James O. Eastland (D-Miss.), will hear testimony from "numerous" witnesses, most already heard in closed sessions, and follow up information developed from CBS newsman Winston Burdett and others at hearings last summer.

DAYTIME SALES UPSURGE TOPS CBS RADIO'S YEAR

Gross billings in this segment total more than $4 million. Network also points to success of its 'segmented selling' plan introduced in September.

UPSURGE in daytime network radio sales highlighted CBS Radio's year-end review of activities, released last week, with daytime sales reported to account for more than $4 million in gross billings in 1955. [B•T, Dec. 5]

Along with the stepped-up tempo in daytime business, CBS Radio pointed to new sales resulting from its "segmented selling" plan introduced last September. Among the clients who purchased time on CBS Radio under the plan were American Home Foods, Anahist, Brown & Williamson Tobacco Co., Buick, General Motors (Frigidaire Div.), Hallmark and Philip Morris.

The most significant personnel change at the radio newtork during the year was the appointment of Arthur Hull Hayes, associated with the company since 1934, as president of CBS Radio, succeeding Adrian Murphy, who retired from active business. Mr. Hayes appointed four vice presidents during 1955: Howard G. Barnes, network programs; I. S. Becker, business affairs; Horace R. Guillotte, operations, and Irving A. Fein, promotion, press information and related activities. In recognition of the importance of the spot sales operation to CBS Radio, Wendell B. Campbell, vice president in charge of station administration, was appointed to the newly created post of vice president in charge of radio spot sales.

During the year the network carried several special public affairs programs, in addition to those carried on a regular weekly basis. Special broadcasts included those of *Capital Cloakroom, The Leading Question* and *Face the Nation* as part of the week-long observance of the tenth anniversary of the founding of the United Nations; three documentaries on *The Age of the Atom,* presented during the Geneva Conference on the Peaceful Uses of Atomic Energy; a 55-minute program with Arthur Godfrey as narrator called "The Warning Bell," which examined the shortage of classrooms and teachers in the American public school system, and "Parley at the Summit" and "Crossroads at Geneva," which provided background for understanding of the midsummer Big Four meeting in Geneva.



A NEW two-year contract with NBC-TV has been signed by KRDO-TV Colorado Springs, Colo. Harry Hoth, president and general manager of the station, puts his signature on the pact in company with Sheldon Hickox (l), director of station relations for NBC's Pacific Div., and Don Mercer, NBC director of station relations.

New CBS Radio Billing Reported $7.5 Million

CBS RADIO will start the new year with new business and expanded contracts alone representing $7.5 million in gross annual billings, John Karol, vice president in charge of network sales, reported last week.

This figure does not include renewals, which would push it upward substantially, Mr. Karol said.

The new business includes the previously announced purchase of six segments a week in daytime serials by Chesebrough-Ponds [B•T, Dec. 5], and also Easy Washing Machine Corp.'s purchase of a quarter-hour a week in the Arthur Godfrey daytime show; Standard Brands' signing in daytime serials; F. C. Russell Co. (storm windows) making its network radio debut with an average of five segments a week in the Bing Crosby nighttime show; Philip Morris' purchase of *Wendy Warren* an average of two and one-half days a week and adding to its time in the Crosby show; Pharmaco's signing for half-sponsorship of *Romance of Helen Trent* five days a week; Sunsweet Prunes' entry into *House Party* for a quarter-hour a week; Ferry Morse Seed Co.'s seasonal sponsorship of weekly *Garden Gate* for 16 weeks, and Campbell Soup Co.'s signing for the last two segments available in *Aunt Jenny* after Lever Bros.' purchase of the rest of the daytime serial [B•T, Dec. 5].

In addition to the new business, network authorities said, the following clients are adding to their present CBS Radio schedules:

Lever Bros. adds *Aunt Jenny* to its current participation in the Godfrey daytime program and *House Party;* Hazel Bishop Inc. adds full sponsorship of *Road of Life* daytime serial to its current schedule (*Wendy Warren*); Bristol-Myers adds a quarter-hour of the Godfrey daytime show to its use of the *Godfrey Digest* and *Nora Drake;* Campana Sales Co., currently a Godfrey daytime sponsor, adds quarter-hour sponsorship of *House Party;* Milner Products, now on the Robert Q. Lewis Saturday morning show, adds a segment a week in the Crosby show and one in *Amos 'n' Andy Music Hall,* and Sleep-eze Co. adds two weekly five-minute shows *Surprise Theatre* and a Galen Drake presentation, to its sponsorship in *Young Dr. Malone.*

Linkroum Appointment Heads NBC-TV Executive Promotions

APPOINTMENT of Richard L. Linkroum as executive producer of NBC-TV participating programs topped a series of promotions announced last week by Mort Werner, NBC-TV vice president, national programs.

Mr. Linkroum has been executive producer of NBC-TV's *Home* since early in the year. He joined the network in the fall of 1953 as associate producer of *Home* and in April 1954 was named the program's producer. Previously he had been a free-lance producer.

Other promotions announced by Mr. Werner were: Giraud Chester, from manager of program sales administration to general programming executive; Alvin Cooperman from manager of program sales to program supervisor, and Richard B. Jackson from business manager to manager of participating programs. Mr. Jackson succeeds Erik Hazelhoff who has been appointed director of program sales for NBC-TV under Michael H. Dann, vice president of program sales.

NBC-TV Small Fry Block

WHEN *Choose Up Sides,* a new juvenile audience participation show packaged by Mark Goodson and Bill Todman joins NBC-TV, starting Jan. 7, the network will have a solid three-hour Saturday grouping (10 a.m. to 1 p.m. EST) designed strictly for the younger set. Revised schedule includes: *Children's Corner,* a puppet show, 10-10:30 a.m.; *The Pinky Lee Show,* 10:30-11 a.m.; *Fury,* a filmed adventure series, 11-11:30 a.m.; *The Paul Winchell and Jerry Mahoney Show,* 11:30 a.m.-12 noon; *Choose Up Sides,* noon to 12:30 p.m.; and *Mr. Wizard,* 12:30-1 p.m.

Seven For 'Comedy Hour'

SEVEN top radio-tv comedy writers have been signed by NBC-TV for its new 60-minute *NBC Comedy Hour* series that will start Jan. 8 in the Sunday evening time slot to be vacated by Colgate-Palmolive Co. Four of the writers, Richard Baer, Doc Calvelli, Irving Ellinson and Bob O'Brien, will work as a team, while the others, Robert Riley Crutcher, Marvin Fisher and Danny Shapiro, will work by themselves. *NBC Comedy Hour* will be sponsored by Crosley Div., Avco Mfg. Co., Cincinnati, through Compton Adv. Inc., New York; Andrew P. Jergens Co., Cincinnati, through Robert W. Orr & Assoc., New York; and Brown & Williamson Tobacco Corp., Louisville, through Ted Bates & Co.

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Telescopic Tv

A U. S. ARMY Signal Corps lens costing $18,000, said to be capable of taking pictures five or more miles away, was to be used with an operating tv camera "for the first time" on CBS-TV's *Let's Take a Trip* on Christmas Day (4-5 p.m. EST), the network said last week. It was planned to use the lens for pick-ups of such famous Washington, D. C., skyline landmarks as the Washington Monument, Lincoln Memorial and others from distances of about five miles.

The lens, which was developed about five years ago by Eastman Kodak Co., was used by the Army in August 1954 on closed circuit as part of a tactical demonstration at Fort Meade, Md. CBS-TV said the lens is converted for television use by placing it on a tripod with the lens turret taken off the tv camera. The camera is run about eight inches back from the rear of the lens. A black cloth then is placed over the entire unit to keep out light.

Martin & Lewis, Eddie Fisher Sign New NBC Contracts

NBC has signed comics Dean Martin and Jerry Lewis to a new five-year contract giving the network exclusive rights to their services on both radio and tv, it was announced last week by Thomas A. McAvity, vice president in charge of NBC-TV. The agreement was negotiated by NBC and York Pictures Inc., the corporation to which the comics are under contract for all show business activities.

No figure for the contract was given, but it is believed that the agreement involves $7.5 million for 20 tv shows at four programs per year.

Mr. McAvity also announced last week that singer Eddie Fisher has been signed to a new 15-year radio and television contract with NBC. The new pact supersedes one signed by Mr. Fisher with NBC in 1953.

Sarnoff Praises Radio-Tv For Spreading Brotherhood

MASS COMMUNICATIONS MEDIA were praised last week by Robert W. Sarnoff, NBC president, for spreading the message of brotherhood.

Mr. Sarnoff told a meeting of the Cleveland Friends of the Jewish Theological Seminary that "much already has been done to harness technology to the needs of better human understanding." An example he cited was the radio program, *Eternal Light,* which has been on NBC 11 years in cooperation with the Jewish Theological Seminary.

Though mass media can carry the messages of better understanding to millions of people, Mr. Sarnoff pointed out, it is up to the individual to implement brotherhood in the community. Mr. Sarnoff presented "Eternal Light" awards to John Closey Virden Sr. and the Ratner family, both of Cleveland, for their service in advancing the cause of brotherhood on a local level.

McBride Joins 'Weekday'

NBC RADIO's daytime service *Weekday,* will begin 15 minutes earlier, at 10 a.m. EST, starting Jan. 2. Mary Margaret McBride, currently heard locally on her own show only on WRCA New York, will join the *Weekday* staff as a regular member and will be heard from 10:05 to 10:10 a.m.

Fairbanks Moves to NBC

WILLIAM F. FAIRBANKS, national sales manager of ABC Radio, will join NBC Radio in a similar capacity Jan. 3, Fred Horton, NBC Radio's sales director, announced last week. Before he was made ABC Radio national sales manager in 1954, Mr. Fairbanks was the network's eastern sales manager and an account executive.

NETWORK PEOPLE

Wilfred C. Prather, technical director, WMAQ-AM-FM-WNBQ (TV) Chicago, appointed technical supervisor of NBC o&o stations.

Irwin Klein, L'Aiglon Apparel Inc. (dresses), Philadelphia, to ABC's cost control unit, N. Y.

Robert L. Welch, producer, Paramount Pictures, signed as producer-director-contributor for new hour-long comedy show, beginning on NBC-TV Jan. 8.

Frank Bradley, account executive, BBDO Inc., N. Y., to CBS-TV as associate producer.

Jack Brickhouse and **Art Gleeson** signed to handle commentary for annual Blue-Gray football game on MBS Dec. 31.

John Crowder appointed assistant to Fredrick Hesse, TV engineering scheduling supervisor at ABC-TV.

Dorothy Bernard, 61, tv actress featured in CBS-TV's *Life with Father* and *Front Row Center,* died Dec. 15 at her Hollywood home.

Jay Schiller, media research supervisor, ABC, married to Roberta Landman, Dec. 18.



KMTV (TV) Omaha, Neb., is to become a basic NBC-TV station effective Jan. 1. Signing the affiliation contract in New York are (l to r): Owen Saddler, vice president and general manager of the May Broadcasting Co. (KMTV licensee); Arden Swisher, KMTV general sales manager; Harry Bannister, vice president, NBC station relations, and Glenn Harris, KMTV program manager. KMTV also is affiliated with ABC-TV and CBS-TV.

Con O'Dea, ABC Chicago news department manager, father of girl, Debra Anne, Dec. 19.

Art Scott, ABC manager of guest relations, N. Y., father of girl, Diane, Dec. 12.



COMPARATIVE NETWORK AM SHOWSHEET

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SUNDAY

	ABC	CBS	MBS	NBC
6:00 PM	First 5 Texaco Mon. Morning Headlines	Wm. Wrigley Gene Autry (191) R	TWA Walter Winchell	Meet the Press
6:15	Lifetime Living	Wrigley News	Seeman Bros. Tomorrow's Front Page Headlines	
6:30	The Evening Comes	Liggett & Myers Gunsmoke (195)	Mutual Benefit Bob Considine	
6:45			Les Paul	
7:00	Show Time Review S	Longines News	General Tire General Sports Time	
7:15	George Sokolsky	Edgar Bergen Show (198)		
7:30	Valentino			
7:45	Henry Milo Travel Talk S			
8:00		News	Stand By Round the World	
8:15	Co-op America's Town Meeting	Toni Our Miss Brooks (206)		Monitor *
8:30		P. Lorillard Two For The Money (200)		
8:45				
9:00	Paul Harvey (Burton-Dixie)	News		
9:15	Quincy Howe S	Mitch Miller Show S		
9:30	Sammy Kaye		Manion Forum Dean Clarence Manion	
9:45		Sports	Co-op Keep Healthy	
10:00	Overseas Assignment S	News	Billy Graham Evangelist Assn. Hour of Decision	
10:15	Dick Hayes Sings	Face the Nation		
10:30	The Assemblies of God "Revival Time"	Church of the Air S	Wings of Healing	American Forum
10:45				
11:00	Moods in Melody	News	Repeat of Billy Graham Hour of Decision	Monitor *
11:15 PM		U.N. Report		

MONDAY

	ABC	CBS	MBS	NBC
6:00 PM	Not in Service	Metro. Life Ins. Allan Jackson (29)	Stand by With Bob & Ray	No Network Service
6:15		No Service		
6:30	Bill Stern		Les Paul	
6:45	No Service	Delco Batteries Lowell Thomas (198) R	General Sports Kraft News	Sun Oil & Co-op 3-Star Extra (34)
7:00	Vandercook CIO	Longines News	Co-op Fulton Lewis, Jr.	Alex Drier Man on the Go Co-op
7:15	Co-op Quincy Howe	Curt Massey Show S	Amer.'s Business	No Network Service
7:30	Events of the Day	Bing Crosby	Dinner Date American Home Prod. Gabriel Heatter	Miles Labs News of World (166)
7:45	Mayflower News	Am. Oil Ed. R. Murrow (89)	Les Paul Special Edition	One Man's Family ****
8:00	The World & You	My Son Jeep	True Detective Mysteries	Gen. Motors Henry J. Taylor
8:15	News S	Yours Truly Johnny Dollar		
8:30	Voice of Firestone	Lipton & Toni (alt. wks.) Godfrey Talent Scouts (171) R	John Steele	Boston Symphony Orchestra
8:45				
9:00	Sound Mirror	Viceroy News	Esso Reporter Jackson Brewing Jax World of Spts	Bell Telephone Telephone Hour (185) R
9:15	ABC News	Jack Carson Show S	Behind the Iron Curtain	
9:30	Offbeat	CBS Columbia Amos 'n' Andy Music Hall	Reporters' Roundup	Cities Service Band of America (113)
9:45				
10:00	News AFL Edw. Morgan News	Chevrolet News	Virgil Pinkley	Fibber McGee & Molly ******
10:15	How To Fix It Co-op News	Dance Orchestra	Dance Orchestra	B&W News Heart of the News
10:30	Martha Lou Harp		Abbey Albert Orchestra	TBA
10:45				
11:00	Songs by Dini	News Analysis	Mutual Reports The News	No Network Service
11:15 PM	Sports Report S	Dance Orchestra	U N Radio Review	News of the World Morgan Beatty

TUESDAY

	ABC	CBS	MBS	NBC
6:00 PM	Not in Service	Metro. Life Ins. Allan Jackson (29)	Stand by with Bob & Ray	No Network Service
6:15		No Service		
6:30	All State Bill Stern		Les Paul	
6:45	No Service	Delco Batteries Lowell Thomas (199)	General Sports Kraft News	Sun Oil & Co-op 3-Star Extra (34)
7:00	Vandercook CIO	Longines News	Fulton Lewis Jr.	Alex Drier Man on the Go Co-op
7:15	Co-op Quincy Howe	Curt Massey Show (121)	Amer.'s Business	No Network Service
7:30	Events of the Day	Bing Crosby (204 R)	Dinner Date Gabriel Heatter	Miles Labs. News of World (168)
7:45	Mayflower News	Ed. R. Murrow S	Coca-Cola Co. The Eddie Fisher Show (245)	One Man's Family ****
8:00	The World & You	My Son Jeep	Treasury Agent	People Are Funny Net Work Participations only
8:15	News S	Yours Truly Johnny Dollar		
8:30	Life is Worth Living	Suspense	Broadway Cop	Carter Products & Anahist Dragnet
8:45				
9:00	Admiral News	News	Esso Reporter Jackson Brewing Jax World of Spts	News
9:15	Sound Mirror ABC News	Jack Carson Show S	This is Civil Defense	Radio Theatre Participations Biographies On Sound Participations W. C. Fields (Jan 24 only)
9:30	Offbeat	Amos 'n' Andy Music Hall (204)	The Army Hour	
9:45				
10:00	News AFL Edw. Morgan News	Chevrolet News	Virgil Pinkley	Fibber McGee & Molly ******
10:15	How To Fix It Co-op News	Dance Orchestra	(Co-op) Men's Corner	News Joseph C. Harsch
10:30	Take Thirty S		Dance Time	Nightlife with Nordine
10:45				
11:00	Singing with the Stars	News Analysis	Mutual Reports The News	No Network Service
11:15 PM	Sports Report S	Dance Orchestra	U N Radio Review	News of the World Morgan Beatty

SUNDAY

	ABC	CBS	MBS	NBC
9:00 AM	ABC News	News S	Dr. Wyatt Wings of Healing (306)	World News Round-Up Co-op
9:15	Great Moments of Great Composers	Music Room		Monitor *
9:30	Prophecy, Inc. Voice of Prophecy (99)	Church of the Air	Christian Ref. Church Back to God (268)	
9:45				Art of Living
10:00	Message of Israel S	Chev. News Invitation To Learning S	Radio Bible Class (291)	National Radio Pulpit
10:15				
10:30	Negro College Choirs S	Leading Question S	Voice of Prophecy (307)	
10:45				
11:00	Sunday Melodies	News	Dawn Bible Frank & Ernest (382)	
11:15	Marines in Review	E. Power Biggs S	First Church How Christian Science Heals	Monitor *
11:30	The Christian In Action S	Salt Lake City Tabernacle S	Northwestern U. Review S	
11:45				
12:00 N	No Net Service	Chevrolet News Washington Week S	As I See It Frank Kirkpatrick	
12:15 PM		World Affairs Report S		
12:30	The World Tomorrow Radio Church of God	Guy Lombardo Orchestra S	Bill Cunningham Co-op	The Eternal Light
12:45			First Church How Christian Science Heals	
1:00	Churches of Christ Herald of Truth (108)	F. W. Woolworth 1-2 p m Woolworth Hour (200)	Les Paul News	Monitor *
1:15			Merry Mailman	

MONDAY - FRIDAY

	ABC	CBS	MBS	NBC
9:00 AM	Breakfast Club Beltone Bristol-Myers Frigidaire Union Pharmaceutical General Foods Drackett Sandura	Co-op News	Co-op Robt. Hurleigh	No Network Service
9:15		No Service	Easy Does It	
9:30	OlsenRug st.1/23 MilnerPds. st.1/6 Blue B'net st. 1/5			
9:45	Sterling MWF My True Story		Cecil Brown	**M. M. McBride
10:00	Carnation Whispering Streets (224)		Guest Time Wed. Faith In Our Time	
10:15	Carter When A Girl Marries (165)	Arthur Godfrey ††	Kraft News	
10:30	TBA		Johnny Olsen Show	Weekday ***
10:45	MWF Pharmaco Companion S		Kraft News	
11:00	Paging The New S		Norwich Grove Quaker Fla. Citrus Story Time	
11:15	Albert L. Warner News S	Contnl. Baking Make Up Your Mind (58)		
11:30	Your Neighbors Voice S	Wrigley Howard Miller (145)	Queen for a Day P. Lorillard (551)	
11:45	Valentino	Bishop, Gen. Fds. (195) Wendy Warren	Kraft News	Miles Fibber McGee & Molly
12:00 N	Luncheon at Astor	Backstage Wife	L. Higbie	
12:15 PM	Sunshine Boys	Toni MW Helen Trent (187)	Here's Hollywood	
12:30	How To Fix It	Our Gal Sunday S	Jean Shepherd Show	Weekday ***
12:45	No Network Service	Hazel Bishop Road of Life (131)	No Service	
1:00	Co-op Paul Harvey	P&G Oxydol Ma Perkins (162)	Co-op Cedric Foster	
1:15	Co-op Ted Malone		Footnotes to History Health	

SATURDAY

	ABC	CBS	MBS	NBC
9:00 AM		Co-op News		
9:15		Farm News		
9:30	Co-op No School Today	St. Louis Melodies		
9:45		Garden Gate		
10:00	(10-10:30) Table Products Inc.	Chev., A. Jackson		
10:15		Galen Drake S		
10:30	Moppets and Melodies	Father John's Medicine	Good News (Religious)	
10:45			Conference Call	
11:00	ABC News*	Calmer S		
11:15	The Inner Circle	Robt Q. Lewis (185) S	Lucky Pierre Show	
11:30	All-League Clubhouse S		Philco Corp Phonorama Time	
11:45		Milner	Les Paul	
12:00 N	ABC News	Chev., A. Jackson		
12:15 PM	How To Fix It		Tex Fletcher's Wagon Train	
12:30	101 Ranch Boys S	Romance S		
12:45				
1:00	American Farmer S	Liggett & Myers Gunsmoke (198)	Fifth Army Band	
1:15				
1:30	ABC News	Chev., A. Jackson	Basil Heatter	
1:45	Navy Hour S	City Hospital	Musical Wheel of Chance	

	NBC
9:00 AM	
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5:45 PM	

8 a.m. Through Midnight Sunday Monitor *

Allis-Chalmers National Farm & Home Hour (Eastern Stations Only)

Monitor *

Chalmers Home Hour (Central Sta's)

THURSDAY

	ABC	CBS	MBS	NBC
6:00 PM	Not in Service	Metro. Life Ins. Allan Jackson (29)	Stand by With Bob & Ray	No Network Service
6:15		No Service		
6:30	Bill Stern			
6:45	No Service	Delco Batteries Lowell Thomas (199)	Les Paul General Sports	Sun Oil & Co-op 3-Star Extra (34)
7:00	Vandercook CIO	Longines News CBS-Columbia (204) R Curt Massey Show (204)	Kraft News Fulton Lewis Jr.	Alex Drier Man on the Go Co-op
7:15	Co-op Quincy Howe		Amer.'s Business Dinner Date	No Network Service
7:30	Events of the Day	Bing Crosby	Gabriel Heatter	Miles Labs News of World (168)
7:45	Mayflower News	Ed. R. Murrow S (89)	Coca-Cola Co. Eddie Fisher Show	One Man's Family ****
8:00	The World & You	My Son Jeep	Official Detective	Anahist The Great Gildersleeve Network-local participations
8:15	News S	Yours Truly Johnny Dollar		
8:30	Your Better Tomorrow	Bristol-Myers Arthur Godfrey Digest (200) R	Crime Fighters	The Goon Show
8:45	Mayflower News	News S	Esso Reporter	B&W News
9:00	Sound Mirror	Jack Carson Show S	Jackson Brewing Jax World of Spts The Book Hunter	American Adventure
9:15	News S			
9:30	Offbeat	Amos 'n' Andy Music Hall (204)	Co-op State of the Nation	Conversation
9:45	ABC News	Chevrolet News		
10:00	AFL Edw. Morgan News	Dance Orchestra	Virgil Pinkley	Fibber McGee & Molly ******
10:15	How To Fix It Co-op		Here's Hayes	News
10:30	ABC News			Carling Cons. Club
10:45	Front & Center		Music for You	Jane Pickens Show
11:00	Singing with the Stars	News Analysis	Mutual Reports The News	No Network Service
11:15 PM	Sports Report S	Dance Orchestra	U N Radio Review	News of the World Morgan Beatty

FRIDAY

	ABC	CBS	MBS	NBC
6:00 PM	Not in Service	Metro. Life Ins. Allan Jackson (29)	Stand by With Bob & Ray	No Network Service
6:15		U.N. on the Record S		Richard Harkness Co-op
6:30	Bill Stern			No network Service
6:45	No Service	Delco Batteries Lowell Thomas (199)	Les Paul General Sports	Sun Oil Co-op 3-Star Extra (34)
7:00	Vandercook CIO	Longines News Philip Morris Curt Massey Show (204)	Kraft Five Star Fulton Lewis Jr.	Alex Drier Man on the Go Co-op
7:15	Co-op Quincy Howe		Amer.'s Business Dinner Date	No Network Service
7:30	Events of the Day	Bing Crosby	Amer. Home Gabriel Heatter	Miles Labs News of World (168)
7:45	Mayflower News	Am. Oil Ed. R. Murrow (89)	Les Paul Special Edition	One Man's Family ****
8:00	The World & You	My Son Jeep	Counterspy	National Radio Fan Club Network & local participations
8:15	News S	Yours Truly Johnny Dollar		
8:30	Your Better Tomorrow	21st Precinct S	Co-op City Editor	
8:45	Mayflower News	Viceroy News	Esso Reporter	NBC Job Clinic
9:00	Sound Mirror	Jack Carson Show S	Jackson Brewing Jax World of Spts American Travel Guide	National Radio Fan Club Network & Local Participations
9:15	News S			
9:30	Offbeat	Amos 'n' Andy Music Hall (204)	Double Date	
9:45	Anahist News	Chevrolet News	Virgil Pinkley	B&W News
10:00	AFL Edw Morgan News	Herman Hichman		Gillette Boxing
10:15	How To Fix It Co-op	Dance Orchestra	Here's Hayes	Sports Digest
10:30	ABC News			Fibber McGee & Molly ****
10:45	Indoors Unlimited		Dance Time	Sports Highlights
11:00	Songs By Dini	News Analysis	Mutual Reports The News	Time to Come
11:15 PM	Sports Report	Dance Orchestra	U N Radio Review	No Network Service
				News of the World Morgan Beatty

SATURDAY

	ABC	CBS	MBS	NBC
6:00 PM	Pan American Union	Make Way for Youth	John T. Flynn	
6:15			Les Paul	
6:30	Co-op Sports Kaleid		Airmen of Note	
6:45	Co-op Sports Afield With Bob Edge	Young Ideas Fred Robbins	Report from Washington	
7:00	At Ease	Longines News	Jax World of Sports With Bob Nise	
7:15	Overseas Assignment	Juke Box Jury	Pop the Question	
7:30	As We See It (CIO)		Inspiration Please	Monitor *
7:45	This Week In Washington			
8:00	ABC News	Chevrolet News	True or False	
8:15		Saturday Night Country Style		
8:30			Musical Caravan	
8:45	Dancing Party S	Viceroy News		
9:00			I Ask You	
9:15		Philadelphia Orchestra		
9:30			Lombardoland U.S.A. S	R. J. Reynolds & Co-op Grand Ole Opry (93)
9:45				
10:00	Ozark Jubilee	News S		
10:15		Basin Street Jazz	Oklahoma City Symphony Orchestra	
10:30	Lawrence Welk Army Show	Guy Lombardo Orchestra		Monitor *
10:45				
11:00	Statler Orchestra	News Analysis	Salute to the Nation	
11:15 PM		Dance Orchestra		

SUNDAY

	MBS	NBC
	Lutheran Hour (479)	Monitor *
		The Catholic Hour
	Music From Britain	
	Bandstand U.S.A.	Monitor *
	Hopalong Cassidy	
	Natl. Biscuit Adventures of Rin Tin Tin	
	(Co-op) Wild Bill Hickok	
	John Price	

MONDAY - FRIDAY

	ABC	CBS	MBS	NBC
	Closed Circuit	Toni TuTh Dr. Malone	Luncheon with Lopez	
		P&G Duz Guiding Light (128)	Kraft News	
	No Network Service	Mrs. Burton	A Letter to Lee Graham	Weekday ***
		P. Mason		
		Toni & Bristol-Myers Nora Drake (200)	America's Front Door	
		P&G Aunt Jenny (128) S		
	The Martin Block Show	Houseparty† (183) R	Mutual Reports	
		Fred Robbins (S)	Mutual Matinee with Ruby Mercer	Hotel for Pets Coast Fisheries *****
				Doctors Wife
		Chef Boy	Mutual Reports	P&G Right to Happiness
	Manhattan Matinee		Mutual Matinee Bruce & Dan	Widder Brown Sterling M-Th
		No Service	M. Military Band Tues & Thurs Bandstand USA Wed. R. Hayes Fri. Salute to Nation	P&G Pepper Young
	Treasury Bandstand			Miles Woman In My House
		News	Stand By With Bob & Ray	Helen Hayes
	Musical Express			
	Bobby Hammack & His What Four	No Service		
	Gloria Parker		Les Paul	Gen. Mills & Amer. Bakeries Lone Ranger
	Wall St. Final (Harris, Upham)		Gen. Sports Time Kraft News	Production Five

SATURDAY

	ABC	CBS	MBS	NBC
		Kathy Godfrey Show S	Magic of Music	
	ABC News	News S		
		Spring Serenade	TBA	
		Dance Orchestra	Sports Parade	
		News S		
	Texas Co. Metro. Opera	Richard Hayes Army Show	Country Jamboree	Monitor 8 a.m. Saturday through Sunday Midnight *
		Treasury Bandstand		
		News S		
		Jerry Gray Orchestra	Bandstand USA	
	Pop Concert	Treasury Show		
	The World Tourist	News S		
		New Orleans Jazz Band Ball	Teenagers, USA	
	Dinner at the Green Room S	Saturday at the Chase		
			Les Paul	

December 26, 1955

Explanation: Listings in order: Sponsor, name of program, number of stations; R repeat; S sustaining; TBA to be announced. Time EST.

ABC—
7:55-8 p.m., Les Griffith & The News, (332). Weekend news sponsored by Texas Co. in each of four time zones, 13 times on Sat., 11 times on Sun.
It's Time, 5 min., unsponsored, 10 times on Sat., 8 times on Sun.

CBS—
8:55-9 a.m. Sun. Gen. Fds.—Galen Drake (111)
11:30-11:35 a.m. Sun. Lou Cioffi—News (S)
† Houseparty.
3-3:15 p.m. MWF Lever—Th. Sunsweet.
3:15-3-30 p.m., Th. Fri. Dole.
Gen. Motors — Allen Jackson.
Sat.—News 10:00-10:05 a.m.; 10:55-11.00 a.m.; 12 Noon-12:05 p.m. 126 Sta.
Doug Edwards—Pall Mall Wed.-Th. Fri. 8:25-30 p.m.
G. Drake—Tasti Diet Sat. 1:25-30 p.m., 203 Sta.
Football Roundup, starts Sats., 2-6 p.m., beginning Sept. 17.
†† Arthur Godfrey Time
10-10:15 a.m., Hartz Mountain—Th. & Fri., alt. each week, G. H. Hartman; Lewis-Howe—Tu. & Wed., alt. each week, R & R; Pet Milk—M.-F., alt. days each week, Gardner Adv.
10:15-30 a.m., Bristol-Myers—alt. Fri., DCSS; Campana—M.-Th., alt. days, FDH; R & R; A. E. Staley—M.-Th., alt. days, R & R.
10:30-45 a.m., Amer. Home Fds—Tu., every 4th Fri., Y & R; Dow Chemical—Thur., every 4th Fri., MacManus, J & A.
10:45-11 a.m., Bristol-Myers—M. & W., DCSS; Minn. Mining—Tu. Burnett; Dow Chemical—Th., R&R
11-11:15 a.m., Campana—alt. Fri., FDH; Kellogg—Tu. & Th., FC&B; Lever Bros.—M.-W., alt. Fri., McCann-Erickson.
11:15-30 a.m. Pillsbury Mills—M.-Th., L. Burnett; Kellogg—alt. Fri., L. Burnett.
Amos 'n' Andy Music Hall
Brown & Williamson, M. F. S., Ted Bates

MBS—
Mon.-Fri. 8:00-8:30 p.m. Programs—Multi-Message Plan Participants—Monday thru Friday: R. J. Reynolds; MTWF—Grove Laboratories; MWF—Quaker Oats; M—Curtiss Candy; M-W-Th—Norwich Pharmacal; TWThF—Florida Citrus; T-Th—Esquire; Tu-Th-Fri.—Pearson Pharmacal.

NBC—
* Monitor—participating sponsors: Chesebrough, Charles Antell, RCA, Gruen.
** Mary Margaret McBride—Gen. Foods; Thurs.: Sust; Mon., Tues., Wed., & Fri.
*** Weekday—participating sponsors.
**** One Man's Family—local and network participating, Carter Prods.; Anahist.
***** Hotel For Pets—MWF: Coast Fisheries with stations not ordered commercial taking program on sustaining basis. Tu., Thur.: Completely sustaining.
****** Fibber McGee & Molly—local & network participations, Viceroy, RCA, Anahist, Carter.

Microwave System Planned For Latin American States

COMMERCIAL application of "over-the-horizon" microwave propagation moved a step closer to reality last week with the announcement that the Radio Corp. of Puerto Rico, a subsidiary of International Telephone & Telegraph Corp., is planning a link between Puerto Rico and the Dominican Republic.

The move represents the third major phase of experiments to extend radio communications beyond the approximate 30-mile range "line-of-sight" microwave links, according to Henri Busignies, executive vice president, Federal Telecommunication Labs., which developed the equipment. "The recent developments by the laboratories," he said, "have brought over-the-horizon communication to the point where it is now commercially feasible."

The proposed system will operate between the capital cities, San Juan and Cuidad Trujillo, a distance of 237 miles. No repeater stations will be required.

London Commercial 'Top 10' Headed by Give-Away Shows

PULSE'S "Top 10" in the London area has been released in New York by Pulse Inc. which, through a new branch office—Pulse Ltd.—now measures commercial tv in Great Britain [B•T, Dec. 12].

The list includes U. S. film shows, *I Love Lucy, Dragnet* and *Roy Rogers,* as well as quiz programs with prizes. The latter type took first and second place. Survey was taken only in homes with sets equipped to receive Independent Television Authority (commercial) programs.

The London Top 10:

Double Your Money	64
Take Your Pick	57
Jack Hylton Presents	57
I Love Lucy	56
People Are Funny	56
Robin Hood	56
Roy Rogers	56
Theatre Royal	56
Dragnet	55
Palladium	55

CBC Color Tv Plans Depend on Set Prices

COLOR TELEVISION may reach Canada sooner than expected, according to industry sources. The present Canadian Broadcasting Corp. policy is not to start color tv until prices of receivers come down, but equipment manufacturers are planning to be called on to make sets and transmitting equipment within a year.

F. W. Radcliffe, commercial vice president of RCA-Victor Ltd., Montreal, Que., has stated that his company can be in actual production of color tv receivers within 60 days of a CBC policy declaration. Other manufacturers, Pye, Canadian General Electric, Canadian Marconi and Canadian Aviation Electronics (DuMont), are in about the same stage of preparation.

Color receivers at present are being sold in the Toronto area in very limited numbers to pick up WBEN-TV and WGR-TV Buffalo, N. Y., closest U. S. color tv stations. Sets sell for about $1,200. The industry looks toward selling about 12,000 color tv sets in 1956.

Healy Named ACA Manager

FRANK A. HEALY, secretary, Assn. of Canadian Advertisers, Toronto, Ont., becomes general manager of ACA Jan. 1, succeeding Athol McQuarrie, who is retiring after 14 years in that post. Mr. Healy joined ACA last April from the Ford Motor Co. of Canada, where he was information manager of the public relations department at Windsor, Ont.

RCA STATEMENT FOR 1955 INDICATES FIRST BILLION-DOLLAR YEAR IN SALES

Electronics firm joins top 25 firms in U. S. Board Chairman Brig. Gen. David Sarnoff cites color tv progress during past 12 months, calls 1955 NBC's 'greatest year.'

RCA will do a billion-dollar business this year for the first time, thereby joining the ranks of the top 25 industrial companies in the U. S., Brig. Gen. David Sarnoff, chairman of the board, announced in a year-end statement being released this week.

Gen. Sarnoff hailed 1955 as the year when color television got "off the ground" and also NBC's "greatest year" in its history.

"Total sales of products and services by RCA in 1955 will exceed $1 billion," Gen. Sarnoff said. "It is equivalent to more than $4 million business for each working day of the year. At the beginning of 1920, when RCA commenced its operations, the volume of business was running at the rate of $1 million a year.

"From a million to a billion in 35 years is a record that gives all of us in RCA a sense of pride in the past and confidence for the future.

"Our achievements in electronics, radio and television establish 1955 as our best year on record. I look forward to 1956 as a year of continuing progress."

In an appraisal of color television, Gen. Sarnoff said this year saw it "get 'off the ground' as a new service and become commercially established. The initial steps are behind us. With more and more color tv receivers being installed in homes daily, the entertainment value and other advantages of color pictures become increasingly apparent and are stimulating the desire of more people to acquire color sets. To meet the demand, RCA has introduced a complete line of 21-inch color receivers, including a table model, consolette and three consoles. As demand increases, production will increase and prices will decrease, he said.

"Color tv will continue to gain in momentum and will make an impact on the American home and the nation's economy."

He said NBC—"and we hope . . . others in the broadcasting industry"— will increase color programming substantially in 1956, and expressed firm belief that "the sale of color sets will eventually exceed the sale of black-and-white sets."

Stresses Quality Shows

Calling attention to the volume of NBC color spectaculars, which he called by far the largest schedule in the industry, Gen. Sarnoff said:

"In expanding and developing its service to the American home, NBC is concentrating on the *quality* of its programs. Fully aware of the great educational and cultural opportunities in television, NBC is emphasizing quality not only in programs of popular entertainment but in all programs—drama, operas in English, education, news, and public affairs."

He singled out *Wide Wide World* as one that is educational as well as entertaining and noted increased tv attention to informative programs on government activities.

"The NBC is now entering its 30th year and 1955 has been the greatest year in its history," Gen. Sarnoff said. "NBC's emphasis on quality, as well as circulation, stimulates the public's taste for the better programs on the air and encourages others in the industry to follow NBC's path toward higher program plateaus."

Noting promise of great expansion in industrial uses of tv and electronic controls, he reported that marked progress is being made by RCA in development of an electronic light amplifier, a magnetic tape recorder for television, the high-speed electronic printing process known as Electrofax, an electronic air conditioner, and microwave two-way radio communication for virtually all types of vehicles.

He also reported that, to meet demands made by the gain in popularity of high-fidelity instruments and records, RCA Victor had introduced five new Orthophonic high-fidelity phonographs for the home.

Five major areas where new advances are being made were listed as (1) transistors (among other uses, RCA is now marketing pocket-size all-transistor radios as well as a larger "personal size" portable set designed for extremely long battery life); (2) business machines ("a vast field for development and expansion . . ." RCA developments include "Bizmac," a system for electronic data processing); (3) military electronics; (4) radar (an all-weather system designed by RCA is being installed by five commercial airlines in the U. S. and four in Europe); (5) closed circuit television (expanding widely in education and industry; first closed circuit installation of RCA compatible color is being made at Walter Reed Army Medical Center in Washington).

Gen. Sarnoff's report pointed out that dividends declared to stockholders in 1955 amounted to $24,069,000 ($3,153,000 in preferred stock dividends, $20,916,000 in common). He placed RCA employment at 78,000 persons, including 8,000 overseas.

Government business, he said, accounted for about $220 million of the 1955 total volume, with current backlog of government orders around $275 million.

The company's billion-dollar business in 1955 is 320% greater than its sales volume of 10 years ago ($237 million) and compares with 1954's total of $941 million.

"RCA has built upon the bedrock of scientific research, development and engineering," Gen. Sarnoff said. "We regard research as the lifeblood of modern industry and the basis for steady growth.

"Progress is born of change as illustrated by the fact that during 1955, 80% of RCA's total sales will be in products and services which did not exist, or were not commercially developed, only 10 years ago. The majority of these new products and services were created through pioneering efforts that involved substantial expenditures for research, development and engineering."

He pointed out that in the last five years RCA has spent approximately $160 million for additions and improvements to its properties and facilities, and said that proceeds from the company's recent $100 million debenture issue, along with other funds, will be used to expand and develop RCA's research, manufacturing and service facilities in the electronic and related fields.

Hope for Vhf-Uhf Sets Bolstered by New GE Tube

A MITE of a tube—⅜-in. long and 5/16-in. wide—has possibilities of realizing a long-sought-after combination uhf-vhf television receiver in much simpler form than was believed possible heretofore.

Instead of all-wave tv sets having a vhf radio frequency amplifier and a uhf radio frequency

amplifier, GE's 6BY4 can do the work of both, the company has announced.

Developed by GE, the micro-miniature, metal-ceramic receiving tube has high gain and low noise. Tv set manufacturers have been conferring with GE on use of the tube. It is not yet in mass production, but prototypes are being manufactured for the trade.

GE pointed out that at 900 mc, the 6BY4 has a power gain of approximately 15 decibels, a noise factor of about 8.5 db, and a bandwidth of 10 mc. The 15 db gain permits simplified circuit design, GE pointed out, while the 8.5 db noise factor means a 4:1 improvement over normal uhf amplifiers (which run usually at 14-15 db).

Because of its metal-ceramic construction, GE said, the tube can operate at temperatures as high as 500 degrees centigrade. It can also withstand shock and vibration to a much greater degree than normal glass tubes, GE said, and its greatly increased physical strength produces significantly lower microphonic output. The tube can be used with regular circuitry, and with other types of circuit assembly such as printed circuits and automation, GE said.

In a test made with tv signals at 700 mc, the tube improved an indecipherable picture to the equivalent of a picture with snow just becoming apparent, brought in by a conventional tuner. The metal part of the 6BY4 is titanium.

CBS-Columbia Realigns Engineering Department

REALIGNMENT of duties in an expansion move of CBS-Columbia's engineering department was announced last week by R. T. Capodanno, vice president in charge of engineering for the radio and tv set division.

The changes, involving the addition of three new engineers and the revamping of executive responsibilities of top CBS-Columbia engineering executives, were made in order to de-emphasize administrative duties while increasing attention on developmental projects.

Named as chief mechanical engineer was Ludwig Zucker, while Walter Lukas and Martin Perry were appointed chief electrical and chief radio engineers, respectively. Harold H. Knubbe, executive assistant in the engineering department, was named to a newly established post of technical assistant to Mr. Capodanno. Bernard Klibanner, assistant mechanical engineer, was promoted to supervisory mechanical engineer for both radio and tv products, while Israel J. Melman, chief tv engineer, will supervise developmental color and black-and-white tv projects.



"What if I do have a new sled! I can't hear KRIZ Phoenix this far from Arizona!"

Output of Radio Sets 14.7 Million in 1955

Prospect next year good, says RETMA president. Tv set production totals 7.8 million, setting alltime record. Manufacturers sales total $5.5 billion.

RADIO SET production for 1955 will total 14.7 million units compared to 10.4 million turned out in 1954, according to a yearend statement by H. Leslie Hoffman, president of Radio-Electronics-Tv Mfrs. Assn.

This figure is below the alltime record of 1947, when 20 million radio sets were produced to meet the postwar demand, he said. It does not include custom and unassembled hi-fi radio-phonograph equipment.

The 1956 outlook for radio sets is good, according to Mr. Hoffman, with a strong market for auto sets and a demand for portables based on growing popularity of transistor types.

The 1955 radio output figure consists of 7.7 million home, clock and portables compared to 6.3 million in 1954; 7 million auto sets compared to 4.2 million in 1954. Retail sales of radios will exceed 7 million units compared to 6.4 million in 1954 (few auto sets are retailed).

About 7.8 million tv sets will be manufactured by yearend, an all-time record, according to Mr. Hoffman. This compares with 7.4 million in 1954 and 7.5 million in 1950, previous peak. Consumers bought 7.6 million tv sets in 1955 compared to 7.3 million in 1954, previous record.

RETMA members have enjoyed one of their most productive years, Mr. Hoffman said. Among the association's projects are upgrading of radio-tv service technicians through training aids. National Radio & Tv Week was described as successful. Sales of tv sets have been spurred by new styling and more accessible tuning plus demand for second sets. Black-and-white sales increased while color tv was making its first serious consumer appeal.

Deliveries of military components and equipment increased to $2.4 billion, about $100 million over 1954. Civilian and commercial receiver and equipment sales exceeded military procurement for the first time since start of the Korean War. New industrial uses include automation devices and computers as well as a fast-rising demand for home electronic aids.

General outlook for 1956 is bright, Mr. Hoffman said, pointing to the usual heavy demand for radio-tv sets in an election year and the improved programming available plus the general prosperity of the nation. He estimated black-and-white tv sales will reach 7.3 million, perhaps more. Color sales will depend on programming and availability of color tubes. Color production, he figured, will reach 250,000, at least. Military procurement is expected to continue at its present high level and may rise.

Mr. Hoffman estimated 1955 factory sales at $5.5 billion, nearly 10% above 1954. He computed the industry's total business—broadcasting, merchandising, servicing, manufacturing—at about $9.7 billion.

CBS-Columbia Trade-In Plan Sells 357 Color Video Sets

UNDER its trade-in promotion offer limited to the New York metropolitan area [B•T, Dec. 5], CBS-Columbia, radio and tv set manufacturing division of CBS Inc., reported last week that it had sold more than 357 color tv sets to New York dealers. Of these, 128 sets were sold to

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consumers within 10 days of the initial pre-Christmas offer.

The offer allowed color set customers a full rebate on the original cost of their black-and-white sets (up to $400) regardless of make on the purchase of the $895 CBS-Columbia set for a possible cash outlay of $495 plus installation charge.

Since the installation and service fall under direct CBS-Columbia supervision, a spokesman for the firm said the offer answered three major stumbling blocks to color set sales: price, disposal of black-and-white sets and service.

Admiral Shows '56 Line Featuring $895 Color Set

A NEW 21-inch color set listing for $895 and five 21-inch monochrome tv receivers equipped with automatic tuning were introduced by Admiral Corp. last week.

The color model contains a 28-tube chassis and provides a 260 sq.-in. picture, according to Joe Marty Jr., general manager of Admiral's electronics division. Included is a "color killer" that automatically blacks out unused color circuits during monochrome programs to suppress interference and maintain color intensity levels.

Automatic tuning on the black-and-white sets represents another use of Admiral's printed circuit techniques, according to George A. Bodem, vice president for electronics. Automatic tuning permits set to be turned on at normal listening volume and changes stations, with provision for optional remote control.

MANUFACTURING SHORTS

Bing Crosby Phonocards Inc., N. Y., has been established to manufacture and market paper phonograph records for industrial merchandising purposes. Edward A. Di Resta, formerly with ABC and Gotham Recording Co., is president. Mr. Crosby is stockholder in new company.

Channel Master Corp., Ellenville, N. Y., has placed on market new television antenna which it claims eliminates co-channel interference and 'venetian blind' reception found in areas within field of two transmitters broadcasting on same channels. Called K.O., antenna is aluminum, pre-assembled and sells from $16.67 to $57.64. Firm also reports addition of antenna installation accessories to its product line.

RCA Theatre & Sound Products Dept., Camden, N. J., has announced new hi-fiidelity am-fm tuner with electronic eye for pin-point radio tuning. Designed for plug-in use with other RCA components, model ST-4 has expanded frequency range of 10-15,000 cycles per second, and retails at suggested $214.25 price.

General Electric Co. reports it has shipped vhf 6-bay bat-wing antenna to KDKA-TV Pittsburgh, Pa. Same company has issued new edition of its booklet on interchangeability of power tubes used in broadcasting and industrial fields. New feature, according to GE, is listing of 282 tube types in alphabetical and numercial order. Booklet is available from tube distributors.

Mir-A-Call Corp., Chicago, reports approximately 35 tv stations have purchased its electronic, cordless cueing device since new models were introduced last June. Product is designed particularly for remotes, panels and participation programs and ad lib shows.

MANUFACTURING PEOPLE

S. W. Scott, Pacific district manager Graybar Electric Co., N. Y., and **E. R. Yonkers,** company's Eastern district assistant manager, elected to board of directors.

Niles P. Gowell, with Raytheon Mfg. Co., Waltham, Mass., since 1928, named chief engineer of receiving tube division. **John M. Palmer,** general manager of Landsdale Tube Co., subsidiary of Philco Corp., appointed manager of manufacturing for Raytheon's receiving tube division.

Wallace F. Baker, Westinghouse electronic tube division, appointed assistant general sales manager of division. He will headquarter at Elmira, N. Y.

Lester L. Libby rejoining Sierra Electronic Corp., San Carlos, Calif., as assistant chief engineer, position he held prior to November 1954 when he became president of Alto Scientific Co.

Nicholas De Falco, assistant general quality control manager, Allen B. DuMont Labs, promoted to quality control manager, succeeding **Richard F. Rollman,** resigned.

Robert G. Hutchins, Bendix Aviation Corp. and Federal Airways Communications System of CAA, to Standard Electronics Corp., Newark, N. J., as midwestern district sales manager.

Willard L. Hemsworth, midwestern regional sales manager, RCA-Estate Range Div., appointed CBS-Columbia mid-western regional manager for Minnesota, North Dakota, South Dakota, Iowa, Wisconsin, and Nebraska.

H. F. Penfold, former assistant sales director, Collins Radio Co., appointed general sales manager, Rust Industrial Co. (electronics), Manchester, N. H.

Walter A. Klinger, head of newly formed Cinequipment International Co., Hollywood, for foreign distribution of U. S. motion picture equipment, appointed for sales by J. G. McAlister Inc. (lighting, production equipment), Hollywood.

Eugene B. Shields, formerly manager of co-op advertising, Norge Sales Corp., Chicago, to Magnavox Co., Ft. Wayne, Ind., as assistant advertising manager.

Hans H. Nord, formerly with Allen B. DuMont Labs, to Foto-Video Labs. Inc. (electronics), Little Falls, N. J.

Anthony Dillon, with CBS-Columbia, Long Island City, N. Y., since 1950 in various sales-merchandising positions, promoted to newly created post of manager, market development for company, establishing new franchise dealerships and assisting dealers and distributors with marketing plans.

Myles M. Walker, Raytheon Mfg. Co., marketing research manager, appointed to newly created post of market development manager for Raytheon's commercial equipment division.

Gift Certificates

GIFT certificates redeemable for color tv receivers have been supplied dealers by Hoffman Electronics Corp. According to Paul E. Bryant, general sales manager of the company's radio division, the gift certificate was made necessary because the company is unable to meet the demand for the Hoffman sets. Increases in production are scheduled for January, Mr. Bryant said.

EDUCATIONAL TV STATION SOUGHT FOR N. Y. STATE

Sen. Thomas C. Desmond plans to introduce bill in legislature asking $725,000 for project.

PREPARATIONS were being made last week by New York State Sen. Thomas C. Desmond (R.) of Newburgh to introduce a bill in the state legislature in early January, asking for $725,000 to provide a single experimental television station which would be operated for three years by the State Education Dept.

A spokesman for Sen. Desmond told B•T that about $500,000 would be allocated for capital costs of the educational tv station and $75,000 each year for operating costs. He said that Sen. Desmond also is in favor of a recommendation made on Dec. 16 by the board of regents of the U. of the State of New York, requesting a $975,000 program for two educational stations in the state, but added that the senator will continue to press for his bill should the legislature vote down the regents' proposal.

Sen. Desmond's bill will leave the location of the proposed single station to the Education Dept. The senator sees in his proposal a try-out—for educational tv—without committing the state to a "multi-million-dollar network."

Under a recommendation outlined by the board of regents, $450,000 would be earmarked for a station to be operated by the Education Dept. in Albany; $350,000 for a station in New York City to be operated by the regents-chartered Metropolitan Educational Television Assn.; $100,000 for a study of the use of closed-circuit tv in one high school and one elementary school, and $75,000 for an educational tv unit in the State Education Dept.

Two years ago, a regents plan for the establishment of statewide network of 10 educational tv stations was defeated when the temporary State Commission on the Use of Television for Educational Purposes voted 10 to 5 against putting state funds into educational tv. This action was taken during former Gov. Thomas E. Dewey's administration. Gov. Averell Harriman reportedly has voiced general sentiment in favor of educational tv.

Mich. State Survey Shows Educational Tv Established

"THOUSANDS of Americans are using educational television courses to work toward college degrees" and the movement is now "out of the experimental stage," according to a national survey completed by Michigan State U.'s research department.

The study was undertaken by Dr. Irving Merrill, research director for WKAR-TV East Lansing (MSU tv outlet), in cooperation with the university's continuing education service and American Council on Education. Purpose of the survey was to compare enrollments in 22 credit telecourses offered by 18 institutions in the 1954-55 school year.

According to the study, enrollment was 4,016 —620 for credit and 3,396 for non-credit courses—and an estimated 372,000 additional viewers watched the telecourses. Average tv credit course had a combined enrollment of 41.89 enrollees per 100,000 tv homes (6.68 of that for credit). Whether the telecourse was carried over educational or commercial television facilities "appeared to have little if any effect" upon enrollment, the survey found.



MR. TOWER

A STATUS REPORT ON LABOR RELATIONS

AS RADIO and television broadcast techniques and operations become more complex, the interests of management and employes become more difficult to resolve. In view of the extensive technological changes in broadcasting and the fact that the problems, unlike the Petrillo dispute between networks and big stations, are of importance to medium and smaller stations, B•T asked Charles H. Tower, manager of the NARTB employer-employe relations dept., a series of questions covering developments in the past year. They follow, with his answers:

Q: What have been the major factors in broadcasting labor relations during the past year?

A: There have been many factors, both outside and inside the industry. Among the most important, within the industry, are the economic problems of radio, the development and growth of television, technological change, and the NLRB's new jurisdictional policy.

Q. Which of these do you regard as the most important?

A: Technological change has been the most dramatic—that is, it has precipitated the most crises.

Q: Specifically, what has been the effect of technological change on collective bargaining in radio?

A: The most dramatic technological innovation has been remote control operation of certain categories of transmitters. When remote control comes in, it means the displacement of transmitter technicians. Some of the larger stations can absorb the displaced technicians in other technical work. Other stations cannot. This is a tough situation, even without a union contract. No broadcaster likes to lay off people. The problem is much more difficult when there is a union contract because, understandably enough, a union cannot sit idly by and let even a few of its members be laid off.

Q: Have strikes arisen over this problem?

A: Yes, I am sorry to say there have been some strikes. The most famous technological change strike was the Yankee Network strike of a few years ago. The issue there was the handling of control board work by announcers, and the resulting layoff of technicians. The strike that has been going on in Birmingham is also a technological change strike. There have been others. However, we should not lose sight of the fact that, in many more cases than not, the issue has been peacefully resolved.

Q: What was the Birmingham strike about?

A: The strike involved stations WAPI and WABT (TV). The company proposed to operate its radio transmitter by remote control during the daytime hours when the transmitter was non-directional. Even though the company proposal was coupled with a guarantee that no presently employed technicians would be laid off, the union refused to go along with the idea on a reasonable basis. The strike began on July 1, 1955. It is still going on. Both stations are still on the air and business is reported to be good. Many of the strikers have been replaced. Thus, it is difficult to say at this point just what sort of a compromise settlement will eventually be worked out.

Q: Have we pretty much reached the end of technological change problems in broadcasting?

A: Unfortunately, from a labor relations point of view, we have not. In fact, the issue is likely to become more acute in radio broadcasting over the next two or three years. Substantial technological change in television is probably a little bit farther off, but it is bound to come.

Q: Is there any aspect of the technological change problem which can be legitimately and successfully handled by union-management effort?

A: In my judgment, there is a substantial area for cooperative effort. It has to do with the method of introduction of technological change and its effect on employes. In many cases, layoffs cannot be prevented. The company and the union should concern themselves with making the transition for laid-off employes as easy as possible. Perhaps it is worthwhile to point out in passing that, where the adoption of technological changes is hampered by union opposition, the employes who gain thereby temporary protection will not benefit in the long haul. Where a job is based on artificial restrictions, there is neither long-term security nor satisfaction for the individual performing it.

In considering technological change in broadcasting, two additional points should be kept in mind. First, technological change is the basis of the American economy as it has evolved over the years. The remarkable growth that we have experienced and the plenty which is around us everywhere is due in large measure to the ability and willingness of management to utilize new methods of operation. Secondly, in broadcasting, the crisis in technological change has fortunately come at a time when overall opportunities for employment, even for technicians, is expanding. Thus, the reduction in employment opportunities in some areas of the industry has been more than offset by increases in employment opportunities in other areas.

Q: What is the NARTB's position in regard to the introduction of technological change?

A: While I do not presume to be the association's spokesman on overall operational problems, I feel it is axiomatic that the association is for anything that will provide better and more efficient broadcasting service to the people of the United States. Our job is to do what we can to create an environment in which more efficient operation is possible. Each broadcaster has to make his own decision as to what changes, if any, will be made in his own operation. If he decides to make some changes, and there is a union problem involved, we shall do whatever we can by way of furnishing information which will help him resolve the matter. If we were to do anything less than this, our services would be of little or no value to station management.

Q: To what extent does the NARTB formulate labor relations policies for stations?

A: We do not, in any way, shape or form, set labor relations

policies for stations. Our job is to provide stations with information on specific and general practice. Station management has to set its own course. Information provided by us is, we hope, of some assistance in helping them reach the desired objective.

Q: Are there technological change problems in television?

A: Not so much right now. There will be an increasing number of them in the future. I would guess that they might become particularly acute in about five years.

Q: I suppose that technological change is a part of the broader matter of economics in radio and television?

A: There is no question about that. In radio today, technological change is the No. 1 means of more efficient and lower cost operation. Alert management in radio, or in any other competitive industry for that matter, has to be ready to take advantage of these new developments. Employers that fail to do so will be left by the wayside.

ECONOMY AND LABOR RELATIONS

Q: What about the basic economics of television and their effect on labor relations?

A: The growth of television has been headlong, almost explosive. In such a situation, unions generally scramble to stake out jurisdictional claims. The result: many jurisdictional disputes.

For example, a big battle took place when memory aid devices were introduced. A similar battle took place over the operation of rear screen projectors. These and other pieces of equipment don't readily adjust to the traditional concept that the technician unions have jurisdiction of everything behind the cameras and the stage hand union has jurisdiction before the cameras.

The biggest battle of all is slowly taking shape. It involves the adaptation to video tape. In the past, one set of jurisdictional patterns has applied to live television, while another has applied to film television. The latter is basically set up according to Hollywood motion picture formulas. Video tape will, in some cases, result in an operational marriage between live tv and film tv—that is, a show may be produced live and yet a tape may be taken of it at the same time. If this becomes a desirable method from management's point of view, it doesn't take too much imagination to see that the union problems are going to be substantial. Performers on live television are now represented by AFTRA. Performers on film are covered by Screen Actors Guild contracts. Camera work in live television is IBEW or NABET jurisdiction. Cameras for film television are operated by IATSE crews. What the adjustment will be to accommodate the simultaneous live and tape production which will be made possible by video tape, no one can as yet tell.

Q: Have these jurisdictional disputes been costly?

A: There have been some stoppages, particularly at the network level, where the jurisdictional problem is most acute. However, the intelligent handling by network officials has managed to keep the disruption at a minimum.

Q: Wasn't the recent ABC case a jurisdictional problem?

A: Yes it was, and it was a tough one. Here AFTRA and the musicians' union [AFM] were arguing over the representation of musicians who ad lib on tv shows. AFTRA claimed jurisdiction over their non-musical performance. The AFM took the position that they were basically musicians and thus did not have to belong to any other union.

The issue was presented to the NLRB. Unfortunately, by using a procedural technicality, the NLRB ducked the issue. Thus, the dispute is still unsettled. Where it goes from here, I don't know. It is interesting to note that, particularly in television, jurisdictional disputes are a direct result of headlong economic growth. The unions involved want to make sure that no one encroaches on their domain, and some of them occasionally are not averse to inching over onto someone else's ground. However, most of the disputes are undoubtedly good faith, though not always well reasoned, disagreements as to where a given function belongs.

Q: Have jurisdictional disputes been the most important derivative of the rapid growth of television?

A. They have received the most publicity. In the long haul, a more important result will be the fact that medium sized and smaller stations have been forced to accept union operational patterns which are not always consistent with the best method of operation. At these stations, normally a technician union is the only one involved. For the most part, IATSE, which represents production employes at the networks, has not shown much interest in the smaller markets.

An example is found in the handling of the simple studio technical jobs which, at the unorganized stations, are performed by production department employes rather than by technicians. This seems to be a more logical method of operation, both in terms of function and in terms of cost. Yet most union contracts do not permit it. This collision between efficient operation and inherited patterns is likely to become a source of considerable friction as station competition becomes more acute.

Q: Another factor you mentioned to be important in industry and labor relations is the NLRB's new jurisdictional policy. Just what is that policy?

A: Within the past year, the NLRB has stated that it will no longer take jurisdiction over a radio or television station whose dollar value of business is less than $200,000 a year. This means that a substantial majority of radio stations are no longer subject to Taft-Hartley. The policy does not affect most television stations.

For a station out from under Taft-Hartley, the labor laws of its state apply. Most states do not have labor relations acts comparable to Taft-Hartley. This means an absence of election machinery and also an absence of statutory restrictions on union and management labor relations activities.

Q: How did this policy come about?

A: In some circles it is apparently felt that I was one of the chief architects of this NLRB jurisdictional rule. I am flattered to have it thought that I have so much influence in setting important national policy. The fact is, of course, that I do not, nor does anyone else with whom I am acquainted. The board's jurisdictional policy in broadcasting is part of an overall jurisdictional plan whereby the board, under the present administration, is seeking to divest itself of control of those segments of the economy which have relatively little impact on interstate commerce.

Q: How do broadcasters like the board's jurisdictional policy?

A: In theory, some like it and some don't, depending usually upon applicable state law and on attitudes toward unions. As a practical matter, I do not think the policy has significantly altered labor relations in the industry.

1955: RELATIVELY PEACEFUL

Q: Would you call the past year in broadcasting a relatively peaceful year from a labor relations point of view?

A: In my judgment, that is a fair characterization. Considering the tremendous problem of adjustment to technological change, the number of strikes has been small indeed. I hope, and I think, it indicates a mature approach on both the part of broadcasting management and the unions in our industry to the underlying problems of collective bargaining.

Q: What is the labor relations outlook in broadcasting for 1956?

A: It is hard to predict the future, whether it be labor relations or the stock market. Generally speaking, the pattern of next year should be much the same as this year. The basic factors—the motivating forces—are the same. Again, technological change will be important and so will the economic environment of radio and television. How many strikes? Nobody knows. I certainly don't. I hope and think that recent experience will help both sides work out peaceful solutions to the problems as they arise.

—PROGRAMS & PROMOTIONS—

PERMITTEE GIVES TV PREVIEW

SPARTANBURG, S. C., doesn't officially have a tv station yet, but several hundred townsfolk saw a local telecast of Spartanburg's Christmas parade. WSPA-TV Spartanburg, permittee not yet on the air, televised the parade on closed circuit and showed the picture on monitor sets in the windows and auditorium of the WSPA radio building. Also in the Christmas promotion spirit, WSPA-TV's sister station, WSPA, has sent its friends red Christmas tree baubles with painted greeting and station call letters.

WRBL 'OPERATION CHRISTMAS'

COLUMBUS, Ga., heard all the drama of the pre-holiday rush in a special nine-hour Saturday program which WRBL Columbus called *Operation Christmas.* Backed up by music from the studio, WRBL's mobile "bug" cruised the downtown area spotting shopping developments, lost children, police announcements, and street interviews for the story of Christmas in Columbus.

CLAIMS BENEFIT 'FIRST'

WITH ITS "TELYMPATHON" held last month WIBW-TV Topeka, Kan., claims to be the first television station to stage a local tv benefit production to raise Olympic funds. WIBW-TV and Junior Chambers of Commerce of eight surrounding towns raised more than $8,000 to send American athletes to Melbourne, Australia, for the 1956 Olympics.

WWCA DISPLAYS IN 100 STORES

MERCHANDISING department of WWCA Gary, Ind., has made arrangements for product displays in over 100 grocery stores in the Calumet area as a tie-in with its new *House-Party* audience participation program. The show is designed as an advertising vehicle for food products and has enlisted participation of over 200 church groups and civic and fraternal organizations. Jerry Healey, WWCA radio personality, emcees with Bruce Barton as organist.

KCBQ BUYS TELEVISION TIME

KCBQ San Diego, Calif., took advantage of a special event on competitive television station KFMB-TV San Diego, to promote its new 24-hour music and personality format. The KFMB-TV El Cajon *Mother Goose Parade* telecast last month included an hour sponsored by KCBQ and used to introduce KCBQ's disc jockey team and new programming. Wrather-Alvarez Broadcasting, licensee of KFMB-TV, also operates KFMB radio in San Diego. KCBQ says this is the first time in its area that a competitive radio station has sponsored a program on tv.

POLK BROS. PROMOTES COLOR

POLK BROS. department store in Chicago has sent out an ad mailing enclosing Vogue color cigarettes to introduce the firm's offer of color tv sets. Suggesting color sets for office, home and gifts, Polk Bros. offers to prepay freight, install and service sets.

LAUGHTON ON CHRISTMAS EVE

CHARLES LAUGHTON presentation of readings from scriptures and classics was presented by NBC-TV as Christmas Eve feature (11 p.m.-midnight EST). The star's dramatic readings were first seen on NBC-TV on Christmas Eve in 1951.

FOR THE RECORD

Station Authorizations, Applications

(As Compiled by B • T)

December 15 through December 20

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

Cp—construction permit. DA—directional antenna. ERP—effective radiated power. vhf—very high frequency, uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts, mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorizations. SSA—special service authorization. STA—special temporary authorization.

Am and Fm Summary Through Dec. 20

	On Air	Licensed	Cps	Appls. Pending	In Hearing
Am	2,808	2,795	214	304	265
Fm	536	527	51	19	3

FCC Commercial Station Authorizations

As of November 30, 1955 *

	Am	Fm	Tv
Licensed (all on air)	2,791	520	145
Cps on air	17	16	332
Cps not on air	115	20	109
Total on air	2,808	536	477
Total authorized	2,923	556	586
Applications in hearing	164	3	164
New station requests	217	4	28
New station bids in hearing	103	0	111
Facilities change requests	140	5	41
Total applications pending	750	80	289
Licenses deleted in Nov.	1	4	0
Cps deleted in Nov.	1	0	3

* Based on official FCC monthly reports. These are not always exactly current since the FCC must await formal notifications of stations going on the air, ceasing operations, surrendering licenses or grants, etc. These figures do not include noncommercial, educational fm and tv stations. For current status of am and fm stations see "Am and Fm Summary," above, and for tv stations see "Tv Summary," next column.

Tv Summary Through Dec. 20

Total Operating Stations in U. S.:

	Vhf	Uhf	Total
Commercial on air	335	100	435
Noncom. Educ. on air	13	4	17

Grants Since July 11, 1952:

(When FCC began processing applications after tv freeze)

	Vhf	Uhf	Total
Commercial	297	315	612[1]
Noncom. Educational	19	17	36[2]

Applications Filed Since April 14, 1952:

(When FCC ended Sept. 28, 1948-April 14, 1952 freeze on tv processing)

	New	Amend.	Vhf	Uhf	Total
Commercial	964	337	759	542	1,301[3]
Noncom. Educ.	59		32	27	59[4]
Total	1,023	337	791	569	1,360[5]

[1] 156 Cps (32 vhf, 124 uhf) have been deleted.
[2] One educational uhf has been deleted.
[3] One applicant did not specify channel.
[4] Includes 34 already granted.
[5] Includes 642 already granted.

FCC ANNOUNCEMENTS

New Tv Stations . . .

APPLICATION

Sacramento, Calif.—Capitol Radio Enterprises, uhf ch. 46 (662-668 mc); ERP 19.06 kw vis., 10.33 kw aur.; ant. height above average terrain 279 ft., above ground 338 ft. Estimated construction cost $105,015.65, first year operating cost $180,000 revenue $200,000. Post office address Hotel Senator, Sacramento. Studio and trans. location Sacramento. Geographic coordinates 38° 36' 00" N. Lat., 121° 27' 23" W. Long. Trans. and ant. RCA. Legal counsel John P. Hearne, San Francisco. Consulting engineer A. E. Towne Assoc. Inc., San Francisco. Principals are equal partners **Irving J. Schwartz, William S. George,** and **John Matranga,** who jointly own **KGMS-AM-FM Sacramento.** Filed Dec. 16.

APPLICATION AMENDED

Montrose, Colo.—Western Slope Bcstg. Co. application for new tv station amended to submit new sections and change coordinates of trans. location (no change in description), and make ant. and minor equipment changes. Ant. height above average terrain 73 ft. Filed Dec. 20.

Existing Tv Stations . . .

ACTIONS BY FCC

Unacceptable Applications—Following applications requesting increased power, ant. height pursuant to report and order adopted July 20, 1955, and vacated Nov. 30, 1955, returned to applicants by letters of Dec. 13, 1955, as being unacceptable under sec. 3.614 (b) (excessive ERP) and 1.361 (c) (not in accordance with FCC rules): **WABC-TV New York; WATV (TV) Newark, N. J.; WEWS (TV) Cleveland, Ohio; WJAC-TV Johnstown, Pa.; WJAR-TV Providence, R. I.; WNBF-**

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TV Binghamton, N. Y.; WSAZ-TV Huntington, W. Va.; WTTV (TV) Bloomington, Ind.; WWJ-TV Detroit, Mich.

WALA-TV Mobile, Ala.—Granted ERP of 316 kw vis., 191 kw aur. with ant. 690 ft. above average terrain. Action of Dec. 16.

APPLICATION

WFBG-TV Altoona, Pa.—Seeks cp to change studio location to trans. location and request waiver of sec. 3.613 of FCC rules. Filed Dec. 20.

PETITION

WSIL-TV Harrisburg, Ill.—Petitions FCC to amend sec. 3.606 so as to replace ch. 22 at Harrisburg with ch. 13 and delete ch. 13 from Bowling Green, Ky. Also FCC issues order directing Turner-Farrar Assn. (WSIL-TV licensee) to show cause why its authorization for ch. 22 in Harrisburg should not be mod. to specify operation on ch. 13. Announced Dec. 16.

CALL LETTERS ASSIGNED

WKNO-TV Memphis, Tenn.—Memphis Community Television Foundation, ch. 10.

KBIS-TV Corpus Christi, Tex.—Gulf Coast Bcstg. Co., ch. 6.

WRVA-TV Richmond, Va.—Richmond Television Corp., ch. 12.

New Am Stations . . .

APPLICATIONS

Camden, Ark.—Southern Bcstg. Co., 1370 kc, 1 kw D. Post office address % Randolph Hotel, El Dorado, Ark. Station has already been constructed under prior authorization (Mr. James owned **KPLN Camden** whose license was cancelled by FCC) so no cost-revenue figures were included in instant application. Prior filing of this application was returned because of then pending ownership change applications for Camden stations; previous application was returned without prejudice. Sole owner is **D. R. James Jr.,** 3% owner of **KELD El Dorado, Ark.** Filed Dec. 16.

Eureka, Calif.—Independent Broadcasters, 790 kc, 5 kw limited. Post office address P. O. Box 1109, Medford, Ore. Estimated construction cost $28,588.17, first year operating cost $48,000, revenue $60,000. Principals in applicant own **KBOY Medford, Ore.,** and **KLAD Klamath Falls, Ore.** Filed Dec. 20.

Marysville, Kan.—Marshall Trans. Inc., 1570 kc, 250 w D. Post office address 803½ Broadway, Marysville. Estimated construction cost $13,026.30, first year operating cost $38.700, revenue $55,000. Principals include: Pres. **Andrew J. E. Grauer** (43.6%), announcer-salesman of **KWBE Beatrice, Neb.;** Vice Pres. **Walter Herman Schwarz** (3.1%), ceramics business owner; Secy.-Treas. **Janice Velva Grauer** (6.2%), former radio employe, and **Bryon Everett Guise** (15.6%), owner of weekly *Marysville Advocate*. Filed Dec. 16.

Falls City, Neb.—Craig Siegfried, 1230 kc, 100 w unl. Post office address 310 N. Osage Ave., Independence, Mo. Estimated construction cost $15,863.82, first year operating cost $26,000, revenue $36,000. Mr. Siegfried owns **KIMO Independence.** Filed Dec. 20.

APPLICATIONS AMENDED

Algona, Iowa—Kossuth County Bcstg. Co. application for cp to operate on 970 kc, 500 w D amended to change to 1600 kc, 5 kw, make changes in DA system, officers, directors, stockholders and studio location. Amended Dec. 16.

Austin, Tex.—Austin Radio Co. application for cp to operate on 970 kc, 500 w D amended to change power to 1 kw, make DA and equipment changes. Amended Dec. 16.

Existing Am Stations . . .

ACTION BY FCC

WICE Providence, R. I.—Application for cp to change ant.-trans.-studio locations, increase power from 500 w to 1 kw, change hours of operation from D to unl., and make equipment changes dismissed at request of attorney. Announced Dec. 16.

APPLICATIONS

WTAY Robinson, Ill.—Seeks mod. of cp to make changes in ground system. Filed Dec. 16.

WBLY Springfield, Ohio—Seeks cp to change ant.-trans. location and make changes in ant. and remote control operation. Filed Dec. 16.

KSLM Salem, Ore.—Seeks cp to increase D power from 1 kw to 5 kw and make equipment changes. Filed Dec. 20.

WGSA Ephrata, Pa.—Seeks cp to increase power from 500 w D to 1 kw D. Filed Dec. 16.

WKMO Roaring Spring, Pa.—Seeks cp to increase power from 500 w D to 1 kw. Filed Dec. 20.

WYCL York, S. C.—Seeks mod. of cp to change ant.-trans. and studio locaton to on U. S. Hwy. 321 by-pass. Filed Dec. 16.

WBFY Charlottesville, Va.—Seeks mod. of cp to increase power from 250 w to 1 kw, change ant.-trans. location and make equipment changes. Filed Dec. 16.

KTIX Seattle, Wash.—Seeks mod. of cp to change ant.-trans.-studio locations, change remote control point and make equipment changes. Filed Dec. 16.

APPLICATION AMENDED

KSBW Salinas, Calif.—Application for cp to increase power from 1 kw unl., to 5 kw unl., make ant. system changes, change trans.-studio locations and make equipment changes, amended to make changes in DA-N. Amended Dec. 16.

CALL LETTERS ASSIGNED

KPOK Scottsdale, Ariz.—Scottsdale Bcstg. Co. 1440 kc, 1 kw D.

KGEE Bakersfield, Calif.—Kern County Broadcasters Inc., 1230 kc, 250 w unl. Changed from KERO.

KWIP Merced, Calif.—Joseph E. Gamble, 1580 kc, 500 w D.

KFEL Pueblo, Colo.—Frank Donald Hall, 970 kc, 1 kw D.

WADS Ansonia, Conn.—Valley Bcstg. Co., 690 kc, 500 w D.

WSNT Sandersville, Ga.—Washington Bcstg. Co., 1490 kc, 250 w unl.

WCAT Orange, Mass.—James W. Miller, 1390 kc, 1 kw D.

KCUE St. Paul, Minn.—South St. Paul Bcstg. Co., 1590 kc, 5 kw D. Changed from WCOW.

KGAC St. Peter, Minn.—Gustavus Adolphus College, 1310 kc, 1 kw D.

WDDT Greenville, Miss.—Delta-Democrat Pub. Co., 900 kc, 1 kw D.

KBUS Mexia, Tex.—Bi-Stone Bcstg. Co., 1590 kc, 500 w D.

New Fm Stations . . .

ACTION BY FCC

Cheney, Wash.—Eastern Washington College of Education application for non-commercial educational fm station returned. Application not in proper order. Action of Dec. 15.

Existing Fm Stations . . .

ACTIONS BY FCC

KBMS (FM) Glendale, Calif.—Granted ERP of 18 kw, ant. 770 ft. above average terrain and make equipment changes. Action of Dec. 16.

WAKE-FM Atlanta, Ga.—Station had requested deletion and then reversed decision. FCC will continue station on air. Action Dec. 20.

KSRI-FM Pocatello, Idaho—Station cancelled and call letters deleted at request of licensee. Action of Dec. 16.

WDSU-FM New Orleans, La.—Granted ERP of 2.95 kw and permission to make specified equipment changes. Action of Dec. 16.

WCRB-FM Waltham, Mass.—Granted ERP of 9.2 kw, ant. 180 ft. above average terrain and make equipment changes. Action of Dec. 16.

WDRS Syracuse, N. Y.—Granted ERP of 35 kw. Action of Dec. 20.

WFBC-FM Greenville, S. C.—Granted ERP of 10.5 kw with ant. 1,110 ft. above average terrain. Granted. Dec. 14.

APPLICATION

WHFB-FM Benton Harbor, Mich.—Seeks mod. of license to change location to Benton Harbor-St. Joseph, Mich. Filed Dec. 20.

CALL LETTERS ASSIGNED

WFMR (FM) Glendale, Wis.—High Fidelity Bcstg. Corp., 96.5 mc, 11 kw.

Tv Propagation

ON NOV. 15 the Technical Research Div., Office of the Chief Engineer, revised its report entitled "Present Knowledge of Propagation in the Vhf and Uhf Tv Bands." Copies of the revised edition may be obtained from the FCC Technical Research Div., Room 7358, New Post Office Bldg., Washington 25, D. C.

Ownership Changes . . .

ACTIONS BY FCC

KSTT Davenport, Iowa—Granted assignment of license to **Quint Cities Bcstg. Co.,** parent company. Corporate change only; no change in control. Granted Dec. 15.

WPTX Lexington Park, Md.—Granted acquisition of control by **William J. Thomas** for $9,228. Mr. Thomas is buying out his partners. Granted Dec. 19.

KIHR Hood River, Ore.—Granted assignment of license to **Oregon-Washington Broadcasters Inc.** Change is in corporation; no change in control. Granted Dec. 20.

KXL Portland, Ore.—Granted assignment of license to **Mount Rainier Radio & Television Bcstg. Corp.** Corporate change only; no change in control. Granted Dec. 19.

APPLICATIONS

WKLZ Kalamazoo, Mich.—Seeks assignment of cp to Circle Corp. Change is corporate only; no change in control. Filed Dec. 20.

KGW Portland, Ore.—Seeks assignment of license to North Pacific Television Inc. King Bcstg. Co., presently 40% owner of station licensee, is to acquire additional 20% of $175,000. Licensee corporation will then be dissolved and merged with North Pacific. King Bcstg. is licensee of **KING-AM-FM-TV Seattle, Wash.** North Pacific is permittee of **KTLV-TV Portland** (not on air) for which large equipment expenditures are contemplated. Filed Dec. 16.

Hearing Cases . . .

INITIAL DECISION

WPWR Laurel, Miss.—Hearing Examiner Basil P. Cooper issued initial decision looking toward (1) setting aside Commission memorandum opinion and order of Jan. 26 insofar as it postponed effective date of Nov. 24, 1954, grant of application of WPWR Laurel to operate on 1430 kc, 1 kw, D, pending hearing; (2) setting aside June 25 order, as amended, insofar as it placed burden of proof on WPWR to meet issues 4 and 5, and (3) reinstating and affirming Nov. 24 grant. Action of Dec. 19.

OTHER ACTIONS

San Bernardino, Calif.—By order, denied request by Orange Belt Telecasters, San Bernardino, for general extension of 30 days within which to file comments to notice of proposed rulemaking in overall tv proceeding. Order points out that any party has right to petition for acceptance of late filing, and such requests will be considered on basis of individual pleadings accompanied by comments that are filed late. Action Dec. 15.

KGEO-TV Enid, Okla.—Commission announced separate orders of Dec. 14 in proceeding involving application to move trans. of KGEO-TV (ch. 5) 31 miles from Enid and increase ant. height to 1,356 ft. These actions (1) denied motion by Republic Television & Radio Co., permittee of KTVQ (TV) Oklahoma City, to set aside initial decision of Aug. 3 looking to grant of KGEO-TV application, and (2) denied Republic petition to reopen record and enlarge issues. Announced Dec. 15.

KGEO-TV Enid, Okla.—Commission ordered that prior to oral argument on initial decision of Aug. 3 which looked toward grant of application by KGEO-TV Enid to move trans. 31 miles from Enid and increase ant. height to 1,356 ft., parties will each be allowed 10 minutes in which to address themselves to motion to reopen record and request for other relief filed by Dept. of Defense. Announced Dec. 16.

National Community Television Assn. Inc.—Commission granted petition by National Community Television Assn. Inc. insofar as it requests acceptance of its brief as *amicus curiae* brief in proceeding involving cease and desist orders to be directed to C. J. Community Services Inc., Bridgeport, Wash.; R. E. Darwood, *et al.*, Quincy, Wash., and H. J. Miller, Nespelem, Wash. Denied petition in all other respects. Announced Dec. 16.

Routine Roundup . . .

December 16 Decisions

ACTIONS ON MOTIONS

Mechanical Reproduction—On petition by NBC, filed Dec. 13, Commission on Dec. 15 extended time for filing comments to Jan. 20, 1956, and for filing replies to such comments to 10 days thereafter in matter of amendment of sec. 3.188, 3.288, 3.588 and 3.653 of Commission's rules and regu-

(Continues on page 77)

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RADIO

Help Wanted

Managerial

Sales manager. Nationwide expanding company, in need of outstanding producer. Guaranteed draw and commission. Earning $12,000.00 plus. Please write fully. Box 818E, B•T.

Outstanding opportunity for proven selling manager at top independent in North Carolina. No learners. If you have record, we have the job with good compensation. Box 820E, B•T.

Salesmen

Salesman. Thoroughly experienced salesman for midwestern 5000 watt independent. Position available immediately. Box 799E, B•T.

Real opportunity—a leading midwestern ABC affilated farm station offers excellent opportunity for above-average earnings to two salesmen with radio experience who can show us they know how to sell retail accounts in a highly prosperous rural market. We want men who like to meet and talk to people and to sell them. We give supervision, but like men who are self-starters. Livewires can earn in five figures per year if they want to. If they don't want to, they won't last with us more than a month or so. In other words, we want men we will have to pay good money, on a 15% commission, against liberal draw. If you are our kind of a salesman, rush your application to Box 814E, B•T.

Salesman: Immediate opening. Experienced man or ambitious young man interested in sales. Present sales manager leaving for same job, larger market. This is two city market with 55,000 population, large rural and industrial territory. Chance for advancement, satisfactory salary-commission payment arrangement. Box 827E, B•T.

Thoroughly experienced salesman for new 1kw daytime independent in strong 350,000 market. Best opportunity in the field for hard working, well experienced salesman, who can turn top rating into cash dollar sales. You must have well rounded experience and current or recent proved sales record with popular music-news and sports station. Right man starts to work tomorrow. Wire Mr. Scott, Collect, KUSN, St. Joseph, Missouri. Position pay guarantee draw against usual commission, plus expenses. Mileage paid for personal interviews to outstanding candidates. Move fast, we do.

Immediate opening for aggressive salesman. Salary and incentive. Must be experienced in major market operation. Write directly to Gus Nathan, Commercial Manager, WKNB, 1422 New Britain Avenue, West Hartford, Conn.

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RADIO

Help Wanted—(Cont'd)

Salesmen

Salesman, excellent opportunity for sober experienced salesman. Guarantee plus good list of active accounts. Opening created because of illness. Also need experienced copywriter capable of assuming complete responsibility of continuity department. Salary open. Contact Charles Palmquist, Radio Station WKTL, Kendallville, Indiana.

Announcers

Experienced announcer-chief engineer. Virginia daytimer. 50-hour week, $80.00. Send tape, photo, resume. Box 595E, B•T.

Announcer: Pennsylvania station needs man with control board experience and potential for developing into air-personality. Good voice. Box 711E, B•T.

DJ with air personality—must have bright, friendly style—be able to sell and to read newscasts intelligently—no jive boys! Mature DJ who will give us a good show and top ratings in Michigan second market, Flint. Send tape, resume—if you're the man, we will discuss salary. Box 741E, B•T.

Start the New Year with a new job. KW Pa. ind. Needs afternoon P.D. Announcer-disc jockey and announcer, newsman to gather and assist news editor, Experience only. Send tape and qualifications to Box 791E, B•T.

We're 250w indie; sound better than some 5 kws. Need experienced announcer. Must know and enjoy all phases music. Prefer some knowledge classical music. Strong on news; good mature casual delivery that sells. Send tape, resume, KBGF Great Falls, Montana.

Engineer-announcer. Combination position open. Contact Radio Station KCOW, Alliance, Nebraska.

Excellent salary for fully experienced announcer. Personal interview required. Write KSWI, Council Bluffs, Iowa, for appointment.

Staff announcer. Music, news, ad-lib and board ability. Send tape, resume to WBCK, Battle Creek, Michigan.

Announcer with first class ticket strong on news. Need versatile man for news interview work and production job on spots. Send resume George Patton, WBML, Macon, Georgia.

Good future with Boston area's fastest growing station. First phone, ability to handle foreign names. Tape, photo, details to WCRB, Boston 54, Mass.

Wanted: Personality disc jockey announcer for news and music station. Send tape and full information to WDVH, P. O. Box 289, Gainesville, Florida.

Morning news announcer with background in writing and delivery local news. 40 hour week. Send full details including salary requirements to William Winn, PD, WESB, Bradford, Pennsylvania.

Combo announcer-engineer with emphasis on announcing. Immediate opening. Forward tape and full particulars to V. G. Balkcum, WGBR, Goldsboro, N. C.

Wanted—top-flight announcer with first class ticket. No floaters desired. Preferably several years experience. Good pay. Excellent future to right man. Mail tape and information to Alvin Mullenax, PD., Station WSAV, Harrisonburg, Va.

Announcer with first class license—send history—tape—references. Box 1353, Orlando, Florida.

RADIO

Help Wanted—(Cont'd)

Technical

Chief engineer with announcing ability must be capable of taking over complete maintenance and technical operation of 250 watt network station. This is an old station in a small, lively, southeastern city. Please give experience and references with first letter, and be prepared to send tape on request. Box 812E, B•T.

Qualified chief engineer for 250w midwest network affiliate, minor announcing. Full charge of department. $90 weekly to start. Write Box 816E, B•T.

1st class engineer for chief engineer's duties. Chicago area. Starting salary $95 per week. Box 826E, B•T.

Wanted for growing 5 kw fulltime: a capable engineer who knows both theory and practice, who is good with his hands as well as his head. We are looking for a good man who likes creative construction and thorough maintenance, with a minimum of supervision. No announcing. Experience desirable but not essential. If you don't fit these specifications, please don't apply. If you do, please let us hear from you soon. WCOJ, Coatesville, Pa.

Combination engineer-announcer. Permanent position, good pay to qualified person. Opening available January 1. WMFC, Monroeville, Alabama.

Fully experienced chief engineer to take charge am-fm operation. Must have know-how to meet all technical problems. Present chief retiring because of health. Excellent opportunity for man who wants stable hours, good working conditions, salary, and executive responsibility. Send details to WMIX, Mt. Vernon, Ill.

Programming-Production, Others

Newsman. Experienced in handling all functions of a radio news department with emphasis on local news. Must be able to handle major newscasts on the air. Experience in operation of a mobile unit helpful. Position immediately available on 5000 watt, midwestern independent. Box 800E, B•T.

Southwest station, number one in market needs a program director at $425 a month, a local newsman at $325 a month, two announcers with first phones at $350. If interested write immediately. Box 802E, B•T.

Program or production manager with experience and ability. Box 810E, B•T.

Competent continuity-traffic girl, also girl bookkeeper for leading North Carolina independent. Box 819E, B•T.

News director, fulltime: Immediate opening. Must be available for interview. Call, write KAYL, Storm Lake, Iowa. Independent, am-fm.

Newsman: Experienced in all phases to take over news director's post. Good air voice. Must have nose for news and be able to rewrite. $75.00 base, plus considerable other income. WCOJ, Coatesville, Pa.

Charles W. Levene—Charles W. Asburn, please write James H. Rees, Union National Bank, Fayetteville, Tennessee, giving your current address.

Situations Wanted

Managerial

Manager-chief engineer available January. Prefer new enterprise in Florida. Consider other location or conditions. Top references, character and technical. Box 740E, B•T.

Commercial manager metropolitan station wants position as manager of local station in midwest. Excellent sales record and experience in every phase of station operation. Write Box 798E, B•T.

Salesman-manager — now commercial manager competitive metropolitan market personally producing 80% of gross. Interested in southeastern coastal location where can sell and manage. Box 801E, B•T.

General manager—Ten years radio—large, medium, small market experience all phases. Presently sales manager medium market. Desire permanent management medium or large market—31—family. Box 823E, B•T.

Manager—Will give you a paying top listenership am operation. Permanent—young—married, children. Can handle people. Box 824E, B•T.

Station manager—available February. Top salesman, program, personnel man. Box 825E, B•T.

Outstanding manager, 15 years experience. Tops in sales, network announcer, news and programming. Present station being sold. Available immediately. Wire or phone Radio Manager, Room 107, Vendome Hotel, Leadville, Colorado.

RADIO

Situations Wanted

Salesmen

Salesman, DJ, engineer, continuity, programming, production, 6 years. College. Employed. Box 565E, B•T.

Ohio. Salesman, high calibre announcer, good voice. Experienced. Emphasis on sales. First class license. Box 809E, B•T.

Announcers

Experienced announcer. Desires permanent position in Florida. Excellent background. Available now. Tape. Box 731E, B•T.

Alabama, Florida, Georgia . . . warm. "That's what I like about the south." DJ, sports, versatile, experienced, reliable, "I wish I were in Dixie." Box 754E, B•T.

Announcer, two years radio, news-commercials-DJ. Presently with 50 kilowatt station. Desire position with friendly radio or tv organization at a progressive location. Capable confident, sincere. Box 790E, B•T.

Negro deejay. Swing 'em till dawn. Nite watch. New York, Jersey, Pa. Experienced boardman. Box 794E, B•T.

Experienced announcer. Top DJ, western or popular. Five years with same employer. First ticket. Box 796E, B•T.

Education, experience, talent. Radio and tv. 10 years large market. Announcing, singing, writing, acting. Presently tv continuity director. Stable, family man. Seeking opportunity. A lot to offer to the right operation. Box 803E, B•T.

Staff announcer, married, recent broadcasting school graduate. Versed all phases. Will travel. Tape, resume. Box 804E, B•T.

Salesman-announcer. Staff play-by-play. Sports director. 6 years overall experience. 2 years sales. All offers considered. Box 808E, B•T.

5 years experience. Announcer desires position in larger market. Box 811E, B•T.

Hi! Do you need an experienced stage, radio, and tv actor, who's been working for the past 18 months as a low-pressure, humorous, combo DJ? Ideal for morning or late night shows. Box 815E, B•T.

Age 32 . . . seven years radio experience in west . . . versed all phases except sports . . . single, dependable, first phone, available January. Box 821E, B•T.

Versatile DJ, sports, reliable vet, 3 years experience. Married. Pete Franklin, 73 Propp Avenue, Franklin Square, L.I., N.Y. Floral Park 2-6286.

Sports director—five years radio—play-by-play major sports. Also program director three years. Age 29, married, preference midwest—personal interview or tape—available January 1st. Tom Lawrence, 6267 Washington Boulevard, Indianapolis, Indiana. Phone GLendale 5651.

Technical

Chief engineer-announcer—experienced 250 to 50 kw, degree, car, tv training. Box 746E, B•T.

Engineer, first phone, 2½ years experience, available mid-January, has announced some, prefer midwest. Box 792E, B•T.

25 years as transmitter operator Nebraska and Ohio. Desire chief non-remote control station midwest or medium south. Paul C. Rohwer, WMOH, Hamilton, Ohio.

Need chief? Family man with 15 years experience. Can announce. 250w to 50kw. Apt. 18 Patrick Apts., Ephrata, Washington. Am and fm.

Programming-Production, Others

Continuity chief with exceptional background and references looking for opening with challenge and future. Radio, tv or ad agency. Resume and sample copy available immediately. Box 817E, B•T.

Singer—excellent tenor, experienced, young man 32, university graduate, repertoire includes all popular, semi-classical and operatic music. Fine speaking voice, capable of announcing, could arrange disc jockey, talent and pop shows. Considerable sales experience. Seeks position at radio or tv station. Disc, resume and photo sent on request. Box 822E, B•T.

TELEVISION

Help Wanted

Managerial

Television-radio station manager wanted. Must be experienced in executive responsibility and personnel management primarily. Unusual opportunity for secure and lucrative future in one of North Carolina's most progessive cities. Include full details and photograph. Reply to Box 807E, B•T.

Salesmen

Television sales. Aggressive, dependable salesman with or without television experience. This retail sales opening is an opportunity to work and advance in experience and income. You will make money if you work and make calls. Top network adjacencies to sell, excellent production facilities and a retail market which is rated high in Sales Management. Aggressive dependability, not flash, needed by southeastern station. Full details with photo needed, quick decision possible. Box 805E, B•T.

Regional sales. Opportunity is here, but you must come with us and earn your advancement. If you believe that there are never any good opportunities advertised because they're already filled, you have too much inertia for us. Rich area market, basic major network tv station in growing southeast. Regional sales and building contacts with national advertisers field officials, latter a must. Travel as needed. Incentive plan. Open now, reply accordingly include particulars and photo. Box 806E, B•T.

Tv salesman wanted by NBC channel 3 station going on air next month. Excellent opportunity for man interested in fastest growing market southeast. Send complete information including background, experience, photo first letter to Tom Belcher, WSAV-TV, Savannah, Georgia.

Announcers

Expanding midwestern television network needs announcers. Prefer camera experience but will consider experienced booth man if capable of learning news and sports. Submit complete resume, photo, and tape. Box 828E, B•T.

Announcer seeking spot with established radio-television station. Salary plus talent opportunities. Hospitalization and free life insurance. Company paid pension plan. Send Personnel Dept., WSBT-TV, South Bend, 26. Tape and photograph.

Technical

Immediate openings. Transmitter engineer; studio engineer. Must be experienced. Mail complete resume. Chief Engineer, KOAT-TV, Albuquerque, New Mexico.

Small vhf station needs 1st phone, January 1st. Experience unnecessary. Permanent for right man. Write Joe Spears, C. E., WTVY, Dothan, Ala.

Production-Programming, Others

Tv copywriter. Medium market, midwest vhf. Some experience required. Will train. Immediate opening. Salary open. Box 797E, B•T.

Production assistant—Immediate opening for ambitious person with proper background and training. Write and enclose photo to Mr. Bowry, WTVR, Richmond, Virginia.

Situations Wanted

Managerial

General—commercial manager—six years experience radio—three years television. Strong in local, regional-national sales. Thorough background and understanding of promotion-merchandising-traffic and production. Available 30 days. Box 813E, B•T.

FOR SALE

Stations

New fm radio station, grossing $400.00 monthly. Two man operation. $6,950 total price. $1,950 down (southern Missouri). Box 793E, B•T.

Kentucky daytimer priced at book value of assets: $49,991.79. Gross past six months, $31,043.48. Half cash. Paul H. Chapman, 84 Peachtree, Atlanta.

FOR SALE—(Cont'd)

Stations

Metropolitan market station in area famed for mild winter climate, showing growth with industrial expansion. Station is major network and priced within 1¼ times its annual gross (in $100,000 range), with both market figures and FCC averages showing a greater potential. Paul H. Chapman, 84 Peachtree, Atlanta.

Low down payment on secondary market station in area where per family income exceeds $6,000 year. Paul H. Chapman, 84 Peachtree, Atlanta.

Free list of good radio and tv station buys now ready. Jack L. Stoll & Associates, 4958 Melrose Ave., Los Angeles 29, Calif.

Equipment

RCA high frequency field intensity meter type 301-B, 18 to 125 megacycle, am & fm. Don Abitz, KDTH, Dubuque, Iowa.

Equipment for sale—Have four 10-foot parabolic solid reflectors. Make reasonable offer. Frank Carman, KUTA, Salt Lake City, Utah.

One Gates model 21-B tuning unit, complete with lighting chokes, $150.00; one complete disc recorder including Gates RA-10 amplifier cutting mechanism with 500 ohm head, CB-11 turntable with 44" cabinet, $475.00 F.O.B. St. Louis, contact James F. Mitchell, KXLW. WO. 1-1320.

PE-5A film camera channel (GE); PE-100A 16mm projector (GPL); PE-3C slide projector (GE); and other items. Never used! 50% off cost! Write Radio KXOA, Sacramento 15, California.

For sale: 300 super projectial with remote control. Almost new. At a sacrificing price. Harley F. Reynolds, C. E., WGVL-TV, Box 2344, Greenville, S. C.

For Sale: 250 watt fm broadcast transmitter type BT-1-B with tubes and crystal to operate on 92.7 mc. Fm monitor type BM-1-A to match; all excellent condition. WLOE, Inc., Leaksville, N. C.

For sale: RCA type ET-4260, 100/250 watt broadcast transmitter. Good condition. Price reasonable. For further information, call or write WRAK, Inc., P.O. Box 569, Williamsport, Penna.

Console, studio control, meets am-fm broadcast specifications. Write for literature. U. S. Recording Co., 1121 Vermont Avenue, Washington 5, D. C.

Magnecord PT63JA, 3 speed. New condition. Also 60 10½" aluminum spools. P. O. Box 5025, Jacksonville 7, Florida.

Radio towers, two 300 ft. insulated, in dry storage, weight 40,000 lbs. each. First quality grade A hot dip galvanized, Type MOR-2, CAA specifications. 30 ft. base, finest quality insulations. Tower lights, ladders, etc. $8,000 each. Co-axial cable, 750 ft. 3⅛" outside diameter. Finest copper bronze transmission line, complete with finest fittings. Made by Andrew Co. Perfect condition. $8.00 per foot. Advertiser Publishing Co., Ltd., P.O. Box 3110, Honolulu, Hawaii.

WE HATE TO LOSE HIM

An outstanding staff announcer who has been with us for six years. He's loyal, his technique with records and on the board can't be matched, and he knows music from A to Z. . . pops, that is. He reads an excellent newscast and does creditable remotes. He wants to move up in radio. If we have to lose him, we want to help him get the best.

For details, tapes, etc. on Al Martinez, write to

George Bingham, General Manager

WKIP, P.O. Box 889
Poughkeepsie, N.Y.

FOR SALE—(Cont'd)

Equipment

Clarke 108 phase meter for two tower directional system. Reason for selling have installed 3 tower array. First $375 gets. Perfect condition. KTOE, Mankato, Minnesota.

WANTED TO BUY

Stations

Metropolitan stations, in markets over 100,000 needed now. I have a growing list of qualified buyers ready. Want large-market stations in Texas, Colorado, Oklahoma, Arkansas, Kansas, Missouri. Ralph Erwin, Broker, 1443 South Trenton, Tulsa.

Equipment

Wanted: 10 kw fm power amplifier; also 300 feet each of 1⅝ and 3⅛ 51.5 ohm transmission line. Write Judson D. Edwards, KSON, 630 F Street, San Diego, California.

Wanted: Pylon fm antenna tuneable to high end of band such as RCA BF-14B1. Write Judson Edwards, KSON, 630 F Street, San Diego, California.

Image orth camera chain, sync generator, 7000 mc microwave and audio console wanted. Our terms cash. Please advise F.O.B. price and condition. Chief Engineer, WDAK-TV, Columbus, Georgia.

INSTRUCTION

FCC license training—correspondence or residence. Resident classes held in Hollywood and Washington. Beginners get FCC 1st class license in 3 months. For details write Grantham School, Dept. 1-T, 821 19th Street, N.W., Washington, D.C.

FCC first phone license. **Start immediately.** Guarantee coaching. Northwest Radio & Television School, Dept. B, 1221 N.W., 21st Street, Portland 9, Oregon.

MISCELLANEOUS

Former Far East Network members—send your addresses to FEN Association, Bernard Block, Quinton, Alabama.

RADIO

HELP WANTED

Salesmen

SALES ENGINEER

Gates has immediate opening for sales engineer to headquarter in Washington, D.C. office. Must be familiar with all broadcast activities in Washington area. Salary, bonus and travelling expenses. Send complete resume and photo to

Sales Manager
Gates Radio Company
Quincy, Illinois

FOR SALE

Equipment

TOWERS
RADIO—TELEVISION
Antennas—Coaxial Cable
Tower Sales & Erecting Co.
6100 N. E. Columbia Blvd.,
Portland 11, Oregon

WANTED TO BUY

Equipment

WANTED! TV REMOTE

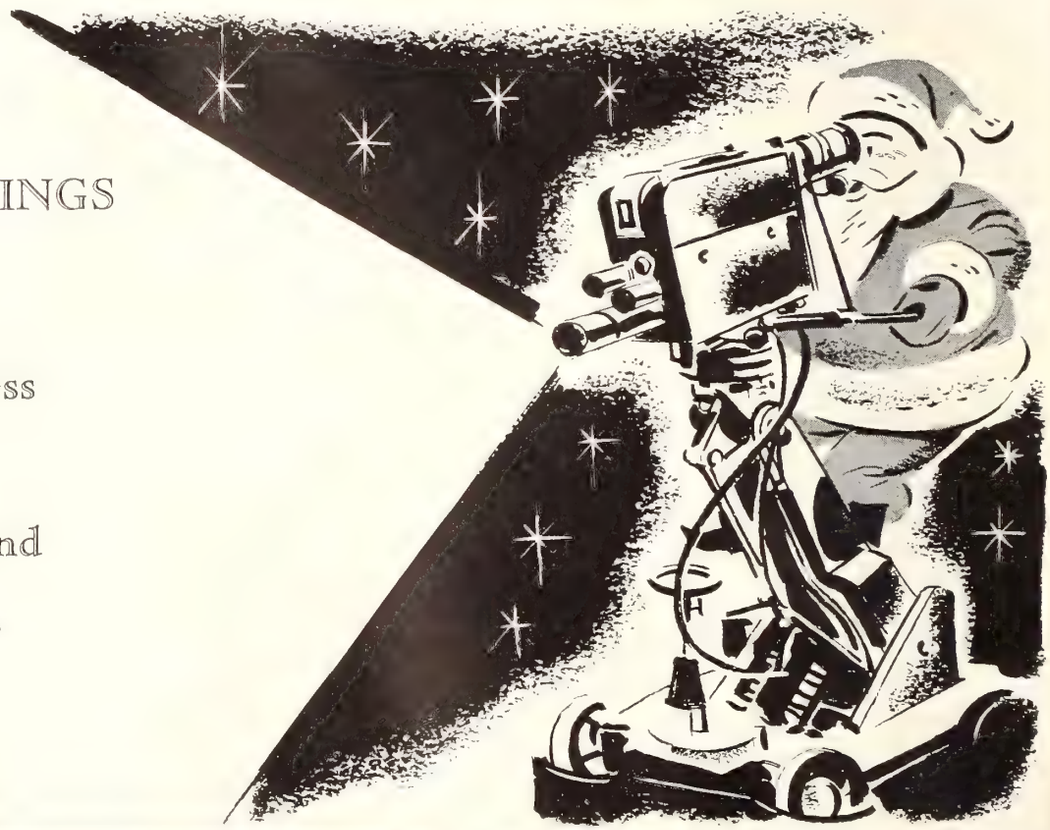
1 or 2 Camera Chain Microwave Link. Audio Equipment. Related Remote Equipment. Truck If Available.
Give Complete Descriptions. Type Number And Condition.
Pictures.
List Prices, Net F.O.B.
Medium Size Station
National Rate $350/Hour
Electra-Zoom Lens
Write Or Wire
CASH
Box 795E, B•T

INSTRUCTION

FCC 1st PHONE LICENSES IN 5 TO 6 WEEKS
WILLIAM B. OGDEN—10th Year
1150 W. Olive Ave.
Burbank, Calif.
Reservations Necessary All Classes—
Over 1700 Successful Students

SEASON'S GREETINGS

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and Continued Success
to you . . .
May the happiness and
joy of this Christmas
be with you all
through the year.



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HOME OFFICE: 1221 N. W. 21st Avenue, Portland, Oregon • CA 3-7246

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CHICAGO, ILLINOIS . . . . . 540 N. Michigan Avenue DE 7-3836
WASHINGTON, D. C. . . . . . 1627 K Street N. W. RE 7-0343

(Continues from page 72)

lations relating to mechanical reproductions.

By Comr. John C. Doerfer

Broadcast Bureau—Granted petition for extension of time to Dec. 19, to file responses to "Supplemental Joint Petition to Enlarge Issues" filed Nov. 30 by **WSPD Toledo, Ohio, and WTTH Fort Huron, Mich.**, parties respondent re am application of Sanford A. Schafitz, Lorain, Ohio. Action Dec. 13.

Broadcast Bureau—Granted petition for extension of time to Dec. 19, to file responses to petition to enlarge issues filed by Courier-Times Inc. Dec. 2 in am proceeding involving applications of Courier-Times Inc., New Castle, Ind., and **WSLM Salem, Ind.** Action Dec. 13.

By Chief Hearing Examiner James D. Cunningham

New Johnsonville, Tenn.—Ordered hearing shall commence Feb. 20, 1956, re am application of Johnsonville Bcstg. Co., New Johnsonville. Action Dec. 13.

By Hearing Examiner Herbert Sharfman

KBOX Modesto, Calif.—Ordered further hearing scheduled Dec. 16 re applications for assignment of broadcast license of **KBOX Modesto.** Action Dec. 14.

Wolf Point, Mont.—Ordered date for exchange of written case is extended from Dec. 22 to Dec. 30, re am applications of Hi-Line Bcstg. Co. and The Wolf Point Bcstg Co., both Wolf Point.

By Hearing Examiner Basil P. Cooper

Indiana—Issued order for conduct of hearing re am applications of Northern Indiana Bcstrs., Inc., South Bend, Ind. **WJVA Mishawaka, Ind.**, evidentiary hearing will begin Jan. 10, 1956. Action Dec. 15.

By Hearing Examiner Thomas H. Donahue

James W. Miller, Milford, Mass.—Granted motion for continuance of hearing from Jan. 6 to Feb. 6, 1956, re am application. Action Dec. 16.

By Hearing Examiner Jay A. Kyle

WBUF-TV Buffalo, N. Y.—Ordered that all parties or their attorneys are directed to appear for a prehearing conference, including oral arguments on motion of NBC for continuance of hearing, which was scheduled to begin Dec. 19. re assignment of cp for WBUF-TV Buffalo, from WBUF-TV Inc. to NBC; prehearing conference held Dec. 16. Action Dec. 13.

December 16 Applications

Accepted for Filing

License to Cover Cp

KFAR Fairbanks, Alaska—Seeks license to cover cp which authorized increased power, changed frequency and equipment changes.

WXHR (FM) Woburn, Mass.—Seeks license to cover cp (which authorized changes in existing station).

WOR-FM New York—Seeks license to cover cp (which authorized changes in licensed station).

KAMC-FM Stillwater, Okla.—Seeks license to cover cp (which authorized new educational fm station).

WCTA Andalusia, Ala.—Seeks license to cover cp which authorized increased D power.

WAMM Flint, Mich.—Seeks license to cover cp which authorized new am station.

License to Cover Cp Returned

WAEB Allentown, Pa.—Application for license to cover cp which authorized changes in DA-D returned (Sec. I dated after notarization).

Renewal of License

KCRV Caruthersville, Mo. (resubmitted); **KBTN Neosho, Mo.** (amended to change applicant name to Neosho Bcstg. Co.); **KWAR (FM) Waverly, Iowa; KWOC Poplar Bluff, Mo.; KSIS Sedalia, Mo.**

Remote Control

WJLS Beckley, W. Va.

AFL-CIO Pay Tv Stand

AS REPORTED in B•T Dec. 12, the newly-merged AFL-CIO passed a resolution against pay tv. Text of the resolution:

There are now pending before the Federal Communications Commission certain applications which would provide for and permit the granting by that Commission to specified interests, exclusive licenses to broadcast, and charge for, television programs which are now being received without charge in the private homes of America.

It is our sincere belief that such a plan known as "Pay Television" would constitute and become an infringement on the property right now enjoyed by the general public on a no fee basis. Such a plan would be an intrusion into and a violation of the privacy of the home, and would curtail greatly the free use of a medium which has become a part of the American home; now, therefore, be it

RESOLVED, The AFL-CIO opposes the granting by the Federal Communications Commission of licenses permitting "Pay Television" and request the Officers of the AFL-CIO to make known to the members of the Federal Communications Commission and to the Members of the Congress of the United States the position expressed in this resolution.

Modification of Cp

WNLC-TV New London, Conn.—Seeks mod. of cp (which authorized new tv station) to extend completion date to July 1956.

WVEC-TV Hampton, Va.—Seeks mod. of cp (which authorized new tv station) to extend completion date to July 4, 1956.

KTTS-FM Springfield, Mo.—Seeks mod. of cp (which authorized changes in licensed station) for extension of completion date.

KYNG Kalispell, Mont.—Seeks mod. of cp (which authorized new am station) for extension of completion date.

WTRA Latrobe, Pa.—Seeks mod. of cp (as mod. which authorized new tv station) to extend completion date.

WTON Staunton, Va.—Seeks mod. of cp (which authorized changed frequency) for extension of completion date.

KTIX Seattle, Wash.—Seeks mod. of cp (as mod. which authorized new am station) for extension of completion date.

WKNB-TV New Britain, Conn.—Seeks mod of cp (which authorized new am station) to extend completion date to July 15, 1956.

KLIX-TV Twin Falls, Idaho—Seeks mod. of cp (which authorized new tv station) to extend completion date to July 15, 1956.

WBID-TV Detroit, Mich.—Seeks mod. of cp (which authorized new tv station) to extend completion date.

WTOH-TV Toledo, Ohio—Seeks mod. of cp (which authorized new tv station) to extend completion date.

WKNE-TV Keene, N. H.—Seeks mod. of cp (which authorized new tv station) to extend completion date to July 16, 1956.

KCEB (TV) Tulsa, Okla.—Seeks mod. of cp (which authorized new tv station) to extend completion date.

WQCY (TV) Allentown, Pa.—Seeks mod. of cp (which authorized new tv station) to extend completion date to July 14, 1956.

WLBR-TV Lebanon, Pa.—Seeks mod. of cp (which authorized new tv station) to extend completion date.

WKOK-TV Sunbury, Pa.—Seeks mod. of cp (which authorized new tv station) to extend completion date to July 16, 1956.

December 20 Applications

License to Cover Cp

KXOA Sacramento, Calif.—Seeks license to cover cp which authorized change from DA-1 to DA-N.

WSYL Sylvania, Ga.—Seeks license to cover cp which authorized new am station.

WKLX Paris, Ky.—Seeks license to cover cp which authorized new am station.

KTOE Mankato, Minn.—Seek license to cover cp which authorized increased N power and DA system change.

KUSN St. Joseph, Mo.—Seeks license to cover cp which authorized new am station.

KSEY Seymour, Tex.—Seeks license to cover cp which authorized increased power.

WGH-FM Newport News, Va.—Seeks license to cover cp which authorized changes in licensed station.

Modification of Cp

WJLN-TV Birmingham, Ala.—Seeks mod. of cp (which authorized new tv station) to extend completion date.

WIND-TV Chicago, Ill.—Seeks mod. of cp (which authorized new tv station) for extension of completion date.

WITH-TV Baltimore, Md.—Seeks mod. of cp (which authorized new tv station) to extend completion date.

WTVX (TV) Gastonia, N. C.—Seeks mod. of cp (which authorized new tv station) to extend completion date.

WBTM-TV Danville, Va.—Seeks mod. of cp (which authorized new tv station) to extend completion date to July 16, 1956.

WOKA (TV) Macon, Ga.—Seeks mod. of cp (which authorized new tv station) to extend completion date.

WTRI (TV) Albany, N. Y.—Seeks mod. of cp (which authorized new tv station) to extend completion date to July 16, 1956.

KNUZ-TV Houston, Tex.—Seeks mod. of cp (which authorized new tv station) to extend completion date to July 6, 1956.

WKNA-TV Beckley, W. Va.—Seeks mod. of cp (which authorized new tv station) to extend completion date to July 15, 1956.

WETV (TV) Washington, D. C.—Seeks mod. of cp (which authorized new tv station) to extend completion date to July 15, 1956.

Cp

WAAB Worcester, Mass.—Seeks cp to replace cp which authorized ant. system changes.

Renewal of License

KVRH Salida, Colo.; KPRK Livingston, Mont.; KDSJ Deadwood, S. D.

Broadcast Bureau Decisions

Actions of Dec. 14

WGST-FM Atlanta, Ga.—Granted extension of STA to remain silent to Jan. 1, 1956.

WAUG-FM Augusta, Ga.—Granted extension of STA to remain silent to Dec. 14.

Actions of Dec. 15

WVEC-TV Hampton, Va.—Granted extension of completion date to July 4, 1956.

WEHS (FM) Chicago—Granted renewal of license.

Actions of Dec. 16

WKNB-TV New Britain, Conn.—Granted extension of completion date to July 15, 1956.

KLIX-TV Twin Falls, Idaho—Granted extension of completion date to July 15, 1956.

Action of Dec. 20

WELP Milton, Pa.—Granted license to cover cp which authorized new am station and specify studio location.

UPCOMING

JANUARY

Jan. 5: NARTB Television Information Committee, NARTB Hdqrs., Washington.
Jan. 10: NARTB Employer-Employe Relations Committee, NARTB Hdqrs., Washington.
Jan. 12: Oklahoma Assn. of Broadcasters, Lawton.
Jan. 12: NARTB Tv Film Committee, NARTB Hdqrs., Washington.
Jan. 12-13: NARTB Radio Standards of Practice Committee, NARTB Hdqrs., Washington.
Jan. 19-21: South Carolina Broadcasters Assn. Annual Convention, Clemson House, Clemson.
Jan. 26-27: NARTB Code Review Board, San Francisco.
Jan. 30-31: NARTB Board Committee, San Marcos Hotel, Chandler, Ariz.

Eastern Opportunity

$65,000.00

Located in a good secondary eastern market—this fulltime property is an ideal situation for a capable owner-operator. Can be handled with $25,000.00 cash and the balance financed on very favorable terms.

Negotiations • Financing • Appraisals

BLACKBURN - HAMILTON COMPANY

RADIO-TV-NEWSPAPER BROKERS

WASHINGTON, D. C.
James W. Blackburn
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Sterling 3-4341-2

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Ray V. Hamilton
Tribune Tower
Delaware 7-2755-6

SAN FRANCISCO
William T. Stubblefield
W. R. Twining
111 Sutter St.
Exbrook 2-5671-2

A Matter of Deadlines

THE MECHANICAL imperfections of publishing are such that we are writing this editorial before Christmas, knowing it will appear not earlier than Dec. 26. It is an unsettling thought that the piece composed in the bloom of anticipatory cheer will be read in the haggard aftermath.

The illusions of the season will have vanished. The handsome box will have been torn from its rich wrapping to disclose the unwearable tie within. The silver bowl will have been drained of its creamy egg-nog, and the drainers drained of the will to live. The mail man's burden will have ceased to contain the message from the distant dear one; in his bag now the chilling statement from F.A.O. Schwarz.

To write of Christmas before Christmas without wishing the reader a seasonal greeting is to ignore every instinct of the editorialist. Yet a greeting delivered after the event will not be more welcome than the bridegroom who arrives at the church promptly at high noon June 21 for the ceremony scheduled June 20.

It is when confronted by an awkward lag, like this one, between the writing of a piece and its delivery to our readers that we most admire the two modern communications forms. In radio and television the message uttered is at once the message received. This is an advantage which everyone who works in printed journalism must envy.

If, by miracle, this issue of B•T could be distributed electronically, we would end this editorial in the way our sentiments demand—with a warm greeting of Merry Christmas to our readers. Like all other publications, however, we are geared to the sedate schedules of printing presses and the U. S. mails. Knowing we cannot be with you until after Christmas, we shall content ourselves with saying: Happy New Year.

The Whole Picture

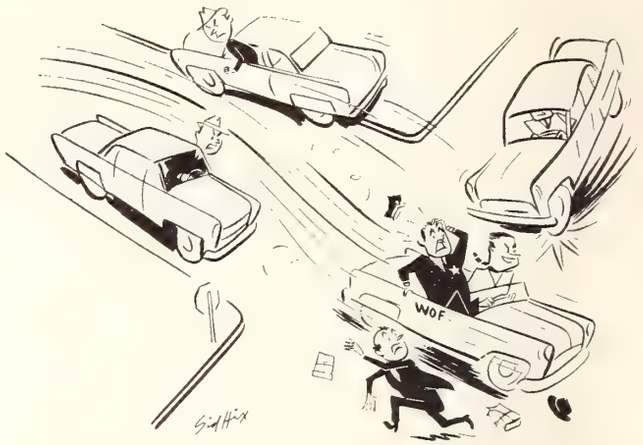
IF THE FCC has any misgivings about the desirablity of retaining a dual uhf-vhf tv allocation, it certainly should give heed to the comments on its rule-making invitation. Preponderantly, they favor retention of both the 70-channel uhf band and the enlargement, if feasible, of the 12-channel vhf band.

There are those who, either openly or otherwise, have given up on uhf. Yet uhf stations are doing quite well in a number of markets, and will do better as Madison Ave. and Michigan Ave. learn that, like the 100-watters of early radio, they perform an efficient service of increasingly higher quality as the art progresses. New developments, like the new GE amplifier tube which appears to promise simplified circuitry for combination uhf-vhf sets, will serve further to stabilize uhf service.

Aggrieved station operators or aspiring new ones who look at the whole picture and not their immediate problem, should realize that competitive, nationwide television cannot be provided on 12 vhf channels, or 15 or 20, without doing irreparable violence to existing coverage patterns and thereby depriving millions of people of service they are now getting. The consequence would be tighter regulation, even monopoly controls, and rate fixing.

So, it should be abundantly clear, uhf there must be in television's present and foreseeable future. If the efforts of Defense Mobilizer Arthur Flemming's high level committee produce means whereby a number of additional vhf channels can be procured for tv, the allocations problem would be eased to that extent, because at least three corresponding competitive services could be provided in most major markets. The more v's the better, but there appears to be no magic whereby an adequate number for a nationwide allocation can be provided.

Every encouragement should be given the Flemming project. Existing non-broadcast services would have to be displaced to clear even a minimum of two or three channels. Broadcasters should be prepared to support, in Congress to the fullest extent, the likely situation wherein the military will need additional appropriations to cover new equipment and installation costs, should means be found to swap a portion of uhf space for desirable vhf space. This may not be as long range a project as some suspect.



Drawn for BROADCASTING • TELECASTING by Sid Hix

"Don't you worry, chief! I'll get you to the station in time for your safety talk!"

The FCC now has only chapter one of the case. Replies to the 200-odd comments are due Jan. 6. Engineering studies need to be made. The FCC, somewhere along the line, must instruct its engineering staff to produce an allocation plan, founded upon that which exists, that is best calculated to serve the public need. All this takes time and infinite care. It can't be done in a few weeks or even a few months. A year would be a better guess.

In those ensuing months, the processing of pending cases cannot be stopped. But the FCC has made it clear that those who proceed with construction do so at the risk of subsequent allocation changes. Indeed, the law itself does not safeguard any existing permit holder or licensee.

Until it is ready with its new national allocations policy, the FCC is duty-bound to improve service, city-by-city, case-by-case. Otherwise it would be imposing a new freeze and inviting the wrath of the public in under-served areas.

Longer License Life

BROADCASTING is a hazardous business. There are many reasons for this, but the basic one is that it is licensed. Licenses are issued for three years. Yet broadcasters, notably in tv, must make long term commitments on equipment and construction extending far beyond their license terms. A one-purpose transmitter-studio plant may run into the hundreds of thousands, with mortgage loans running 20 years, but the broadcaster lives by the slender thread of a three-year license.

Another hazard is the network affiliation contract which under the FCC's chain-monopoly regulations may not run beyond two years and which cannot be renegotiated until six months prior to expiration. In many cases, network affiliation agreements for tv are written for less than the two-year statutory maximum, and with only 30-to 60-day cancellation clauses.

We think licenses ought to be issued in perpetuity, since the licensing authority always has recourse to revocation if there are infractions of the law or other extreme improprieties offensive to the public interest. In Mexico, licenses are issued for 30 years. In other countries there are no specified tenures.

It may be too much to hope for perpetual licenses now, but certainly Congress and the FCC could be persuaded to grant longer terms as an initial step, in the light of the risk capital involved. And certainly the FCC regulations should allow broadcasters and networks to affiliate for periods that run as long as the license terms. Even that one slight change now would permit network affiliations to run a year longer.



GIL NEWSOME



TOM DAILEY



ED WILSON

KWK

ST. LOUIS

Wishing You a prosperous 1956

The entire staff of KWK Radio and KWK-TV extend to you and yours every good wish for a happy, healthy and prosperous New Year.

CBS TELEVISION

KWK TV CHANNEL 4 ST. LOUIS KWK AM

represented by THE KATZ AGENCY INC.

FIVE OF A KIND

. . . ALL DIFFERENT
ALL FABULOUS VALUES



Mink Coat Aristocrats
From Evans Furs, Chicago
America's Master Furrier

Whether you're selling mink coats or motor cars, cheese or cosmetics, smart time buying prescribes the selection of stations that reach the most responsive markets at the lowest cost. In the five NoeMac markets that means the NoeMac stations.

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